

Proposal for Yellowstone-Jackson Hole Winter Press Trip February 22-27, 2017



Yellowstone National Park is a world-renowned travel destination, but its popularity stems primarily from its summer season experiences. While Yellowstone's winter season is much smaller in terms of capacity, the snow-bound experiences available between mid-December and early March are without equal. Jackson Hole is also a world-renowned ski destination, and is uniquely positioned by its proximity to Yellowstone.

Since the most recent winter use plan was approved, demand for the winter experience in Yellowstone has steadily increased. Marketing and packaging have contributed to this growth. However, there are still fluctuations in daily and weekly occupancies. There remains a need to build awareness and, ultimately, demand for the winter experience in Yellowstone. At the same time, Jackson Hole continues to work toward growing its winter season, and reinforcing the connection between the Yellowstone and the Jackson winter experiences is a strategy that will help build winter business for both destinations.

Toward this end, Xanterra, the primary concessioner in Yellowstone, is proposing a winter press trip in partnership with the Jackson Hole Travel & Tourism Board and the community of Jackson. We intend to invite up to six A-list media consisting of print, online, and/or social media influencers. We are requesting sufficient funding to cover the costs of airfare, services of a public relations firm, discounted lodging, and any un-sponsored costs related to the Jackson and/or Yellowstone components of the itinerary.

Press Trip Coordination by Mesereau Travel Public Relations

We will contract with Mesereau Travel Public Relations (MTPR) to coordinate the trip. We/Xanterra have worked with MTPR since 1998, as they have represented us and organized many press trips including several winter press trips that involved Jackson Hole. MTPR will compile a qualified media invitation list and provide an opportunity for partners to offer input. From there, MTPR will handle the invitations, ongoing related communications, and coordination of the media's travel arrangements. A representative of MTPR will be here with the group during the trip to assist with the daily management and coordination. Rick Hoeninghausen, Director of Sales and Marketing for Yellowstone National Park Lodges/Xanterra, will also be with the group in Jackson and Yellowstone.

Community Support for the Trip

We have secured donated lift tickets, equipment, lessons and lunch from the Jackson Hole Mountain Resort and discounted lodging at the Lexington Hotel. Meals have yet to be arranged and we will request complimentary support from the restaurants we use. The ground transportation provider for shuttling around Jackson and Teton Village is to be determined, and depending on costs, we may consider a rental van at approximately \$220 plus taxes/fees per day. Transfers from the hotel to the south entrance of the park, as well as snowcoach transportation into and out of Yellowstone (Old Faithful) will be provided courtesy of Scenic Safaris. Xanterra will provide the lodging, meals and in-park touring/transportation on a complimentary basis. To cover situations where we cannot secure complimentary services, we've asked for sufficient funds to pay for those services.

The Tentative Itinerary (subject to change based on JHTTB and community input)

February 22-Arrive Jackson. Explore as time allows. Dinner (TBD) and overnight Lexington Hotel
February 23- Ski (lift tickets, ski rentals, lessons, lunch courtesy Jackson Hole Mountain Resort.) Dinner (TBD) and overnight Lexington Hotel
February 24- Travel into Yellowstone. (Transportation to/from Old Faithful Snow Lodge from Lexington Hotel courtesy Scenic Safaris.) Dinner and overnight Snow Lodge
February 25- Grand Canyon tour (ski/snowshoe/tour.) Dinner and overnight Snow Lodge
February 26- Explore Old Faithful area (ski, snowshoe, walk, guided touring.) Dinner and overnight Snow Lodge
February 27- Return to Jackson for overnight. (Transportation from Snow Lodge to hotel courtesy Scenic Safaris.) Dinner and overnight in Jackson.
February 28- Depart Jackson on morning flights. Transfer to airport TBD

The Funding Request

Airfare @ \$700 per participant (six media and one PR rep): \$4,900

Mesereau Public Relations services (professional fees and expenses): \$4,700

Lexington Hotel- \$59+tax/night for three nights. 8 rooms for two nights and 7 rooms for one night: \$1,360 plus tax

Un-sponsored meals and services: \$2,000. (This is maximum and to be used only when sponsorships/comps are not available)

Total Funding Request: \$12,960.00

We appreciate the Board's time and consideration with regard to this proposal. I am available to answer any questions regarding this request, and look forward to the opportunity to collaborate with the board and community of Jackson.

Respectfully submitted by

Rick Hoeninghausen

Director, Sales and Marketing

Yellowstone National Park Lodges

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