JACKSON HOLE NORDIC ALLIANCE

Winter Outlook

Nordic Skiing, Fat Biking, Snowshoeing & Winter Trails in Jackson Hole

Nancy Leon

Sustainable, Responsible Winter Trail Recreation in Jackson Hole





JACKSON HOLE NORDIC ALLIANCE



Explore More Winter! Get out & Get Moving...

- Top growing US winter sports: *
  - snowshoeing +22%
  - Cross country skiing +8.5%
- 100+ Nordic Ski & Winter Trails
- 200 miles Groomed Nordic & Winter Trails
- 400+ miles backcountry trails
- 90 “free“ trails
- 69 Dog friendly trails
- Perfect experience for skiers and non-skiers

*Outdoor Industry Association research 2023

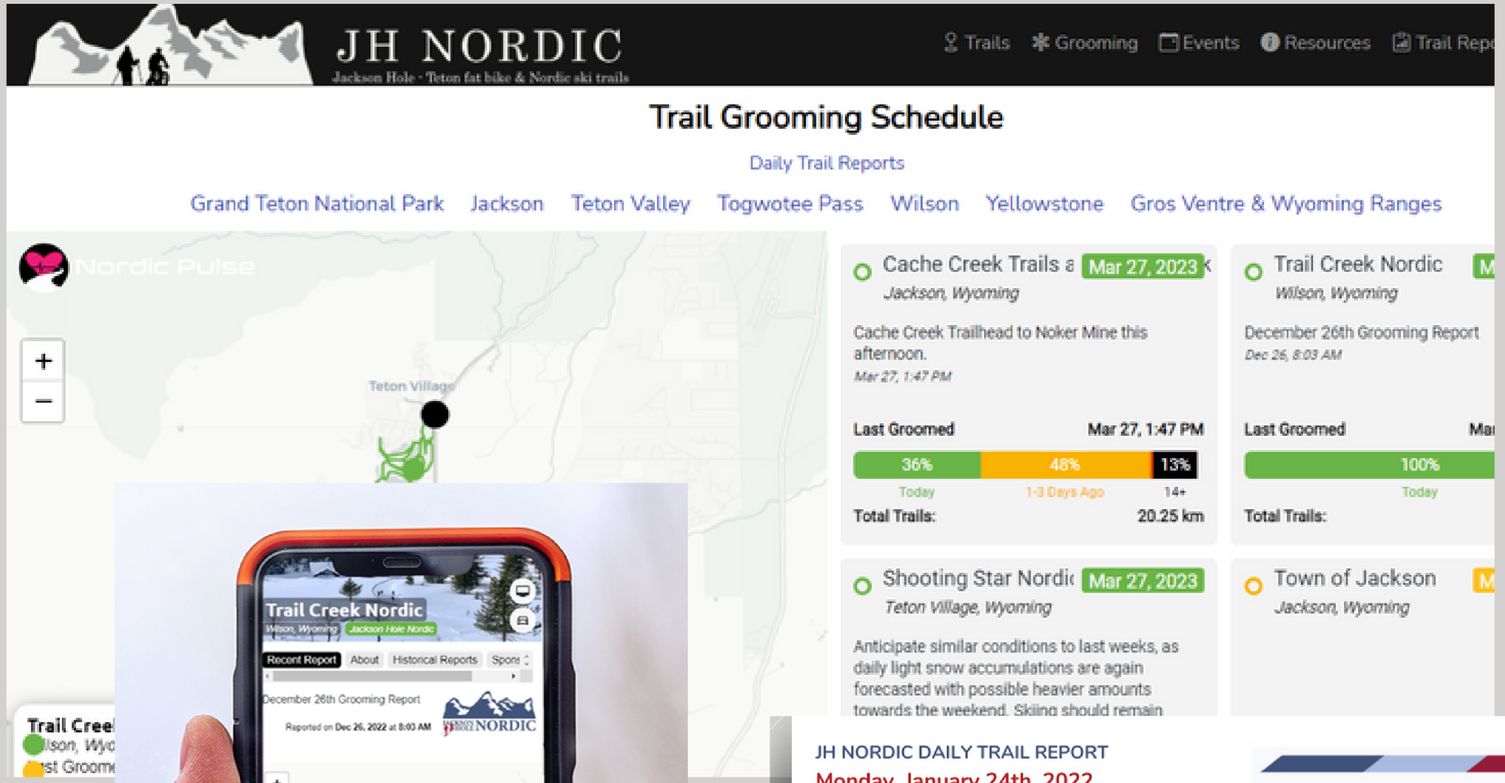
Nordic-Winter Groomed Trail Usage Growth

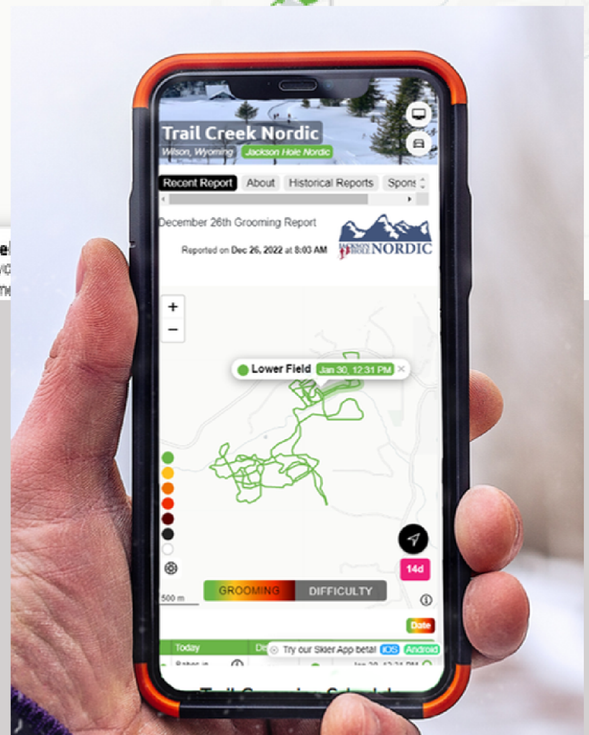
WINTER 2022-23

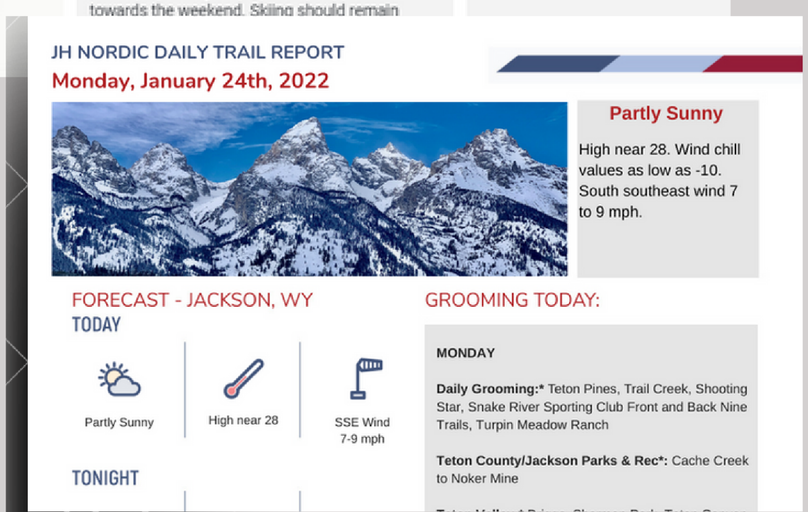


	TRAIL USERS
Teton Co/Jackson Parks & Recreation* *Dec 15-Mar 15 -91 days	**120,000 +**
Teton Pines Nordic Center	**2,100**
Grand Teton National Park (9,000 contacts)	**18,000**
Turpin Meadow Ranch	**2,531**
Teton Valley Trails and Pathways* *Teton Canyon = 9,800	**52,000**
Shooting Star	**3,000**
Trail Creek Nordic	**10,445**
TOTAL - Groomed Winter trail users	**208,076 users**

Nordic Trail Grooming Reports Daily







Real-time Trail Grooming Updates

- direct from the groomer

Daily Nordic Trail Reports -email/web

Weekly Grooming Schedules

Trail Webcams -Live

- Turpin Meadow Ranch
- Teton Park Road, Grand Teton National Park

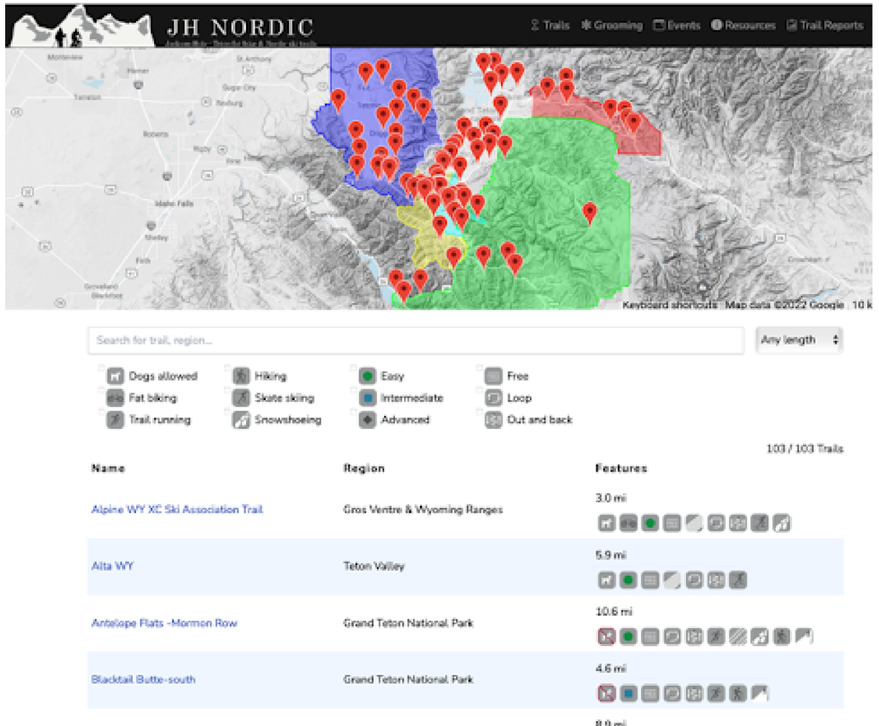


Multi-Channel Outreach

Meeting Community & Visitors Where They Are

JHNordic.com

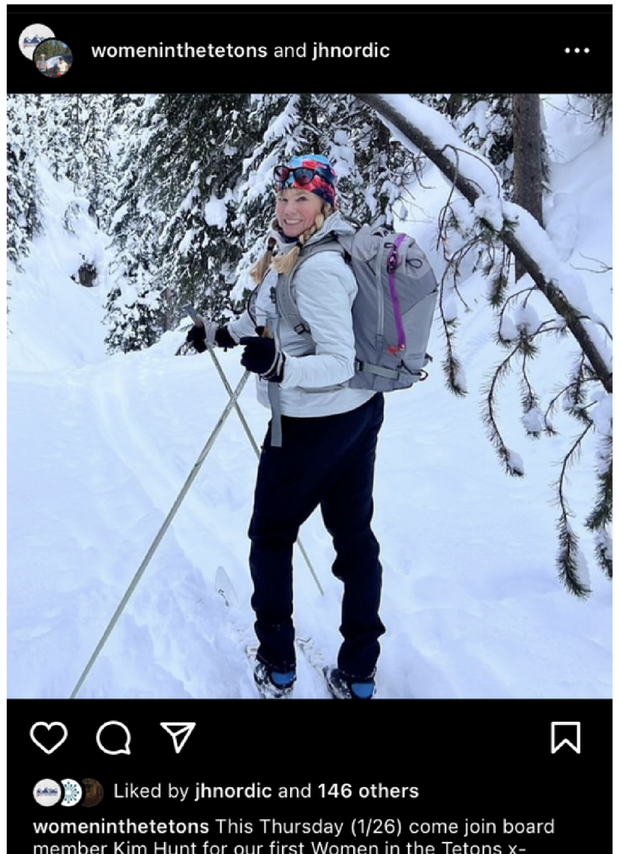
- Comprehensive Information Hub for NordicSki & Winter Trails



Print , Online, Radio Media -paid & Earned



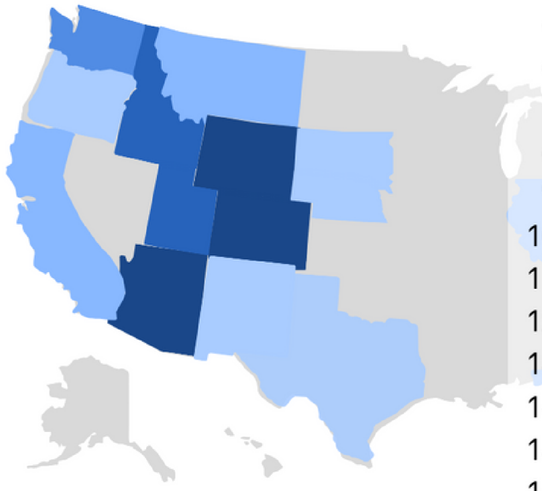
Social Media & Content Tool Kits



Community & Visitor Engagement

LOCATION

MOST VISITED



	PAGEVIEWS
1. Wyoming	3,475
2. Colorado	2,421
3. Arizona	1,517
4. Idaho	1,196
5. Utah	1,002
6. Montana	877
7. California	865
8. New York	659
9. Washington	620
10. South Dakota	577
11. New Mexico	552
12. Illinois	548
13. (not set)	543
14. Texas	420
15. Georgia	493
16. Florida	328
17. Nebraska	230
18. Virginia	220
19. Oregon	195
20. Minnesota	137

"We visited JH a few years ago and first discovered the JH Nordic blog at that time. It's very professionally done and a superb marketing and informative tool. I've received it throughout the years since. It's great fun to read. It certainly served as an impetus to return to JH and spend some great time at TMR." -Terry Z.

"I love these daily posts, especially from snow-starved SE Michigan!"
-Kris O.



"I love that Jackson Hole Nordic is all inclusive with its winter sports and it's one of the reasons I like riding at Cache Creek. Plus, whether you are skiing, snowshoeing, walking or fat biking you can bring your dog. No matter what user group you are everyone is so friendly!"
-Kathy Browning



JH Nordic Alliance 6th Annual Free Ski -Fat Bike-Snowshoe Event

Sunday, January 7th

Turpin Meadow Ranch

- 600 attendees -families, community & visitors
- 25+ local sponsors
- Free Nordic ski & Fat Bike demos
- Free Nordic ski lessons
- Free BC Nordic & Snowshoe ski tours
- Free Kids Corral age 2+
- Free Adaptive nordic demos
- Free trail pass
- Historic Turpin Meadow Ranch
- Hot food & beverages
- Raffle -benefiting Camina Conmigo
- Fun on Winter trails for everyone



Nordic Trail Ambassadors & Front Line Staff

connect to our Trails

- **Grand Teton National Park**
  - 23 Nordic Ambassadors
  - 9,000 visitor contacts on trails
  - 1,130 hours

- **Bridger-Teton National Forest**
  - 14 BT Trail Ambassadors
  - 200 comments, info signs
  - No trash and fewer negative dog incidents

- JH Chamber & Visitor Center
- Hotel Concierges
- JH Happening new winter staff welcome event
- Camina Comigo Latino Outdoor Group training



JHNA Partners bring Local expertise

JH Travel & Tourism Board
Skinny Skis
JD High Country Outfitters
Stio
JH Ecotour Adventures
Hole Hiking Experience
Turpin Meadow Ranch
Teton Pines Nordic
22 Nordic
C & W Wilbrecht
J & M Speyer
Teton Mountain Bike Tours
Kate's Real Foods
NoSo Patches
Persephone
KHOL community radio
Lakeside Lodge
S Horn; F Brummer
K Daubert & J Smith
Individual donors

JH Ski & Snowboard Club
GTNP Foundation
TC/J Parks & Recreation
GTNP
JHMR
Friends of Pathways
Teton Valley Trails & Pathways
Bridger-Teton USFS
Friends of Bridger-Teton
Camina Comigo
Teton Science Schools -Americorps
G & D Wadsworth
MountainWeather.com
JH Wildlife Foundation
Trilipiderm
Morgan McKenna
WY NPR
PAWS
NoSo Patches
TC Search & Rescue
Cross Country Ski Areas Assoc

Touring -Cruising - Racing -Adventure
Jackson Hole Nordic Ski & Winter Trails











