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## 13 signs of over-the-top wealth and luxury I spotted in Jackson Hole, the Aspen of Wyoming

Joey Hadden Nov 19, 2024



Business Insider's reporter traveled to Jackson Hole, Wyoming, a luxury ski town and millionaire hot spot. Joey Hadden/Business Insider

- **I explored Jackson Hole, Wyoming, a luxury real-estate hot spot near Grand Teton National Park.**
- **Jackson Hole is known for its wealth disparity.**
- **I noticed several signs of extreme wealth and luxury, from the airport to the members-only clubs.**

I spent three days exploring some of the most coveted real estate in the US in a 60-mile-long valley on the edge of Grand Teton National Park.

I was reporting from Jackson Hole, Wyoming, one of the most unequal places in America. According to the Economic Policy Institute, the top 1% of residents earn 132 times more than the bottom 99%.

The area comprises the town of Jackson and surrounding suburbs like Wilson, Teton Village, and others.

The Daily Mail recently dubbed Jackson Hole the "new Aspen," as celebrities and billionaires, from Kanye West and the Kardashians to Sandra Bullock and Harrison Ford, have transformed the Wyoming ski town into a vacation home hub.

During my trip, I spotted several signs of extreme wealth and luxury in the Aspen of Wyoming.

**The first sign of luxury was landing at Jackson Hole Airport, a popular spot for private jets in the US.**



The author's view during her flight's descent into Jackson Hole. Joey Hadden/Business Insider



Before I flew into Jackson Hole, I assumed the only way I'd ever get an aerial view of a national park was to book one of those expensive helicopter tours.

But as I gazed out my window during our plane's descent into Jackson Hole Airport (JAC), my jaw dropped.

We were soaring above Grand Teton National Park, which was lush with green forests. Rocky Mountains with bits of snow on top towered above the forests, and bodies of water were dotted with islets.

Business Insider reported in 2023 that JAC is the second most popular small-town airport for private jets after Aspen/Pitkin County Airport.

As I deplaned onto the tarmac, I spotted some smaller planes on the runway.

**The next came immediately after landing when I entered the airport.**



Inside Jackson Hole Airport (JAC). Joey Hadden/Business Insider

JAC doesn't have lounges. It doesn't have an array of stores or restaurants. It doesn't even have more than one terminal.

But it's still the most luxurious airport I've ever flown through.

Located within Grand Teton National Park, JAC is a small airport with windows for walls and supportive pillars made of Douglas fir trees.

Inside, it felt like a luxury mountain lodge. When renovating the space, CLB Architects wanted to give the interior a "living room" feel — and I think they succeeded.

After deplaning, I stepped into the cleanest terminal I'd ever seen. The walls were coated in murals and wildlife paintings, and cowboy sculptures decorated the baggage claim area.

The terminal had a free library bookshelf, one restaurant, a grab-and-go snack area, and two shops, including an official Grand Teton National Park store.

**I had one of the most luxurious stays of my life in an adults-only hotel that costs \$1,500 per night.**



Hotel Yellowstone, an adults-only hotel in Jackson. Joey Hadden/Business Insider



I stayed at Hotel Yellowstone a month after its August opening. The upscale, adults-only hotel overlooking the Teton Range is in the town of Jackson, but it's so high up a winding hill that it feels secluded from civilization.

There's a reason the company picked this specific spot for the hotel — the property boasts clear views of Snake River Valley and the Tetons.

The scene was more dramatic and awe-inspiring than any other hotel I've stayed in.

**I've stayed in many upscale accommodations, but none impressed me as much as this hotel room.**



Inside the author's hotel room. Joey Hadden/Business Insider

My 600-square-foot room had a king-sized bed, two sitting areas, and an elegant bathroom. The most luxurious part was the balcony with unobstructed views of the Teton Range.

The room felt modern and chic but with a Western twist. One seating area had chairs coated in 100% New Zealand sheepskin, and the other had a floor lamp that resembled moose antlers.

## **The hotel's restaurant provided the most dramatic views I've ever seen while dining.**



Inside Olivia's, the restaurant at Hotel Yellowstone. Joey Hadden/Business Insider

Dining at Olivia's felt like dining in a luxury restaurant in the middle of the wilderness. With gigantic floor-to-ceiling windows and a cathedral wooden ceiling, the views were the centerpiece of the eclectic restaurant.

During dinner, I watched the sun set over the mountains while munching on bao buns. In the morning, I spotted a moose just outside the window — a regular sighting at Hotel Yellowstone, according to my server — while scarfing down steel-cut oats.

**My three-day trip was loaded with luxury.**



The author enjoys a balcony view at Hotel Yellowstone. Joey Hadden/Business Insider

From top-tier travel offerings to mountainside mansions, I could easily see why the ultrawealthy flock to Jackson Hole.