

WINTER RENDEZVOUS

RENDEZVOUS
EVENT MANAGEMENT

The 2017
Winter Rendezvous will bring
8 to 10 A-list travel,
adventure and outdoor
mainstream media to Jackson Hole
for the ultimate winter
lifestyle experience.
Not only will media
see our ski hills,
but they will indulge in Jackson's
local culinary scene,
unwind in our luxury spas
and explore local wildlife
in Grand Teton National Park.



WHAT DO OUR EVENTS OFFER TO THE **TRAVEL** & **TOURISM** BOARD?

- Build long lasting relationships with key members of the media from outlets that engage the Jackson Hole Tourism Board's target demographic—primarily affluent 35 to 65 year old travelers with a focus on novelty, authenticity, family and luxury.
- Take media off the beaten tourism path and inspire them to see Jackson Hole and the surrounding area in a new and novel light. Promoting activities beyond skiing, and providing media with a once in a lifetime experience that will encourage them to pitch outlets and editors on a new Jackson Hole angle.

CAPTURE THIS ADVENTURE THROUGH

PROFESSIONAL PHOTOGRAPHY

AND SUPPLY THE COMMUNITY WITH AN IMAGE GALLERY

FOR PR/MARKETING PURPOSES



SECURE EDITORIAL IN HIGH CIRCULATION OUTLETS
WHICH WILL IN TURN INCREASE WINTER AND SPRING
TOURISM AT A

FRACTION OF THE COST OF PAID ADVERTISING



CONDE NAST TRAVELER,
Circulation:
**1,991,916 unique
monthly visitors**



VIRTUOSOLIFE,
Circulation: 200,000



SHAPE MAGAZINE,
Circulation:
**1,991,916 unique
monthly visitors**



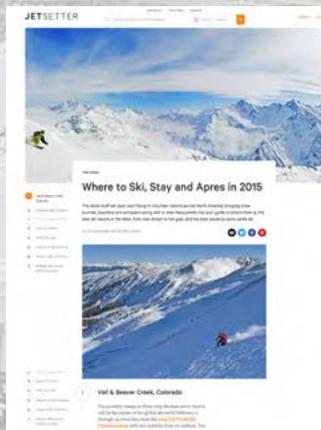
THE ACTIVE TIMES,
Circulation:
**117,228 unique
monthly visitors**



MUSCLE & FITNESS ONLINE,
*Circulation: 1,323,555
unique monthly visitors*
**AND
MUSCLE & FITNESSHERS
PRINT MAGAZINE,**
Circulation: 93,358



GIZMODO,
*Circulation: 31
million unique
monthly visitors*



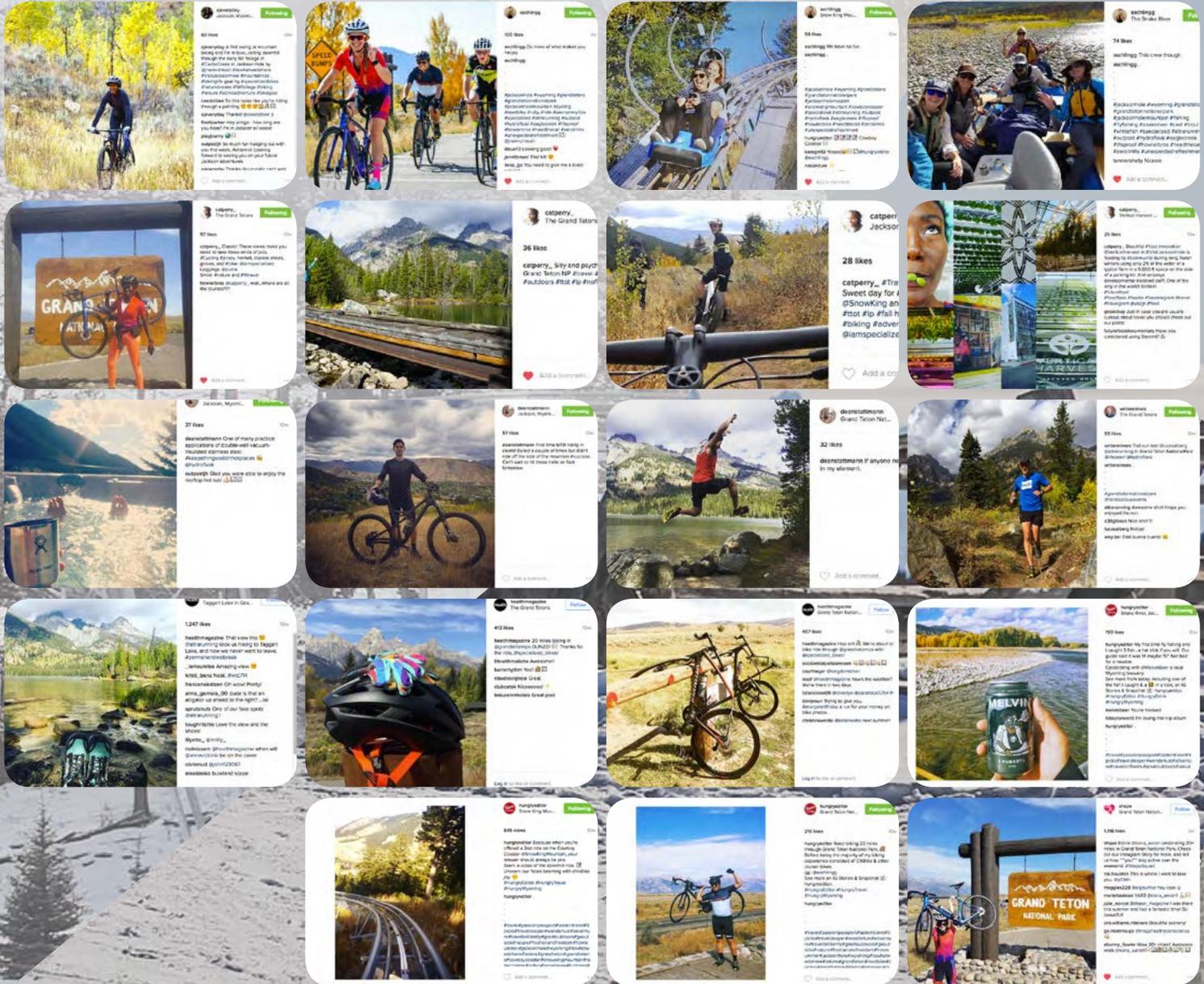
JETSETTER,
Circulation:
**3,673,299 unique
monthly visitors**



GREATIST.COM,
Circulation:
**3,772,652 Unique
Monthly Visitors**

Social media posts from our last event alone reached over 1,200,000 users. We are looking to increase this number by 50% or more as we make social media a major component of the 2017 Winter Rendezvous.

SOCIAL MEDIA EXPOSURE



WHAT'S NEW IN 2017?

- **Stay in town to promote the liveliness of Jackson and it's vibrant food, arts and local shopping scene**
- **Work with Eco Tour Adventures to come up with a unique active wildlife tour**
- **Collaborate with a Teton Village hotel for a day to highlight the luxury angle. Experience ski in ski out for the day, spa service, gourmet dining and more**
- **Work with JHMR to highlight their beginner and intermediate terrain, family friendly amenities, new lifts, new restaurants and ski school**
- **We've promoted fat biking at our last two winter events and seen more press on this angle than we ever expected. As a result, we plan to promote this again as it's still an up and coming sport that is rapidly growing in the valley.**



“I really enjoyed this trip over other press trips since I love to be active and work out. The partnership with JH and the brands was also really cool to be able to try out gear and use the contacts as potential quotes and sources in my stories. I will keep you posted on coverage definitely!”

- Adrienne Jordan, Freelance for USA Today, National Geographic *Traveler*, *Destination I Do*, *Men's Journal* and many more

“I'm still energized from the trip...fondly remembering our travels and the cool Wyoming mountain air.”

-Diane Anton, Subaru

“The trip was awesome. I love getting to stay somewhere that's so unique to the place we're visiting, and Turpin Meadow Ranch felt exactly like that.”

-Jaclyn Emerick, Editor at *SHAPE Magazine*

“We really enjoy working with you, and are happy to be part of your events! From the skiing, lunch, to the amazing meal was really a top notch experience for all the media and sponsors.”

- Anna Cole, Communications Manager, Jackson Hole Mountain Resort

“Thanks for running such a smooth show and inviting some really great people. It was the rare press trip where I slept and ate every time I was tired or hungry. The trip was a great mix of active experiences with informative presentations. I've never seen enforced group mingling handled so seamlessly.”

- Matt Bell, *Outside's Online Travel Editor*

“I had so much fun on this trip! The itinerary was a great mix of activity and food, and I loved our lodging (totally want a shower like that in my apartment). I felt like it was a great active vacation that felt seamless.”

- MaryAnne Barone, Social Media Editor at *Health Magazine*

“The adventures, food and lodging were absolute tops; the elk ragu lasagna from Osteria is alone worth the price of entry.”

- Joe Lindsey, Freelance for *Outside*, *Bicycling*, *Wired* and more

“What a wonderful FAM, thank you for including us.”

- Nina Braga, Director of Public Relations, Four Seasons Resort

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FEEDBACK PAST EVENTS FROM IN JACKSONHOLE

