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FOR IMMEDIATE RELEASE:

Jackson Hole Travel and Tourism Joint Powers Board releases RFP for Destination Agency of Record.

Jackson, Wyoming- January 14, 2015 –The Jackson Hole Travel and Tourism Joint Powers Board released an RFP, (Request for Proposal), for the advertising contract for the destination marketing campaign today.

Currently, Cactus Communications is the agency of record and has created a successful destination advertising campaign for the Jackson Hole Travel & Tourism Board. Cactus Communications contract expires June 30, 2015.

“Cactus Communications has done a terrific job positioning Jackson and Teton County as a must-visit destination during the shoulder season with campaign themes including, “There’s more to winter” and “Witness an entire ecosystem awakening.” Cactus plans to submit again for the upcoming contract, according to Kate Sollitt, Executive Director, JHTTB.

The RFP seeks an agency to provide services to develop, implement and manage a national advertising campaign beginning July 1, 2015 through June 1, 2016 with three, one-year extensions possible, which totals a possible 4 year contract with the JHTTB until the contract is rebid.

The RFP is open to all interested and capable parties. To compete and win the contract, a firm must demonstrate that they have the capability and experience to handle a program of the size, scope and complexity of the JHTTB’s program.

The selection process will consist of two steps:

- 1). A written response to a series of questions concerning the firm’s capabilities
- 2). If chosen as a finalist, an oral presentation.

A winner will be announced no later than May 1, 2015

To learn more and view the RFP, please go to: www.4jacksonhole.org. and review the News tab.

The Jackson Hole Travel & Tourism Joint Powers Board is a volunteer board appointed by the Jackson Town Council and Teton County Board of Commissioners to oversee the use of the tourism promotion funds appropriated by the lodging tax.

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