

# TETON VALLEY TOURISM

Fall 2011

A Study Performed for the Impact & Development  
of Tourism in Teton Valley, Idaho

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# Teton Valley Tourism

## A STUDY PERFORMED FOR THE IMPACT & DEVELOPMENT OF TOURISM IN TETON VALLEY, IDAHO

### EXECUTIVE SUMMARY

As many of the local businesses and tourists outfitters were contacted, the problem became very apparent. A team member would ask, “What is an approximate yearly traffic count for your establishment?” In response the person contacted would often say, “We have never kept track.” Other questions were asked to better understand the type of people that visit Teton Valley (psychographics), and where people are visiting from (geographics). Answers to these questions are important in establishing a foundation upon which improvements can be built. Although some attempts to understand the current impact of tourism in Teton Valley were not made, others have been established, which are discussed in this study. Even knowing what some businesses don’t know, such as yearly revenues and traffic counts, is a starting point to furthering the development and improvement of tourism in Teton Valley. It is important to the community of Teton Valley to keep the values and culture that exist while still improving its economic situation through tourism.

Teton Valley sits west of the world-famous Grand Teton Mountains. Within the valley and surrounding areas are a variety of activities for all seasons of the year. Summer activities include golfing on a professionally designed course by David Druzifky and fly fishing that can be explored individually or guided by one of the valley’s fly fishing outfitters. There are over 150 miles of trails that can be hiked, biked, or enjoyed by horseback. The summer also offers free musical events held in Victor that attract thousands of individuals each week, and the historic Spud Drive-In has been running since the early 1950’s. According to Ski Magazine, winter offers some of the best skiing at Grand Targhee Resort, which receives over 500 inches of snow each season. Year-round activities include the lodging facilities that offer several bed and breakfasts, luxury resorts, and everything else in between. There are also approximately 25 different restaurant and dining establishments to choose from which serve the classics and home style cuisines. Also included under year-round activities are shopping, scenic drives, and visiting Yellowstone or Grand Teton National Park.

Analysis of this research is shown in various forms using graphs, tables, and SWOT analyses. A brief look into the analysis shows that lodging in Teton Valley provides room for approximately 2,355 guests at any given time. Knowing an approximate room and bed count can provide insights to future growth and expansion as tourism increases. Fly fishing in the valley is a smaller industry in comparison to Jackson Hole, but still manages to be a 3 million dollar industry. During the research phase of locating shopping and retail locations, it was noted how little some of these businesses are promoted, as well as how difficult it can be to find them. Comparable cities are starting to adopt all-inclusive websites that allow for the booking of any lodging facility in the area. There are also popular events in other cities that could be implemented in the valley. The strength of social media and digital advertising can strengthen and unite a community. Using the right tools and resources will have a positive impact on the future of tourism in Teton Valley.

## SCOPE & PURPOSE

The Eastern Idaho Entrepreneurial Center (E Center) performed a study on Teton Valley's current tourism and how it can be grown. The analyst team focused on current tourism attractions and their impact, along with studying other tourist areas and events similar to Teton Valley to discover new practices to increase tourism. The areas focused on are categorized by summer, winter, and year-round activities. Summer activities include: golfing, fly fishing, river sports, hiking and horseback riding, biking, running and walking, music events, Mesa Falls, and the Spud Drive-in Theater. Winter activities include snowmobiling and skiing. Year-round activities include: dining, retail, lodging, art galleries, museums, the National Parks, and scenic drives. With the above-mentioned research, the team analyzed current tourism attractions. The purpose of this study is to give an overview of tourism and then identify opportunities and recommendations to improve upon. Following the scope of the project included researching the different activities by identifying traffic counts, size of the industry, and revenues. Some areas do not include all of the segments mentioned in the proposal, while others contain more specific research. The last part of the study also includes recommendations to improve tourism, branding, and marketing.

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## METHODOLOGY

The research for the Teton Valley Tourism study was conducted by a student intern of the E Center and three senior-level business students at Brigham Young University–Idaho. As research began it was apparent that many of the attractions included in the findings are not well-recognized. Along with researching the various tourist activities and offering recommendations for improving them, the team also identified attractions, locations, contact information, hours, pricing, and other related segments to help increase their awareness for the community and tourists.

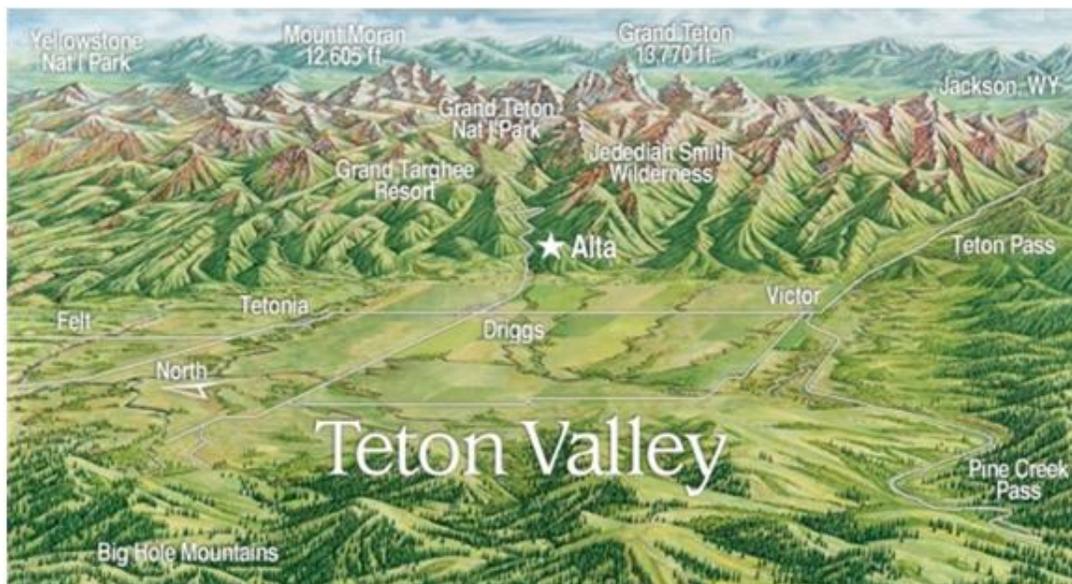
The methodology for collecting data and information included visiting many online sources such as: the Teton Valley Chamber of Commerce website, company websites, state and city websites, various state tourism studies, and Google. Interviews with local business owners were also conducted through phone calls and emails to collect additional data. Another source of information was provided by previous and current studies done by the E Center that correlated with this project.

Information was analyzed through the use of graphs, tables, and figures. Because many of the segments the team looked for were not available, some were estimated through multiplying approximate traffic counts with average prices to determine yearly revenues. Phone calls and emails that were conducted typically included questions about traffic counts, psychographics, geographics, yearly revenue, and future plans for growth. These questions varied slightly depending on the type of business or activity outfitter spoken to. For example, when contacting different lodging facilities it was important to find out the following: number of rooms, how many people each room can sleep, and bed counts. Emails would also include the same questions and a prompt to email or phone with additional questions or comments. Completed phone interviews as well as attempted phone contacts are logged in the appendix under “phone contacts.” Included with this written deliverable is a CD with information pertaining to all of the different locations of restaurants, shopping centers, activity outfitters, and other venues that were found and recorded.

## INTRODUCTION

Teton Valley Idaho sits west of the world-famous Grand Teton Mountains (Figure 1)<sup>1</sup>. The valley is made up of three main rural cities: Teton, Driggs, and Victor. Although these cities were first settled as farming communities, it is clear that today more people are discovering the beautiful valley lifestyle as well as the abundance of tourism activities. There are dozens of activities available, all within approximately 200 miles that encompasses the valley and the mountains.<sup>2</sup>

FIGURE 1: TETON VALLEY



The most recent studies show that tourism in Idaho generates 3.4 billion dollars each year<sup>3</sup>. In order to break down this spending further, another study was looked at that was performed in 2008 and calculated tourism's total overnight spending at 1.8 billion dollars.<sup>4</sup> The total overnight spending better determines a tourism location as a destination and not just a day trip or drive through. The study also shows that 29 percent of spending was on lodging, which makes up 502 million dollars of the 1.8 billion dollar industry. The next largest category at 23 percent was spent on restaurants, food, and beverages. Third was retail at 19 percent of total spending. These spending habits show that the top three tourist attractions in Idaho are lodging, food, and retail. That same study also shows that a total of 31.7 million overnight and day trips are made each year in the state of Idaho. Of those trips, 45 percent are for visiting friends and relatives. This type of travel is considered unmarketable for tourism. There is also another 16 percent of travel that is considered unmarketable, for example business trips. The remaining 39 percent, which is considered marketable, is broken down as follows: 12 percent of the trips are for outdoor activities and 11 percent of trips are for "touring" purposes. The remaining 16 percent includes: special events, city trips, casinos, resorts, ski/snowboarding, theme parks, and cruises.

<sup>1</sup>Google Images, Teton Valley Vacation Rental, 2011, [www.facebook.com](http://www.facebook.com)

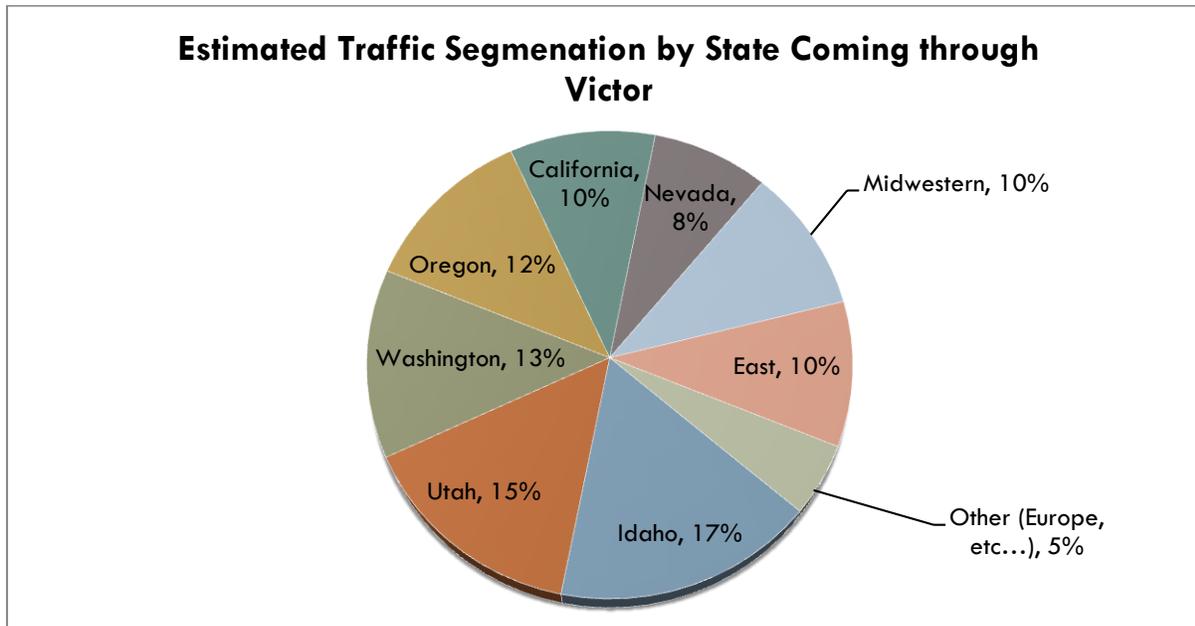
<sup>2</sup>Google Maps, 2011, [www.maps.google.com](http://www.maps.google.com)

<sup>3</sup>The Power of Travel, 2010, [http://209.59.134.11/statistics/impact\\_sub.htm?select\\_state\\_id=13](http://209.59.134.11/statistics/impact_sub.htm?select_state_id=13)

<sup>4</sup>Idaho Department of Commerce, 2008, <http://commerce.idaho.gov/assets/content/docs/ICORT/Idaho%20-%20presentation%20LONGWOODS.pdf>

A project done earlier this year by the E Center gathered data through a questionnaire, business interviews, and customer hotel reviews to determine the geographics that come through Victor, Idaho. (Figure 2 represents collected data.)<sup>5</sup>

FIGURE 2: ESTIMATED TRAFFIC SEGMENTATION



From this graph we can conclude that the largest majority of travelers to Victor/Teton Valley are within the states of Idaho and Utah. Even though Idaho and Utah are where the majority of tourists are visiting from, 75 percent of visitors are traveling less than 1,000 miles to visit Teton Valley, while 25 percent of visitors are traveling from more than 1,000 miles to visit the valley.

<sup>5</sup> Jackson Daniel, Lead Intern-Victor Hotel Feasibility Study, 2011, Eastern Idaho Entrepreneurial Center-Victor Hotel Feasibility Study

## LODGING

Lodging makes up the largest spending category for tourism. A study was performed in 2008 by Longwood’s Travel USA that said 29 percent of total spending for tourism in Idaho was spent on overnight lodging, which makes up 502 million dollars of the 1.8 billion dollar overnight tourism revenue for the state of Idaho<sup>6</sup>. The second highest segment is the restaurant, food, and beverage category, with 23 percent of the market or 412 million dollars in spending. In relation to overall state lodging and Teton County lodging, The Idaho State Tax commission reports the total sales for Teton County Lodging in 2008 were 6.7 million dollars.<sup>7</sup> The valley saw a decline in sales revenues for lodging in 2009 to 4.9 million dollars and then an increase in revenues in 2010 to 5.2 million dollars. (Figure 3 shows the total sales for lodging in Teton County from 1993 through 2010.)

FIGURE 3: TOTAL LODGING SALES

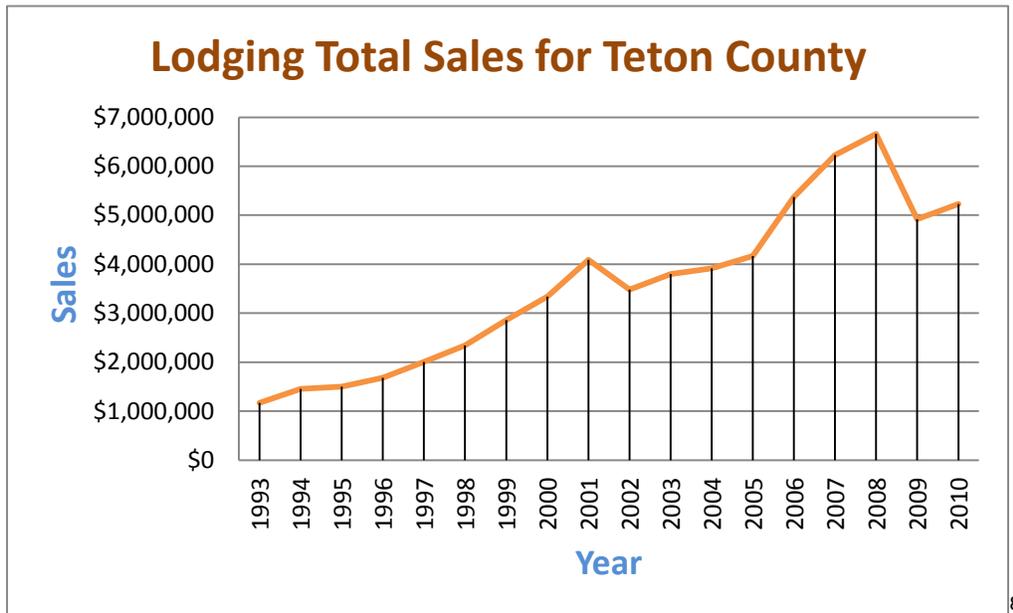


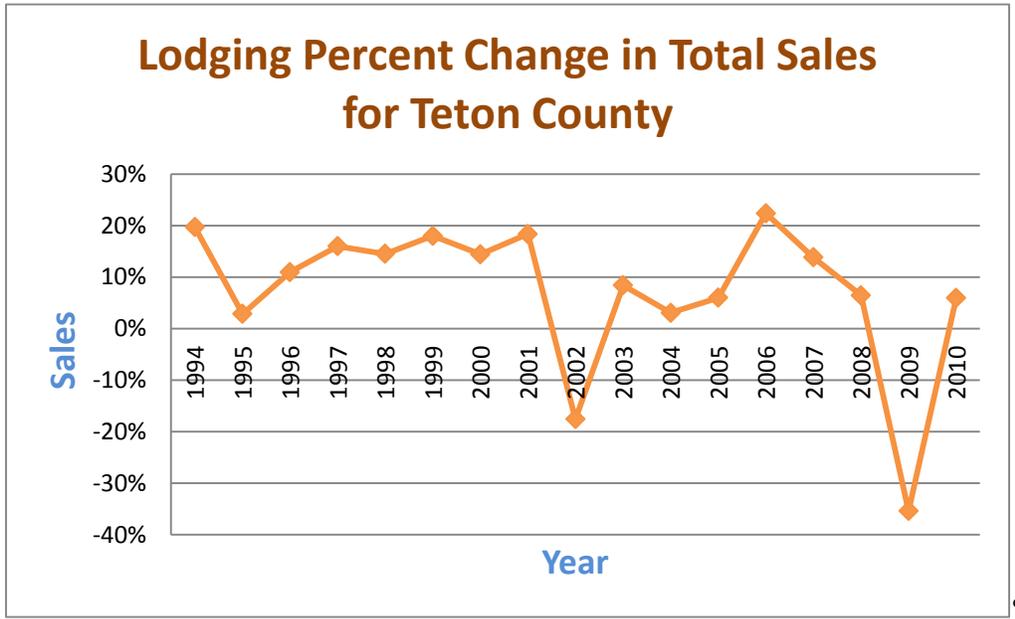
Figure 4 shows the percent change in total sales for lodging in Teton County from 1994 through 2010.

<sup>6</sup> Idaho Department of Commerce, 2008, <http://commerce.idaho.gov/assets/content/docs/ICORT/Idaho%20-%20presentation%20LONGWOODS.pdf>

<sup>7</sup> Tourism Research: Idaho Department of Commerce, 2011, <http://commerce.idaho.gov/tourism-grants-and-resources/Research/>

<sup>8</sup> Tourism Research: Idaho Department of Commerce, 2011, <http://commerce.idaho.gov/tourism-grants-and-resources/Research/>, Graph created by Kaleb Buck using Microsoft Excel

FIGURE 4: LODGING PERCENT CHANGE IN TOTAL SALES



A major portion of this study and equally important for those involved was how many rooms and beds are currently available in the valley. To perform this study many phone calls were made to lodging establishments and business websites were explored to create a general count. The count is comprised of bed and breakfasts, guest ranches, hotels and motels, resorts, and short term rentals. For additional information on the research collected, please refer to the CD associated with this project under lodging. The following are approximations for number of rooms, beds, and guests at a given time.

- Rooms 639
- Beds 1,349
- Guest capacity 2,355
- Important notes about lodging
  - i. Many of the vacation rentals must be rented for a minimum of seven days and typically include multiple beds per room.
  - ii. Count does not include Campgrounds and RV Parks Capacity.

The owner of The Pines Motel says that, “Most events are held on the same weekend: the 4<sup>th</sup> of July.” She has to turn away dozens of people because everyone comes at the same time. She suggests that they spread the events out over different weekends.<sup>10</sup>

TABLE 1: LODGING SWOT

<b>Strengths</b>	<b>Weaknesses</b>
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<sup>9</sup> Tourism Research: Idaho Department of Commerce, 2011, <http://commerce.idaho.gov/tourism-grants-and-resources/Research/>, Graph created by Kaleb Buck using Microsoft Excel

<sup>10</sup> Nancy, Owner of The Pines Inn, 2011, Phone interview with Kaleb Buck

<ul style="list-style-type: none"> <li>• 639 rooms, 1,349 beds, 2,355 guests</li> <li>• Average room price \$177</li> <li>• Low average \$67, High average \$494</li> <li>• Cheaper prices then Jackson Hole \$235</li> <li>• Cheaper prices for longer stays</li> </ul>	<ul style="list-style-type: none"> <li>• Too many events on the same weekend</li> <li>• Not enough room 4<sup>th</sup> of July weekend</li> <li>• Not enough attractions during winter months to keep some facilities open</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Promotion of "local" lodging facilities, like the B&amp;Bs and guest ranches</li> <li>• More promotion during off season</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Jackson is a bigger city and has more to offer for tourists</li> </ul>

## DINING

Studies conducted in the state of Idaho have shown that 23 percent of total tourism spending goes toward the restaurant, food, and beverage category.<sup>11</sup> According to the National Restaurant Association, Idaho's restaurants this year will generate 1.8 billion dollars in revenues, and every dollar spent on Idaho's restaurants generates an additional 0.96 cents in sales for the state economy.<sup>12</sup> Although Teton Valley's restaurant industry is a small portion of the state total, it still makes an impact. There are approximately 25 different unique restaurants to choose from in the Teton Valley area, with each city having a variety of food to choose from. Listed below are a few of the more popular dining establishments located in each of the three main cities in Teton Valley, Teton, Victor, and Driggs. For a full list of dining establishments and accommodations, see the attached CD under dining. Another important aspect to understanding the impact dining has on tourism was to better understand the impact Grand Teton Brewing Micro Brewery has on tourism and future plans to expand, which are listed below.

In Teton the North End Bar and Grill is "small and cozy, very warm and welcoming with plenty of seating."<sup>13</sup> It serves all types of food for breakfast, lunch, and dinner. Some of its entrees are mashed potatoes, shrimp scampi, cabbage soup, biscuits, chicken-fried steak, eggs Benedict, fried calamari, and hash browns. With modest prices ranging from ten dollars to 35 dollars, this is a place to stop and eat. Customers who stay at the Mountain View Lodge receive a ten percent discount on their meal by showing their room key.<sup>14</sup>

Victor has a couple of attractive restaurants to choose from. The Knotty Pine is a steakhouse that is known for the "hippest venue for food and live music".<sup>15</sup> Some of its entrees include steak, pasta, lamb, turkey, chicken, and burgers. Prices of restaurants in Victor range from approximately ten dollars to 25 dollars.

O'Rourke's Fine Food & Beer is located in Driggs and is known for its sports bar and happy hour. It serves a range of appetizers and entrees that compliment watching the big game, including pizza,

<sup>11</sup> Idaho Department of Commerce, 2008, <http://commerce.idaho.gov/assets/content/docs/ICORT/Idaho%20-%20presentation%20LONGWOODS.pdf>

<sup>12</sup> Idaho Restaurant Industry at a Glance-National Restaurant Association, 2011, <http://www.restaurant.org/pdfs/research/state/idaho.pdf>

<sup>13</sup> North End, Teton, ID, 2011, <http://local.yahoo.com/info-33325205-north-end-tetonia>

<sup>14</sup> North End, Teton, ID, 2011, <http://local.yahoo.com/info-33325205-north-end-tetonia>

<sup>15</sup> 2011, [http://knottypinesupperclub.com/Knotty\\_Pine\\_Supper\\_Club/Music.html](http://knottypinesupperclub.com/Knotty_Pine_Supper_Club/Music.html)

burgers, steak, and fries. This restaurant has been open for 28 years and is "Home of the Fried Pickle and Teton Burger".<sup>16</sup> Prices range from ten dollars to 35 dollars.

TABLE 2: DINNING SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Diverse types of food and locations (25)</li> <li>• Attracts people to cities</li> <li>• Many boutique-type restaurants</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Lack of differentiation</li> <li>• Low awareness</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Expand into neighboring cities to boost economy</li> <li>• Combo discounts for sleep and eat. Have lodges and restaurants team up</li> <li>• Offer better prices during off season</li> <li>• Conduct surveys to discover what tourists want in a restaurant</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Lack of tourism in down season</li> <li>• Lack of market to keep business alive</li> </ul>

## GRAND TETON BREWING MICRO BREWERY

Grand Teton Brewing and Micro Brewery has been in business since 1988. It was first established in Wyoming operating under the name Otto Brothers Brewery. The two Otto brothers started a home brewery which eventually turned into a business and was the first brewery in Wyoming. In 1998 the brothers moved their brewery to Victor, Idaho where it sits today. The brewery offers tours during the summer months and also currently operates a small pub serving its freshly brewed beers and sodas. In 2009 the brewery was purchased by Steven Allen Surbachur who remains the current owner. The brewery brings in approximately 2 million dollars in yearly revenues, and employs 35 to 40 people.

The brewery tours during the summer months are quite busy according to Julie Levy, communications manager, but traffic counts are unknown.<sup>17</sup> The tours typically run from May to September during the hours of nine a.m. to five p.m. Monday through Friday. No reservations are needed unless you have a group larger than eight. Julie also said that most of the tourists stop because they see a sign advertising the tours. Along with tours the brewery offers free tastings, and visitors can purchase souvenirs and company merchandise. The brewery currently offers four different soda flavors, five signature brews, four yearly brews, four cellar brews, and the occasional specialty brew. According to Julie, the brewery has also seen a 60 percent growth in the last two years. She feels that the growth can be contributed to the revising of their packaging, cutting back on waste, and bigger brew that were recently added. The brewery distributes its brews to 16 different states.

The pub attracts locals as well as some tourists. Its capacity is limited to only about 25 seats, but during the summer months there is additional room with outdoor seating. The pub is open weekdays from

<sup>16</sup> O'Rourke's Sports Bar and Grill, 2011, <http://www.facebook.com/pages/O'Rourkes-Sports-Bar-and-Grill/114029031972815?sk=info>

<sup>17</sup> Julie Levy, (Communications Manager) Grand Teton Brewing, 2011, Phone Conversation with Kaleb Buck

1:00 pm to 8:00 pm, and on weekends from 2:00 pm to 7:00 pm. It does not have a full service kitchen so it is limited to beers, sodas, and snack foods. The pub also holds summer events, yard games, and nonprofit events for the community, such as the “Tin Cup.”

Advertising for the brewery includes local print and radio ads, a company website, and social media sites such as Facebook, Twitter, and a company blog. The brewery would like to grow the size of the pub to offer more seating but feels it will be a five- to six-year process. The brewery was also asked about the possibility of expanding the pub to include a restaurant; future plans for a restaurant are unknown.<sup>18</sup>

## RETAIL & SHOPPING

Studies conducted in the state of Idaho have shown that 19 percent of total tourism spending goes toward the retail category. Within Teton Valley there are over 80 different retail locations with a wide variety of store types. These store types have been categorized to better understand what is available. The categories include (with how many of each): auto supply (four), book stores (two), clinics (one), clothing (five), craft (four), department (nine), drug (two), electronics (three), food and grocery (15), hardware (two), hobby (two), home supply (nine), jewelry (one), lawn and garden (two), liquor (two), musical supply (one), souvenir and gift (three), sporting goods (seven), and thrift/second hand (four). The majority of the stores within the valley are located in the city of Driggs which has 47 of the 81 known retail and shopping stores. Victor has 24, while Tetonica has seven. For more information on the retail and shopping locations and store descriptions, please see the Excel sheet on the attached CD.

As the team member assigned to this portion of the study was researching the different retail and shopping centers within Teton Valley, it was noted that many of the businesses were not easily found. Driggs has the majority of the retail stores, but someone unfamiliar with the city and its surroundings might have a difficult time finding many of the locations. A lot of the stores seemed to be tucked back into the outer regions of the city.

TABLE 3: RETAIL AND SHOPPING SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Variety of stores to choose from</li> <li>• Close to lodging and activities</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Low awareness</li> <li>• Hard to find store locations and information</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Increase awareness of store locations through websites</li> <li>• Co-branding with nearby lodging</li> <li>• Create a map of all the shopping and retail locations in Teton Valley</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Recognizable store names and chains in Jackson Hole</li> </ul>

## CURRENT SUMMER ATTRACTIONS

<sup>18</sup> Julie Levy, (Communications Manager) Grand Teton Brewing, 2011, Phone Conversation with Kaleb Buck

## Golfing

According to *USA Today*, the golf industry for both public and private rounds played in the states of Idaho, Montana, and Wyoming has dropped 7.6 percent.<sup>19</sup> Another important related factor of this recession is the fact that River Rim Ranch golf course construction is at a complete standstill. Sean Craycraft, who is General Manager of River Rim Ranch, was contacted concerning its construction and said that construction halted three years ago on the golf course. The property is now bank owned, and until a buyer purchases the property, the remaining construction on the golf course and its opening is unknown.<sup>20</sup> Another factor to take into consideration concerning golf as a main or secondary attraction is Jackson Hole's golfing industry. A study categorized the top ten activities of tourists for Jackson Hole and Wyoming. Golfing was not ranked among the top ten activities,<sup>21</sup> and Jackson is also home to at least five golf courses.<sup>22</sup> Golfing, as of now, is not a main attraction to Teton Valley. The economy may have the largest effect on this, but tourists are not specifically going to Jackson Hole to play golf. Golfing is a secondary attraction, but still serves a large portion of tourists through the five different courses available in Teton Valley.

Of the five golf courses (not including the above-mentioned River Rim Ranch) is Teton Springs Resort, which is strictly private, only for residents and guests who stay in the lodging facilities. Huntsman Springs is also a private course that recently opened in the summer of 2010. The three other golf courses are located in the Victor and Driggs area. The Links golf course is an 18-hole course, and green fees are 49 dollars. This course is located in Driggs and features 6,344 yards of golf from the longest tees for a par of 72. Designed by David Druzifky, the Links golf course opened in 2000 and, according to online reviews, receives a three out of five stars rating.<sup>23</sup> The Teton Reserve golf course is located in Victor. It too has 18 holes of golf and features 7,426 yards of golf from the longest tees for a par of 72. Green fees for this course range from 19 dollars to 39 dollars, depending on whether a golf cart is used or not. Teton Reserve receives a four out of five stars rating.<sup>24</sup> The Targhee Village golf course is located in Alta, Wyoming and also features 18 holes of golf. This course features 6,238 yards with a par of 72 for 18 holes. Green fees for this course range from 15 dollars to 39 dollars; again, price depends on whether or not a golf cart is required. Targhee Village receives a three out of five star rating.<sup>25</sup>

TABLE 4: GOLFING SWOT

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>Prices on average are less than Jackson</li> </ul>	<ul style="list-style-type: none"> <li>Two courses are private</li> </ul>

<sup>19</sup> Swartz Jon, *Golf Clubs Suffer in Recession as Membership Dwindles*, 2010,

[http://www.usatoday.com/money/economy/2010-08-03-golf03\\_CV\\_N.htm](http://www.usatoday.com/money/economy/2010-08-03-golf03_CV_N.htm)

<sup>20</sup> Craycraft Sean, General Manager of River Rim Resort, 2011, Phone conversation with Kaleb Buck

<sup>21</sup> Overnight Visitor Profile Research, 2011,

<http://www.wyomingofficeoftourism.gov/industry/pdf/homepage/Wyoming2010VisProfilePrelimReportFINAL.pdf>

<sup>22</sup> All Trips: Jackson Hole Wyoming-Golf Courses, 2011, [http://www.jacksonholenet.com/golf\\_courses/](http://www.jacksonholenet.com/golf_courses/)

<sup>23</sup> Golf Link-The Links Reviews, 2011, <http://www.golfink.com/golf-courses/course-reviews.aspx?course=1763456>

<sup>24</sup> Golf Link-Teton Reserve, 2011, <http://www.golfink.com/golf-courses/course-reviews.aspx?course=1763456>

<sup>25</sup> Golf Link-Targhee Village Golf Course, 2011, <http://www.golfink.com/golf-courses/course.aspx?course=310745>

<p>Hole</p> <ul style="list-style-type: none"> <li>• Credited golf course by David Druzifky</li> <li>• Courses rate on average 3.5 out of 5 stars</li> <li>• Great view on courses according to reviews online</li> <li>• Google “golfing in Idaho”; Idaho golf trail is the first returned link</li> </ul>	<ul style="list-style-type: none"> <li>• Not much exposure</li> <li>• Short golf season</li> <li>• Only two of the five courses are on the Idaho golf trail</li> <li>• Huntsman Springs is the first Teton Valley related link to come up on Google page 7</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Hold a charity event with local pros and business owners</li> <li>• Generate ratings by credible golfers</li> <li>• Use Google better</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Tourists drive by many courses on the way to Teton Valley</li> <li>• Competition of cheaper courses in Rexburg and Idaho Falls</li> </ul>

## Fishing

Various attempts were made to contact the three main fishing outfitters in Teton Valley through phone and email, but due to the time of year it was difficult to receive any replies. The purpose for wanting to contact these outfitters was to better understand the size of the fly fishing industry in Teton Valley. Another route was taken to determine annual revenues for this industry by multiplying an approximate yearly traffic count (provided by World Cast Anglers in a previous E center study) by the average price of an outfitting trip as found on the World Cast Anglers website. Further analysis was then done to account for an approximate total for the other two outfitters in the Valley (Teton Valley Lodge and Three Rivers Ranch). This analysis shows that the fly fishing industry in Teton Valley is approximately valued at 3 million dollars.

Teton Valley is known to be a fly fishing destination for “tens of thousands of fishermen in Idaho and...for people the world over.”<sup>26</sup> Within the Valley runs: Teton River, North and South Leigh Creeks, Darby Creek, Fox Creek, Bitch Creek, and Trail Creek. Expanding from Teton Valley into other close-by regions in Idaho will include: Henry’s Fork River, the South Fork of the Snake River, and the Fall River. Yellowstone National Park offers six other great fishing rivers including: Yellowstone River, Gardinar River, the Fire Hole River, Lamar River, Lewis River, and Gibbon River. There are also 14 other rivers throughout Wyoming and Montana. With over 30 famous rivers throughout Idaho, Montana, and Wyoming, Teton Valley is a central location for the surrounding rivers that draw the “tens of thousands.”

One of the ways for tourists to discover these fishing locations is from a guiding trip with a fishing angler (or guide). Teton Valley has three main outfitters, while Jackson Hole (including the city of Wilson) offers 11, and the greater Yellowstone area offers ten more.<sup>27</sup> According to World Cast Anglers<sup>28</sup> (a local outfitter in Teton Valley), in 2010 the outfitter provided on average 2,500 guided trips for the year. The trips were separated by location, and the team found that 25 percent were in Jackson Hole while the remaining 75 percent were split between the World Cast Anglers locations of Victor and Island Park. It was also estimated that 35 percent of the 2,500 tours were made through the office in Victor, of which a

<sup>26</sup> Yule James, Greater Yellowstone Resource Guide, 2011, <http://greater-yellowstone.com>

<sup>27</sup> Yule James, Greater Yellowstone Resource Guide, 2011, <http://greater-yellowstone.com>

<sup>28</sup> Hicky Jim, Guide for World Cast Anglers, 2011, Phone conversation from E-Center Victor Hotel Feasibility Study

majority (roughly 50 percent) were purchased through a package offered at Teton Springs Resort. World Cast Anglers also offers packages through Grand Teton Resort.<sup>29</sup> Another of the outfitters in Teton Valley (Teton Valley Lodge) reported that it sees on average almost 1,000 customers each summer on its guided fishing trips.<sup>30</sup>

TABLE 5: FLY FISHING SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• 3 outfitters located in Teton Valley</li> <li>• Grand Targhee &amp; Teton Springs offer packages with World Cast Anglers</li> <li>• Constant water temperatures on Teton River provide ideal hatcheries</li> <li>• Google “Fly Fishing in Idaho”; Teton Valley Lodge is the first link after the paid ads.</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• No events in the valley</li> <li>• Teton Narrows offers great fishing but limited access</li> <li>• Google search “Fly Fishing in Idaho”; page 2 shows Three Rivers Ranch, World Cast Anglers page 5</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Advertise more with lodging facilities</li> <li>• Hold events with local outfitters in Teton Valley</li> <li>• Expand interest by holding some free fly fishing workshops</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Jackson Hole holds the “One Fly Event”</li> <li>• 11 different outfitters in Jackson</li> <li>• 10 different outfitters in greater Yellowstone Area</li> </ul>

## River Sports

It is interesting to note that Teton Valley does not offer any river sport guide companies headquartered in the valley. River guides located in Jackson Hole will bring guests over Teton Pass and into the valley for the various scenic and whitewater floats available on the Teton River.<sup>31</sup> Some of the more treacherous water can be found on the upper portion of the Teton River known as the Teton narrows, but keep in mind that this section of the river is very difficult to access. Peaked Sports in Driggs offers rentals that include: double touring kayaks, single touring kayaks, and white water kayaks. Prices range from 25 dollars to 40 dollars depending on the kayak and the number of days you rent it.<sup>32</sup> There is also a National Outdoor Leadership School located in Driggs (NOLS-Teton Valley) that offers a rafting course on the Salmon River. This school offers many other programs besides rafting. NOLS-Teton Valley is also an important part of the community by creating 50-60 instructor positions throughout the summer months.<sup>33</sup>

As previously mentioned, all of the river sport guided tours for Teton Valley are located in Jackson Hole. Barker-Ewing Whitewater has been offering whitewater and scenic float trips since 1963. They offer seven, eight, 14, and 16 mile floats that can be combined with meals, as an overnight trip, and can be done in eight man or 14 man rafts. Prices start at 40 dollars to 150 dollars for youth (ages six to 12);

<sup>29</sup> Grand Targhee fly-fishing, 2011, <http://www.grandtarghee.com/summer/area-activities/fly-fishing.php>

<sup>30</sup> Front desk attendant, Teton Valley Lodge, 2011, Phone conversation from E-Center Victor Hotel Feasibility Study

<sup>31</sup> James Yule, Greater Yellowstone Resource Guide, 2011, <http://greater-yellowstone.com>

<sup>32</sup> Peaked Sports – Rental Rates, 2011, [http://www.peakedsports.com/Rental\\_Rates.html](http://www.peakedsports.com/Rental_Rates.html)

<sup>33</sup> NOLS Teton Valley, 2011, [http://www.nols.edu/courses/locations/teton/about\\_tetonvalley.shtml](http://www.nols.edu/courses/locations/teton/about_tetonvalley.shtml)

adult prices start at 50 dollars to 200 dollars. Jackson Hole Whitewater also offers whitewater and scenic float trips and was established in 1963. It offers the same type floats as the above-mentioned company, but does not offer overnight trips. Prices range from 55 dollars to 105 dollars for youth, and 65 dollars to 125 dollars for adults. Teton Scenic Float Tours has been in operation for about three years. The company tailors to smaller groups, and prices start around 40 dollars. Breakfast is served, and lunch trips are available. There are eight other river sport guides which offer similar packages. Yellowstone and Grand Teton National Parks offer river sports as well through these guided companies: Geyser Kayak Tours and Grand Teton Lodge Company Wild & Scenic Raft Trips.

TABLE 6: RIVER SPORTS SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Peaked sports rentals</li> <li>• Teton river offers scenic floats as well as class 4 &amp; 5 whitewater floats</li> <li>• Teton Valley Outdoor Guide &amp; Street Map</li> <li>• National Outdoor Leadership School</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• No outfitters located in Teton Valley</li> <li>• Difficult &amp; limited access to whitewater</li> <li>• Google search “Rafting in Idaho”; none of the rafting companies mentioned in this study show up in the first ten pages</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Establish a whitewater company in the valley to attract tourist to unseen floats and whitewater</li> <li>• Creating rafting company in valley would create additional revenues for economy</li> <li>• Website or blog to instruct tourists about available whitewater in Teton Valley</li> <li>• Package with Victor lodging</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• All rafting outfitters are located outside of Teton Valley</li> <li>• Revenues for this activity do not contribute to Teton Valley</li> </ul>

### Hiking & Horseback Riding

Hiking within Teton Valley offers a variety of trails to choose from. There are 13 trails surrounding the cities of Driggs, Victor, and Teton, totaling over 120 miles of hiking trails. These trails have been categorized by the closest city in proximity to the trail (this can range anywhere from five to 30 miles away), the length of the trail (ranging from five to 25 miles long), the type of trails there are, and by the skill level that is required to complete the trail.<sup>34</sup>

Near Driggs there are eight different trails that total over 80 miles, which make up 60 percent of the trails in Teton Valley. All of the trails around Driggs are at least ten miles in length, and are loop trails, with the exception of one that is an out and back. Most of the websites that talk about these trails estimate that if one were to do the whole trail at a moderate pace, it could take a few days to complete.

<sup>34</sup> Trail Maps-Outdoor Trails for Hiking Biking and Backpacking, 2011, <http://www.trails.com/trails.aspx>

In addition to specifying the length, trails have been rated as being between moderate and strenuous in regards to skill level required to complete the trail.<sup>35</sup>

The surrounding trails around Teton include two that are a little over five miles, making up around five percent of all of the trails within Teton Valley. Of the two, Packsaddle Lake hiking trail is the higher rated with a moderate rating.

Victor offers three hiking trails that total 37 miles, making up 30 percent of the trails within Teton Valley. All of the trails around Victor are over ten miles long and are loop trails, with the exception of one that is an out and back. Again, due to the length of the trails it would take more than one day to finish an entire trail. A significant difference, though, with the trails around Victor in comparison to Driggs and Teton, is that they are rated between easy and moderate in skill level to complete.<sup>36</sup>

Horseback riding in the Teton Valley provides a number of trails to ride, as previously mentioned under the hiking sections, as well as seven different outfitters that provide trips, gear, and the basic equipment for horseback riding. Many of these outfitters have teamed up with small lodging locations to offer tourists and guests day trips to overnight tours. There are currently no lodges providing horseback riding or outfitters in Teton; all of the above mentioned locations are within Driggs and Victor.

Driggs offers two of the seven locations where you can find horseback riding outfitters. Dry Ridge Outfitters is one, and works with some of the various lodging and hotel companies to provide different horse rides and trips.<sup>37</sup> Victor is home to the other five outfitters or lodges that provide horseback riding. According to the information found, there is one outfitter in Victor (Elk Antler Outfitters), while all other horseback riding activities are provided through different lodging facilities providing their own tours rather than offering the service through a secondary outfitter.

TABLE 7: HIKING & HORSEBACK RIDING SWOT

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• 120 miles of trails to hike or ride</li> <li>• 7 local outfitters for horseback riding</li> <li>• Many of the lodging places offer horseback riding activities</li> <li>• Google “horseback riding in Idaho”; Dry Ridge Outfitters shows up 7<sup>th</sup> on page 1</li> </ul>	<ul style="list-style-type: none"> <li>• Seasonality of the trails that are open</li> <li>• Distance to the trails from local cities</li> </ul>

<sup>35</sup> Hiking Trail Information Reviews and Photos, 2011, <http://www.tripleblaze.com/hiking-trails.php>

<sup>36</sup> All Trails - Rediscover the Outdoors, 2011, <http://alltrails.com/>

<sup>37</sup> Wyoming Horseback Riding Adventures, 2011, <http://www.dryridge.com/>

<ul style="list-style-type: none"> <li>• Available horseback rides into Grand Teton National Park</li> </ul>	
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Promote through Adventures in Teton Valley Blog (see recommendations)</li> <li>• Additional marketing in conjunction with lodges (see recommendations)</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Competition with Jackson Hole</li> <li>• Nothing was found to choose Teton Valley over other destinations in Idaho</li> </ul>

## Biking

Teton Valley offers three known mountain biking trails providing approximately 32 miles of riding terrain for beginners to experts.<sup>38</sup> Each of the three trails is located by one of the three main cities in Teton Valley (Tetonia, Victor, or Driggs). Mountain biking in the valley also includes some different events. There is a yearly mountain bike festival, and the Grand Targhee hill climb. These events are advertised through the Teton Valley Trails and Pathways.<sup>39</sup> Many of the hiking and horseback riding trails can also be used for mountain biking as well. Please refer to the Hiking and Horseback Riding section for more information.

Grand Targhee resort is one of the more well known areas to mountain bike, but does require a fee to use the chair lifts. It offers a wide range of trails from single track trails through winding wildflower meadows at the base area to miles of technical lift-serviced downhill trails. Chair lift prices are 20 dollars for an adult day pass and ten dollars for an adult single ride. For children (age six to 12) day passes are six dollars, and for adults and children a summer season chairlift pass is 49 dollars. The resort also provides a rental services for mountain bikes and equipment. The rentals include bikes, helmets, and protective gear. The gear can be rented for a full or half day. Prices range from 30 dollars to 60 dollars for adults and 15 dollars to 60 dollars for children. Operating hours are from 10 a.m. to 4 p.m., June 25<sup>th</sup> through September 11<sup>th</sup>, 7 days a week, and September 17<sup>th</sup> through the 25<sup>th</sup>, weekends only.<sup>40</sup>

<sup>38</sup> Singletracks-Mountain Bike Trails, 2011, <http://www.singletracks.com/mountain-bike/trails.php>

<sup>39</sup> TVTAP-Calendar, 2011, <http://tvtap.org/calendar/cal>

<sup>40</sup> Grand Targhee-Mountain Biking, 2011, <http://www.grandtarghee.com/summer/mountain-biking/index.php>

TABLE 8: BIKING SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Trails are well maintained</li> <li>• Many trails located near each of the three main cities</li> <li>• Bike rentals are available</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Few trails</li> <li>• Little information about the local trails</li> <li>• No local outfitters / guides</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Co-brand with other outdoor activities</li> <li>• Promote using Adventures in Teton Valley Blog (see recommendations)</li> <li>• Complete the rails to trails</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• More trails outside the valley</li> <li>• More outfitters outside the valley</li> </ul>

## Running & Walking

Teton Valley holds multiple running and walking events throughout the summer months and limited events during the off season. Google was searched for “running events in Idaho”; it was not until page 8 that the Teton Valley Chamber website was shown with a link for running events.<sup>41</sup> Awareness for this activity is low and could be better promoted through Google searches. One running store that assists specifically with running events and wellness camps is Dreamchasers, located in Driggs. This store is co-owned by Lisa and Jay Batchen, marathon representatives for the US and Canada.<sup>42</sup> This amazing couple love to better themselves and others by teaching and helping people enjoy being outside and a part of nature. Some of the races this couple have helped people prepare for include the Himalayan 100 Mile Race, Extreme Ultra 6633, Marathon Des Sables, the Jackson Hole Marathon, and the Targhee Hill Climb. Dreamchasers holds many fitness and wellness camps throughout the year to help customers with whatever goal they have in mind. Classes are for all ages, children and adults.

Along with Dreamchasers, Driggs is known for their Art Walk. This event is held on the first Friday of every month from five to eight p.m. This event gives artists and businesses a chance to display their art or products for the community. Participants walk a route between these stores or booths and have the opportunity to view and appreciate local art and products. Many of the hiking and biking trails mentioned above are also commonly used for running or walking.

<sup>41</sup> Google – “Running Events in Idaho”, 2011, [www.google.com](http://www.google.com)

<sup>42</sup> Dreamchasers Outdoor Adventures: Home, 2011, <http://www.dreamchaserevents.com/>

TABLE 9; RUNNING & WALKING SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Dreamchasers is a great way to bring travelers and tourists to Teton Valley</li> <li>• Multiple events in Teton Valley and surrounding areas</li> <li>• Established monthly walking events via Teton Valley Trails and Pathways</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Low awareness on Google search-- “running events in Idaho” yielded its first related link on page eight</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Promotion with lodging facilities to offer discounts for lessons and for running/walking events in the valley</li> <li>• Better promotion of running stores and events</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Land being developed for housing or community expansion</li> <li>• Lack of Interest (i.e. running vs. fly fishing)</li> </ul>

## Mesa Falls

Mesa Falls is located in the Targhee National Forest, accessible using the Scenic Byway. This natural waterfall may be off the beaten path as in comparison to the National Parks in the area, but according to the Caribou-Targhee Nation Forest Service which maintains Mesa Falls, its facilities receive “heavy usage”<sup>43</sup> each year. Both upper and lower Mesa Falls are on the Henry’s Fork section of the Snake River. The upper Mesa Fall drops water 114 feet, while the lower Mesa Fall stands 65 feet tall. Peak season to view these water giants is from mid-May through September (Labor Day), when the attractions are open from 9 a.m. to 5 p.m. Hours are limited in the off-season. Fees to view the waterfall are based on mode of transportation and span from motorcycles costing one dollar to tour buses at 25 dollars. The Mesa Falls are equipped with many facilities including a gift shop, handicap access, parking, restrooms, vault toilets, and visitor center.<sup>44</sup> Besides viewing these giant waterfalls, other activities available around this area include fishing on the Henry Fork River, boating, hiking, and biking. The Caribou-Targhee National Forest service was contacted multiple times with no response. It would be helpful to understand how many people visit Mesa Falls each year and where people are visiting from, which would aid Teton Valley in understanding how it could draw tourists from Mesa Falls into Teton Valley.

<sup>43</sup> Upper and Lower Mesa Falls Interpretive Site, 2011, <http://www.fs.usda.gov/>

<sup>44</sup> Mesa Falls: VisitIdaho.org, 2011, <http://www.visitidaho.org/attraction/waterfall/mesa-falls/>

TABLE 10: MESA FALLS SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Attracts people nationwide</li> <li>• Gain attention for land conservation</li> <li>• Mesa Falls Marathon (Event)</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Seasonality makes traveling difficult</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Use as a symbol to raise money for waterfalls</li> <li>• Dual attraction, bring in other tourist type of event</li> <li>• Work out deals with lodging companies to offer free entrance</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Land deterioration</li> </ul>

## Music Events

The musical events in Teton Valley are an important part of tourism during the summer months due to large crowds and warmer weather. The Grand Targhee Music Fest is a series of musical concerts and events that are held over a three-day period on site at the ski hill of Grand Targhee. This event has been running for six years, and ticket prices (2011) range from 40 dollars to 65 dollars, depending on the day you want to attend, or 120 dollars to 139 dollars for the full three-day music pass.<sup>45</sup> Targhee also holds Battle of the Bands in conjunction with Music Fest. Other events include the Widespread Panic Tour that is now in its 25<sup>th</sup> year and the Blue Grass Festival now in its 24<sup>th</sup> year.<sup>46</sup> Targhee as well as the company that produces the event (vootie.com) were contacted multiple times to determine traffic counts for the various events but no response was ever received.

One of the other popular events (based on its attendance) is the Music on Main, which is held in the Victor City Park in Victor, Idaho each Thursday night from the end of June through the middle of August. The event is free to the public and has been running each summer since 2005. Dahvi Wilson is the Executive Director for the Teton Valley Foundation, which organizes this event each year. She said that every year since they started the event has attracted more and more people. On average, a Thursday night show will attract 2,500 to 2,600 people. After one of the shows a survey was distributed and approximately 200 were returned. The survey determined that 44 percent of people in attendance were from Victor, 21 percent came from Driggs, 6 percent from Teton, 4 percent from Alta, WY, 13 percent from Jackson, Wilson, and Moose areas, and the remaining 12 percent came from outside the Jackson/Teton Valley area<sup>47</sup>.

<sup>45</sup> 7<sup>th</sup> Annual Targhee Music Fest, 2011, <http://www.grandtarghee.com/summer/music-festivals/targhee-fest.php>

<sup>46</sup> Targhee 2011 Music Festivals, 2011, <http://www.grandtarghee.com/summer/music-festivals/index.php>

<sup>47</sup> Wilson Dahvi, (Executive Director) Teton Valley Foundation, 2011, Phone Conversation with Kaleb Buck

Huntsman springs also contributes to the musical events category during their Fourth of July celebration. The Patriotic Performance Symphony is a put on by the Brigham Young University–Idaho symphony and is held prior to the main fireworks show.<sup>48</sup>

TABLE 11: MUSIC EVENTS SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Grand Targhee Music Festivals</li> <li>• Free events</li> <li>• 2,500 people each week attend the free concerts</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Limited number of events</li> <li>• Google search “music events in Idaho”; no related links in the first ten pages</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Hold more music events</li> <li>• Promote other tourist activities in conjunction with the free event</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Not enough lodging for some weekend events during the summer</li> </ul>

### Spud Drive-in Theater

It is almost impossible to not notice the Historic Spud Drive-In Theater as you come through Teton Valley. The Drive-in has been around since 1953 and is considered an iconic part of the valley. Although it’s been almost 60 years since the establishment first opened, it still remains as a popular local and tourist attraction. As tourists drive by, it is noted how many stop and take pictures of the giant two-ton potato sitting on the old Chevy truck.<sup>49</sup> The Spud Drive-in was purchased two years ago by a Chicago resident who saw more than just your classic drive-in theatre. The owners tried to turn the theater into an event center holding various community events, concerts, and camping. The idea was short-lived and the current owners are now trying to sell the Spud.

Currently the Spud is back to the basics and is just showing movies during the summer months (typically June through September). The theater is managed by Tyler Hammond<sup>50</sup> of Wrecker Boys. When asked about the success of the Spud, Tyler said they still had a “good season” last summer and even stayed open a month longer. (October 31<sup>st</sup> was the final night of the last season.) He said they average about 75 people each night, and the summer of 2012, they hope to open in May. He also noted that he does see a variety of out-of-state license plates and feels that the Spud Drive-in serves a good portion of tourists as well as the locals. The Spud was also featured on the cover of Teton Valley magazine, which Tyler feels helped contribute to the good season. Tyler was also asked about the lack of functionality with their current website. He commented that it is managed by an outside company which is doing a poor job with it. Tyler also feels that the Spud does sell itself because it is a big attraction that is not easily missed as you are driving into Teton Valley. When asked the question about future plans, Tyler said they are trying to have local concert events held at the Spud.

<sup>48</sup> Huntsman Springs Celebrate America, 2011, <http://www.celebrateamericaevent.com/symphony.php>

<sup>49</sup> The Spud Drive in Movie Theater-History, 2010, [www.spuddrivein.com/drive-in-history.html](http://www.spuddrivein.com/drive-in-history.html)

<sup>50</sup> Hammond Tyler, Manager – Spud Drive-in, 2011, Phone conversation with Kaleb Buck

TABLE 12: SPUD DRIVE-IN THEATER SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Eye catcher for people driving past</li> <li>• Average of 75 people a night and is open typically June – September</li> <li>• Only drive-in theater in the valley</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Website has many broken links</li> <li>• Owners live in Chicago</li> <li>• Currently up for sale</li> <li>• Future of the Spud is unknown</li> <li>• Seasonality</li> <li>• Other local movie theaters (Pierre’s Playhouse)</li> <li>• Current operators rely on the Spud selling itself</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Advertising with main attractions like lodging and restaurants (see recommendations)</li> <li>• Team up with local businesses and offer packages</li> <li>• Advertising trades, Spuds big screen and local businesses</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Two movie theaters, one drive-in theater in Rexburg</li> <li>• Three movie theaters in Jackson Hole</li> <li>• Two drive-in theaters in Idaho Falls</li> </ul>

## CURRENT WINTER ATTRACTIONS

### Skiing & Snowboarding

The skiing and snowboarding in Teton Valley could be categorized into three segments that include: downhill or alpine, backcountry, and Nordic. Each of these segments are well-known activities according to the resources available to those interested. Grand Targhee Resort offers all three segments as well as snowshoeing and tubing. Grand Targhee has ranked multiple times in Ski Magazine’s best 25 ski resorts for snow and receives an average of 500 inches each year.<sup>51</sup> Just over the Teton Pass in Jackson Hole is home to two other skiing destinations: Jackson Hole Mountain Resort and Snow King Resort.

<sup>51</sup> James Yule, Greater Yellowstone Resource Guide, 2011, <http://www.free-press.biz/downhill-skiing.html>

TABLE 13: SKIING & SNOWBOARDING

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Grand Targhee professional website</li> <li>• Grand Targhee Resort 500+ in. of snow</li> <li>• 5 well-known groomed Nordic trails in Teton Valley</li> <li>• Backcountry available through Grand Targhee and Rendezvous Tours</li> <li>• Teton Valley Trails and Pathways</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Revenue of Grand Targhee is contributed only to Wyoming</li> <li>• More unity from Teton Valley in promoting Targhee</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• 16 well-known Nordic trails in greater Yellowstone area (get the word out)</li> <li>• Advertise why tourists should choose Teton Valley skiing &amp; snowboarding</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Close-by competition for tourists to visit other nearby ski resorts</li> </ul>

## Snowmobiling

There are multiple areas that one can snowmobile in or around Teton Valley. The Big Hole Mountains are located just a few miles west of Driggs, and offer a large area to explore.<sup>52</sup> One can also snowmobile in Yellowstone; Yellowstone is 90 miles north of Driggs and offers over 200 miles of groomed trails, allowing one to see the country's most popular national park. One site claims that Yellowstone is the snowmobile capital of the world due to its hundreds of miles of groomed trails throughout Wyoming, Montana, and Idaho.<sup>53</sup> According to a recent study in SnoWest Magazine, Yellowstone is ranked number one out of 15 other snowmobile trails throughout the west.<sup>54</sup> Another popular area among snowmobilers is Island Park. Island Park is about an hour's drive away from Teton Valley and offers over 500 miles of groomed trails.

Teton Valley Adventures offers snowmobile rentals and guided tours; it offers tours in Yellowstone National Park, Cave Falls, Mesa Falls, and Big Hole Mountain. Prices for a single adult range from 225 dollars to 250 dollars, and each passenger is an additional 100 dollars. Some private tours are available for an additional fee. All guided tours include a snowmobile suit, boots, helmet, snowmobile, and instruction on how to use snowmobiles.

Snowmobile rentals are also available for those who desire to explore on their own. The model of snowmobile will determine the price. Prices for a half-day rental of snowmobiles range from 115 dollars to 135 dollars; a full-day rental will range from 135 dollars to 175 dollars. Snowmobile trailers are also available; a two-place trailer is 25 dollars per day, and a four-place trailer is 35 dollars per day.

<sup>52</sup> Idaho Snowmobile Rentals & Tours, 2011, [www.tetonvalleycabins.com/snow\\_mobile](http://www.tetonvalleycabins.com/snow_mobile)

<sup>53</sup> West Yellowstone Snowmobiling, 2011, [http://www.westyellowstonenet.com/winter\\_recreation/snowmobiling.php](http://www.westyellowstonenet.com/winter_recreation/snowmobiling.php)

<sup>54</sup> SnoWest Snowmobile Magazine, 2011, <http://www.snowest.com/>

TABLE 14: SNOWMOBILING SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Cheaper prices compared to Jackson (snowmobile &amp; trailer)</li> <li>• Hundreds of miles of groomed paths</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Not a big selection of snowmobiles to rent</li> <li>• Travel to snowmobile areas is long</li> <li>• Not many multiple passenger sleds for rental</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Promote a stay in Teton Valley ride in Yellowstone package</li> <li>• When completed offer Rails to Trails as snowmobiling attraction</li> <li>• Attend snowmobile shows to attract rides to Teton Valley</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Jackson offers more locations to snowmobile with less travel</li> </ul>

## CURRENT YEAR-ROUND ATTRACTIONS

### Teton Valley Museum

The Teton Valley Museum is a two-story building located in Driggs Idaho. Its exhibits include historic photos and depictions of the early days in Teton Valley, and present a history of how Driggs started as Pierre's Hole and how it has become what it is today.<sup>55</sup> The museum is open during the spring, summer, and fall seasons and closes during the winter except on Tuesdays from 10 a.m. to 4 p.m., and for special groups that make reservations. The fees to enter the museum are five dollars for an adult and one dollar for children. Group rates are also available. Although the museum would not be considered a main attraction, it could be a great secondary attraction if promoted better and utilized more appropriately. The number of visitors last year was 1,095 reported Kay Fullmer, who is president of the museum.<sup>56</sup> The museum keeps track of its visitors by having them sign in when they visit. Kay also said that 90 percent of visitors could be classified as tourists, noting that she met people last year from Florida and New York. The summer months are the busiest, and during the off seasons they utilize multiple volunteers for updating databases, uploading photos, and making changes to exhibits. The museum is privately owned and relies on volunteer work for most of the day-to-day operations. The museum has received grants, but money is tight. Advertising has been done in multiple ways including: Teton Valley newspapers and brochures that have been distributed through the Teton Valley chamber, lodging facilities, and local magazines. The best form of advertising that they have done is putting up signs on coordinating roads. The museum does lack a personal website and social media. The only form of internet marketing is through the Teton Valley Chamber.<sup>57</sup>

<sup>55</sup> Visitidaho.org-Teton Valley Museum, 2011, <http://www.visitidaho.org/attraction/museums/teton-valley-museum/>

<sup>56</sup> Fullmer Kay, President of Teton Valley Museum, 2011, Phone Interview with Kaleb Buck

<sup>57</sup> Fullmer Kay, President of Teton Valley Museum, 2011, Phone Interview with Kaleb Buck

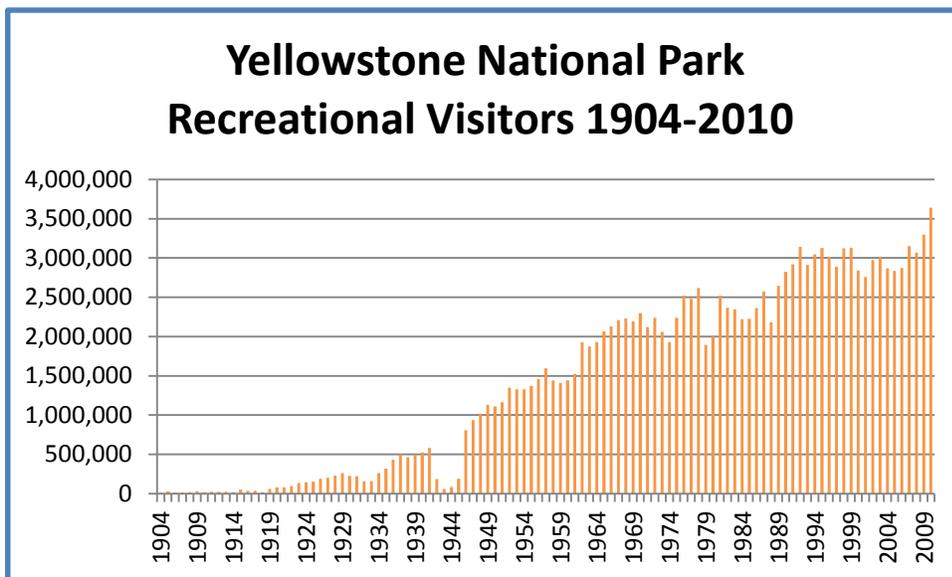
TABLE 15: TETON VALLEY MUSEUM SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Offers tourists a great way to learn about the history of Driggs and Teton Valley</li> <li>• Run by volunteers (shows the support of the community)</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Minimal online advertising</li> <li>• Seasonality, busiest during summer months</li> <li>• Relies heavily on volunteers</li> <li>• Limited funding</li> <li>• Knowledge of what is available at the museum for tourists is limited (visitidaho.org)</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Advertise and promote the museum through other activities and internet</li> <li>• Create a website</li> <li>• Utilize social media</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Larger museums that have more funding (museum of Idaho in Idaho Falls)</li> </ul>

### Yellowstone & Grand Teton National Parks

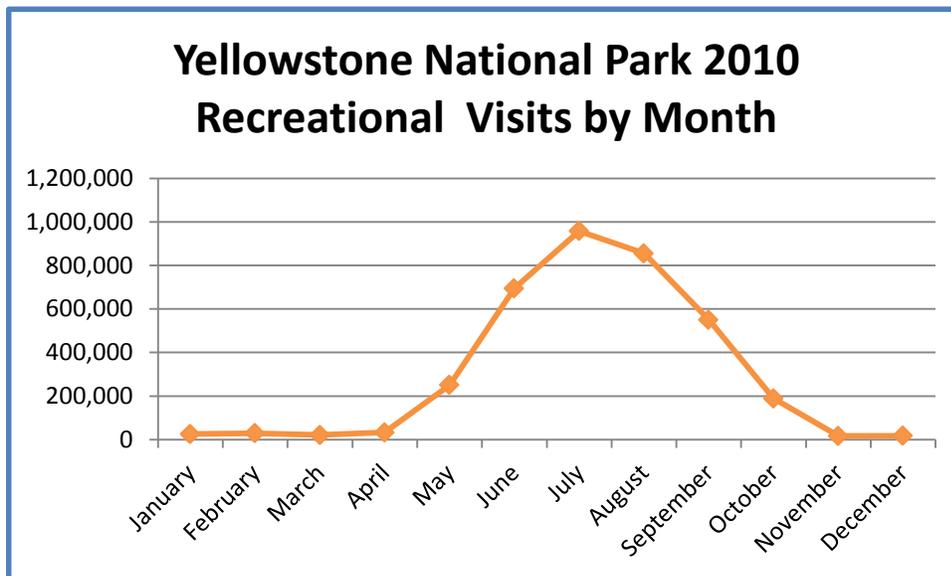
Yellowstone National Park is located in part of Idaho, Wyoming, and Montana, which make up what is known as the greater Yellowstone area, and is the main attraction on the Yellowstone-Grand Teton loop. Yellowstone had 3,640,185 recreational visits in 2010 which is the highest the park has ever seen. (Figure 5) with July and August (Figure 6) receiving the most visits, respectively 957,785 in July and 854,837 in August.<sup>58</sup>

FIGURE 5: YELLOWSTONE TOTAL RECREATIONAL VISITORS



<sup>58</sup> Yellowstone National Park Recreational Visitors, 2011, <http://www.nature.nps.gov/stats/viewReport.cfm>

FIGURE 6: YELLOWSTONE 2010 RECREATIONAL VISITS BY MONTH



In 2010 the Yellowstone Historic Center also recorded revenues of 201,962 dollars.<sup>59</sup> Of the park's visitors, 93 percent are traveling from a location within the United States, 4.7 percent are from foreign countries, and the remaining 2.4 percent are from Canada.<sup>60</sup> Things to do in Yellowstone include hiking, camping, fishing, bicycling, and wildlife viewing.<sup>61</sup> Yellowstone has two major campgrounds, one located by Tower Falls. The other is open year around.<sup>62</sup> Boulder Basin Outfitters offers "your Tailor-made Wyoming Hunting, Fishing, or Summer Pack Trip," and offers a variety of trips, lengths of stay, and programs.<sup>63</sup>

Grand Teton National Park is located in the Jackson Hole Valley and had 2,669,374 visitors in 2010,<sup>64</sup> which is an increase of 4 percent from the previous year.<sup>65</sup> This national park is choice for hiking, wildlife viewing, climbing, families, and photography.<sup>66</sup> Outdoor activities include backcountry camping, biking, climbing, fishing, hiking, and horseback riding.<sup>67</sup> The prime tourist season is July and August mainly because of school schedules and warm summer weather.<sup>68</sup> During the winter months the park is closed to wheel vehicles but open to cross country skiing guided hikes by Craig Thomas Discovery and Visitor Center.<sup>69</sup>

<sup>59</sup> Annual Report, 2010, <http://174.120.5.156/~yellowhc/uploads/files/2010%20Annual%20Report.pdf>

<sup>60</sup> Annual Report, 2010, <http://174.120.5.156/~yellowhc/uploads/files/2010%20Annual%20Report.pdf>

<sup>61</sup> Yellowstone National Park-Things to do, 2011, <http://www.nps.gov/yell/planyourvisit/things2do.htm>

<sup>62</sup> Wyoming Tourism-National Parks, 2011, <http://www.wyomingtourism.org/NationalParks/Yellowstone>

<sup>63</sup> Boulder Basin Outfitters Cody Wyoming, 2011, <http://www.boulderbasinoutfitters.com/>

<sup>64</sup> Wikipedia The Free Encyclopedia, 2011, [http://en.wikipedia.org/wiki/Grand\\_Teton\\_National\\_Park](http://en.wikipedia.org/wiki/Grand_Teton_National_Park)

<sup>65</sup> Grand Teton National Park, 2011, <http://www.grand.teton.national-park.com/visit.htm>

<sup>66</sup> What's New at The National Park Hospitality Association, 2011, <http://www.parkpartners.org/Whats-New.html>

<sup>67</sup> Grand Teton National Park & John D. Rockefeller Jr. Memorial Parkway, 2011,

<http://www.nps.gov/grte/planyourvisit/outdooractivities.htm>

<sup>68</sup> Seasons in Grand Teton National Park, 2011, <http://www.nationalparkstraveler.com/parks/seasons-grand-teton>

<sup>69</sup> Seasons in Grand Teton National Park, 2011, <http://www.nationalparkstraveler.com/parks/seasons-grand-teton>

TABLE 16: NATIONAL PARKS SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Activities and events for all ages (Junior Ranger for kids)</li> <li>• Raises awareness of land conservation</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Cost of travel, fees, activities</li> <li>• Free park entrance days harm administration fees</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Expand park to include more attractions and points of interests</li> <li>• Create events to draw tourism to park during off-season</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Cost of traveling to the park</li> <li>• Major attractions closing which is reducing revenues and park interest</li> </ul>

### Teton Scenic Byway, Yellowstone-Grand Teton Loop, & Grand Teton Loop

According to a study performed by the Wyoming office of tourism, the most prevalent overall activity for tourists was to take a scenic drive.<sup>70</sup> Teton Valley is a stopping place for the different byways, and loop roads that can be driven as a way of enjoying nature, historic sites, mountain views, and various other activities and scenic views. There are three main drives that include: Teton Scenic Byway (68.9 miles), Yellowstone-Grand Teton Loop (262.6 miles), and Grand Teton Loop (44 miles).

TABLE 17: TETON SCENIC DRIVES & LOOPS SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Allows people to view parts of nature that interest them</li> <li>• Raises awareness of land</li> <li>• Pre-arranged trip route</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Lack of knowledge on routes/directions</li> <li>• Doesn't hold attention of young children</li> <li>• Not enough activities or things to do on the drive</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Create loops with planned itineraries and locations to persuade people to stop</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Loops take tourists out of Teton Valley</li> <li>• Economy reduces money available to travel</li> <li>• High gas prices</li> </ul>

<sup>70</sup>Overnight Visitor Profile Research, 2011, <http://www.wyomingofficeoftourism.gov/industry/pdf/homepage/Wyoming2010VisProfilePrelimReportFINAL.pdf>

## Art Galleries

The Mountain Gallery is located in Teton and is run by Steve Horn, a native 3rd generation "woodsman"<sup>71</sup> who found satisfaction in making art from nature. The Mountain Gallery has many interior and exterior art pieces such as furniture, relief carvings, sculptures, and rugs. It ships internationally.

Local Yocals Art Emporium in Driggs is a company whose motto is "To Create is to Celebrate Life." This new business is committed to helping people appreciate art, find unique gifts, and teach people their "creative potential through workshops and classes."<sup>72</sup>

Also located in Driggs is the Teton Art Gallery, which is partners with the Teton Arts Council. These community centers are devoted to providing art classes and reaching out to the community to help develop, nurture and celebrate life. Class workshops, including clay and ceramics, range from 40 dollars to 110 dollars.<sup>73</sup> During the summer the Art Gallery invites artists including Grant Redden, Michael Ome Untiedt, and Susan Hinton (artists from summer 2011) to give a three to four day workshop on their area of expertise.<sup>74</sup>

TABLE 18: ART GALLERIES SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Allows people to express their appreciation and love for beauty around them</li> <li>• Raises awareness of land</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Lack of market interest</li> <li>• Not enough people to open/fund art gallery</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Expand art to include any aspect of life, raising number of local artists</li> <li>• Create an annual event to promote local artists</li> <li>• Art could be displayed at other activities and events (ex: art walk)</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Perception of art decreases</li> <li>• Economy reduces money available to support art</li> </ul>

## JACKSON HOLE – MOST POPULAR EVENTS/ATTRACTIONS

Even though Jackson Hole, Wyoming, does not sit in Teton Valley, it is a major contributor to the tourism and travel that take place in the valley. Jackson is on the southeast side of the Tetons and is a short 25 miles<sup>75</sup> over the Teton Pass from Victor, Idaho. The Wyoming Office of Tourism has been conducting surveys and collecting research to determine the effects of Tourism in Wyoming. In 2010

<sup>71</sup> Steve Horn Mountain Gallery, 2011, <http://www.stevhorn.com/index.html>

<sup>72</sup> Local Yocals Art Emporium-Local Business- Driggs, ID, 2011, <http://www.facebook.com/pages/Local-Yocals-Art-Emporium/147602101944497>

<sup>73</sup> Teton Arts Council-Community Calendar, 2011, <http://www.tetonartscouncil.com/calender.html>

<sup>74</sup> Teton Arts Council-Community Calendar, 2011, <http://www.tetonartscouncil.com/calender.html>

<sup>75</sup> Goggle Maps, 2011, <http://maps.google.com/>

according to 23,651 surveys collected, Yellowstone National Park, Jackson Hole, and Grand Teton National Park ranked first, second, and third for the most popular destinations in Wyoming.<sup>76</sup> Overall, visitors report an average of three point five activities during their trips; however, during the summer, visitors average about five activities per visit. This means that when people travel to Jackson Hole, they are engaging in more than one activity.

In 2010, 76 percent of people used the internet to find travel information, 32 percent talked to family or friends about information, and 18 percent said they contacted individual attractions for information. In other words, the web is a key source of information and meets many of the consumer’s needs.

The modes of transportation used to travel to Jackson Hole were car, van, truck, or some other type of sport utility vehicle which makes up 87 percent of how travelers arrive at their destination. The average trip length in the winter is shorter than trips in the summer. The average summer trip lasts three point three days. Also during the summer, the trips include more adults and are likely to have children included.

People who are traveling are spending the majority of their money in the following categories; 36.9 percent on lodging, 20.4 percent on transportation, 19.3 percent on meals, food, and/or groceries, 11.3 percent on shopping, six point eight percent on entertainment, and five point two percent on activities. It is important to note how this study specifically for Jackson Hole, Wyoming and the study performed for the entire state of Idaho are similar in that two of the top three categories for both studies included lodging and dining.

TABLE 19: TOP TEN ACTIVITIES IN WYOMING

Top Ten Summer Trips:	Top Ten Overall Trips:
<ol style="list-style-type: none"> <li>1. Visiting a national park</li> <li>2. Scenic drive</li> <li>3. Wildlife watching</li> <li>4. Camping</li> <li>5. Visiting historical site</li> <li>6. Hiking or backpacking</li> <li>7. Boating</li> <li>8. Fishing</li> <li>9. Attending a rodeo</li> <li>10. Visiting a hot springs</li> </ol>	<ol style="list-style-type: none"> <li>1. Scenic drive</li> <li>2. Visit a national park</li> <li>3. Wildlife watching</li> <li>4. Hiking or backpacking</li> <li>5. Visiting historical sites</li> <li>6. Shopping</li> <li>7. Visiting a state park</li> <li>8. Visiting museums</li> <li>9. Camping</li> <li>10. Visiting hot springs</li> </ol>

Here is a quick look at the demographics of the people who visit Jackson Hole. Sixty-five point four percent are married couples while the remainder is not married. As far as education, those who are college graduates and post-graduates make up 71.4 percent of the people who visit; those in college are visiting but they only comprise of 23.1 percent of visitors. The average age of those who tour in Jackson is 46 years old, and the average household size of those who come to Jackson is two point seven

<sup>76</sup>Overnight Visitor Profile Research, 2011, <http://www.wyomingofficeoftourism.gov/industry/pdf/homepage/Wyoming2010VisProfilePrelimReportFINAL.pdf>

people per household. The average income of those who visit is 79,578 dollars; it would be safe to assume that most that come to Jackson have disposable income to enjoy the activities offered.<sup>77</sup>

TABLE 19: JACKSON HOLE SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Offers many different attractions</li> <li>• Offers guided tours for nearly every attraction</li> <li>• Offers rentals for nearly every attraction</li> <li>• Has more credible museums</li> <li>• Offers more shopping</li> <li>• Good internet exposure</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Offers tours/guides outside of Jackson</li> <li>• Attractions, rentals, and tours are pricey</li> <li>• Short season for many attractions</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Target more middle-class families</li> <li>• Offer rental equipment for non-typical attractions</li> <li>• Promote affordable nightly stays in Teton Valley while doing activities in Jackson Hole.</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Idaho Falls Airport offers more flights</li> <li>• Teton Valley offers better prices on attractions</li> </ul>

## PROPOSED GREATER YELLOWSTONE GEOTOURISM CENTER IN DRIGGS

National Geographic describes geotourism as “tourism that sustains or enhances the geographical character of a place and its environment, culture, aesthetics, heritage, and the well being of its residents.”<sup>78</sup> A press release from a Jackson Hole online news article dated December 29, 2009 spoke of the future plans for the center.<sup>79</sup> The one who was heading up the initiative was Teton Valley Chamber President Reid Rogers. In the article he spoke about how the center will be “one part visitor center, one part interpretive facility.” He goes on to say how the center will serve the entire greater Yellowstone area. The article also spoke of how plans for construction had not been finalized. With this information being almost two years old, Jeff Naylor who is on the board of directors for the Teton Valley Chamber of Commerce was contacted, and he said that the geotourism center has received grants but is currently awaiting more funds in order to begin construction. The idea behind this center is to promote tourism in a way that will keep the culture of Driggs alive.

<sup>77</sup> Overnight Visitor Profile Research, 2011, <http://www.wyomingofficeoftourism.gov/industry/pdf/homepage/Wyoming2010VisProfilePrelimReportFINAL.pdf>

<sup>78</sup> Yellowstone National Park and Area Travel, 2011, [www.yellowstonegeotourism.org](http://www.yellowstonegeotourism.org)

<sup>79</sup> Ben Cannon, Planet News Article, Jackson Hole, WY, 2009, [http://www.planetjh.com/news/A\\_105687.aspx](http://www.planetjh.com/news/A_105687.aspx)

TABLE 20: GEOTOURISM CENTER SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Located in Driggs, serving greater Yellowstone area</li> <li>• National Geographic recognition</li> <li>• Website currently under construction <a href="http://www.geographiccenter.org">www.geographiccenter.org</a></li> <li>• Maintains culture &amp; environment while promoting tourism</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• First of its kind, so it's not well known</li> <li>• What is geotourism? Many people have never heard of the term</li> <li>• Taking a long time to get this project rolling (7 years now)</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Use the current Yellowstone geotourism website for promotion and awareness</li> <li>• Start advertising to increase awareness</li> <li>• Appeal to the variety of different people in wanting to conserve the valley</li> <li>• Other grants that could be applied for</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Unifying the outside community for support</li> </ul>

## NEW IDEAS TO DRAW TOURISM

### Popular Events

A main area of focus to help tourism grow in Teton Valley is identifying popular events in other cities that could be implemented in the valley. Although the some of the cities are quite diverse in comparison to the cities in Teton Valley, the events could still be implemented in many different ways. The popular events section of this report gives a recommendation for implementing an event for randomly selecting attractions or tourist activities. In general the key behind the popular events section is to identify events that would be helpful in drawing more tourists to the area.

### Restaurants/Dining

Holding a Restaurant Cook-Off – As seen on many highly rated cooking shows, cook-offs seem to be quite popular. A brewery in Brooklyn, New York holds an event associated with The Food Experiments National Tour. “This event features 20 to 25 dedicated amateur chefs as they vie for cook-off glory by cooking a crowd-pleasing dish based on an ingredient or theme. The Food Experiments stand out on the cook-off circuit for attracting the most committed, passionate, and intense competitors. They range from lawyers to architects to teachers, but they all possess two things: a competitive spirit and a love for cooking.”<sup>80</sup> This type of event could be implemented in Teton Valley by having chefs or restaurants in each town compete against each other or against other towns by using a theme or dish as the focus. This would be a good opportunity for local chefs to gain awareness of their food as well as bring the community and tourists together.

### Running/Walking

<sup>80</sup> The Food Experiments.com, 2011, <http://thefoodexperiments.com/nationaltour/>

Company Relay Race – “Run the Bluegrass Relay” is held in Lexington, Kentucky, known for its main attraction, a one-of-a-kind thoroughbred farm (comparable to the many farming communities in the valley). Teams of four split the 13.1 miles into approximately 3.25 miles each.<sup>81</sup> This could be implemented into Teton Valley by creating a half marathon track around a main attraction that needs more attention. This event combines the outdoors with local companies, drawing attention to both health and business. Teton Valley already holds various running events as discussed in the running and walking section of this study. The idea behind this event is to try and bring the community together in a fun, healthy way. This event would also be a good way for participating businesses to gain exposure and advertising.

## **Golfing**

Charity Golfing Event – The Albertsons Boise Open is held each year (now in its 21<sup>st</sup> year) at the Hillcrest Country Club in Boise, Idaho. This event is part of a nationwide tour presented by Kraft and is televised internationally on the Golf Channel. All proceeds from the tournament benefit local charities, and the event is open to the public, which attracts both the amateur and the pro.<sup>82</sup>

This type of event would be a good way to get people interested in Teton Valley. Teton Valley offers credited private courses which need to be better recognized. Holding a charity event like this that is sponsored by credible businesses would create recognition for the valley as well as inviting all to play on the golf courses of Teton Valley. Implementing this event would start by targeting local golfers; for example, many golfers that run, own, or operate a golf course that have competed in many tournaments would likely be willing to attend the event as well as many other avid golfers. Hosting an event like this is probably challenging, but if you have the right people contacting event organizers it may just be a possibility. If Teton Valley were to hold an event like this it would be very beneficial for local businesses as those coming to the event would need places to sleep, eat, and shop.

## **Snowmobiling**

Snowmobile Drag Race Event – The Hay Days is an event held in Sunrise Township, Minnesota and is simply known as the “Official Start of Winter.” This event is held before snow falls as more of a fall activity to welcome in the winter season. Snowmobilers drag race on grass rather than snow, and there are many vendors displaying gear, clothing, modifications, etc. Some of the highlights of this event include stunts such as speed drags (142 mph in less than four seconds) and a tandem snowmobile back flip. This event began in 1966 and now attracts more than 30,000 enthusiasts from all over the world. The money collected from the event supports the local sport, offering financial grants for grooming equipment, trail improvements, and building bridges and warming shelters, as well as contributing to a scholarship fund for local students. The event organization also makes charitable donations to the Make a Wish Foundation and community groups.<sup>83</sup>

An event like this has the potential to be popular because it's a way to kick off the snowmobiling season. It would be a great opportunity for vendors or retailers to show off their new models of snowmobiles. For example, get businesses like Rexburg Motor Sports, which is a Rexburg retailer that sells snowmobiles and equipment, to sponsor the event and by doing so allow them to showcase their sleds and gear. It would also give businesses that supply parts, modifications, and gear (helmets, coats, gloves, boots, and so forth)

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<sup>81</sup> Run The Blue Grass Half-Marathon, 2011, <http://www.runthebluegrass.org/>

<sup>82</sup> The Albertsons Boise Open – Boise, Idaho USA, 2011, <http://golfindustryevents.com/events/2494.php>

<sup>83</sup> Snowmobile Events of Interest, 2011, <http://www.snowmobile.com/events/snowmobile-events-of-interest-1472.html>

a chance to show what products or services they offer. Starting Line Products would be a good local company that could showcase its modified skis (for sleds) at the event. Other businesses like KLIM could showcase their gear at the event. Teton Valley would of course need and want businesses to help sponsor the event, and by hosting the event, Teton Valley could bring thousands of spectators, participants and retailers to its area. If desired, Teton Valley could showcase what goods and services it offers that are snowmobile related, such as offering travel packages and/or tours at a lower rate as a pre-season sale. It would be exciting to see some photos or video of snowmobiling areas in the Teton Valley; this could entice participants or spectators to return in the winter to experience snowmobiling in Teton Valley. The event is also attractive because it would give local riders a chance and a reason to pull their sleds out early and engage in some friendly competition. It would give these participants a chance to also see what new sleds are coming out as well as what new gear is available. Exposing racers to Teton Valley would help to encourage them to return when winter officially begins. There is power to be had in word of mouth marketing. If an event like this is fun and popular, then chances are it could become a growing event.

## BRANDING & MARKETING

The team looked for ways that other cities and communities are better uniting themselves through branding and marketing. It was discovered that more cities are relying on websites and social media to promote businesses in a community and not just individually. The use of community websites like livingsocial.com is a good example of what is being done to inform residents and travelers of what activities, restaurants, and shopping are available along with deals and promotions.

### Ketchum, Idaho

Ketchum, Idaho is less than two miles away from the historic Sun Valley, Idaho<sup>84</sup>. Ketchum was determined to be a comparable city because its population (3,376)<sup>85</sup> is around the same size as the combined population of Teton Valley (2,842)<sup>86</sup>. Ketchum is also a smaller town just outside of the larger and better-known tourist town of Sun Valley (like Teton Valley is to Jackson Hole). Ketchum's brand was not determined much like Teton Valley's but a portion of marketing that Ketchum uses is through a statewide website to promote and market its different lodging accommodations, [www.idahohotels.org](http://www.idahohotels.org). This website lists the 13 available lodging facilities located directly in Ketchum with four others located within two miles, allowing the user to explore and book all from the same website.<sup>87</sup> [idahohotels.org](http://www.idahohotels.org) was searched for lodging facilities in Teton Valley, and this only returned results for two in Driggs, one in Teton, and one in Victor.<sup>88</sup> This website should be used by Teton Valley to promote the various lodging facilities just like Ketchum has done. Through the use of websites like this, the valley would be better recognized by tourists not familiar with what is available to them. This same type of marketing could be used for other categories of tourism as well. The Teton Valley Chamber of Commerce should organize its own website like the one mentioned above or utilize existing websites to help market the many tourist attractions, restaurants, and retail shopping centers. It should also allow companies of similar categories to help one another promote and grow business, which in turn would help current tourism grow.

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<sup>84</sup> Google Maps, 2011, [www.maps.google.com](http://www.maps.google.com)

<sup>85</sup> City-Data.com-Ketchum Idaho, 2011, <http://www.city-data.com/city/Ketchum-Idaho.html>

<sup>86</sup> City-Data.com-Driggs plus Teton plus Victor, 2011, <http://www.city-data.com/>

<sup>87</sup> Idaho Hotels (search "Ketchum"), 2011, [www.idahohotels.org](http://www.idahohotels.org)

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## Rexburg, Idaho

Rexburg, Idaho is another city that is making some great strides to unite itself as a community and marketing in newer ways. Rexburg is not considered a tourist city nor is necessarily comparable to Teton Valley, but is central to many of the larger cities and provides a midway point to the many tourist attractions around, much like Teton Valley. Brigham Young University–Idaho has expanded and continues to expand student capacity (currently 14,000; in the next two years it is estimated to reach 17,000).<sup>89</sup> It is creating opportunities for business and economic growth. The brand of Rexburg is also unknown but in the research found for this study it is geared toward a central location for many of the surrounding activities and points of interest.<sup>90</sup> Bestofrexburg.com is a website that is promoting local businesses in Rexburg by marketing and advertising various deals and coupons. The website was created by a group of college students in the business program who approach businesses and offer internet marketing services for a fee. There are currently 28 local businesses participating in this website by offering coupons and discounts on the website in unique ways to attract more customers. Creators of the website say they update the site daily with new deals and promotions.<sup>91</sup> There is also another Rexburg based internet marketing website ([www.rexburgcoupons.com](http://www.rexburgcoupons.com)) that does similar marketing and advertising but also allows users to send coupons to their mobile device.<sup>92</sup> This allows customers to present a coupon or discount without printing out a coupon. Teton Valley businesses and tourists' attractions were found to be using websites and social media minimally. Through the use of outside marketing services Teton Valley will attract more customers. Implementing this marketing strategy is done by contacting existing sites that would perform the services or again having the chamber promote a website of this nature.

## RECOMMENDATIONS

### Teton Valley Scenic Driving Maps

When exploring the various scenic drives and loops into the national parks it was determined that Teton Valley should explore this market and its possibilities further. It is recommended that Teton Valley produce various driving maps for tourists; this would create an opportunity to promote businesses and tourist activities. This would also promote less trafficked areas by having people stop at the locations recommended. A long drive through the mountains and historic sites of Teton Valley with places to eat and shop at would generate business. Lodging facilities could distribute maps and offer tourists the experience to explore some of the “best” dining and activities available. Businesses might be willing to pay for advertising to be listed on the map. Through this study it was found that many locations are not well known, and this could be a way to help these businesses become better known.

### Promotion through Lodging & Restaurants

Two different studies researched for this project discovered that two of the top three spending categories for tourism is lodging and dining. People are always going to need a place to sleep and something to eat when vacationing and touring. The lodging and restaurants may already be promoting tourism to a certain extent, but it still unknown how well this is being done. Everyone in the community

<sup>89</sup> Wikipedia, Brigham Young University Idaho-Academics, 2011, [http://en.wikipedia.org/wiki/Brigham\\_Young\\_University%E2%80%93Idaho#cite\\_note-19](http://en.wikipedia.org/wiki/Brigham_Young_University%E2%80%93Idaho#cite_note-19)

<sup>90</sup> Rexburg Idaho Chamber of Commerce, 2011, [www.rexcc.com](http://www.rexcc.com)

<sup>91</sup> The Best of Rexburg, 2011, [www.bestofrexburg.com](http://www.bestofrexburg.com)

<sup>92</sup> Rexburg Coupons, 2011, [www.rexburgcoupons.com](http://www.rexburgcoupons.com)

needs to be involved if they want to see tourism grow in the valley. As studies have shown, 52 percent of tourist spending is toward the lodging and dining categories.<sup>93</sup> If some of the tourist attractions were promoted as tourists sat down to eat, think about the impact that might have. This is recommended to be done through the use of print ads and QR codes that can be scanned from mobile phones to give quick information about products and services (see below under mobile technology). Lodging and restaurant establishments should allow the advertising for a very reasonable price, or for a percent of what was earned by the advertisers as ads are mentioned from customers.

### Be a Local

This recommendation goes along with the geotourism center. It is important to promote tourism while still maintaining values and culture of a community. As research and phone interviews were performed on the various restaurants and shopping locations, it was noted that many of them are owned and operated by the locals. As the geotourism center is not up and running yet, it is important to start building the values of what the geotourism center will promote. A recommendation for this is to create a marketing campaign to “be a local” which could fall along the same lines of “being green.” This is a great opportunity to brand the valley and keep as much local business as possible. Implementing would be done best through the Chamber of Commerce or county funding.

### Adventures in Teton Valley Blog

Letting people know what Teton Valley has to offer would be a great way to influence others to come visit. Creating Adventures in Teton Valley Blog could be used for many of the activities in the valley. There are many extreme sports like mountain biking and white water rafting that could provide videos or photos along with descriptions to show people what is available. Many of the activities described in this study should also be included on the blog. Comments would be posted about the best places to hike, and others may include places that are not as well known. There are blogs such as [tetonvalley.wordpress.com](http://tetonvalley.wordpress.com), but the question is how well-known is it. The Teton Valley chamber should create a more professional blog and promote it better through its current website and other social media as an adventure blog rather than someone’s personal blog about living in Teton Valley.

### Websites & Social Media

As research began on the project the team discovered various lodging, shopping, fishing, and other Teton Valley tourist attractions that did not have websites. In some cases the websites were there but done very poorly. The question came to mind about how this could be fixed. The internet and use of social media have become a main source of information for customers. Having someone at the Chamber who could answer questions about building a company website or even where to direct them to have one built would be a great way to start. There are many free website builders available, as well as sites like [woorank.com](http://woorank.com) that can rate a current website and offer suggestions for improving it. Even letting business owners know the resources available for building a professional website would make an impact on developing and improving websites and social media.

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<sup>93</sup> Idaho Department of Commerce, 2008, <http://commerce.idaho.gov/assets/content/docs/ICORT/Idaho%20-%20presentation%20LONGWOODS.pdf>

## Mobile Technology

There are many attractions, deals, and services throughout the Teton Valley that tourists would not only be interested in but would seek after. It was discovered through the research of this project that many of the local businesses have low awareness. In a world that is ever becoming more digital consumers are relying more on mobile devices to locate what they need while they are on the road. To take advantage of this shift in technology and consumer preference the team would recommend that the county develop an assortment of apps (applications) and quick response codes. Quick response codes (or QR codes) allow users to scan with a mobile phone and access specific information about products and services (see figure 7).<sup>94</sup> The use of the codes would consolidate local information that tourists would be interested in.

FIGURE 7



A good starting place for the QR codes as previously mentioned would be at lodging facilities and restaurants. By doing this, all of the attractions, deals, and services throughout Teton Valley would be at the fingertips of tourists and visitors through their mobile devices. The chamber recently developed the "Teton Valley Idaho Activity Guide," which can be downloaded and printed as a travel guide. Make this into a mobile application that could be downloaded and viewed on different mobile devices. Another idea is to use the information from the travel guide to create QRs that could be placed at participating lodges, dining establishments, and various tourist destinations that could give someone quick ideas and information about Teton Valley tourism.

## Revenues & Traffic Counts

As phone calls were conducted it became apparent that few of the businesses keep track of their revenues and traffic counts. Revenues are a little easier to track due to taxes, but when talking to business owners they were unaware of their revenues. Keeping track of traffic counts is also vital to understanding business trends and seasonality. Even less of the businesses kept track of how many customers or visitors they have in a year. Implementing this is being able to get the word out to local business owners. As revenues and traffic counts are collected it would aid businesses in appropriately timing advertising, promos, and increased awareness. Once traffic counts and revenues are established, the information is used in identifying how the business could increase revenues and traffic. Hold community classes on how to do bookkeeping and explain the importance of keeping revenues and traffic counts.

## Involving New Technology

Another recommendation that the team felt would be important to the future success of Teton Valley includes having a tech savvy person (recent college graduate, or college interns in appropriately related fields) be hired at the Teton Valley Chamber of Commerce to generate ideas geared toward social networking and digital media. Many of the recommendations in this study are formed around the use of the internet and digital media. As technology is constantly changing it is important to have someone learn about these changes and how they can be implemented. Having a tech savvy individual who is heavily involved with digital and social media would be a great asset to the Chamber and valley in making sure these tools are used.

<sup>94</sup> Wikipedia-Quick Response Code, 2011, [http://en.wikipedia.org/wiki/QR\\_code](http://en.wikipedia.org/wiki/QR_code)

## VisitIdaho.org

This Idaho resource has been found to be one of the first links to show up when Google searches are performed for the different activities when “in Idaho” is included, for example “mountain biking in Idaho” and “horseback riding in Idaho”.<sup>95</sup> This website has some useful information on certain aspects of tourism in Idaho. Additional information would be helpful in building this website that promotes Teton Valley tourism. Get the word out to local businesses about this resource and have them find out how they could take advantage of adding information about their business.

## Tetonvallychamber.com

As research began for this project, the Teton Valley Chamber website was explored for a starting point. Navigating this website is quite easy, but many of the links are broken. For example, when navigating through the horseback riding section there are outfitters listed that can be clicked on for additional information. As those links were clicked on, they took a user back to the home page of the chamber website. It was also noted that when using Google to find activities the chamber was oftentimes found in the searches for specific activities. When the link is clicked on, rather than directing someone to the specific activity they are directed to the home page once again, which then forces the user to navigate to the activity desired. Is the website still under construction or do these items need to be fixed?

## Marketing Forum

Another project that was recently been done by the E Center was for the Rexburg Chamber of Commerce on how businesses could market and brand themselves to their biggest customers, which are the 14,000 plus college students. This study compared five other college towns similar to Rexburg to determine how businesses could better market and brand themselves. A forum will be held on December 14, 2011, 12:00 p.m. to 1 p.m. in Rexburg. Please contact the Rexburg Chamber for more details regarding this forum. Even though this forum will be geared toward marketing and branding to college-age students, it would still be a great way for the valley to learn new ways for marketing and branding, especially through the use of digital media.

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<sup>95</sup> Google “Horseback Riding in Idaho”, 2011, [www.google.com](http://www.google.com)

## APPENDIX

## Phone Contacts

Name	Company	Title	Contact
Tyler Hammond	Spud Drive-in	Manager	208-705-5466
Deb Mackencie	Camp Colter	Owner	208-787-2267
Trudy	Lynn Canyon Ranch		208-787-5466
Whitney	Super 8 Motel	Front Desk Worker	208-354-8888
Nancy	The Pines Motel	Owner	208-354-2774
Cricket	Teton Springs Resort	Front Desk Worker	208-787-7888
Monica	Grand Targhee Resort	Lodging Manager	307-353-2300
Claudia	Hill Property Management		208-201-9263
Julie Levy	Grand Teton Brewing	Communications Manager	208-787-9000
Sean Craycraft	River Rim Ranch	General Manger	208-705-8305
Dahvi Wilson	Teton Valley Foundation (Music on main event)	Executive Director	208-201-5356
Kathy Ericson	Jackson Hole Chamber of Commerce	Lead Visitor Services Agent	307-733-3316 ext:116

**Attempted Contacts** - The following were contacts we tried to reach out to for further information regarding traffic counts and revenues but never spoke to anyone or had messages returned.

Name	Company	Title	Contact
	World Cast Anglers		Email & Phone
	Three Rivers Ranch		Email & Phone
	Teton Valley Lodge		Email
Ken Rider	Grand Targhee Resort	Director of Marketing	Email & Phone
	Willow Pine B&B		Phone
	Wilson Creek B&B		Phone
	Best Western		Phone
	Mesa Falls (forest service)		Phone
Tony Snoey	Huntsman Springs Resort	General Manager	Phone
Clyde	Three Bears Lodge		Phone
	Vootie.com (Grand Targhee Music Festival)		email

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