

JACKSON HOLE

Travel
& Tourism
Board



TETON COUNTY SUSTAINABLE DESTINATION MANAGEMENT PLAN

COMMUNITY MEETING
JUNE 1, 2022

International Institute
of Tourism Studies

THE GEORGE WASHINGTON UNIVERSITY



Opening & Welcome



Agenda

6:30 pm Opening and Welcome

6:35 pm Project Overview

Presentation of Main Findings of Resident Survey

Finding Common Ground

6:55 pm Small Group Discussion: Defining Solutions

7:55 pm Next Steps

8:00 pm Closing and Networking



“This is a really difficult problem and I won’t pretend to be an expert. Jackson has also become really hostile to outsiders – as a result of the pressure placed on the community by tourism stress – and this is not a culture I’d want to foster by limiting tourism.

We are near a national park – we should serve the general public, not be the exclusive playground of the ultra-wealthy. I think we need to make more efforts to support the community that provides services to tourists in the form of housing, childcare... We should ensure that our affordable housing regulations are resulting in the kind of development that we need.”

-Resident Survey Respondent



WHOLE-OF-DESTINATION **ALL LANDS APPROACH**



Resident Sentiment Survey

A large, multi-colored hot air balloon is being inflated in a grassy field. The balloon features a grid pattern of various colors including red, orange, yellow, green, blue, and purple. A person is visible near the base of the balloon, and a large, rectangular, metal basket is positioned on the ground. In the background, there are rolling green hills and snow-capped mountains under a clear blue sky. Another hot air balloon is partially visible on the right side of the frame.

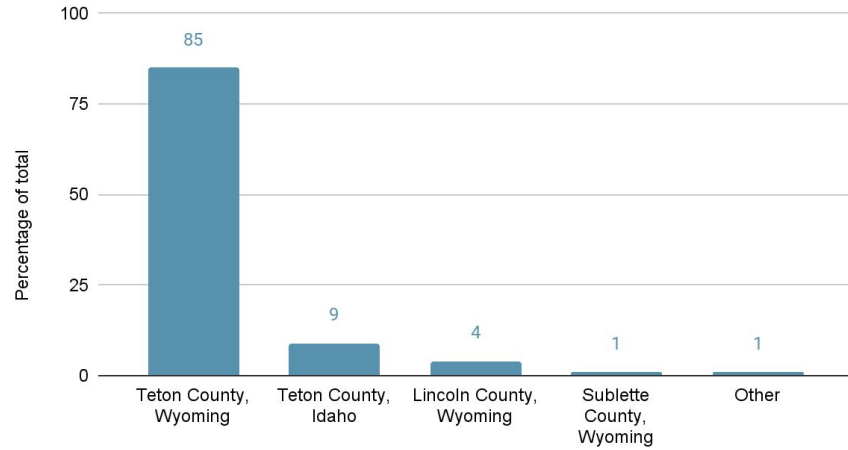
About the Survey

The background of the slide features a soft-focus photograph of a mountain range under a hazy sky. In the foreground, two elk are visible in a field of tall, golden grass. One elk is in the center, facing right, and another is further back on the right, facing left. The overall lighting is warm and natural, suggesting a sunrise or sunset.

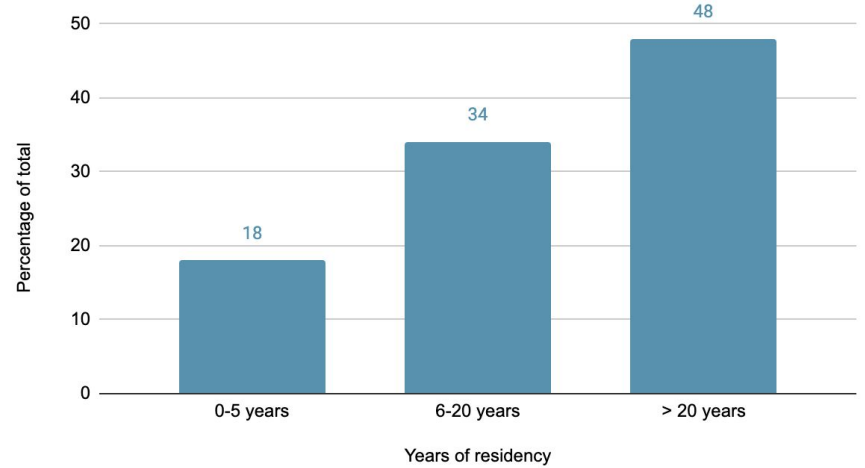
- Online survey designed to gauge resident sentiment toward tourism in Teton County, Wyoming
- Deployed February 22 to April 5, 2022
- 4,777 respondents
- Main topics covered in survey include:
 - Overall sentiment about tourism
 - Tourism development and growth
 - Tourism economic impacts
 - Impacts on quality of life
 - Environmental impacts
 - Resident involvement and engagement in tourism
 - Open ended questions on concerns, ideas for solutions, and vision for tourism

Respondent Profile

Residency

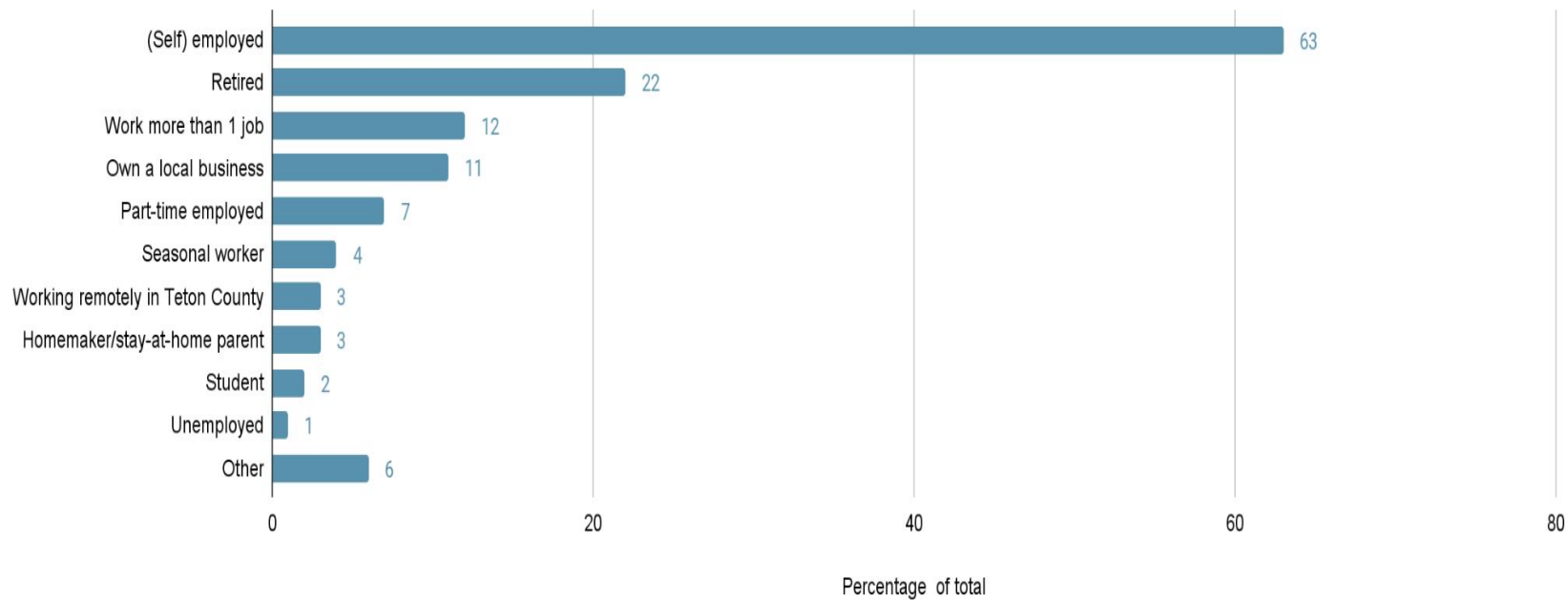


Length of residency in Teton County



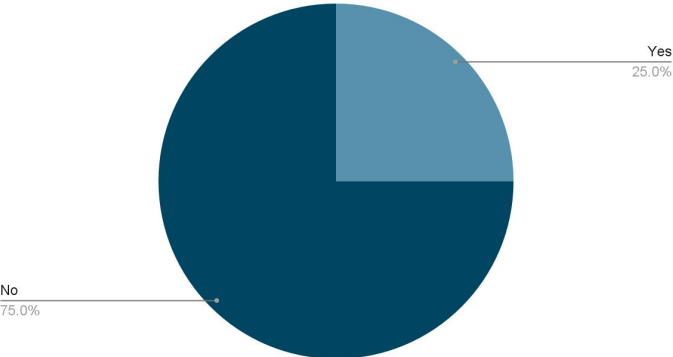
Respondent Profile

Work situation (multiple answers possible)

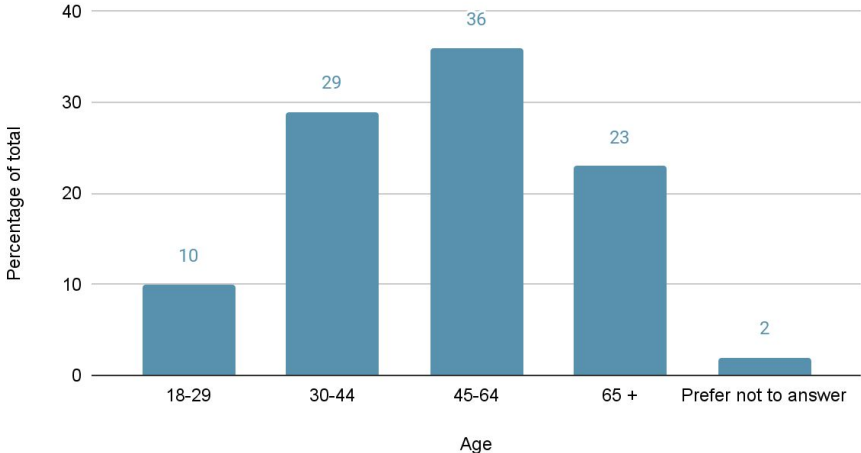


Respondent Profile

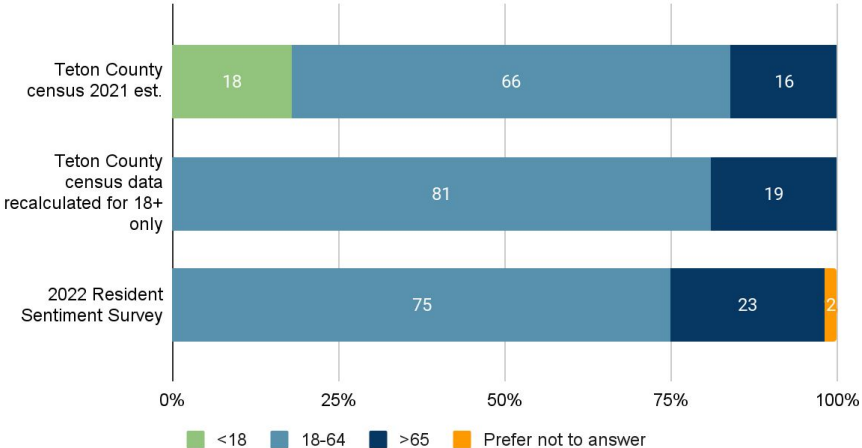
Have children aged 0-17 living in the area



Age



Age demographic: Teton County Census versus Survey



1. Tourism is considered important to the local economy by 86% of respondents.

2. 44% percent do not see tourism as contributing to their personal economic well-being.

3. 61% are willing to pay more taxes for local public services if it means having less visitors.

4. 53% state that Teton County, Wyoming does not benefit from tourism in non-economic ways.

5. Overall, 26% agree that tourism benefits outweigh its drawbacks in Teton County, Wyoming; long-term residents (>20 years) are less likely to agree (22%) that the benefits of tourism outweigh its drawbacks.

6. Respondents are least satisfied with tourism in the summer (85%) followed by fall (51%) and winter (47%).

7. Most respondents believe tourism development is happening too fast (85%), feel unheard (79%), and support the need for planning and controls (90%).

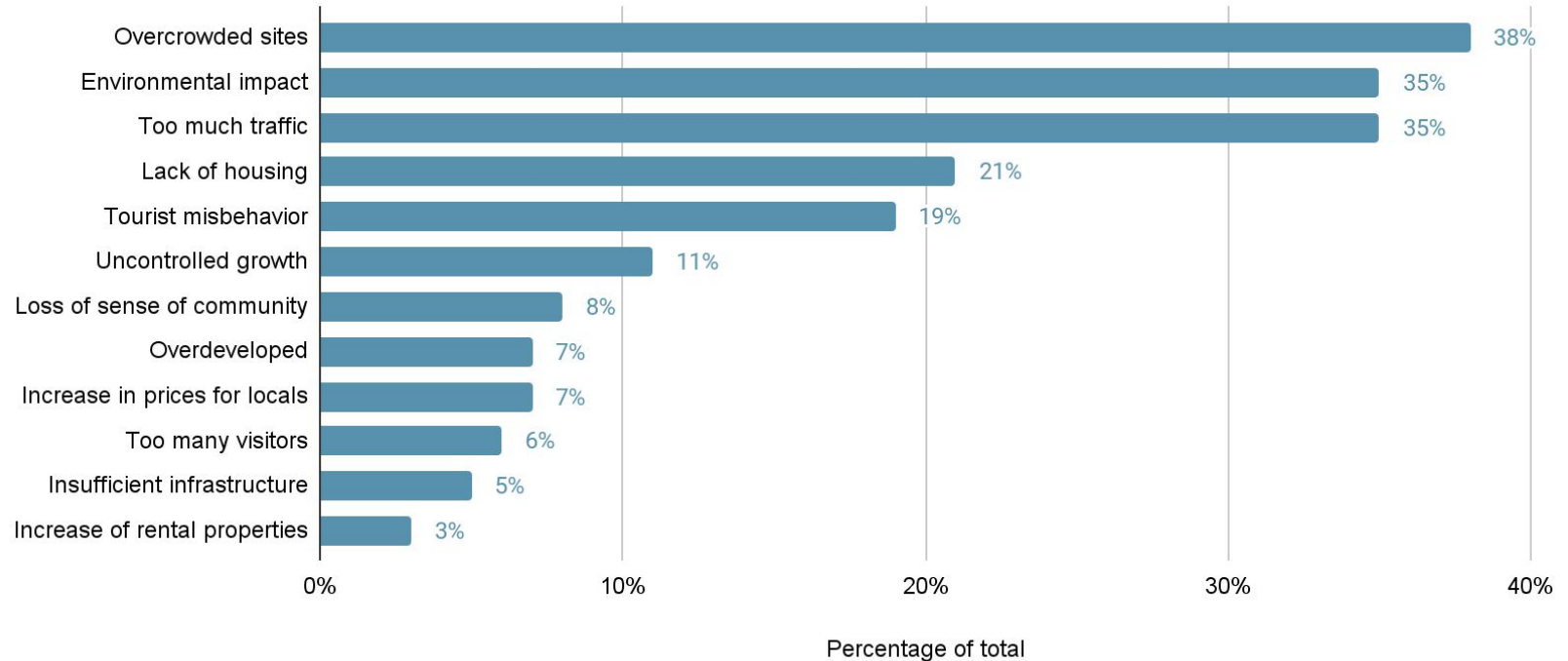
8. Quality of life impacts from tourism are greatest during summer (93%), followed by fall (61%) and winter (60%).

9. Respondents say tourism contributes to traffic problems (98%) and overcrowding of attractions, and that it does not support the integrity of the natural environment (86%).

10. Looking forward, the vast majority of respondents want less tourism in the summer (91%), fall (64%) and winter (58%); and, prefer ecotourism (59%), scientific/educational (48%) and volunteer tourism (46%).

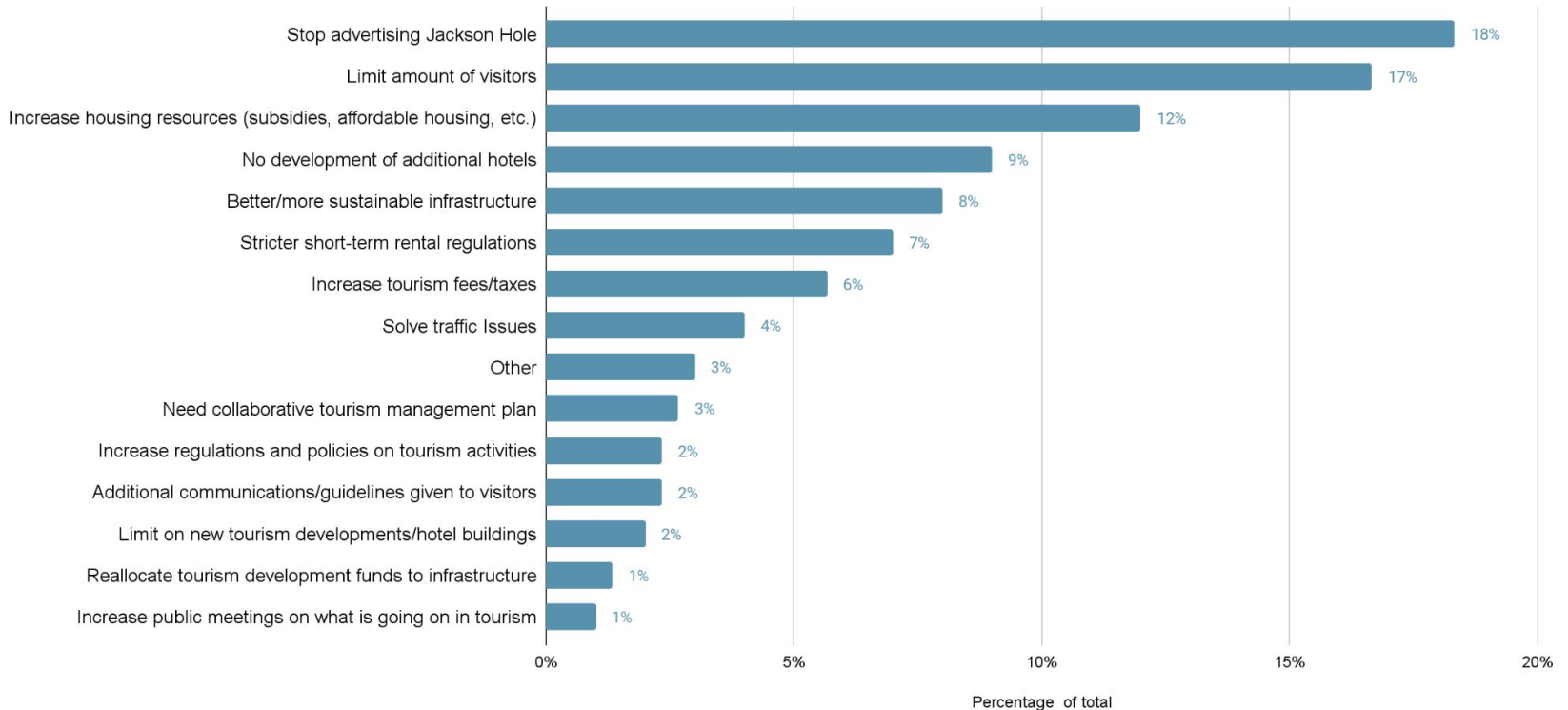
What concerns do you have about tourism in Teton County, Wyoming?

Response Themes



What things can we do to address your main concerns about tourism in Teton County, Wyoming?

Response Themes



Finding Common Ground



WHAT MATTERS MOST TO YOU

- Every stakeholder group has an equal voice at the table
- Priority issues for all stakeholder groups will be included in the SDMP



What Matters to All

This Place, Our Home, The Greater Yellowstone Ecosystem

Enabling Environment

Quality of Life

Quality of Work

Quality of Experiences

Residents

*Resident Sentiment Survey
Community Meeting*

1. Overcrowded sites
2. Environmental resource impacts
3. Too much traffic
4. Lack of housing
5. Visitor behavior

Tourism Stakeholders

(public sector: public land managers, private sector, NGO community)

*Situation Analysis Report
Focus Groups
Interviews*

1. No destination management organization
2. No destination sustainability monitoring system
3. No collaborative climate adaptation efforts
4. No integrated visitor management system
5. Lack of regulations for short-term rentals

1. Deepening economic inequity
2. Cost, time and safety issues associated with tourism workforce commuting

1. Staffing shortages related to workforce housing

1. Strain on public lands operations and infrastructure
2. Gaps in destination research

Visitors

*Social Media Listening
Visitor Surveys
Situation Analysis Report*

1. Transportation and traffic congestion in summer
2. Overcrowding in summer
3. Poor service and value in restaurants
4. High cost of accommodations

DISCUSSION

D



Recurring main issues across all stakeholder groups



There are no coordinated and holistic visitor management systems across all administrative entities: public lands, town, county and other tourism attractions



There is no consistent responsible visitor education and communications



Transportation and traffic congestion in summer



Lack of affordable and attainable housing for tourism workforce

Small Group Discussions

1. Choose a priority issue
2. Brainstorm solutions for the chosen priority issue
3. If time permits - shortlist 1-2 ideas and describe in more detail the proposed solutions using the template and good practices handout provided



Solutions Template

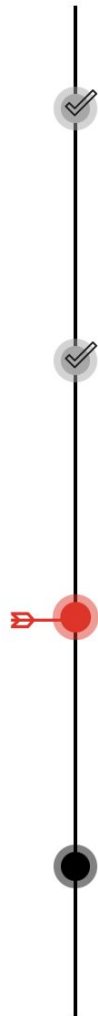
PRIORITY ISSUE: _____

SOLUTION:	
What are the main objectives of this proposed solution?	
What are the main actions?	
What are the desired outcomes ?	
Which organizations/groups need to be involved for successful implementation?	
Timeframe?	
What resources (human and financial) are needed for implementation?	
How will you measure success?	

Closing & Next Steps



PROJECT TIMELINE



Winter 2021

PHASE 1: INVENTORY OF EXISTING CONDITIONS

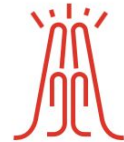
- Launch Steering Committee
- Develop Stakeholder Engagement Plan and Communications Strategy
- Create Resident Tourism Sentiment Survey
- Review Comprehensive Analysis of Existing Destination Data, Including Prior Visitor Input
- Draft Situation Analysis Report



Spring 2022

PHASE 2: ON-SITE ASSESSMENT

- Launch Resident Tourism Sentiment Survey
- Lead Community Meetings for Process Introduction and Initial Feedback Collection
- Host 1:1 Interviews and Focus Groups With Elected Officials, Land Managers, Business and Civic Leaders
- Validate Situation Analysis Report



Summer 2022

PHASE 3: PARTICIPATORY VISIONING & PLANNING

- Lead In-Person Community Visioning and Planning Workshops
- Host Stakeholder Focus Groups
- Share Workshop Outcomes Report



Fall 2022

PHASE 4: PLAN DEVELOPMENT & VALIDATION

- Draft Sustainable Destination Management Plan (SDMP)
- Present Key Stakeholder Findings
- Share Final SDMP and Other Research Outcomes
- Confirm Research and Implementation Toolkit



Continue Contributing

- Further development of priority initiatives with stakeholders over the summer
- Community will have the opportunity to weigh in on final set of priority solutions via the Teton County Engage platform
- Presentation and validation of draft Sustainable Destination Management Plan in the Fall



THANK YOU.

confluence
SUSTAINABILITY

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Recurring main issues across all stakeholder groups



There are no coordinated and holistic visitor management systems across all administrative entities: public lands, town, county and other tourism attractions



Transportation and traffic congestion in summer



Tourism workforce shortage and lack of affordable and attainable housing