

Jackson Hole & Yellowstone Sustainable Destination Program

January 17, 2019



Presentation Overview

- Jackson Hole & Yellowstone Destination Overview
- GSTC Early Adopters Participation
- Jackson Hole & Yellowstone Sustainable Destination Program:
 - Startup organization and planning
 - Projects and Impacts
 - Upcoming Projects
 - Lessons Learned
 - JH Model



Destination Overview

- 4,216 square miles (Teton County)
- 97%+ is public and protected land
- Population:
 - Year round = 22,000
 - Summer = 49,000
- Annual Visitation:
 - Yellowstone NP = 5 million
 - Grand Teton NP = 4.6 million



Global Sustainable Tourism Council Early Adopters Program

Teton County, Wyoming, USA (Jackson Hole and Yellowstone) selected in 2012 as one of the first six Early Adopters

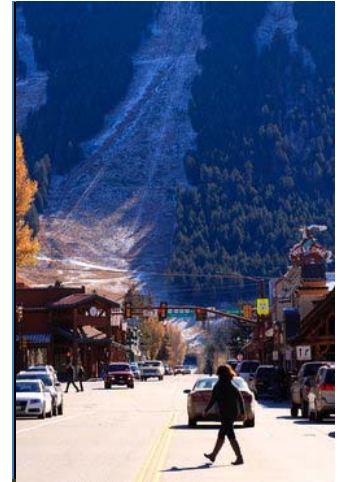
General Findings:

- Teton County met approximately half of the 120 applicable criteria indicators, with strengths in natural and cultural heritage preservation and environmental management, and needs for stronger destination planning and management
- “Teton County has the natural capital, human capacity, and financial resources to be a world-leading sustainable destination” – Sustainable Travel International



Jackson Hole & Yellowstone Sustainable Destination Program

- Created and coordinated by the Riverwind Foundation
- Developed in 2013 and went operational in 2014 in response to GSTC EA Findings
- Established a strategic destination management council with 58 signers of a Memorandum of Understanding (government, business, and nonprofit organizations)
- Established a tactical steering committee of 12 key sustainability stakeholders
- Created a project-based, annualized sustainability action plan with a five-year goal of becoming a certified sustainable destination



Projects & Impacts

- Trained and assisted over 280 businesses in sustainability planning and practices
- Inventoried the sustainability activities of over 120 local stakeholders
- Created or enhanced 49 local “green collar” jobs
- More than doubled in one year the number of businesses and organizations qualified and recognized by the local Reduce, Reuse, Recycle Business Leaders Program to 200
- Created the Business Emerald Sustainability Tier (BEST) certification program for increasing the sustainability performance and recognition of the most committed, top 10% local businesses



Projects & Impacts

- Created and distributed the Jackson Hole Sustainability Code of Conduct to over 100,000 leisure and group travelers
- Provided education and experience in sustainability projects to over 250 students
- Jackson Hole Sustainability Report Card distributed to over 7,400
- Green Matters in Jackson Hole distributed to over 7,800



Leveraging Recognition

- Selected by:
 - GSTC in 2012 as one of the first six original Sustainable Destination Criteria Early Adopters
 - Green Destinations as a Top 100 Sustainable Destination in 2016, 2017, and 2018
 - National Geographic as one of the finalists for Destination Leadership in the 2017 World Legacy Awards
 - World Travel & Tourism Council as a 2018 Finalist for the Tourism for Tomorrow Award for Destinations



Political Momentum

- ❖ The Town of Jackson and Teton County elected officials approved a resolution for Jackson Hole to be a world-leading sustainable community and destination, and support initiatives that contribute toward that vision (April 2017)
- ❖ The Mayor of Jackson joined the growing association of mayors and cities in the U.S. Climate Alliance that have pledged to meet the goals of the Paris Climate Accord (June 2017)
- ❖ Town of Jackson, Teton County, and Jackson Hole Travel & Tourism Board agree with the need to address visitor and resident impacts, and to coordinate with our federal partners



Upcoming Projects

❖ 2019 Publications:

- ❖ Green Matters in Jackson Hole
- ❖ Jackson Hole Sustainability Report Card

❖ BEST Program:

- ❖ Provide technical support to and increase BEST Certified businesses to 10
- ❖ Launch the BEST Library of case studies and best practices

❖ Introducing sustainability in regular school curriculum



Upcoming Projects

- ❖ Jackson Hole Sustainable Destination Certification:
 - ❖ EarthCheck, Mountain IDEAL, and GSTC
- ❖ Jackson Hole Sustainable Destination Action Plan Development:
 - ❖ Policy and actions to address visitor and resident management issues and associated environmental and community impacts
- ❖ Destination Stewardship Council Establishment:
 - ❖ Multidisciplinary 12-15 members representing destination stakeholder diversity



Lessons & Opportunities

- Establish a goal early that all stakeholders embrace and are inspired by, and regularly articulate it, e.g., to be a world-leading sustainable destination, evolve local tourism economy to sustainable tourism economy, etc.
- Destination management and integration is dependent on relationships – take the time to build relationships with one-on-one and group meetings



Lessons & Opportunities

- Communications to destination stakeholders need to be regular and content-rich. Do not under-resource communications. Coordinate communications with key sustainability stakeholders
- Educate, educate, and train. This builds stakeholder sustainability literacy, interest, and involvement
- Diversify funding streams: Federal and local government grants, national and private foundation grants, private cash and in-kind contributions



Lessons & Opportunities

- Strengthen local capacity whenever possible. Minimize the export of work and reliance on outside parties for management and technical support
- Focus on understanding strengths and areas needing improvement for destination, and place priority on building and sustaining collaborative partnerships (rather than competing with existing organizations and programs for resources)



The Jackson Hole Model

- Baseline assessment
- Inventory
- Training and Technical Assistance
- Education of residents and visitors:
 - Sustainability Code of Conduct
 - Report Card
- Business certification and recognition
- Destination certification and recognition
- Destination Stewardship Council establishment
- Tourism policy and strategic plan development and implementation

