

Teton Valley Visitor Attributes

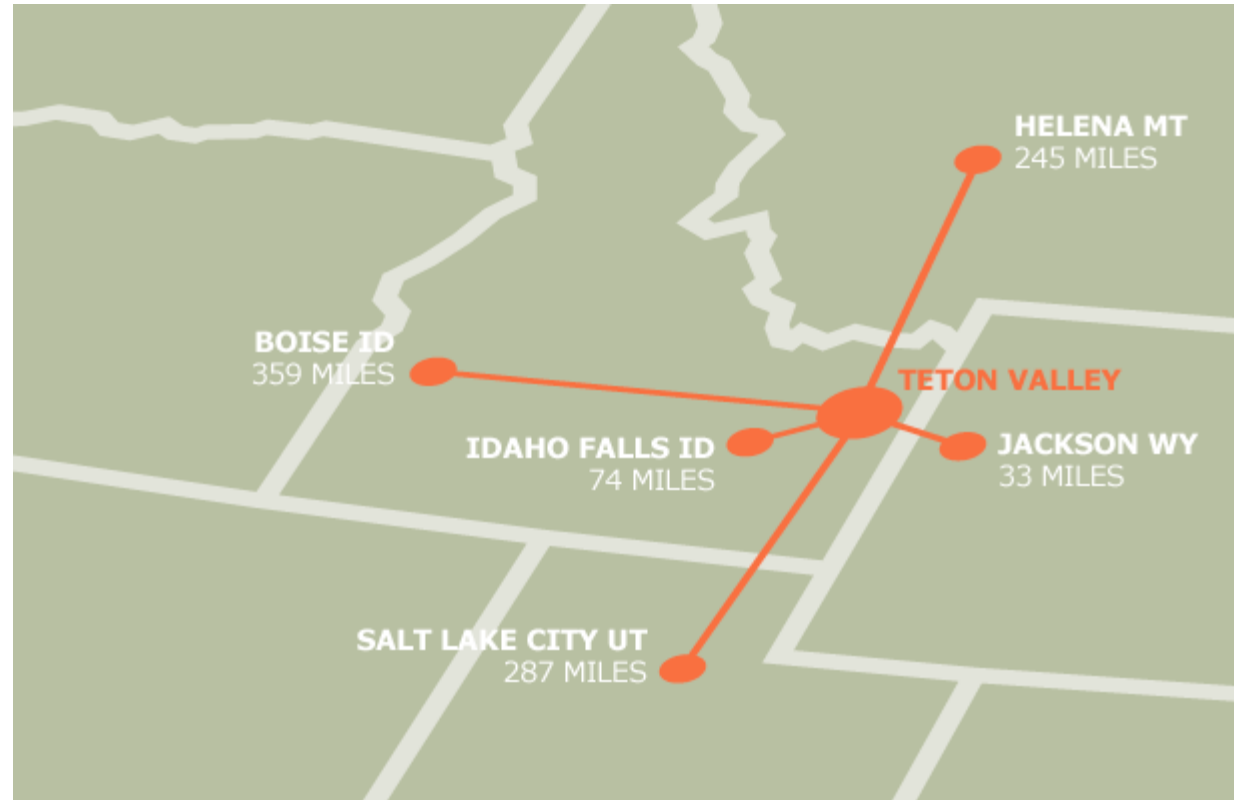


Today's Topics



- Teton Valley visitor strategy
- Our attributes
- The downside: we're near capacity in peak seasons
- How can we help you?

Teton Valley Location

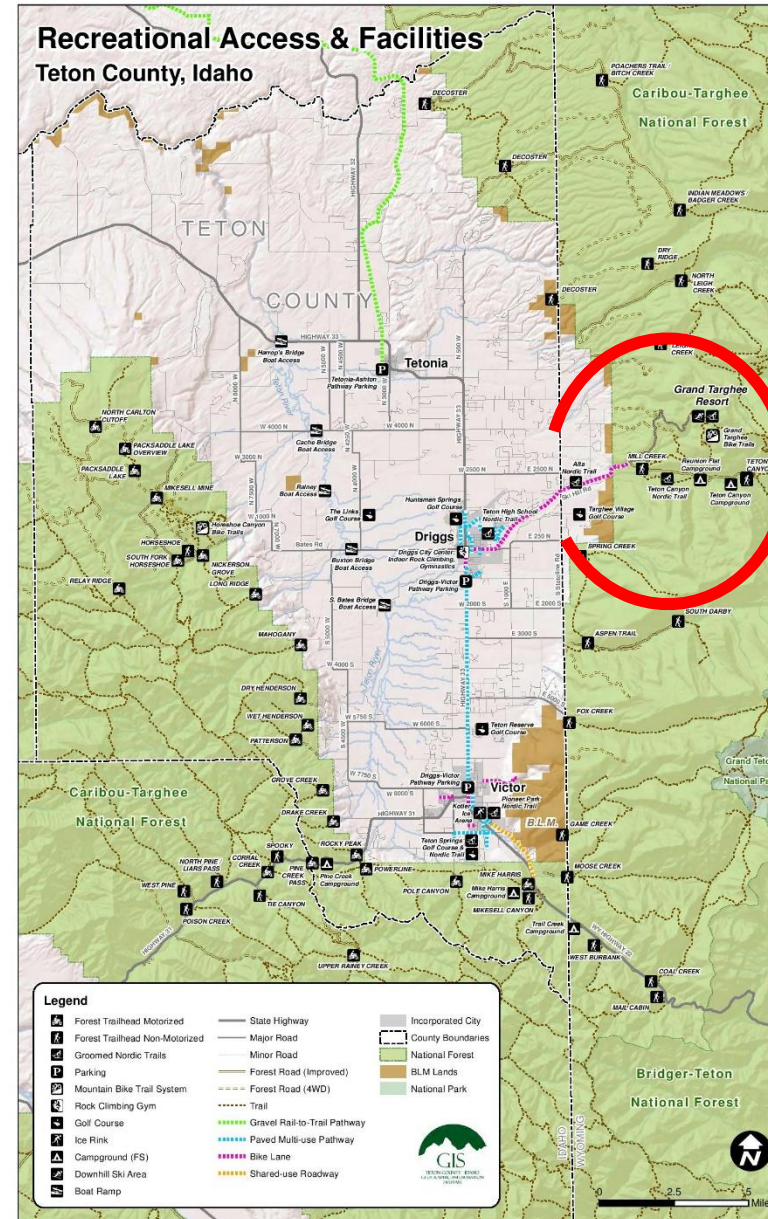


Teton Valley Location, Seasons

Teton Valley is mostly in Idaho, but our main winter attraction, Grand Targhee Resort, is in Wyoming. They are an integral part of our family.

The resort is only accessible through Driggs, Idaho, where visitors spend most of their lodging and services dollars, in both winter and summer.

Summer season is bigger than winter in the valley, with fantastic fly fishing, hiking and access to national parks.





Why Visit Teton Valley?

- Rock
- Wind and Water
- Flora
- Charismatic Megafauna
- History
- Culture
- Sport
- Health
- Food

Many of your towns have similar attributes. We'll get to that inventory in a few minutes.

Why Visit Teton Valley?



- Our strategy:
 - ITC Grant funds are the cornerstone of our visitor attraction efforts. We spend them wisely
 - We support and publicize events that celebrate our natural and cultural attributes
 - Sandhill Crane Festival, Music on Main, Wydaho Mtn. Bike Rendezvous, Plein Air, Snowscapes, Downtown Scarecrows, Hockey Tournaments, etc.
 - Events attract affluent enthusiasts
 - They benefit residents as well as visitors

Why Visit Teton Valley?



- Rock
 - Volcanic origins
 - Young, dramatic geology
 - Mountains for beauty, sport
 - Open rangeland, public land

- Wind & Water
 - Shaped the rock
 - Brings extremes in weather
 - Requires toughness
 - Provides unique habitat and recreation

Why Visit Teton Valley?



- Flora
 - Unique forest and other plant communities
 - Habitat
 - Raw materials for settlers
 - Beauty
- Charismatic Megafauna
 - Open land and forest = big animals
 - People love em

Why Visit Teton Valley?



- History
 - Natives
 - Mountain men
 - Pioneer settlers—ranching and farming
 - Climbing, skiing and other enthusiasts
 - All of our historical and current inhabitants share many qualities: toughness, love of family, outdoor work and activities

Why Visit Teton Valley?



- Culture
 - Traditional Western
 - Art, music
 - Events
 - Craft businesses

Why Visit Teton Valley?



- Sport
 - Hunt, fish, moto, ski, bike, hike, paddle, climb, fly
- Health
 - Fitness, medicine, meditation
- Food
 - Large and small ag
 - Culinary



Challenges

- We are near capacity in peak seasons
 - River, trails, campgrounds and other attractions are becoming very busy
 - Covid refugees, remote workers, students out of school
 - This is likely a temporary peak, but we expect that some percentage is permanent.
- How to manage?
 - Pricing, permits
 - But families could be priced out
 - Any ideas?

Sharing the Bounty



- How can we help you?
 - Consider your assets and how to exploit them
 - Visitors want free and open spaces, outdoor activities
 - We would love to share our abundance
 - Perhaps ITC can help re-direct visitors to places that need more

Questions?



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