Anvil
HOTEL

JACKSON,
WYOMING
EST. 1955

Behind your stay.

The choices behind a stay at the Anvil.

MEASURED AND VERIFIED WITH THE
CENTER FOR RESPONSIBLE
HOSPITALITY

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RESPONSIBLE
HOSPITALITY

WHAT WE STAND FOR

A hotel with a soul.
A place with a purpose.

The Anvil was built for travelers who want to feel part of a place, not just pass through it.

We believe in thoughtful design, in work that reflects where we are, and in the simple power of being welcomed like a neighbor, not a number.

This is a hotel rooted in Jackson's rhythms that are shaped by weather, story, and community.

Built to be useful. Run by people who care.

PRINCIPLES WE LIVE BY

01 We serve people, not rooms.

02 We are stewards, not owners.

03 Local isn't a trend, it's the starting point.

04 Comfort is more than a thread count.

05 Nature isn't the view. It's the work.

06 Hospitality means care for community.

OUR COMMITMENTS

Everything we work toward sits under four commitments

COMMUNITY

Jackson's people first

Putting Jackson's people first, in how we hire, invest, and show up.

CONSERVATION

The valley, protected

Protecting the land, water, and wildlife that make this valley extraordinary.

CREATIVITY

Local voices, supported

Supporting local artists, makers, and cultural voices that shape this place.

CO-RESPONSIBILITY

Ethical behind the scenes

Making ethical choices behind the scenes for our team and our valley.

Anvil then & now: the history we know

1955

Built for Travelers, Named for Craft

Harry and Irene Brown opened the original Anvil Inn, naming it after Harry's blacksmith shop. It was built to serve travelers looking for something simple, useful, and honest.

80s–90s

Parker's Family Legacy

The Parker family took over in the 1980s, stewarding the Anvil for decades. Locally loved and humbly operated, it became a familiar part of downtown Jackson: quiet, consistent, and community-centered, offering warmth without pretense to guests and locals alike.

2013

A Promise to Elevate, Not Erase

We bought the Anvil not to flip it, but to care for it. In a market of luxury resorts or rundown motels, we saw space for something better. We restored thoughtfully, starting with repainting red walls forest green, and made the Anvil Jackson's first reimagined motel with soul and respect.

TODAY

A Hotel with a Soul

The Anvil is shaped by Jackson and grounded in its community. Every day, we make choices to reflect the place and people around us, and we remain committed to doing better for our guests, our team, and the future of this valley.

HOW WE MEASURE

Three dimensions, measured from real data, benchmarked against the market

We hold ourselves accountable across three dimensions, using an approach developed with the Center for Responsible Hospitality and measured against third-party benchmarks.

People

How we hire, pay, house, and grow our team.

Planet

What we use and emit: energy, water, waste, carbon.

Place

How our presence affects Jackson: its economy, culture, and land.

We start with who our work impacts.

Doing right by a place shouldn't start with a generic checklist: tick the boxes, earn the badge, move on. We started somewhere harder and more honest: by asking who this actually affects, and letting them shape what we measure.

We looked at what matters from three sides: what our team cares about, what Jackson has named as priorities for its own future, and how our guests experience us. We listened to our employees, drew on Jackson's community data and plans, and asked our guests directly. Then we held ourselves to it: tracking our own performance against real numbers, not assumptions, and reporting what the data shows even when it falls short. The result is a picture of what matters that reflects the people we affect and the place we're part of.

By the numbers

We start with our performance, not activities. Measured against hotels like ours, the numbers show where we lead, where we fall short, and what to prioritize next.

ENERGY

–59%

below similar hotels

PER OCCUPIED ROOM NIGHT · VS BENCHMARK

WATER

–74%

below similar hotels

PER OCCUPIED ROOM NIGHT · VS BENCHMARK

WASTE GENERATED*

+108%

above the global average

PER OCCUPIED ROOM NIGHT · VS GLOBAL AVERAGE

CARBON FOOTPRINT

–31%

below similar hotels

KG CO_2E PER OCCUPIED ROOM · VS BENCHMARK

EMBODIED CARBON · 2017 RENOVATION

–94%

below typical renovations

0.28 – 0.30 kg CO_2/ft^2, against a 5 – 25 benchmark

Where we fall short: Reliable waste benchmarks for hotels barely exist, so this is a directional comparison, not a precise one. Jackson has no local landfill, so everything we discard is hauled 198 miles. Cutting this is our priority for 2026.

*Includes glorietta - see methodology. *as of 2025.

The methodology on how these figures were calculated and where the data comes from is detailed on pages 16-17.

By the numbers

PEOPLE

90%*

Team members living locally

57% Teton County levels

*includes staff living within a 45-minute commute.

60%

Women in management roles

50% US national levels

30%

Employees in subsidized housing

Working to do more

PLACE

28%

Suppliers based in Jackson

47%

Spend of top suppliers in Wyoming

3%

Profits donated to community organizations

16

Partnerships with local non-profits

100%

Non-institutional ownership

100%

Independent, values-aligned management

WHAT IT TAKES

Rest

The choices behind where you sleep and what it takes to make it low-impact, comfortable, and clean.

Our reclaimed wood floors and salvaged details keep the original building intact.

Our furnishings come from small-batch American makers, not mass production.

Our Beautyrest Black mattresses use CertiPUR-US certified foam (no added formaldehyde, no harmful flame retardants, low-emissions) over recycled-steel coils.

70% of our lighting is LED, and we're working toward fully renewable energy by 2026.

Showers only, no bathtubs, cut water use by nearly three-quarters.

Our refillable toiletries come from C.O. Bigelow, America's oldest apothecary: paraben-free, with no single-use plastic.

WHY

Why our floors creak

Because they're original. When we took on the Anvil, we kept what we could including wood floors that have carried decades of stories. We could have torn them out for something perfectly silent. We didn't.

That choice is bigger than character. The largest environmental cost of any hotel is the one paid before a single guest checks in: the carbon locked into new construction and materials. By renovating a 1955 building instead of rebuilding, we avoided most of it, a fraction of the footprint of new construction.

WHAT IT TAKES

Eat

What's on your plate at Glorietta, our restaurant, and what's behind it.

We buy from Wyoming, Idaho, and regional farms and producers whenever we can.

Our wine list is built around small, independent producers, most farming organically or biodynamically, many led by women.

The menu changes with the seasons, four times a year.

40–50% of our menu is vegetarian or plant-forward.

Our kitchen scraps are composted through WyoFarm, a family farm in Thayne, Wyoming.

At season's end, we donate suitable surplus food to Hole Food Rescue.

WHY

Why we care about responsible sourcing

Food doesn't begin in the kitchen, it begins in the soil.

The bread and pasta at Glorietta start with heritage wheat from Wyoming Heritage Grains — a fifth-generation, no-till farm growing heritage varieties with soil-first methods, milled a short drive from here. Chef Remle works with them directly, so the grain arrives with its flavor, nutrition, and agricultural diversity intact, not stripped out in industrial processing.

The same thinking runs through the wine list, which is built around small growers rather than large labels, and through the regional farms and producers we buy from whenever we can.

Sourcing this way keeps value and knowledge in the region, and rebuilds the relationship between the people who grow food and the people who cook it. It's better for the land, better for farmers, and better on the plate.

WHAT IT TAKES

Explore

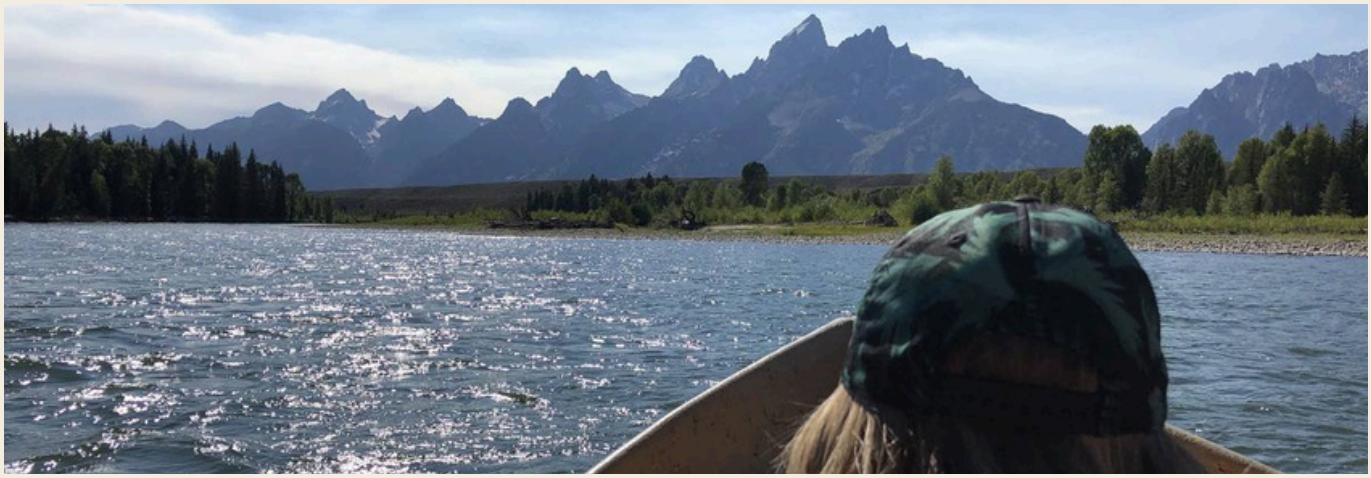
Discovering Jackson like a local: on foot, on a bike, and off the busiest paths.

Our team points you to locally owned spots off the busiest paths — the places we actually go.

Our curated happenings guide keeps you current on community events and Anvil happenings while you're here.

We offer complimentary bikes so you can skip the car and see more of town.

We connect you to Jackson's community institutions: passes to the Rec Center, where locals actually go, and to the Historical Museum to dig into the valley's story.



WHY

Why off the beaten path matters

Jackson is a small town that carries a lot of visitors. When everyone goes to the same handful of places, it wears on the land and the community; and honestly, you see less of what makes this valley worth the trip.

We guide you toward lesser-known trails, independent shops, and locally owned businesses so your visit supports more of Jackson, not just the hotspots.

Our team is trained in responsible travel and they personally experience the places they recommend. We only suggest what we know, trust, and would send our own families to.

Exploring this way spreads economic benefit, reduces strain on fragile areas, and keeps Jackson vibrant year-round.

WHAT IT TAKES

Create

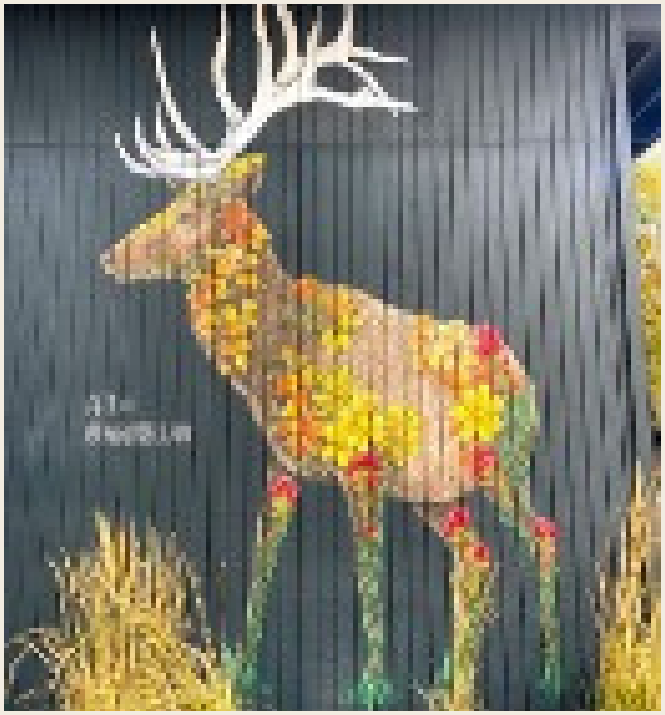
How art, music, and makers become part of your stay and part of Jackson.

We host emerging artists in residence through our Uncommon Art program.

We host workshops, exhibitions, and studio visits for guests and open them to the wider community.

Each month we host a pop-up for small, local, often women-owned makers — showcasing their products to guests and the community, and opening access to new markets.

We partner with local arts organizations to connect visiting artists with Jackson's creative scene.



WHY

Why Uncommon Art

Art keeps a community alive. It challenges ideas, sparks dialogue, and brings people together. But emerging artists rarely have the space or support to create freely. That's why we built Uncommon.

Since 2020 we've hosted 40 artists with more than $50,000 in in-kind support, in partnership with local arts organizations.

We invite artists from outside the valley to spark new ideas, while strengthening ties with Jackson's own creative community. In return, they share their work through workshops, studio visits, and exhibitions that connect guests and locals alike.

Uncommon is about investing in a living creative ecosystem that goes beyond art.

WHAT IT TAKES

Belong

What it means to build a team that feels part of something, not just employed by it.

We prioritize local hiring first, so the people who run this hotel are rooted in this community

We provide team housing at a subsidized rate, because a stable place to live is the foundation everything else is built on.

We offer top-of-the-line benefits to every full-time employee, so our team can look after their health and wellbeing, not just their paycheck.

We invest in a culture where people feel they belong, can grow, and want to stay.

WHY

Why home comes first

In Jackson, the hardest part of a job is often finding somewhere to live. Housing here is scarce and expensive, and for many hospitality workers it's the difference between staying in the valley and leaving it.

That's not a problem we can solve alone, but it's not one we're willing to ignore either. We currently provide local housing at a subsidized rate for about a third of our team, and we're working to expand it. It's part of what it means to treat the people who run this hotel as people first, and it's how we keep good people here, through the seasons and over the years.

WHAT IT TAKES

Connect

How being independent lets us answer to Jackson first.

We run the Anvil independently, free from corporate mandates or one-size-fits-all standards.

We stay open year-round, so our team has steady work even when tourism slows.

We reinvest a share of our profits into local partnerships for culture, conservation, and community resilience.

We make decisions in Jackson, for Jackson, and can respond to what the community needs in real time.

WHY

Why we stay independent

Independent hotels can make different choices. The Anvil is backed by people, not institutions: friends and family who believe in this place, not a fund looking for a return. There's no corporate parent setting mandates, and no one-size-fits-all standards handed down from outside.

That independence is what lets us invest in local partners, provide steady jobs, and respond to community needs as they arise. It means the Anvil is accountable to this place first. And every stay helps keep it that way.

WHAT'S NEXT

Where we are headed and what we can do better

2025 · WHAT WE DID

Responsibility is how we run the hotel day-to-day. In 2025 we completed a full impact assessment with the Center for Responsible Hospitality (CRH), rewrote our team guidelines with responsibility at the core, trained our staff, and started measuring our footprint more rigorously.

TODAY · WHAT WE'RE BUILDING

Now we're building stronger systems: measurable targets for energy, water, waste, equity, and wellbeing; measuring the impact of our 2026 renovation; expanding local housing for our team; working toward 100% renewable electricity by 2026; and cutting waste across operations, while collaborating with non-profit partners that lead these initiatives in Jackson.

HOW WE HOLD OURSELVES TO IT

We hold ourselves to it by publishing our progress and our gaps, pursuing BEST certification with a local coalition of Jackson businesses, and joining the first CRH data pilot to move the whole industry forward.

You're only a stranger in Jackson once

After that, you're part of this place, and with connection comes responsibility.

01

Treat locals with warmth & respect

This isn't just a vacation spot, it's a real place with real people and real challenges.

02

Learn the layered history of the valley.

Indigenous stories, working-class roots, conservation wins and losses.

03

Support local

Not just shops and restaurants, but the artists, guides, makers, and nonprofits who shape this community.

04

Follow the local rhythm

Stay on trails, give wildlife space, and pack out what you pack in. (That photo isn't worth a frightened moose.)

05

Ask hard questions

About where your money goes. About who benefits. About what's being protected, and what isn't.

06

Expect transparency & responsibility

From the places you visit, and where you stay.
And hold us to that.

What data we used

This report was produced by the Center for Responsible Hospitality in collaboration with Honest Operations. All figures were calculated by CRH and Honest Operations and verified against invoices or other primary records. Unless noted, data reflects the 2024 calendar year, and benchmarks are the most recent available.

Definitions

Carbon footprint:
The total greenhouse-gas emissions from running the hotel for one night in one room, compared against similar hotels. It adds up the electricity we use (our largest source), plus the emissions from our waste, laundry, business travel, and water.

Embodied carbon:
The one-time emissions locked into the materials and construction of our 2017 renovation, reported separately from annual operations.

Employees in subsidized housing:
Staff housed in accommodation the hotel provides at a subsidized rate.

Energy:
The electricity used to run one room for one night, compared against similar hotels.

Independent, values-aligned management:
A hotel run by an independent operator rather than a large brand or third-party management company applying standardized, chain-wide requirements. The Anvil is managed by Arbus Hospitality, an independent operator of a small collection of hotels that shares our commitment to place, community, and responsible operations.

Non-institutional ownership:
Ownership held by private individuals rather than investment funds, REITs, or other large financial institutions. Our investors are friends and family, most of whom live in or spend significant time in Jackson.

Partnerships with local non-profits
Local organizations we support in multiple ways: monetary donations, complimentary hotel rooms, staff volunteering, and space in our hotel for their work and events.

Profits donated:
Our donations to community organizations as a share of the hotel's profits.

Renewable energy:
The share of the electricity we purchase that comes from renewable sources.

Spend with top suppliers:
The share of spending with our top ten suppliers that goes to businesses in Jackson and Wyoming.

Suppliers based in Jackson:
The share of our suppliers, by number, that are based in Jackson.

Team members living locally:
Staff who live within a 45-minute commute of the hotel.

Waste:
The waste produced by one room for one night, including our restaurant, Glorietta, compared against global averages.

Water:
The water used in one room for one night, compared against similar hotels.

Benchmark Sources

MEASURE	SOURCE	YEAR
Operational data	CRH / Honest Operations, from Anvil invoices & primary records	2024
Energy, water & carbon benchmarks	Cornell Hotel Sustainability Benchmarking Index (CHSB), 2025 edition; Wyoming, non-resort / non-metro, median values	2024 data
Waste benchmark	Juvan, Grün & Dolnicar, Waste production patterns in hotels and restaurants (global sectoral study)	2023
Local-workforce baseline (Jackson)	Teton Community Well-Being Dashboard	2024
Women in leadership benchmark	Zippia dataset, derived from BLS and US Census data	2023

How we measured

How we calculated our carbon footprint

Our carbon accounting follows the Hotel Carbon Measurement Initiative (HCMI), which conforms to the international standards for greenhouse-gas accounting: the GHG Protocol Corporate Standard and its Corporate Value Chain (Scope 3) Standard, and ISO 14064-1. Embodied carbon (our 2017 renovation) follows ISO 14067, the standard for product carbon footprints.

Scope 1 — direct, on-site emissions: refrigerants only. The Anvil is all-electric, so we burn no natural gas, oil, or other fuels on site and produce no combustion emissions. Our only direct emissions come from refrigerant leakage in cooling and refrigeration equipment, which we account for in our footprint.

Scope 2 — purchased energy: emissions from the electricity we buy to run the building.

Scope 3 — indirect, off-site emissions: outsourced laundry, business travel, water, and waste hauling.

How we measured waste

Jackson has no local landfill so our waste footprint reflects hauling and disposal, not just volume. We built the figure from monthly invoices (January–December 2024) and applied established factors:

- Landfill methane: 0.52 MT CO_2e/ton (Teton County ISWR tip-fee data + EPA WARM v15, 2023)
- Collection: 0.056 MT CO_2e/MT (EPA WARM v15, 2023)
- Transport: 1.39 kg CO_2e/mile (198-mile round trip, Teton County → Idaho Falls)
- Truck capacity: 21.96 tons per haul
- Fill rate: 60%, held constant across years for comparability
- Density: 138 lbs/yd^3 (EPA Volume-to-Weight Conversion Factors, 2016)

Fill-rate note: extra pickups peak in summer and fall near zero in winter, so real fill rates likely run above 60% in peak season and below it in winter. We use a flat 60% for consistency across years.

How we incorporated our renovations

We estimated the embodied carbon, the emissions locked into the materials and construction, of our full 2017 renovation work at 260.23 tCO_2e. This is a one-time capital project, so we report it separately and keep it out of our annual operating footprint; folding it in would overstate our recurring impact. Our 2026 renovation is being measured the same way, and we'll publish those results when they're complete. They are not included in the numbers in this report.

The honest limits

- Our waste figure includes our restaurant Glorietta, which likely pushes it higher than hotel-only benchmarks that account for limited food service. Reliable waste benchmarks for hotels barely exist, so ours draws on a global study. Treat the waste comparison as directional, not exact.
- Our local-workforce figure (90%, within a 45-minute commute) covers a broader area than Jackson's town limits; the 57% community baseline is measured differently and is shown for context, not as a like-for-like comparison.

ALL METHODOLOGY, DATA SOURCES, AND SUPPORTING DOCUMENTATION ARE AVAILABLE UPON REQUEST

Our floors will keep decades of stories.

Thanks for leaving one here.

Anvil HOTEL

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