

TETON COUNTY VISITOR SURVEY RESULTS



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**JACKSON
HOLE** Travel
& Tourism
Board



Wyoming Outdoor
Recreation, Tourism and
Hospitality Initiative
(WORTH)

EXECUTIVE SUMMARY

The WORTH Initiative, Boley Travel, and the Jackson Hole Travel and Tourism Board worked together to design and implement a visitor intercept survey to better assess aspects of tourism within Teton County, WY. Driven by the Sustainable Destination Management Plan (SDMP, 2022), the survey aimed to address what makes Teton County visitors satisfied with the visitor experience offered in Jackson Hole and the role of ‘Responsible Visitation’ messaging in Teton County. Specific questions were asked to ascertain the recognition, recall, and impact of responsible messaging both before and during a visitor’s stay.



This survey project was conducted in two sessions, one three-week session over the winter and one six-week session over the summer. During these sessions, 1,996 individuals were intercepted, 1,422 of which were tourists. Eight hundred and twenty-eight were willing to complete the survey for a response rate of 58%. Respondents were primarily overnight visitors (94%), spending an average of 7.7 nights in Jackson Hole (median nights = 4.0). Visitors were equally split between first-time visitors and repeat visitors, with repeat visitors visiting Jackson Hole an average of 7 times (median = 3.0). Respondents were generally satisfied with their experience in Jackson Hole, with 92% of visitors being ‘somewhat’ or ‘very’ satisfied with their experience. When asked about their likelihood of returning, 91% of visitors responded that they were ‘somewhat’ or ‘very’ likely to return to Jackson Hole.

The Importance Performance Analysis (IPA) identified three main areas that the JHTTB should concentrate on which were price, the value for money of visiting Jackson Hole, and parking. Lower priorities were providing a greater variety of lodging options, more alternative transportation options, increased Airbnbs/VRBOs and entertainment options, and Jackson Hole working towards net zero climate goals. Supporting the results of the IPA, the four biggest problems visitors raised were the “expensiveness of Jackson Hole,” “cost of accommodations,” “tourism’s impact on local resident quality of life,” and “people’s impact on wildlife,” with these problems identified somewhere between small and moderate problems.

While the results of the survey indicate that most visitors enjoy their visits to Jackson Hole and plan to come back, the majority (58%) did not notice responsible visitation messaging or incorporate it into their trips. For the 42% that saw responsible visitation messaging, the most recalled locations were at the trailheads in national parks and at the visitor center. The most recalled message was how to behave around wildlife. Even though 58% of visitors were unaware of responsible visitation messaging within Jackson Hole, most visitors support Jackson Hole in its efforts to educate visitors about responsible visitation and agree that responsible visitation messaging is needed in Jackson Hole (89% and 73%, respectively).

In summary, visitors are satisfied with the experience offered in Jackson Hole but acknowledge that the rising costs and complexity of visiting are starting to detract from its quality. Visitors rated Jackson Hole a 7.7 out of 10 on sustainability and see 'Responsible Visitation' messaging as a valuable initiative to pursue throughout the county.



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STUDY BACKGROUND AND PURPOSE

Teton County, Wyoming (Figure 1) sees intense levels of tourism throughout the calendar year due to its status as a tourism and outdoor recreation destination. Both domestic and international tourism levels have spiked in the area in the past several years, especially during the COVID-19 pandemic summer of 2020 (Absolon, 2021). Tourism continues to grow—in 2022, Teton County collected over \$6.5 million in lodging tax, a 35.69% increase from 2021 (Jackson Hole Travel and Tourism Board, 2023). Stakeholders, residents, and other groups represented on the Jackson Hole Travel and Tourism Board (JHTTB) in Teton County raised concerns about the sustainability of tourism in the area and thus crafted and implemented the Sustainable Destination Management Plan (SDMP) (Jackson Hole Travel & Tourism Board, 2022). This plan aims to shape the future of tourism development in Teton County through several goals set to be achieved over the next five years.

In 2023, the JHTTB approached the Wyoming Outdoor Recreation, Tourism, and Hospitality (WORTH) Initiative about assisting with Goal 7 of the SDMP, which examines ways in which the JHTTB can monitor tourism and its impacts on people and place (“all lands, all communities”) (Jackson Hole Travel & Tourism Board, 2022). Part of the contract with the WORTH Initiative focused on the design and distribution of visitor intercept surveys in Teton County to better measure visitor satisfaction with their time spent in Teton County. Visitor intercept surveys provide a way to gather information about the visitor experience through impromptu reflection and help researchers assess how visitors interact with a place (Deutsch & Goulias, 2009). For this project, the research team designed a visitor intercept survey instrument to distribute to visitors in Teton County during visitation peaks in winter 2023-2024 and summer 2024 (Appendix 1).

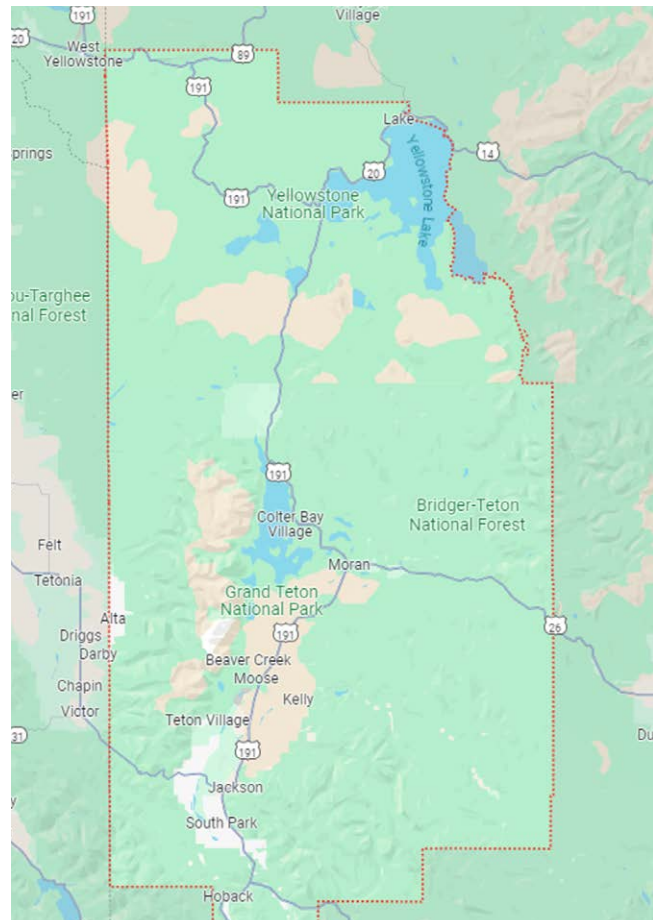


Figure 1. Map of Teton County, Wyoming (and surrounding areas). Teton County outlined in red.

RESEARCH METHODS

This project was presented to the University of Wyoming Institutional Review Board on October 12, 2023, and did not meet the federal regulations for human subjects research; therefore, it did not require institutional approval. The survey instrument was designed to take between 5-10 minutes of a respondent's time, with the option to complete it either with pen and paper or digitally on an iPad. The project aimed to employ two research assistants that would be stationed at various locations across the county during the scheduled survey sessions.

At each survey site, researchers approached people and first asked if they were residents of Teton County, WY. If a respondent was a resident, they were ineligible for participation in the survey. If they were not a resident, the researcher would then ask if they were willing to spend 5-10 minutes completing a survey about their experience in Teton County, WY. An incentive was offered to complete the survey (entrance into a raffle for a lift ticket or hotel stay). There was no quota for number of respondents, but the goal was for >1000 respondents over both the winter and summer collection periods. Completed surveys were collected and organized according to date and location, and data was entered into spreadsheets for analysis.



Survey Development

The survey instrument was designed through collaboration between the JHTTB and the WORTH research team to best address the desired questions. Through several iterations and conversations, a final draft of the instrument was completed by December 2023 (Appendix 1). The survey questions aimed to examine two sets of research questions presented by the JHTTB. The first set of questions addressed what makes Teton County visitors satisfied with the visitor experience offered in Jackson Hole and likely to share positive word of mouth about Jackson Hole with others. The second set of questions examined the role of 'Responsible Visitation' messaging in Jackson Hole, encompassing the recognition, recall, and impact of responsible messaging both before and during a visitor's stay. These questions evaluated the messaging's visibility, clarity, and its potential to drive behavioral change. Additionally, the study highlighted the alignment of Responsible Visitation messaging with visitor values and its broader impact on sustainable tourism and long-term travel intentions. Together, these research questions

aimed to elucidate the multifaceted aspects of the visitor experience, including its economic and ecological dimensions, and ultimately, to refine the strategies employed to enhance visitor engagement and sustainability in Teton County.

Date Selection

For survey distribution, the research team planned two sessions during the busiest seasons for tourism: a winter session and a summer session. The winter survey session was designed to fall within peak winter visitation, from the weekend leading up to New Year's Eve (12/28/23) through the rest of the typical academic winter break (01/15/24). Researchers conducted surveys Friday-Monday to account for visitors spending extended weekends in Teton County. These dates and days of the week were selected due to personal experience and Destimetrics data which showed that there were higher numbers of people visiting on weekends in early January (Appendix 2).



The summer session was also planned for the busiest time of the season, and took place from July 12, 2024–August 22, 2024, a six-week period. Researchers conducted surveys Thursdays-Mondays, accounting for visitors that utilize long weekends for their trips. The dates and days of the week were based on researcher availability and peak visitation at randomly selected sites based on personal experience and recommendations from the Jackson Hole Travel and Tourism Board.

Site Selection

Several channels were utilized to determine the appropriate survey sites. The research team began this process by examining Placer. AI data for the concentration of visitors in years past to find the hot spots as well as top tourist locations uncovered through web searches on Google, including results from TripAdvisor and VisitJacksonHole.com. Furthermore, JHTTB members and several researchers on the team have extensive experience with the Teton County area and recommended popular locations where survey collection would be most fruitful. The team began with a long list of potential

survey sites and then started the process of requesting permission from owners to conduct surveys on the premises.

For the winter session, researchers had seven possible sites, with some sites needing additional paperwork and training including the Taggart Lake Trailhead in Grand Teton National Park (GRTE) and the Jackson Hole Airport (JAC). For each site selected, the research team contacted the owners/managers and sent purpose of study and permission forms, which were signed and returned before the survey process began. Sites ranged from downtown Jackson, Wyoming (Town Square) to the Jackson Hole Mountain Resort (JHMR). The full list of sites and breakdown of responses for the winter session are listed in Table 1.



For the summer session, the research team reached out to the same points of contact for the locations used in the winter but added additional sites due to the increased accessibility that the summer weather offers. While many of the sites remained the same (Town Square, Jackson Hole Airport), some sites were adjusted due to changed access or seasonal activities (Grand Teton National Park sites, for example), and some were removed due to their small contribution to the winter dataset (Flat Creek Market). The research team also partnered with Friends of the Bridger-Teton (FBT) to conduct surveys in the Bridger-Teton National Forest on Sunday mornings during the survey session, an addition that provided access to an otherwise-elusive segment of the visiting population. The full list of sites and breakdown of responses for the summer session are available below (Table 2).

Sampling Plan

For the winter session, the sampling plan was developed for two research assistants to complete 40 hours of surveying each week, with four days on and three days off schedule. This format worked well to accommodate surveying for the long weekend visitors (Friday-Monday) and allow the researchers time to enjoy Teton County in the middle of the week, while ensuring they worked no more than 40 hours each. Each survey day was scheduled for 10 hours, including nine hours for sampling at three different sites, and an additional hour for transit and data entry time.

For the summer session, the sampling plan was developed for two research assistants to complete 40 hours of surveying each week, with a five-day work week (Thursday-Monday). Research assistants worked eight-hour days, with the travel time to each location built into the schedule. For the summer session, the University of Wyoming provided the research assistants with a shared vehicle, so they worked together at each survey site.



The sampling plans for each session underwent multiple iterations due to several factors. While the first drafts of the sampling plans had each site sampled evenly, it soon became clear that some sites were more fruitful than others, and the sampling plans were adjusted as needed to maximize survey distribution and collection. Additionally, the Jackson Hole Airport survey permission required training and badging processes for each researcher, which took valuable time away from surveying. Some changes were also made due to weather constraints and requests from business owners. Table 3 displays the sampling plan for the winter session in its original design after both researchers had been hired, and Table 4 shows the sampling plan for the summer session after some adjustments due to researcher feedback and logistical planning.

Table 1. Winter session survey location details.

Surveys by location	n	%
Town Square	82	49.4
Snow King	11	6.6
Flat Creek Market	8	4.8
Jackson Hotel Mountain Resort (JHMR)	23	13.9
Grand Teton National Park	26	15.7
Jackson Hole Airport	16	9.6
Total	166	100

Table 2. Summer session survey location details.

Surveys by location	n	%
Bridger-Teton Nat'l Forest (various sites)	22	3
GRTE Colter Bay Visitors Center/Swim Beach	223	34
GRTE Park Road Turnouts (various sites)	79	12
GRTE Picnic Areas (various sites)	56	8
Home Ranch Visitors Center	15	2
Jackson Hole Airport	93	14
Jackson Hole Mountain Resort	18	3
Snow King Resort	18	3
Town Square	136	21
Total	660	100

Table 3. Winter session sampling plan for each of the survey dates.

Fridays (12/29/23, 1/5/24, 1/12/24)	Saturdays (12/30/23, 1/6/24, 1/13/24)	Sundays (12/31/23, 1/7/24, 1/14/24)	Mondays (1/1/24, 1/8/24, 1/15/24)
Researcher 1	Researcher 1	Researcher 1	Researcher 1
8-11 am: Town Square	8-11 am: Flat Creek Mart	8-11 am: Snow King	8-11 am: Flat Creek Mart
11:15-2:15 pm: Snow King	11:15-2:15 pm: GRTE	11:15-2:15 pm: Town Square	11:15-2:15: Jackson Hole Airport
2:30-5:30 pm: JHMR	2:30-5:30 pm: Jackson Hole Airport	2:30-5:30 pm: JHMR	2:30-5:30 pm: GRTE
Researcher 2	Researcher 2	Researcher 2	Researcher 2
8-11 am: GRTE	8-11 am: Snow King	8-11 am: Flat Creek Mart	8-11 am: Town Square
11:15-2:15 pm: Jackson Hole Airport	11:15-2:15 pm: Town Square	11:15-2:15 pm: GRTE	11:15-2:15: Snow King
2:30-5:30 pm: Flat Creek Mart	2:30-5:30 pm: JHMR	2:30-5:30 pm: Jackson Hole Airport	2:30-5:30 pm: JHMR

Table 4. Summer session sampling plan for each of the survey dates.

Thursdays (7/18, 7/25, 8/1, 8/8, 8/15, 8/22)	Fridays (7/12, 7/19, 7/26, 8/2, 8/9, 8/16)	Saturdays (7/13, 7/20, 7/27, 8/3, 8/10, 8/17)	Sundays (7/14, 7/21, 7/28, 8/4, 8/11, 8/18)	Mondays (7/15, 7/22, 7/29, 8/5, 8/12, 8/19)
8-10 am: GRTE Picnic Area	8-10 am: GRTE Colter Bay Visitors Center	8-10 am: Home Ranch Visitors Center	8 am-12 pm: Bridger-Teton Nat'l Forest Dispersed Campsites	8-10 am: Jackson Hole Airport
10:30-12:30 pm: GRTE Park Rd Turnout	10:30-12:30 pm: GRTE Colter Bay Swim Beach	10:30-12:30 pm: Town Square (Farmer's Market)	1-3 pm: Jackson Hole Mountain Resort	10:30-12:30 pm: GRTE Picnic Area
1-3 pm: GRTE Colter Bay Swim Beach	1-3 pm: GRTE Park Road Turnout	1-3 pm: Jackson Hole Airport	3:30-5:30 pm: Town Square	1-3 pm: GRTE Colter Bay Swim Beach
3:30-5:30 pm: GRTE Colter Bay Visitors Center	3:30-5:30 pm: Town Square	3:30-5:30 pm: Snow King Resort		3:30-5:30 pm: Town Square

Limitations

The winter session for this project experienced several limitations. The primary offender was the weather in Teton County during the survey time frame (12/28/2023-01/15/2024). Most of our survey sites were outdoors, except for the Home Ranch Visitor Center and the Flat Creek Mart. There were some extremely cold days during which visitors were not outside experiencing the area, and if they were, they were loath to remove their gloves and stand outside for ten minutes to complete the survey. Also, the Teton County area saw little snow during this time, which likely impacted whether tourists were choosing to vacation and spend time in the area. Several locals whom the researchers interacted with expressed how the snow was “the worst they’d seen in 20 years” (personal communication, 2024). While this perception may be affected by the intense snowfall



of the previous winter or a tangible impact of climate change, the lack of snow during the winter survey session was felt by residents and visitors alike and likely impacted visitation for those planning a trip dependent on snow availability. Another limitation was researcher availability. We aimed to hire two research assistants who would survey for the full winter session, and unfortunately, we could only retain one due to unforeseen circumstances. A research team member completed supplemental surveying from 12/29/23-01/05/24, but the full session was only completed by one researcher.

The summer session also experienced limitations, although to a lesser extent. With most of the survey sites located outdoors, the weather continued to play a role, with hot days contributing to a lack of enthusiasm in some visitors about standing in the sun completing a survey; rainy days also provided occasional difficulty for responders. There were several complaints about the length of the survey, particularly in the hot weather. Traffic and congestion played a significant role in the summer as well, affecting the transit time to different survey sites, particularly within the National Park (wildlife jams, etc.). Overall, the summer researchers were communicative and flexible, which contributed greatly to the success of the project.



RESULTS

Demographics Characteristics

Socio-demographic Variable	n	%
Age (n = 766: M = 45.2 years of age)		
18-29	176	23.0
30-39	140	18.3
40-49	144	18.8
50-59	117	15.3
60-69	119	15.5
70-79	60	7.8
80+	10	1.3
Gender		
Male	401	52.2
Female	358	46.6
Non-binary / third gender / Not Listed	9	1.2
Race/Ethnicity		
Caucasian/White	688	83.1
Asian	49	5.9
Hispanic	58	7.0
African American/Black	13	1.6
American Indian/Alaska Native	15	1.8
Other	16	1.9
Education (Highest Level)		
Less than High School	4	0.5
High School or GED	69	8.9
Technical, Vocational or Trade School	32	4.2
Some College	93	12.1
Bachelor's Degree	270	35.0
Master's Degree	222	28.8
Ph.D./Professional Degree	81	10.5

Household Income		
< \$25,000	40	5.7
\$25,000 - \$49,999	35	5.0
\$50,000 - \$74,999	71	10.0
\$75,000 - \$99,999	114	16.1
\$100,000 - \$199,999	251	35.5
\$200,000+	196	27.7

Group Characteristics

# of people in group (n = 780: mean = 4.7; median 3.0)	n	%
Couples trip	223	28.6
Nuclear family (i.e. kids and parents)	197	25.3
Friends only	87	11.2
Mix of family and friends	75	9.6
Extended family	99	12.7
Individual traveling alone	58	7.4
Tour or other group	17	2.2
Business Associates	9	1.2
Other	15	1.9

Travel Questions

Q1. Is this your first visit to Jackson Hole?

First Time Visit to Jackson Hole	n	%
Yes	408	50.1
No	407	49.9

Q1b. How many times have you visited Jackson Hole?

Number of Previous Visits	
Mean	7.1
Median	3.0

Q3. Are you on an overnight trip?

Overnight trip	n	%
Yes	786	94.3
No	46	5.7

Q4&5. How many nights will you be away from home and how many of these nights will be in the Greater Jackson Hole Area?

Nights Away		Nights in JH	
Mean	14.9	Mean	7.7
Median	7.0	Median	4.0

Q6. What area of Jackson Hole are you staying in or have stayed overnight on this trip?

Areas Spending the Night	n	%
Grand Teton National Park	306	37.0%
Town of Jackson	305	36.8%
Yellowstone National Park	216	26.1%
Teton Village (i.e., JHMR)	92	11.1%
National Forest (i.e., Gros Ventre/Shadow Mountain)	73	8.8%
Eastern Idaho (i.e., Driggs/Victor/Tetonia)	66	8.0%
Wilson (i.e., Between Jackson and Teton Village)	57	6.9%
Star Valley/Alpine	28	3.4%
Pinedale	17	2.1%
Lander/Dubois	16	1.9%
Other (Colter Bay, Cody, Flagg Ranch, West Yellowstone)	70	8.5%
Type of trip		
Day trip	46	5.7
Overnight trip	786	94.3
Avg days of total trip	14.9 days (std. = 30.3)	
Median trip days total	7 days	
Range of trip days total	1-365 days	
Avg days in Jackson Hole	7.7 days (std. = 20.5)	

Median days in Jackson Hole	4 days
Range of day in Jackson Hole	1-365 days

Q7. What types of lodging accommodation are you using while staying in the area?

Types of Lodging	n	%
Hotels/motels	319	38.5%
Airbnb/VRBO/Rental	136	16.4%
Car Camping	123	14.9%
RV/Camper	107	12.9%
Friends and family in the area	65	7.9%
Backpacking	42	5.1%
Personal home/condo/timeshare I own	22	2.7%
Other (e.g., Ranch, B&B, tent village)	87	10.5%

Q8. Did you fly as part of your travel to Jackson Hole?

Overnight trip?	n	%
Yes, flew into JAC	266	34.8
Yes, flew into a different airport	114	14.9
No	385	50.3

Q9. How are you getting around while you are here in Jackson Hole?

Types of Transportation	n	%
Personal car/RV	457	55.2%
Rental car/RV	276	33.3%
Walking	77	9.3%
Bicycle	28	3.4%
Bus	28	3.4%
Taxi/Uber/Lyft	25	3.0%
Shuttle	24	2.9%
Motorcycle	22	2.7%
Pathway system	12	1.4%
Other (e.g., work car, boat, carpool/friend's car)	19	2.3%

Q10. What sources did you use to help plan your trip to the Jackson Hole area?

Sources of Information	n	%
Friends/Family	453	54.7%
Google Maps	357	43.1%
Travel booking website (i.e., Expedia)	257	31.0%
VisitJacksonHole.com	202	24.4%
Regional/Local magazines	130	15.7%
Wyoming Travel Office	116	14.0%
Previous personal experience	67	8.1%
Ski area website	53	6.4%
TripAdvisor/Yelp	82	9.9%
Bloggers/Influencers	80	9.7%
National Park website	59	7.1%
Social Media (i.e., Facebook, Instagram, TikTok)	64	7.7%
Park Newspapers	52	6.3%
Outdoor Apps (i.e., AllTrails, Strava)	43	5.2%
Local visitor service agent by phone	41	5.0%
Don't recall	13	1.6%
Other	6	0.7%

Q11. What activities did you participate in during your stay in the Jackson Hole area?

Sources of Information	n	%		n	%
Visiting National Parks	571	69.0	Rodeos	102	12.3
Wildlife Viewing	498	60.1	Climbing/Mountaineering	94	11.4
Hiking	472	57.0	Cycling (paved)	78	9.4
Shopping	374	45.2	Mountain Biking	56	6.8
Camping	297	35.9	Concerts	48	5.8
Photography	264	31.9	Snowmobiling	32	3.9
Swimming	223	26.9	Spa/Wellness	31	3.7
Hot Springs	164	19.8	Snowshoeing	24	2.9
Skiing/Snowboarding at the ski area	104	12.6	Golf	22	2.7

Backpacking	149	18.0	Cross-country/Nordic Skiing	23	2.8
Art show/Art Galleries	140	16.9	Backcountry skiing	18	2.2
Museums	130	15.7	Conference/Seminar	15	1.8
Fishing	116	14.0	Hunting	7	0.8
Horseback riding	106	12.8	Other (e.g., dog sledding, kayaking, rafting)	89	10.7

Figure 2: IPA Results

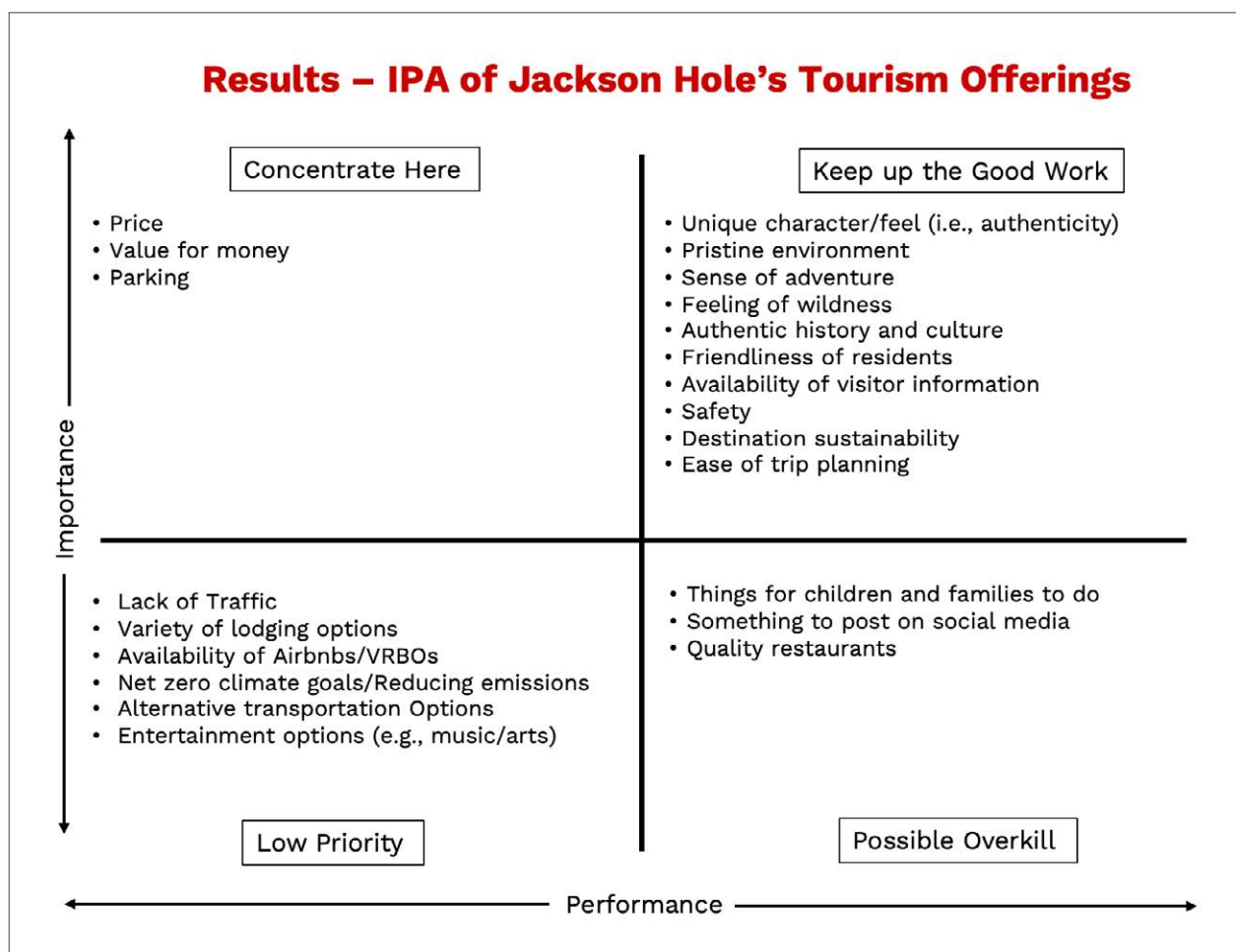


Figure 3. Importance Performance Analysis of Jackson Hole's Tourism Offerings using a scale-centered approach where the crosshairs are placed at the mid-point of the Likert Scale (3, 3).

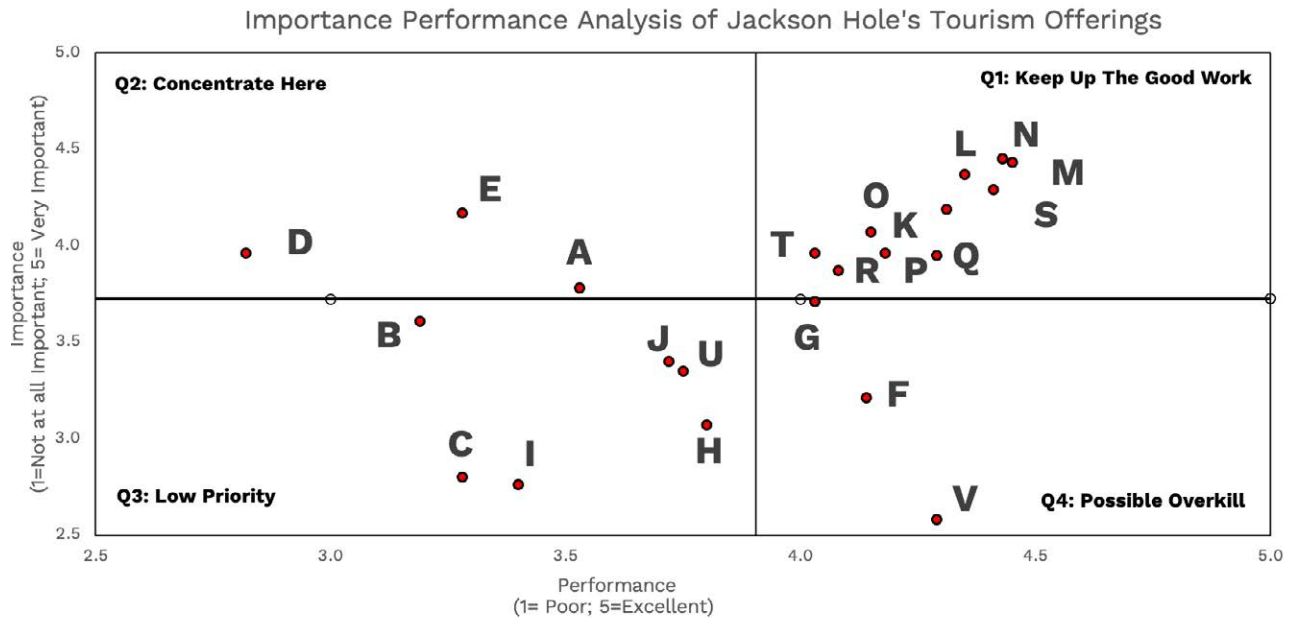
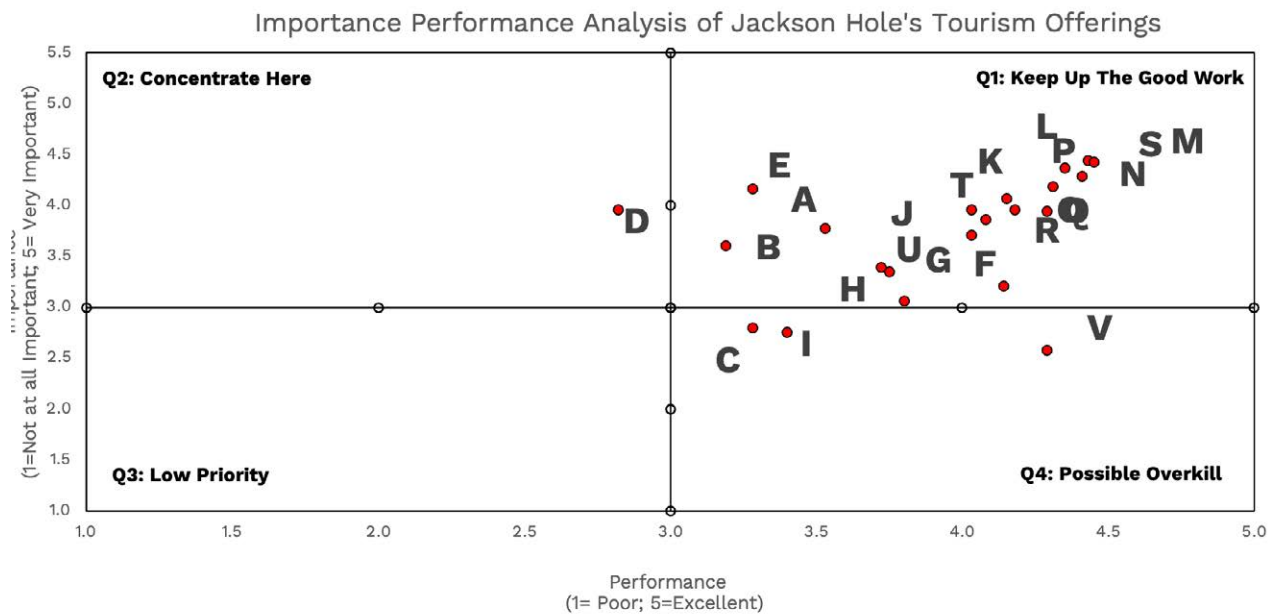


Figure 4. Importance Performance Analysis of Jackson Hole's Tourism Offerings using a data-centered approach where crosshairs are placed at the average level of importance and performance so offerings are compared relative to each other. (3.9, 3.7)



Q12: Importance Performance Analysis of Jackson Hole's Tourism Offerings

	Reference Letter	Importance ¹	Performance ²	P-I
Parking	A	3.78	3.53	-0.25
Lack of traffic	B	3.61	3.19	-0.42
Alternative transportation options	C	2.8	3.28	0.48
Price	D	3.96	2.82	-1.14
Value for money	E	4.17	3.28	-0.89
Things for children and families to do	F	3.21	4.14	0.93
Quality restaurants	G	3.71	4.03	0.32
Entertainment options (e.g., music/arts)	H	3.07	3.8	0.73
Availability of Airbnbs/VRBOs	I	2.76	3.4	0.64
Variety of lodging options	J	3.35	3.75	0.40
Unique character/feel (i.e., authenticity)	K	4.19	4.31	0.12
Pristine environment	L	4.45	4.43	-0.02
Sense of adventure	M	4.43	4.45	0.02
Feeling of wildness	N	4.37	4.35	-0.02
Authentic history and culture	O	4.07	4.15	0.08
Friendliness of residents	P	3.96	4.18	0.22
Availability of visitor information	Q	3.95	4.29	0.34
Ease of trip planning	R	3.87	4.08	0.21
Safety	S	4.29	4.41	0.12
Destination sustainability	T	3.96	4.03	0.07
Net zero climate goals/Reducing emissions	U	3.4	3.72	0.32
Something to post on social media	V	2.58	4.29	1.71
	Means	3.72	3.91	0.18

¹Importance was measured on a 5-point Likert Scale with 1= Not at All Important and 5= Extremely Important

²Performance was measured on a 5-point Likert Scale with 1= Poor and 5= Excellent

Q13. Based on your experience in Jackson Hole, how much of a PROBLEM are the following?

	Not a Problem 1	Small Problem 2	Moderate Problem 3	Big Problem 4	Mean
Expensiveness of Jackson Hole	14%	20%	30%	36%	2.88
Cost of accommodations	18%	22%	33%	28%	2.70
Tourism's impact on local resident quality of life	27%	27%	27%	19%	2.39
People's impact on wildlife	24%	31%	27%	18%	2.39
Crowds/wait times in restaurants	37%	31%	25%	7%	2.01
Ease of finding available lodging	32%	27%	28%	14%	2.25
Parking in town	27%	26%	29%	18%	2.38
Traffic congestion on roads	27%	34%	24%	15%	2.27
Parking at trailheads	32%	28%	25%	15%	2.24
Crowds in National Parks	32%	29%	29%	11%	2.19
Crowds/wait times in stores	46%	32%	18%	5%	1.82
Friendliness of locals	76%	12%	9%	3%	1.38
Service quality at restaurants	70%	19%	9%	2%	1.43
Ease of walking around downtown Jackson Hole	75%	14%	9%	2%	1.39

Q14. Overall, how satisfied are you with your visit to Jackson Hole?

Very Dissatisfied 1	Somewhat Dissatisfied 2	Neither Dissatisfied nor Satisfied 3	Somewhat Satisfied 4	Very Satisfied 5	Mean
3%	1%	3%	21%	71%	4.56

Q15. How likely are you to return?

Very Unlikely 1	Somewhat Unlikely 2	Neither Unlikely nor Likely 3	Somewhat Likely 4	Very Likely 5	Mean
2%	2%	6%	27%	64%	4.50

Q16. How likely are you to share positive things with friends and family about Jackson Hole?

Very Unlikely 1	Somewhat Unlikely 2	Neither Unlikely nor Likely 3	Somewhat Likely 4	Very Likely 5	Mean
1%	1%	3%	18%	77%	4.69

Q14-16. Multiple Regression analysis to see which variables influence satisfaction, loyalty, and positive word of mouth (WOM)

Satisfaction

With visitors being very satisfied with the tourism experience offered within Jackson Hole, the “Satisfaction” variable ends up being positively skewed with a very high mean of 4.56 on a 5-point Likert scale. To run the multiple regression analysis to see which variable influences visitor satisfaction, the dependent variable of satisfaction was first transformed using the square root function. Once transformed, it was included as the dependent variable, and the IPA items and the potential problems facing JH were used as independent variables. 36% of the variance in visitor satisfaction was able to be explained through the regression model, with the variables of alternative transportation options, value for money, authentic history and culture, and ease of trip planning having a positive and significant relationship with satisfaction at the 0.10 level. In other words, if Jackson Hole is able to grow its alternative transportation options, provide more value for money, better celebrate its authentic history and culture, and make trip planning easier, visitors will likely be more satisfied based on these results.

Loyalty

Visitors from the sample were very likely to return to Jackson (4.5/5), resulting in a positively skewed loyalty measure. To run the multiple regression analysis to see which variable influences visitor loyalty, the dependent variable of loyalty was first transformed using the square root function. Once transformed, it was included as the dependent variable, and the IPA items, as well as the potential problems facing JH, were used as independent variables. 40% of the variance in visitor loyalty was able to be explained through the regression model, with the variables of alternative transportation options and entertainment options having a positive and significant relationship with satisfaction at the 0.10 level. In other words, if Jackson Hole can grow its alternative transportation options and provide more entertainment, visitors will be more likely to return. Lack of traffic and the problem of parking at trailheads had an inverse relationship compared to what one would think, showing that despite visitors acknowledging the problems of traffic and lack of parking, they are still planning to visit in the future.

Positive Word of Mouth (WOM)

Visitors from the sample were very likely to share positive things about Jackson Hole with their friends and family (4.69/5). However, this resulted in a positively skewed Word of Mouth (WOM) measure. To run the multiple regression analysis to see which variable influences visitor WOM, the dependent variable of WOM was first transformed using the square root function. Once transformed, it was included as the dependent variable, and the IPA items, as well as the potential problems facing Jackson Hole tourism, were used as independent variables to predict WOM. 48% of visitor WOM was able to be explained through the regression model with the variables of entertainment options, pristine environment, authentic history and culture, ease of trip planning, people's impact on wildlife, and tourism's impact on local quality of life having a positive and significant relationship with satisfaction at the 0.10 level. In other words, if Jackson Hole is able to provide more quality entertainment options, maintain its pristine environment, better celebrate its authentic history and culture, make trip planning easier, and reduce the negative impacts of tourism on wildlife and residents, visitors will be more likely to share positive things about Jackson Hole. Quality restaurants and tourism's impact on the local quality of life had inverse relationship with WOM that were not expected. This indicated that even though visitors acknowledge tourism's negative impact on the quality of life of people and on JH's wildlife, they are still planning to say positive things. It is hard to interpret why the relationship between quality restaurants and WOM was negative. This could be an important area of future research or an anomaly as quality restaurants score highly and land in the Possible Overkill quadrant, showing they perform better than visitors value.

Table 4. Results from the multiple regression analyzing which factors influence satisfaction, loyalty, and WOM

Independent Variables	Satisfaction		Loyalty		WOM	
	Regression Coefficient	P Value	Regression Coefficient	P Value	Regression Coefficient	P Value
Parking	.114	.512	.229	.173	-.020	.897
Lack of traffic	-.095	.550	-.282	.070	-.118	.409
Alternative transportation options	.263	.082	.271	.064	-.071	.597
Price	-.199	.323	-.116	.552	-.113	.530
Value for money	.330	.077	.154	.389	.254	.128
Things for families to do	-.071	.636	.127	.380	.073	.587
Quality restaurants	-.239	.138	-.133	.393	-.328	.025
Entertainment options (e.g., music/ arts)	.201	.186	.437	.004	.450	.001
Availability of Airbnbs/VRBOs	-.194	.210	-.166	.266	-.170	.220
Variety of lodging options	-.049	.727	.076	.573	.015	.903
Unique character/feel (i.e., authenticity)	-.157	.288	-.121	.395	-.031	.814
Pristine environment	-.054	.722	.143	.332	.266	.053
Sense of adventure	-.008	.964	-.200	.221	-.193	.202
Feeling of wildness	-.148	.348	-.038	.804	-.044	.756
Authentic history and culture	.375	.013	.221	.127	.342	.012
Friendliness of residents	-.058	.723	-.012	.939	-.201	.169
Availability of visitor information	.093	.565	-.024	.879	-.105	.470
Ease of trip planning	.312	.033	-.015	.916	.364	.006
Safety	-.102	.432	-.035	.781	-.071	.545
Destination sustainability	.071	.620	.112	.421	.101	.432
Net zero climate goals/Reducing emissions	-.082	.553	-.196	.144	-.037	.765
Something to post on social media	.124	.376	.159	.243	.101	.421
Parking in town	.070	.616	.113	.401	.015	.905
Ease of walking around downtown Jackson Hole	.017	.901	.101	.447	.072	.558
Crowds/wait times in stores	.004	.982	.063	.709	-.027	.865
Crowds in National Parks	-.034	.847	-.244	.158	-.097	.544
Crowds/wait times in restaurants	.015	.934	-.010	.954	-.013	.936

Friendliness of locals	.015	.927	-.022	.889	.052	.726
Service quality at restaurants	-.065	.655	-.034	.809	-.021	.870
Parking at trailheads	.238	.127	.325	.032	.176	.206
Expensiveness of Jackson Hole	.091	.591	.111	.499	.001	.994
Ease of finding available lodging	-.135	.436	-.070	.674	-.129	.404
Cost of accommodations	.105	.548	.030	.860	.079	.611
Traffic congestion on roads	-.203	.291	-.091	.624	-.193	.262
People's impact on wildlife	-.040	.805	.104	.512	-.257	.082
Tourism's impact on local quality of life	.078	.712	-.050	.807	.374	.051

Q17. How did Jackson Hole live up to your expectations?

Failed to Meet My Expectations								Exceeded My Expectations		
1	2	3	4	5	6	7	8	9	10	Mean
0%	0%	0%	1%	2%	4%	12%	30%	24%	27%	8.47

Q18. How would you rate Jackson Hole as a sustainable destination?

Not at All Sustainable								Very Sustainable		
1	2	3	4	5	6	7	8	9	10	Mean
0%	1%	2%	2%	11%	8%	14%	22%	18%	22%	7.69

Responsible Visitation Questions

Q19. Do you recall seeing or hearing messages pertaining to “responsible visitation” in Jackson Hole BEFORE YOUR TRIP?

	n	%
Yes	193	26
No/Uncertain	546	74

Q20. Which type of messages did you see or hear BEFORE YOUR TRIP?

	n	%
How to behave around wildlife	207	25.0
Proper behavior while visiting	113	13.6
How to recreate responsibly	91	11.0
Availability of alternative transportation options	29	3.5
How to post on social media responsibly	24	2.9
Can't recall	54	6.5

Q21. Where do you recall seeing these messages regarding “responsible visitation” BEFORE YOUR TRIP?

	n	%
Social Media	112	13.5
Email from tour guides	18	2.2
Online booking agent	10	1.2
Travel Magazine	23	2.8
News story	25	3.0
Visitor Service Agent	30	3.6
VisitJacksonHole.com	37	4.5
Another local website	22	2.7
Reservation email from hotel/lodging service	24	2.9
Newsletter from Visit Jackson Hole	2	0.2
Can't Recall	62	7.5
Other (e.g., NPS website, other states)	42	5.1

Q22. Do you recall seeing or hearing messaging pertaining to “responsible visitation” while in Jackson Hole?

	n	%
Yes	306	42
No/Uncertain	427	58

Q23. Which type of messages did you see or hear ON THIS TRIP?

	n	%
How to behave around wildlife	340	41.1
Proper behavior while visiting	173	20.9
How to recreate responsibly	148	17.9
Availability of alternative transportation options	35	4.2
How to post on social media responsibly	22	2.7
Can't recall	43	5.2

Q24. Where do you recall seeing these messages regarding “responsible visitation” WHILE ON THIS TRIP?

	n	%
Trailheads	252	30.4
National Park	246	29.7
Visitor Center	213	25.7
Boat Launches	69	8.3
Tour Guides	62	7.5
Airport	54	6.5
Trail Ambassadors (Face to Face)	47	5.7
Local Businesses	40	4.8
Local Magazines	36	4.3
JH Newspaper	34	4.1
Ski Area	28	3.4
Text Messages	5	0.6
JH Explorer	6	0.7
Can't Recall	34	4.1
Other (e.g. campsites, road signs)	40	4.8

Q25. Do you disagree or agree with the following questions about Jackson Hole's (JH) "Responsible Visitation" messaging? (Only Answered by those who saw messaging n=43-45)

	N=43-45					
	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Mean
The JH responsible visitation messaging is plainly visible to all visitors.	5%	6%	36%	36%	15%	3.51
The JH responsible visitation message provides clear suggestions on how to be a responsible visitor.	4%	5%	28%	43%	19%	3.68
My travel party has talked about JH's responsible visitation messaging.	16%	15%	31%	26%	12%	3.02
I changed my behavior based on seeing JH's responsible visitation messaging.	14%	15%	43%	22%	6%	2.90
I have told others about JH's responsible visitation messaging.	22%	20%	35%	17%	6%	2.63
I will travel differently in the future based on JH's responsible visitation messaging.	14%	19%	37%	22%	8%	2.90
JH's responsible visitation messaging will make me more likely to speak highly of JH when I return home	7%	11%	37%	29%	17%	3.37

Q26. Jackson Hole is seeking to educate visitors about how to be more responsible.

Do you disagree or agree with the following questions about Jackson Hole's (JH) "Responsible Visitation" messaging? (Answered by everyone N=140-149)

	N=140-149					
	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5	Mean
I support Jackson Hole in trying to educate visitors on how to be more responsible with their travel.	1%	2%	9%	26%	63%	4.47
Responsible Visitation messaging is needed in Jackson Hole.	1%	3%	22%	32%	41%	4.10

CONCLUSION

It is clear that Jackson Hole visitors are very satisfied with the experience they encounter in Jackson Hole. Despite limited snow during December and January when we collected data, visitors were highly satisfied and indicated that they were likely to come back. This high level of satisfaction speaks to the quality of the experience provided in Jackson Hole and that visitor satisfaction is more than just the weather. It is comprised of things like the unique character of Jackson Hole, its friendly residents, natural beauty, and quality hospitality businesses. Another key finding was the openness of visitors to receiving responsible visitation messaging. 74% of visitors think this type of messaging is needed and 89% of visitors support Jackson Hole in trying to educate visitors on how to be more responsible with their travel.

Overall, the destination is performing well for visitors. Monitoring visitor experience in two years is recommended. Developing benchmarks for visitor satisfaction and monitoring those benchmarks is a key performance indicator for full SDMP implementation.



APPENDIX

Appendix 1. Draft Teton County Visitor Survey

Thank you for visiting Jackson Hole! To help us better serve our visitors and residents, we would appreciate 5-10 minutes of your time to complete this confidential survey. Your participation is voluntary, so you may stop at any time. If you are less than 18 years old, please do not complete the survey. If you have any additional questions, please contact Dr. Dan McCoy at the University of Wyoming (Dan.McCoy@uwyo.edu).

SECTION 1: Questions about Travel to Jackson Hole (JH)

1. Is this your first visit to Jackson Hole?

- Yes
- No » How many times have you previously visited not including this visit?
_____ (# of visits)

2. What is the ZIP code of your primary residence? If not from the USA, please write the country's name.

_____ (Zip code)

3. Are you on an overnight trip, spending one or more nights away from your primary residence?

- Yes
- No- on a day trip from home, left home this morning and returning home tonight
» Skip to Question 9

4. How many total nights will you be away from home on this trip?

_____ (# nights away from home)

5. How many of these nights will be in the Greater Jackson Hole area (see map)?

_____ (# nights in JH)

6. What areas of Jackson Hole are you staying in or have stayed overnight in on this trip? (Mark all that apply)

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> Town of Jackson | <input type="checkbox"/> Teton Village (i.e., JHMR Ski Area) | <input type="checkbox"/> Wilson (e.g., Between Jackson & Teton Village) | <input type="checkbox"/> National Forest (e.g., Gros Ventre/Shadow Mountain) |
| <input type="checkbox"/> Yellowstone Nat. Park | <input type="checkbox"/> Star Valley/ Alpine | <input type="checkbox"/> Pinedale | <input type="checkbox"/> Eastern Idaho (i.e., Driggs/Victor/Tetonia) |
| <input type="checkbox"/> Grand Teton Nat. Park | <input type="checkbox"/> Lander/Dubois | <input type="checkbox"/> Other: _____ | |

7. What types of lodging accommodations are you using while staying in the area? (Mark all that apply)

- | | | | |
|---|--|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Hotels/motels | <input type="checkbox"/> Personal home/condo/timeshare I own | <input type="checkbox"/> Car camping | <input type="checkbox"/> RV/Camper |
| <input type="checkbox"/> Airbnb/VRBO/Rental | <input type="checkbox"/> Friends and family in the area | <input type="checkbox"/> Backpacking | <input type="checkbox"/> Other: _____ |

8. Did you fly as part of your travel to Jackson Hole?

- Yes, flew into Jackson Hole Airport (e.g., JAC)
- Yes, flew into a different airport (e.g., Idaho Falls, Salt Lake City, Denver, Bozeman, etc.)
- No

9. How are you getting around while you are here in Jackson Hole? (Mark all that apply)

- | | | | | |
|--|---|----------------------------------|----------------------------------|---|
| <input type="checkbox"/> Personal car/RV | <input type="checkbox"/> Taxi/Uber/Lyft | <input type="checkbox"/> Bicycle | <input type="checkbox"/> Bus | <input type="checkbox"/> Pathway system |
| <input type="checkbox"/> Rental car/RV | <input type="checkbox"/> Motorcycle | <input type="checkbox"/> Walking | <input type="checkbox"/> Shuttle | <input type="checkbox"/> Other: _____ |

10. What sources did you use to help plan your trip to the Jackson Hole area? (Mark all that apply)

- | | | |
|---|--|--|
| <input type="checkbox"/> Friends/Family | <input type="checkbox"/> VisitJacksonHole.com | <input type="checkbox"/> Ski area website |
| <input type="checkbox"/> Bloggers/Influencers | <input type="checkbox"/> Social media (e.g. Facebook, Instagram, TikTok) | <input type="checkbox"/> National Park website |

- | | | |
|---|--|--|
| <input type="checkbox"/> TripAdvisor/Yelp | <input type="checkbox"/> TravelWyoming.com (Wyoming Travel Office) | <input type="checkbox"/> Travel booking website (e.g. Expedia) |
| <input type="checkbox"/> Google Maps | <input type="checkbox"/> Outdoor Apps (e.g., All Trails, Strava) | <input type="checkbox"/> Local visitor service agent by phone |
| <input type="checkbox"/> Park newspapers | <input type="checkbox"/> Regional/Local magazines | <input type="checkbox"/> Don't recall |
| <input type="checkbox"/> Previous personal experience in Jackson Hole | <input type="checkbox"/> Other: _____ | |

11. In which of the following activities have you participated, or do you intend to participate in during your stay in the Jackson Hole area? (Mark all that apply)

- | | | | | |
|---|---------------------------------------|---|--|---|
| <input type="checkbox"/> Art show/Art galleries | <input type="checkbox"/> Backpacking | <input type="checkbox"/> Backcountry skiing | <input type="checkbox"/> Hot springs | <input type="checkbox"/> Cross-country/ Nordic skiing |
| <input type="checkbox"/> Climbing/ Mountaineering | <input type="checkbox"/> Camping | <input type="checkbox"/> Cycling (paved) | <input type="checkbox"/> Shopping | <input type="checkbox"/> Visiting National Parks |
| <input type="checkbox"/> Conference/ Seminar | <input type="checkbox"/> Fishing | <input type="checkbox"/> Golf | <input type="checkbox"/> Spas/Wellness | <input type="checkbox"/> Wildlife viewing |
| <input type="checkbox"/> Horseback riding | <input type="checkbox"/> Hunting | <input type="checkbox"/> Mountain Biking | <input type="checkbox"/> Hiking | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Snowshoeing | <input type="checkbox"/> Photography | <input type="checkbox"/> Rodeos | <input type="checkbox"/> Museums | |
| <input type="checkbox"/> Skiing/ Snowboarding at ski area | <input type="checkbox"/> Snowmobiling | <input type="checkbox"/> Swimming | <input type="checkbox"/> Concerts | |

SECTION 2: Jackson Hole Visitor Experience

12. There are a variety of things to consider when traveling. We are interested in the importance you place on the following aspects of travel and how well Jackson Hole is performing on them.

*First, circle the importance of the following aspects to your travel in general on a 1-5 scale.
Second, circle the performance of Jackson Hole on the same list of aspects on a 1-5 scale.*

Aspects of Travel	How important are the following to your travel experience in general?	How well does Jackson Hole perform on...
	1=Not At All Important 2=Somewhat Unimportant 3=Neutral 4=Somewhat Important 5=Extremely Important	1=Poor 2=Fair 3=Good 4=Very Good 5=Excellent dk=Don't Know
	Importance Rating (1-5)	Performance Rating (1-5)
Parking	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Lack of traffic	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Alternative transportation options (e.g., pathways/bus systems)	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Price	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Value for money	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Things for children and families to do	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Quality restaurants	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Entertainment options (e.g., music/ arts)	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Availability of Airbnbs/VRBOs	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Variety of lodging options	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Unique character/feel (i.e., authenticity)	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Pristine environment	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Sense of adventure	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Feeling of wildness	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Authentic history and culture	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Friendliness of residents	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Availability of visitor information	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Ease of trip planning	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Safety	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Destination sustainability	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Net zero climate goals/Reducing emissions	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk
Something to post on social media	1 - 2 - 3 - 4 - 5	1 - 2 - 3 - 4 - 5 - dk

13. Based on your experience in Jackson Hole, how much of a PROBLEM are the following?

The scale ranges from 1 = "Not a Problem" to 4 = "Big Problem."

	Not a Problem	Small Problem	Moderate Problem	Big Problem	Not Applicable (Did not Visit)
Parking in town	1	2	3	4	N/A
Ease of walking around downtown Jackson Hole	1	2	3	4	N/A
Crowds/wait times in stores	1	2	3	4	N/A
Crowds in Grand Teton National Park	1	2	3	4	N/A
Crowds/wait times in restaurants	1	2	3	4	N/A
Friendliness of locals	1	2	3	4	N/A
Service quality at restaurants	1	2	3	4	N/A
Parking at trailheads	1	2	3	4	N/A
Expensiveness of Jackson Hole	1	2	3	4	N/A
Ease of finding available lodging	1	2	3	4	N/A
Cost of accommodations	1	2	3	4	N/A
Traffic congestion on roads	1	2	3	4	N/A
People's impact on wildlife	1	2	3	4	N/A
Tourism's impact on local resident quality of life	1	2	3	4	N/A

14. Overall, how satisfied are you with your visit to Jackson Hole?

☐ (1) Very Dissatisfied
 ☐ (2) Somewhat Dissatisfied
 ☐ (3) Neither Dissatisfied nor Satisfied
 ☐ (4) Somewhat Satisfied
 ☐ (5) Very Satisfied

15. Given your experience in Jackson Hole, how likely are you to return?

☐ (1) Very Dissatisfied
 ☐ (2) Somewhat Dissatisfied
 ☐ (3) Neither Dissatisfied nor Satisfied
 ☐ (4) Somewhat Satisfied
 ☐ (5) Very Satisfied

16. How likely are you to share positive things with your friends and family about Jackson Hole?

☐ (1) Very Dissatisfied
 ☐ (2) Somewhat Dissatisfied
 ☐ (3) Neither Dissatisfied nor Satisfied
 ☐ (4) Somewhat Satisfied
 ☐ (5) Very Satisfied

17. How did Jackson Hole live up to your expectations on a scale from 1 to 10?

Failed to Meet My Expectations

Exceeded My Expectations

1 2 3 4 5 6 7 8 9 10

18. How would you rate Jackson Hole as a sustainable destination to visit on a scale from 1 to 10?

Not at All Sustainable

Very Sustainable

1 2 3 4 5 6 7 8 9 10

SECTION 4: Jackson Hole's "Responsible Visitation" Messaging

19. Do you recall seeing or hearing messaging pertaining to 'responsible visitation' in Jackson Hole BEFORE YOUR TRIP? This includes information about responsible behavior towards wildlife, alternative transportation options, and/or proper visitor behavior while recreating.

- Yes, I saw such messaging before my trip
- No/Uncertain » Skip to Question 22

20. Which types of messages did you see or hear BEFORE YOUR TRIP? (Mark all that apply)

☐ How to behave around wildlife

☐ Proper behavior while visiting

☐ Availability of alternative transportation options

☐ How to post on social media responsibly

☐ How to recreate responsibly

☐ Can't recall

21. Where do you recall seeing these messages regarding 'responsible visitation' BEFORE YOUR TRIP? (Mark all That apply)

☐ Social media

☐ Travel magazine

☐ VisitJacksonHole.com

☐ Reservation email from hotel

☐ Email from tour guides

☐ News story

☐ Another local website

☐ Newsletter from Visit Jackson Hole

☐ Online booking agent

☐ Visitor Service Agent

☐ Can't recall

☐ Other: _____

22. Do you recall seeing or hearing messaging pertaining to ‘responsible visitation’ in Jackson Hole while in Jackson Hole ON THIS TRIP (e.g., responsible behavior towards wildlife, alternative transportation)?

- Yes, saw/heard such messaging while in Jackson Hole
- No/Uncertain » Skip to Question 26 on the next page

23. Which types of messages did you see or hear ON THIS TRIP? (Mark all that apply)

- | | | |
|--|---|---|
| <input type="checkbox"/> How to behave around wildlife | <input type="checkbox"/> Proper behavior while visiting | <input type="checkbox"/> Availability of alternative transportation options |
| <input type="checkbox"/> How to post on social media responsibly | <input type="checkbox"/> How to recreate responsibly | <input type="checkbox"/> Can't recall |

24. Where do you recall seeing these messages regarding responsible visitation WHILE ON THIS TRIP? (Mark all that apply)

- | | | | | |
|--|---|--|---------------------------------------|---|
| <input type="checkbox"/> Trailheads | <input type="checkbox"/> JH Newspaper | <input type="checkbox"/> At the ski area | <input type="checkbox"/> JH Explorer | <input type="checkbox"/> Trail Ambassadors (Face to Face) |
| <input type="checkbox"/> Boat launches | <input type="checkbox"/> National Park | <input type="checkbox"/> Local magazines | <input type="checkbox"/> Tour guides | <input type="checkbox"/> Local businesses |
| <input type="checkbox"/> Airport | <input type="checkbox"/> Visitor Center | <input type="checkbox"/> Text messages | <input type="checkbox"/> Can't recall | <input type="checkbox"/> Other: _____ |

25. Do you disagree or agree with the following questions about Jackson Hole's (JH) “Responsible Visitation” messaging? The scale ranges from 1 = “Strongly Disagree” to 5 = “Strongly Agree.”

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The JH responsible visitation messaging is plainly visible to all visitors.	1	2	3	4	5
The JH responsible visitation message provides clear suggestions on how to be a responsible visitor.	1	2	3	4	5
My travel party has talked about JH's responsible visitation messaging.	1	2	3	4	5
I changed my behavior based on seeing JH's responsible visitation messaging.	1	2	3	4	5
I have told others about JH's responsible visitation messaging.	1	2	3	4	5

I will travel differently in the future based on JH's responsible visitation messaging.	1	2	3	4	5
JH's responsible visitation messaging will make me more likely to speak highly of JH when I return home	1	2	3	4	5

26. Jackson Hole is seeking to educate visitors about how to be more responsible. Do you disagree or agree with the following questions about JH's "Responsible Visitation" messaging?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I support Jackson Hole in trying to educate visitors on how to be more responsible with their travel.	1	2	3	4	5
Responsible Visitation messaging is needed in Jackson Hole.	1	2	3	4	5

SECTION 5: DEMOGRAPHIC SECTION: These questions are confidential, and your answers will not be shared with anyone on an individual level.

27. What year were you born? _____ (e.g., 2024)

28. How many total people are in your group? _____ (# of people in group)

29. Which of the following categories best describes your group's composition? (Please check only one)

- ☐ Individual traveling alone
 ☐ Couples trip
 ☐ Nuclear family only (e.g., kids & parents)
 ☐ Extended family (e.g., grandparents, aunts/uncle)
 ☐ Mix of family & friends
- ☐ Tour or other group
 ☐ Friends only
 ☐ Business associates
 ☐ Other: _____

30. Which race(s)/ethnicities do you identify with? (Please mark all that apply)

- ☐ African American/Black
 ☐ Asian
 ☐ American Indian
 ☐ Caucasian/White
 ☐ Hispanic
 ☐ Other: _____

31. What is your gender?

☐ Female ☐ Male ☐ Non-binary/ Third Gender ☐ Not Listed: _____

32. What is the highest level of education you have completed?

☐ Less than high school ☐ High school or GED ☐ Technical, vocational or trade school ☐ Some college (includes jr. college)

☐ Bachelor's degree ☐ Master's degree ☐ Ph.D./Professional degree

33. What is your approximate annual household income before taxes?

- Less than \$25,000
- \$25,000-\$49,999
- \$50,000-\$74,999
- \$75,000-\$99,999
- \$100,000-\$199,999
- \$200,000+

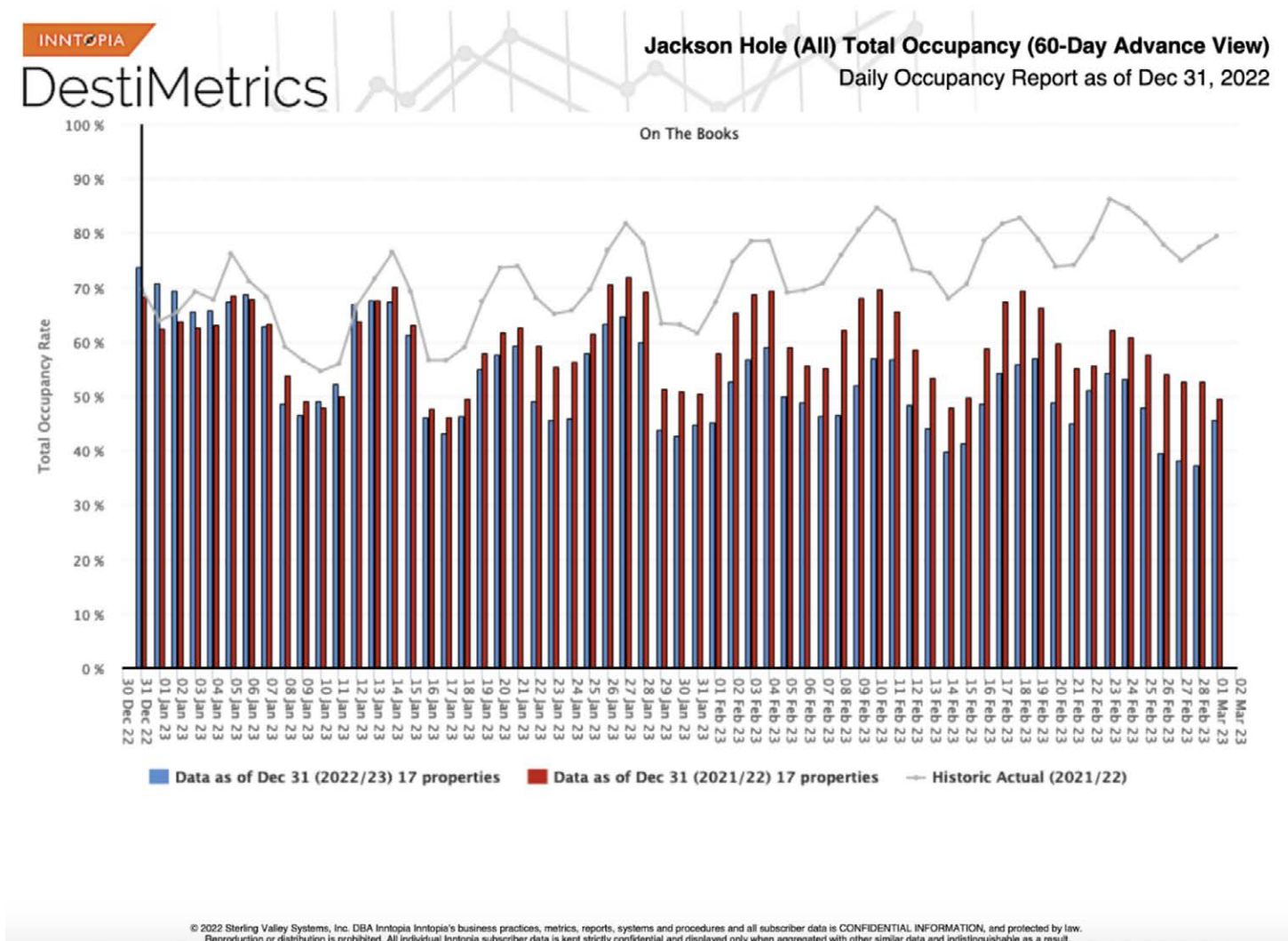
Please share any feedback you have for how we can improve our “Responsible Visitation” messaging or improve our sustainability efforts.

Thank you for completing the survey!

If you have any additional questions, please contact Dr. Dan McCoy at the University of Wyoming.

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Appendix 2. Destimetrics Historical Data



Appendix 3. Additional Comments from Respondents

- 3-day backpacking in Tetons and 4-day backpack in Yellowstone. Great time on trail!
- Was shocked to see how much Jackson felt like LA, new, fake, seems to have lost culture. I'm sure locals are mad w/ cost of living.
- Access to public restrooms closer to Town Square. Picnic benches.
- Architecture that reflects the strength of the sun and wind here; encourage people to sit and sip/snack like they do in Europe, at least in autumn/spring/summer, recycle bins, no plastic straws
- Beautiful and gorgeous state of Wyoming. Enjoy Jackson Hole.
- Benches at Cathedral Group Turnout
- Better follow up when people don't practice responsible visitation (ex. Dogs at the lake).
- Boat ferry on Jenny Lake to save tourists from hiking an extra 2 miles to Hidden Falls, etc., is disgusting. Lake pollution, noise, destruction of "feeling of wildness", and further promotes lazy uneducated tourists.
- Brighter signage. Bathroom stall signage. Posted info on bear feeding dangers.
- Buses! Denali NP is a great example of reducing vehicles. Dangerous to bike on roads. Visitor experience would improve with removal of cars and adding buses. THANKS! *Water fill stations + recycling is great!
- Cabs are limited in area
- Close off some downtown streets to vehicle traffic during peak tourism season(s)
- Compost/recycling availability (we're bringing cans home to co!), emphasis on lower emission transport options, more environmental programming/emphasis. Overall, SUPER CUTE! We will be back :)
- Continue to educate! It works! The camp hosts are awesome!
- Could be nicer without the cars in the center. Maybe a big parking lot just outside Jackson.
- Didn't see anything, make it more visible! Love the drive for sustainability, keep it up :)
- Didn't see it or hear about it (responsible visitation)!! Post it. Put it in hotel lobbies.
- Didn't have any issue
- Doing a good job

- Doing great, highly encourage promoting the airport bus system more. Too many rental cars! The bus was easy and great.
- Easier access to public/alternative transit when possible.
- Everything here is cool. Thx.
- Everything was great!!!
- Excellent town! Congrats :) Monterrey, MX
- Felt like all good
- Focusing on sustainability and conservation is key to maintaining this area as a crucial resource for humanity's connection to nature and happiness.
- For those who don't want to stop in Jackson or are pulling large trailers, a bypass road would help the congestion and flow of the town.
- Further signage
- Get a chain restaurant or two. More affordable places to eat.
- Glad you are working to make things better. Love this area.
- Good job :)
- Good luck on your survey/project
- Good luck with your research. I didn't read much online, so in-person messaging at cafes would be most helpful to me. Planning and design of spaces are likely more helpful; behavior change due to messaging is unlikely.
- Good luck!
- Grand Teton > Yellowstone!
- Great experience overall. Locals were knowledgeable and respectful of environment and directed to useful information and sources upon request. Very clean area. 10/10.
- Great job
- Great place to visit!
- Great place! Great for families.
- Great to see positive messaging for visitors as there are many uneducated in outdoor pursuits. More RV parking in Tetons.
- Great trip.
- Great trip. Loved the area. Tetons are beautiful & amazing.
- Had a great visit

- Have a good day!
- Have tour guides share information
- I am concerned about worker pay & housing.
- I didn't even know of this messaging
- I didn't see much of it but I was on a tour bus most of the time
- I do not use Internet to research or plan my trip because I've been here so many times before, so I probably missed most of your messaging.
- I don't know how anything less (than \$200k) can afford to come here.
- I had a very positive experience in JH and plan to visit again.
- I had not heard the phrase "responsible visitation" before filling this out. LNT.
- I have definitely noticed more informational signs here than back home in Utah. I think that is great! Although, I don't believe there can ever be "too much". More would be great! We should always be pushing for more information on safe travel & environmental/wildlife preservation :)
- I have not seen any messaging displayed at public places such as parks or flyer stands and I believe that would increase the amount of people who get to see them.
- I have worked for different national parks since 2006 (2 seasons in Teton) and I see how tourism affects both the surrounding towns and the different parks. I think it's very important that Teton/Yellowstone and JH work together with responsible tourism messaging.
- I just haven't seen a ton of it
- I liked the road signs about watching out for animals. At the center I learn never to feed the wildlife in order to not create a different behavior with the wildlife.
- I live in Hoback so some answers are not applicable to me.
- I live in Melody Ranch so some of the questions are not as applicable as they would be to a typical tourist here.
- I love everything
- I love the idea of Responsible Visitation. I would like to see efforts continue with this message. My group was well informed on this due to members of our group being involved in Environmental Studies at university but without them I think the message would have been a little lacking. Some locations/businesses relay this message well while others may not. Information on Responsible Visitation before the trip would be good too.

- I need to hear it!!! State researchers need to be paid more
- I only came for National Park. I am unaware of general Jackson Hole messaging.
- I somewhat like it here, there is more things that need to be discovered/built for more hospitality in my opinion.
- I think it is great when there are more messages with humor and good-hearted messages.
- I think that overall it is down to the travelers, the area does a great job at endorsing these behaviors. Maybe some sort of stricter rules could make more people fall in line.
- I think the messaging is just right
- I think you guys are doing the best you can to improve and keep the park beautiful and thank you for doing great!
- I was simply not aware :) Anything that gets it more visible when you start searching for Jackson Hole.
- I would add more of the method of video because that seemed most useful and caught my attention
- I would like to think that I am a “responsible visitor” already.
- I would love to see bike paths connecting Colter Bay to the MUP system.
- I’m a contractor who works in Jackson, I think there should be more consideration with parking/access/hospitality for workers in the Valley.
- I’m considered a senior now. Our parents taught us safety and respect for nature and what to do and not to do with or in God’s creation.
- I’m doing a backpacking trip w/ wildland trekking. They’re always great about being responsible/respectful of our impact in the outdoors. I did not plan anything for this trip (except flights/hostel) since they took care of all the logistics.
- I’ve only been here 2 days on this visit and will now keep an eye out for it—but I’ve not really seen it yet
- I’ve only seen messaging about animal behavior and staying on trails by thermal areas. Others would be great to see. Especially how to treat other visitors. There’s a lot of single-mindedness in parks. We’ve been double-parked twice today.
- Impact on animals & wildlife—always drive home the point of impact for individuals/groups—”bear be ware” “don’t litter” aren’t enough to understand how local wildlife/parks are affected by negligence of tourists.

- In town (Jackson Hole + Dubois), there are very few cans with labels like foil goes here or plastic here or landfill here. Mostly just plain old trash cans and few to no recycling bins (please more parking) but we love it here anyways.
- It always needs to be repeated to not approach, harass, or encroach upon wildlife. I have seen people approach bison, they should know better. I have seen a lot of trash in town and campsites and nature. I almost always pick up trash in nature and parks.
- It might be time to fix the wooden sidewalks. And the road right outside of Jackson Drug to the square. I play in the street and have watched multiple people trip and some fall while I've been playing.
- It's been fun!
- Jackson is a beautiful town—we are only here for a couple of hours but I am very glad it was included on our tour.
- Jackson is suffering, same plight as Bozeman—too many tourists, NOT enough blue collar people—both areas need affordable housing—adequate pay to live as opposed to working five jobs—tourism is great—but not at the expense of humanity.
- Just more visible messaging!
- Keep at it
- Keep doing what you're doing <3
- Keep pushing wildlife safety by slowing down traffic :)
- Keep the horses out of the park, Keep power boats out! Need the same attention to motorcycles as bicycles, i.e. special road only for motorcycles.
- Keep trying! Our park needs/deserves protecting!
- Less is always best. Allow people to be responsible on their own. Most will be. Can't fix everybody who is a loser.
- Lodging costs are obscene! Aside from that, our visit here was wonderful!
- Love Grand Teton! More @ sustainability. There are a lot of people discovering its beauty.
- Love how walkable and bike-friendly Jackson is. Do not require more parking—it will ruin walkability. Love the historic charm. Consider a sub-divided camper lot for service sector employees to make it more affordable for local workers.
- Love Jackson + the Parks. Would like to see sustainability + responsible tourism guidelines become the norm.

- Love Jackson Airport and surrounding areas. We had a safe enjoyable experience and expect to visit again for the winter snow experience.
- Love the park hate the tourists who don't understand local laws and don't respect the area and wildlife.
- Love this place!
- Love to country dance at the WORT or Cowboy bar. Food is great. Linford band is super!
- Loved everything about the locations. Any questions are common sense. I did not witness any inappropriate behavior, possibly foreign visitors not understanding the right of way (side of road, pathway, etc) to walk but not an issue (more of a cultural issue).
- Loved visiting, beautiful city!
- Make it cute with animals so kids and parents can get into it.
- Make it easier to camp in park
- Make it more visible in a fun, informative way. Create a great messaging tool.
- Make refilling water bottles easy and visible, more picnic benches (Yellowstone) to encourage people to bring food and reuseable utensil, etc.
- Making it clearer to visitors about the pet policies at the National Parks.
- Marked '8' on expectations because "Snow was not epic this time"
- Maybe an app
- Maybe include more messaging in lodge rooms, along with more public spaces.
- Maybe offer this survey online, via a QR code, have choice to offer in different languages. Offer incentive for taking survey online also.
- Message boards. Confirmation emails include "RV" when booking events + accomodations. Posting at parks to educate + circumstances to follow.
- Messages in public parks in town and/or on the highway before going to the trailheads would be good.
- Messaging while arriving on airplane? Convenient buses from JHMR to trailheads like Phelps Lake/Rockefeller? More housing built for local workers - traffic on 89 regulation
- More charging options for EV's = attract clean energy cars with charging ports & charging stations
- More clear expectations on how to behave around wildlife.
- More composting and plastic recycling would be great

- More hotels!!!
- More info about wildfire
- More info on wildlife and trash disposal.
- More night life!
- More of a suggestion for our situation + Nat'l Forest campers, but better info/ reservations would help people plan their trips and be more responsible. It can be difficult to find dispersed camping the night-of (especially now that places like shadow has designated sites for sustainability reasons (for the better)).
- More parking at Death Canyon Trailhead.
- More parking String Lake Jenny Lake
- More parking, reasonable pricing, no taxis, more restrooms
- More public restrooms needed around town
- More public transit to parks would be great
- More public transportation and information on public transportation.
- More signs
- More signs could be put up or brochures at lodging about responsible visitation. We enjoyed our trip to the Jackson Hole/Yellowstone area!
- More specific explanation of what to put away at campsite, ex. Camping stove. Totally nitpicking, we think the signs and rangers have been very informative and has made me feel more comfortable in bear country.
- More talk on not bringing rocks or other artifacts home. We've enjoyed shuttles at other national parks (like Glacier) + would like to see more. We might have also been interested in renting bikes if we could use to travel from campsite to trails.
- More to like now that my children are older
- More turnouts for watching wildlife. More signs about no selfies with fluffy cows. Distancing/backtracking away from wild bears, moose, elk, etc. Thank you. We love GTNP and Jackson Hole! Home is where the heart is.
- More walking spaces—cars give sense of unsafety and less wilderness. Great potential.
- Most of the messaging was drilled into me by the Boy Scouts when I was a kid. So, mostly I was planning on doing what is suggested/required rule prompting.
- Most tourists seemed to be respecting this mindset naturally
- Need more golfing options

- Need public shuttle services, more recyclable bins, info where to find recycle bins, shuttle stops
- Newspapers or pamphlets at parks, maybe recycled paper? Park programs
- Off-season things not open with no notice
- Offer online survey
- One thing we were slightly upset about was the lack of maps at the Yellowstone entry—I think that is a great way to notify tourists about responsible visitation. Not everyone will take the time to read all signs throughout the park, but many visitors will refer to maps.
- One way is to reduce the size of RV vehicles; buses
- Other than road signs reminding me to slow down to not hit wildlife or to be bear aware, I don't recall any responsible visitation messaging.
- Overall it was great!
- Overall you are doing well
- People can learn how to drive better
- Printed materials or maps from reservations/hotels/campsites
- Provide increased waste disposal
- Public transit to national parks. Yellowstone is full of people driving in a loop to all the same destinations. That's what a bus helps perfectly.
- Put in multiple languages, include images, post in bathroom stalls, additional parking @ trailheads or increase shuttles.
- Re: "Responsible Visitation messaging is needed in Jackson Hole" wrote "More"
- Recycling -> more effort/rigor/communication, Restrooms -> cleaning, Recycling bear spray/people go back and put it in the garbage, can other people buy it?
- Recycling impression: NONE! Educationg about protecting the environment in town: NONE!
- Require visitors to pass a common sense test before entering the park. Should cut down on issues + traffic. :)
- Responsible visitation is an oxymoron. There is no such thing as responsible tourism. Consumption is consumption.
- Restrict amount of climbers exum guides bring into the Tetons.
- Send text once in the area with pertinent info. If they could do it for COVID, they can do it :) More trash containers would be helpful too.

- Shorter survey, more messaging in downtown Jackson Hole, billboards
- Sidewalks need to be cleared. Why are some hotels not available for P/U.
- Signage at parking and trailheads
- Signage in different languages. See lots of out-of-country visitors speaking different languages, violating rules, and not being responsible.
- Slow down in the park (there are posted signs), no littering! This isn't Disneyland, watch your kids
- Some people know about mountain life and animals and some people don't have a clue
- Somehow reducing traffic, but great places draw large crowds
- Stating the importance of wildlife and educating about the ways the environment is impacted by pollution
- Stay on trails and pack out what you bring. Leave no trace.
- Staying VRBO condo—town center no recycling!
- Stop use of single-use cutlery/crockery in restaurants/cafes; Stop idling of cars while waiting in congested traffic areas; Limit number of visitors to the Park (difficult one!); Have incentives for campers/bikers (non RV/trailer users); Stop trying to sell items at every visitors center (reduce consumption/consumerism).
- Survey a bit too thorough. Some redundancy.
- Tailor sustainability efforts to wealthy/rich locals (don't fly in private jets) instead of visitors.
- Tell people to stay in their cars when they see wildlife.
- Thanks for making things better!
- Thanks, appreciate your efforts!
- The 4 of us enjoyed our trip here: the views, the lakes, authenticity, and nature were our expectations and it's a success.
- The main messaging we saw was on bears and how to act around wildlife. I think it was well done.
- The only comment would be to designate some areas to be dog-friendly. I felt that a controlled area would be helpful to dog owners who are traveling with pets.
- The people are very rude but it's a really fun place to play outside. Don't go to Teton Mountaineering!
- There could probably be some better messsging about recycling and waste management and reducing idling of cars in traffic

- There's no cellphone service around here!
- Think about the demographics that visit. Think about omnichannel messaging (i.e., social media, government, billboards, strategic partnerships). Also, people do stuff if there is an incentive!
- This is an amazing place. Keep up w/ the education. It was sad to see people not following simple rules. We saw 3 dogs on trails.
- This questionnaire/survey is TOO long :)
- To reducing the traffic and carbon emissions, introduce more shuttle service/ buses.
- Too many similar questions mix it up a little bit
- Town shuttle
- Truck tour
- Utilize National Park Rangers or even National Park website to better educate people. Additional volunteers too.
- Very enjoyable trip! Hope to return.
- We <3 JH! Shoutout to Elk Refuge Visitor's Center, very helpful.
- We absolutely love it here! We could not have had a better experience! Everything was exceptional! We feel truly blessed to have been able to spend so much time in this precious state of Wyoming. Thank you for the memories! <3
- We already knew how to behave responsible before
- We are having an excellent family experience. We really enjoy the non-commercial part of this trip. It has been very easy to navigate and find what we are looking for. Will definitely be back!
- We are loving Grand Teton to death. It's beyond time to limit numbers/access. Costs are astronomical—including camping. I'm disappointed at new park pass policies that give pass to person, not household. National Parks are supposed to be affordable for all, not some. Please limit access for the sake of the ecosystem + NOT BY COST.
- We have only been in town for a short time but really support messages and efforts around sustainable tourism. Visiting from Europe, we notice much more private vehicle use (and everyone is driving a large vehicle!). We've noticed a lot of efforts around recycling encouragement in the National Parks. Thanks for prioritizing this and good luck with the project!
- We love it here and will visit again. The area is absolutely beautiful.

- We've encountered an older gentleman that owns a large house at the base that likes to hike on Lucky Charm bike trail since he "lives right there". Might need some better signage/education on safe, proper trail use.
- We've loved our time in the area!
- websites
- Wonderful experience
- Wonderful park & I appreciate all of the messaging about responsibly visiting! Thanks.
- Would appreciate more opportunities outside of posting on the trail. I think it would be cool to do online videos or another item online to provide more learning about the different animals that can be seen on a trail.
- Y'all are doing great :) Keep it up. Thank you!
- Yellowstone was incredibly horribly crowded!
- You need to curtail private motor vehicles in park. You need to adopt a shuttle system like they have in Zion, Yosemite, and South Rim Grand Canyon.

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