



## Jackson Hole Travel & Tourism

### Joint Powers Board

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#### A message to the business community:

The Jackson Hole Travel & Tourism board considers the health and safety of our community members our greatest priority. To that end, we have drafted and will be distributing a press release asking potential visitors to not visit Jackson Hole at this time. As of March 12<sup>th</sup>, we have paused all of our current tourism marketing campaigns. We ask that the local business community follow suit with their communications. We will be providing more guidance on tourism messaging in the days to come through the Chamber of Commerce.

Over the past half-decade of economic expansion, we have remained diligent with our spending levels and accumulated adequate financial reserves to be deployed in times of need. We are prepared to execute a large-scale campaign focused on jump-starting our local tourism economy with these funds, regardless of the time of year, when travel is recommended again.

As the duration and scale of these closures is still unknown, we will be closely monitoring all state and national guidelines and actively collaborating with our local elected officials and our Chamber of Commerce. We look forward to continuing our work to support all of our local business through tourism when it is deemed safe to travel and when we as a community are ready to welcome visitors once again.

Sincerely,

Members of the Jackson Hole Travel & Tourism Board