Their Approach. Ours.

We connect your business directly to visitors hundreds of times a day.

Jackson Hole Traveler delivers more - and better (targeted) - leads through the area’s only fully integrated platform: including digital, print and social media, with 100% of our content directly connecting visitors to your business. Cha-ching, cha-ching.
Get a bigger slice of the spending pie.

Travel-generated spending topped $1 billion in Teton County last year, with nearly 1,660,000 overnight visitors. Our high-profile Visitor Guide is where this region’s more than 4.2 million annual visitors look first to find out things to do, restaurants, lodging and shopping.

We directly influence $1.2 billion in annual visitor spending.

SOURCE: Dean Runyan Associates, Travel Impact Report, April 2017
We reach more visitors, so you realize more business.

In print and digital, our annual Jackson Hole Traveler platform = 2M Total Reach

- Websites top-ranked by Google
- Largest circulated Visitor Guide
- Targeted leads delivered to your inbox daily
- Lowest cost-per-thousand of any local magazine or website
We are the premier digital planning resource for local businesses.

Our family of 3 travel-related websites informs and links visitors directly to your business.

- 85% of travelers pre-plan using websites
- 36% use destination-related sites
- 65% use smartphones
- 58% use social media

“The 2017 U.S. traveler is more informed and uses more sources for travel planning than ever before.” — The State of the American Traveler Report
We are the leading printed planning resource for local businesses.

The only all-in-one planning resource for things to do, restaurants, lodging and shopping.

- #1 pre-planning resource in print and on the web
- #1 distribution resource – more than 300 high-traffic locations in Jackson Hole, Grand Teton National Parks, surrounding Yellowstone National Park and eastern Idaho.
- Direct Request – more than 27,000 people order the Visitor Guide FREE from our website for pre-planning their trip.

“54% of travelers pre-plan trips using print, the highest usage in 8 years.”
  — The State of the American Traveler Report
We put your business on the map and on the road to more success.

Highly sought-after maps used by vacation planners and travelers before they arrive in Grand Teton and Yellowstone.

- Seasonal Distribution (May-Oct.): Statewide Visitor Centers, Rental Car Companies, Lodging Properties
- Our maps are essential navigational tools for all things to see and do.
- Tear-Off Map – so visitors can pre-plan before they arrive at the parks.

NATIONAL PARK MAPS 300,000 TOTAL REACH
360 degrees of coordinated selling power for your business.

6 Reasons to Partner with Us

1. **Targeted to Visitors**
   100% targeted toward reaching the visitor and driving your profits.

2. **Highest Visibility**
   Our integrated approach assures the highest visibility for your business.

3. **Lowest Cost**
   We offer the lowest cost-per-thousand for visitors reached.

4. **Bigger Impact**
   Through digital, print and social media we directly influence visitors’ spending — reaching them as they’re pre-planning, in-market, out-of-market and en route.

5. **Accessible Anytime, Everywhere**
   With our bigger, better reach – accessible on all devices – your point of sale is everywhere.

6. **Authentic Stories**
   Partners get custom stories that inspire traveler visits and profit.

With us, your story begins where others end.

Impressions are good.

Connections are better.

For our partners we create engaging, custom stories that define the difference between show and sell.

Storytelling that moves prospects to customers.
Things to Do: a case study
Brand impressions over the last 11 months

- Brand Video Story Impressions: 16,164
- Facebook (1142)
- Instagram (2338)
- Jackson Hole Traveler.com Views & Click-thrus: 1,292
- Instagram (2338)
- Whitewater YouTube Views: 11,010
- Brand/Video Story: 519
- Facebook: 368
- Article Views: 2:35
- Average Time Viewing: 1,412
- Cookout YouTube Views: 1,412
- Facebook: 623
- Instagram: 2232
- Local Specials Views & Click-thrus: 498
- National Distribution: 950
- Web Leads: 1,354
- Banner Ad Views: 102,588
- Mad River Boat: 326,326
  Brand Impressions
  Jan-Nov, 2017
Things to Do
Annual Marketing Packages for Activities

Package A
- ¼-Page Print Advertorial Visitor Guide
- Digital Business Profiles
  + JacksonHoleTraveler.com
- Local Wifi Specials
- Social Media Promotion

+ 6 month Web Leads

$2,395 / $199 per month

Package B
- ¼-Page Print Advertorial Visitor Guide
- Digital Business Profiles
  + JacksonHoleTraveler.com
- Local Wifi Specials
- Social Media Promotion

+ 6 month Web Leads

$3,588 / $299 per month

Package C
- ¼-Page Print Advertorial Visitor Guide
- Digital Business Profiles
  + JacksonHoleTraveler.com
- Local Wifi Specials
- Social Media Promotion

+ 6 month Web Leads
+ Banner Ad Campaign
+ Custom Brand & Video Story

$5,995 / $499 per month
“Had a JH Traveler on my desk this morning when I got to work! I will say this, after going to hotels and different venues around town, I am very confident that JH Traveler is one of our best investments. From the map all the way through the website.”
—David Johnson, Jackson Hole Mountain Resort

“As a grocery store, reaching visitors gets interesting and the Traveler offers the best ROI in the valley. It’s a great way to reach tourists before they get to Jackson.”
—Tracie, Jackson Whole Grocer

“It’s my favorite guide. Pull out maps restaurant listings, everything a traveler needs.”
—Pat, KOA in Hoback

“At last...the perfect guide to everything Jackson Hole! This is ideal for people of all interests exploring this magical valley for the first time. We send a copy to all our renters in their reservation package. Thank you, Jackson Hole Traveler staff.”
—Ginger Gainer, Owner VRBO

“It is wonderful to see how quickly our passengers take copies of the publication. It’s definitely a favorite!”
—Jackson Hole Airport

“They go the extra nine yards—really taking the reigns on marketing and helping build and represent our unique story with visitors that helps us convert reservations”
—Jeff Warburton, Bar T 5