



MEDIA KIT



TRIANGLE X RANCH

JACKSON HOLE, WYOMING - GRAND TETON NATIONAL PARK

THE LAST AUTHENTIC DUDE RANCH IN A U.S. NATIONAL PARK

The Triangle X Ranch is an authentic and historic family run and operated guest ranch that has been welcoming visitors to Jackson Hole and Grand Teton National Park since 1926. Located in the heart of the Greater Yellowstone Ecosystem, just 26 miles north of Jackson, WY, and 32 miles south of Yellowstone, the ranch is run by five generations of the Turner family and delivers to guests an immersive, all-inclusive Western experience rooted in heritage and heart.

This is the premier Wyoming dude ranch, where guests unplug from the digital world and reconnect with nature, family, and the soul of the authentic American West. With no Wi-Fi in cabins and no cell service on trails, Triangle X offers a rare chance to slow down and live deliberately.

An authentic backcountry
experience, rooted in
integrity, and the spirit
of the **American West.**





THE LEGACY

Triangle X is a traditional dude ranch where guests join the natural rhythm of daily ranch life and are welcomed like family.

Horseback riding is central, with rides for every skill level across sagebrush plains, mountain meadows, and wildlife-rich forests. Guests are matched with the right horse and ride for an enjoyable experience.



The adventure doesn't stop at the corrals. Triangle X offers one of the most complete outdoor recreation packages in the Mountain West:

- Scenic float trips on the Snake River
- Wildlife viewing
- Fly-fishing
- Big Game Hunting
- Pack Trips – multi-day wilderness trips on horseback into the remote backcountry of Grand Teton and Bridger-Teton National Forest. Guests sleep under the stars, ride alpine trails, and experience the West as it was meant to be.
- Photography, chuck wagon cookouts, art, music, and square dancing
- Classic evening fireside talks with the Turner family and Grand Teton National Park rangers and historians covering history, culture, conservation, and sustainability
- Engaging and memorable programs for children and teens



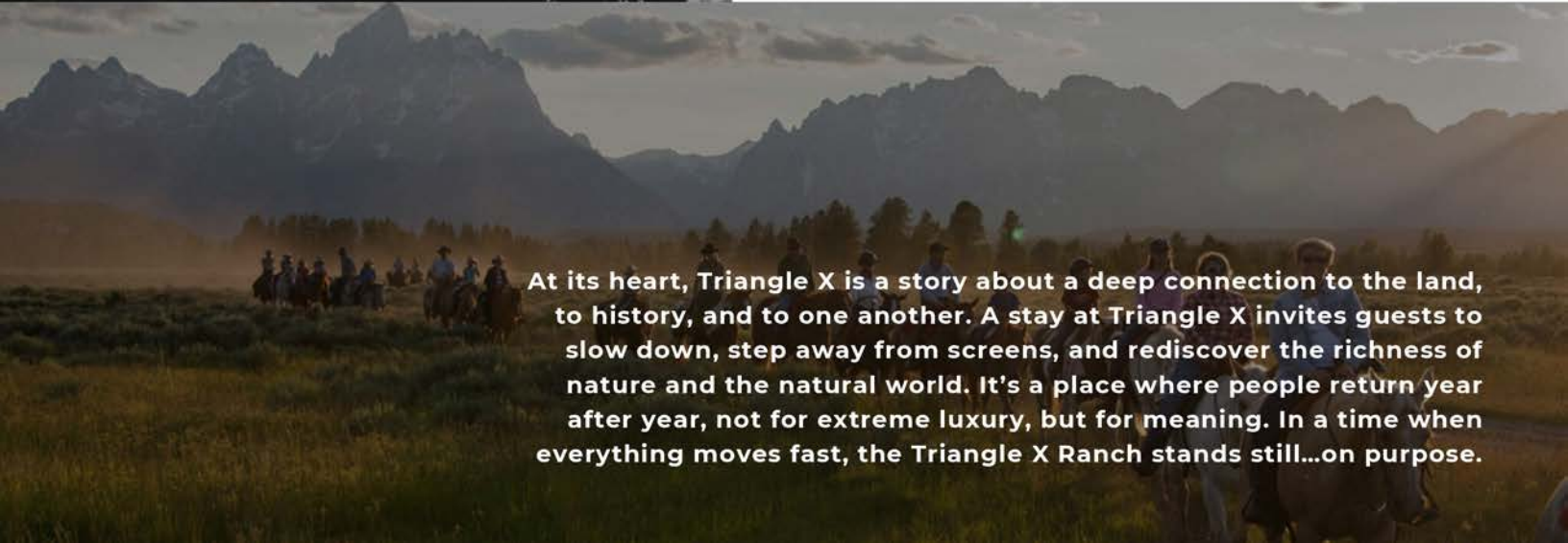
LEGACY, LAND & PURPOSE

For a century, the Triangle X Ranch has stood as a living example of harmony between people and place. As an authorized concessionaire of the National Park Service and a permittee of the U.S. Forest Service, the ranch operates on sacred ground—where stewardship isn't just a responsibility, it's a legacy. Every ride, every cabin stay, every pack trip is designed with respect for the land and a commitment to preserving its beauty for generations to come.



That sense of purpose is rooted in the Turner family's identity. Now in its fifth generation, the family hasn't just maintained the ranch; they've kept it personal, hands-on, and aligned with values that matter. From limiting development to resisting modernization that compromises authenticity,

Triangle X continues to reflect the core values of traditional Western hospitality: respect, resilience, simplicity, and genuine care for both guests and the land.



At its heart, Triangle X is a story about a deep connection to the land, to history, and to one another. A stay at Triangle X invites guests to slow down, step away from screens, and rediscover the richness of nature and the natural world. It's a place where people return year after year, not for extreme luxury, but for meaning. In a time when everything moves fast, the Triangle X Ranch stands still...on purpose.

ACCOMMODATIONS



THE CABINS - HISTORIC CHARM, MODERN COMFORT

Each of the 20 log cabins at Triangle X Ranch is more than a place to stay; it's a piece of Jackson Hole history. Some were once homes to early settlers in the late 1800s, who later moved to the ranch and lovingly preserved them. Others were built from logs cut near the ranch and hauled in by horse teams, constructed by members of the Turner family themselves.

No two cabins are alike, and each one carries a name tied to longtime guest families, many of whom return year after year, generation after generation.



Inside, the cabins are simple, comfortable, and appropriately rustic. Each design is true to the old West yet fully maintained and equipped with modern essentials.

Cabins range from 1 to 4 bedrooms, are attractively furnished, and include:

- Full private bathrooms (multi-bedroom cabins feature two full baths, apart from the ADA-accessible Ford cabin).
- Comfortable log beds with luxury linens.
- Small refrigerator.
- Sitting rooms in select cabins (Moran and Whitehouse).
- Daily housekeeping service.
- Private porches with classic Adirondack chairs offering uninterrupted views of Grand Teton National Park.

To preserve the traditional dude ranch experience, cabins are intentionally free of TVs, telephones, and Wi-Fi -- inviting guests to unplug, slow down, and reconnect truly.





ACCOMMODATIONS

THE MAIN HOUSE ~ HEART OF THE RANCH

At the center of the Triangle X Ranch sits the Main House. A classic building that holds nearly a century of stories. It was the first structure ever built on the ranch, initially serving as the home of the first two generations of the Turner family. Over the decades, it evolved from a modest homestead into the social and communal hub of the ranch.

In the early 1960s, the third-generation Turner brothers expanded the Main House, adding a sun porch dining room that now offers family-style meals with panoramic views of the Grand Teton Range. This space brings guests together, not just to eat, but to connect with each other, with the land, and with the ranch's enduring traditions.



The Main House remains the **beating heart of the Triangle X Ranch**, where guests become family, and where **lifelong friendships are nurtured.**

Inside, a cozy family room welcomes guests to relax by a large wood-burning fireplace, especially on cooler mountain days. It's a gathering space, a quiet retreat, and a warm reminder that Triangle X is more than a destination; it's a home.



WHY IT'S A STORY WORTH TELLING

- **Celebrating 100 Years in 2026** – Triangle X Ranch will mark a full century of continuous operation by the same family in the same breathtaking location. Truly a rare legacy in American tourism, hospitality, and Western heritage.
- Only dude ranch concession with its base ranch facilities within the National Park system.
- Fifth-generation, family-owned and operated since 1926.
- Authentic pack, fly-fishing, and big game hunting trips.
- Premier horseback riding in the Mountain West.
- All-inclusive, screen-free travel experience in Grand Teton National Park.



STORY ANGLES FOR MEDIA:

- The Triangle X Ranch – the Authentic American West
- 2026 Centennial Celebrations at the Triangle X Ranch
- Grand Teton National Park and Authentic Adventure Travel
- Wide Open Spaces...Road Trip to Wyoming
- Digital Detox & Slow, Intentional Travel
- 100 years at a Classic Multi-Generational Family Ranch
- Conservation and Sustainable, Experiential Tourism
- Girlfriend Getaways in the American West
- Family Travel ~ The Kind Kids Need More than Ever
- Exceptional Flyfishing, The Hunt, and more
- An Authentic “Yellowstone” Experience in Jackson Hole
- From a Homestead in 1926 to Today...The Turner Family and The Triangle X Ranch's 100-year history in Jackson Hole, Wyoming



CAMP LIFE

100 YEARS OF STORIES, MILESTONES, AND MEMORIES
FROM A CENTURY IN THE TETONS

1926

John S. Turner establishes Triangle X Ranch with a vision of blending wilderness adventure with Western hospitality.

1930s

Guests arrive from across the U.S., arriving by train and then by wagon. Railroads promoted ranch to expand visitation to the National Parks.

1940s

Former US military fighter pilots landed at ranch, offering one of the valley's first landing strips.

1950s

Triangle X became an official Dude Ranch Concessionaire of the expanded Grand Teton National Park.

1960s

The third generation of Turners expands the Main House with a new dining room overlooking the Tetons. Expansion continues through 1970's

1990s

Horseback pack trips grow in popularity, offering multi-day escapes into remote wilderness. Expansion of the fishing and the winter business.

2000s

Generations of returning guests solidify Triangle X as a multigenerational destination.

2010s

Sustainability initiatives and conservation partnerships deepen the collaboration between the ranch and the National Park Service.

2020s

Triangle X embraces screen-free travel, reconnecting visitors to land and legacy.

2026

Centennial year: Triangle X Ranch and the Turner Family celebrates 100 years of family, land, horses, and history.







TRIANGLE X RANCH HISTORY

FIRST GENERATION: JOHN S. & MAYTIE TURNER

John S. and Maytie Turner began their ranching life at Lost Creek Ranch near Morgan, Utah. In the early 1900s, they would vacation in Yellowstone and explore a quiet, wild place called Jackson Hole. They often stayed with friends, the Meyer family, who had a homestead on the east side of the valley with sweeping views of the Tetons and Snake River.

On one of those visits, John S. hiked down to the river to fish and discovered a peaceful meadow framed by aspen and pine, gently sloping toward the mountains. Bill Jump owned the land. Standing there, surrounded by silence and grandeur, John S. knew he had found the place to raise his family.

On July 6, 1926, he purchased the property—paying double the asking price, honoring the unwritten code of fairness that guided the old West. That summer, John S. and his sons, John C. and Bert, began building their new home. They lived in the basement while felling trees and raising the first structures. During the fall of 1927, the Triangle X welcomed its first guests—big game hunters who shared that basement lodging with the Turner men.

The 2026 season marks 100 years of operation for Triangle X Ranch—nearly a century of family legacy nestled in the heart of Jackson Hole. Over five generations, the Turner family has called this land home, building a heritage of hospitality, hard work, and wilderness.



In those early years, winter isolated the ranch. With no plowed roads, a trip to town took four days round-trip by horse-drawn sleigh. The ranch was self-sufficient: vegetables came from the garden, dairy from milk cows, meat from their own livestock, and wild game. Mailmen delivered surplus milk to neighbors along the valley.

Electricity hadn't yet reached the ranch. Wood stoves provided heat, kerosene lamps lit the rooms, and refrigeration came from blocks of ice cut from beaver ponds and stored in sawdust. This rugged way of life remained essentially unchanged through the 1940s.



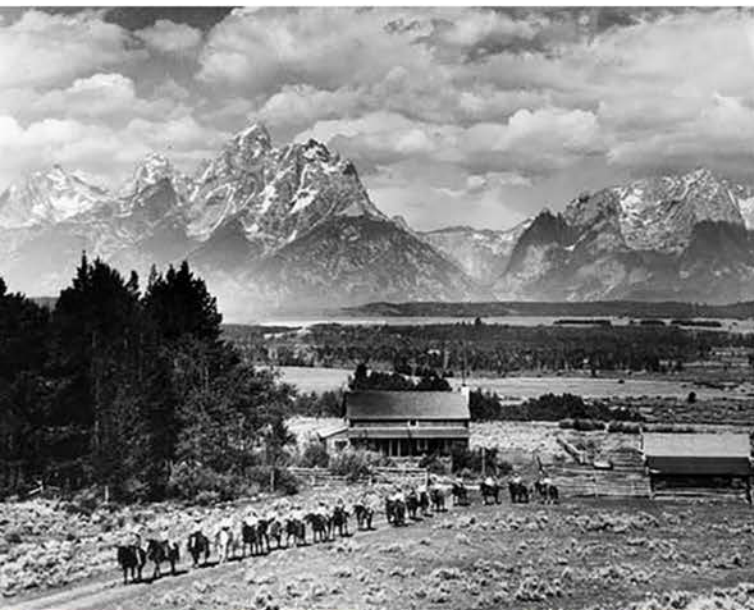


TRIANGLE X RANCH HISTORY

SECOND GENERATION: JOHN C. TURNER

In 1929, the Turners sold the property to the Snake River Land Company, later revealed to be a front for the Rockefeller family. They aimed to preserve the beauty of Jackson Hole—a move that triggered decades of controversy reaching all the way to Washington, D.C.

While his family established other ranches in the valley, John C. Turner stayed and continued running Triangle X as a working dude ranch. In 1931, he guided a young woman named Louise Mapes on an elk hunt. Four years later, they were married. They raised three sons: Harold, John, and Donald.



In those early decades, guests stayed for weeks or even months. Days were filled with horseback rides, fishing, square dancing, and helping with real ranch work—roundups, branding, and haying. Triangle X quickly gained a reputation for exceptional elk, moose, and deer hunting. While hunting today takes place in wilderness camps northeast of the valley, back then it all happened right from the ranch.

In 1950, Congress expanded Grand Teton National Park to include the Triangle X acreage. Today, Triangle X operates as a concession of the National Park Service—the last remaining dude ranch in the entire U.S. National Park system.





TRIANGLE X RANCH HISTORY

THIRD GENERATION: HAROLD, JOHN, AND DONALD TURNER

The ranch transitioned to a new generation with John C.'s sons:

- Harold, the eldest, married Berniece. They had three sons: Matt, John, and Robert.
- John married Mary Kay and had three children: John (Tote), Kathryn, and Mark.
- Donald, the youngest, married Anne Kelsey of Salt Lake City. They had a son and a daughter: Lucas and Elizabeth.

Triangle X became a family partnership between the three brothers, carrying on the legacy while adapting to the changing times.



FOURTH GENERATION: CARRYING THE FLAME

All fourth-generation Turners grew up on the ranch, learning the values of hard work, stewardship, and hospitality. Many worked at Triangle X in different roles over the years, gaining a deep understanding of both ranch life and guest service.

Today, Lucas and Robert remain active in day-to-day operations, working alongside their fathers and guiding the ranch into a new era while staying true to its roots.



TRIANGLE X RANCH HISTORY

FIFTH GENERATION: THE
FUTURE IN MOTION



The fifth generation of Turners has begun to make its mark. Many of them have grown up on horseback, welcoming guests, and experiencing the same rugged beauty that inspired their great-great-grandparents.

Whether they take up the reins full-time or support the ranch in other ways, the spirit of Triangle X continues in them. With nearly a century behind it, the ranch remains a living legacy, still family-owned, still guest-focused, and still grounded in the wild soul of Jackson Hole.



FLOAT TRIPS ALONG THE SNAKE RIVER

There's no better way to see Grand Teton National Park than from the quiet flow of the Snake River. These float trips take visitors off the road and into the park's wild heart, where eagles soar overhead, moose graze the banks, and the Tetons rise in full view.

The river is a lifeline for wildlife and a thread through the region's natural and human history. Triangle X guides are more than boat operators; they're trained storytellers and stewards of the land, blending safety, insight, and personality. Every trip is an immersive look into the ecology, geology, and heritage that make this valley unforgettable.



WHAT TO EXPECT

- 10-Mile Scenic Float Trips
- Glide along a calm, winding section of the Snake River for 1.5 to 2 hours—no whitewater, just unforgettable views of the Teton Range, lush riverbanks, and open sky. Total trip time is about 2.5 to 3 hours, including shuttles and check-in.
- Wildlife in the Wild
- From moose and elk to bald eagles and otters, the Snake River corridor is one of the richest habitats in the park. Your expert guide doesn't just steer the boat—they share the stories, ecology, and history behind everything you see.
- Sunrise & Dinner Floats (Summer Only)
- May through September, enjoy early-morning stillness or golden-hour views with an optional hot breakfast or riverside steak dinner. Perfect for photographers, romantics, and anyone wanting to see the Tetons at their most dramatic.



With nearly a century of guiding, ranching, and storytelling behind them, the Turner family has earned a rare position in the American West. Their ranch is a living piece of Jackson Hole history, and their float trips reflect the same care, quality, and respect for the land.



TRIP INFO

- When: Daily departures May-September
- Where: Departing from Moose, WY, inside Grand Teton National Park
- Who: Ages 5+ (min. 50 lbs), life jackets provided
- Rafts: Large, comfortable, flatwater boats—no paddling required
- Rates: Starting at ~\$100 adults / \$80 children; add-ons available for meals and private trips



Custom itineraries, high-res images, guide interviews, and on-assignment trip coordination available upon request.

nationalparkfloattrips.com

FISHING THE SNAKE RIVER

WHERE TRADITION, SCENERY,
AND FLY LINES ALL RUN
DEEP.

In the early hours of a Wyoming summer morning, the Snake River reflects the jagged peaks of the Grand Tetons like glass. Mist rises off the water. A line whistles through the air. Somewhere just below the surface, a trout breaks to rise. For anglers chasing not just fish but soul-filling experiences, this is sacred water.

The Triangle X Ranch, the only operating guest ranch inside Grand Teton National Park, has offered guided fishing trips across Jackson Hole, Yellowstone, and the Snake River corridor for generations. What they provide isn't just access to some of the West's best trout fishing. It is a fully immersive, personal journey into one of North America's most iconic wild places.

FISHING FOR MORE THAN JUST FISH

Whether you're fly fishing the calm, glassy backwaters of Yellowstone's Spring creeks, casting into secluded alpine lakes, or floating the broad, clear Snake River, the scenery is unbeatable. Towering peaks, roaming wildlife, and glacial water set the scene, but the Triangle X Ranch guides are what make the experience unforgettable.

They're professionals, conservationists, and passionate anglers who know every bend, hatch, and hidden pool. They also fish together, trade notes daily, and stay dialed in on what's working and where. If you're new to the sport, they'll show you the ropes. If you've been chasing trout for decades, they'll challenge you with subtle takes and tricky drifts.





THE TRIANGLE X FISHING SEASON

Fishing starts in June, with early season trips on the lakes and rivers of Yellowstone National Park and stretches of the Snake River just below the Jackson Lake Dam waters that remain clear even during snowmelt. By July, the full Snake River through Grand Teton National Park opens, offering pristine, productive fishing well into October.

Every trip is catch and release, using barbless hooks, lead-free materials, and artificial flies or lures only. Keeping a commitment to sustainability and stewardship is at the core of Triangle X's values.

TRIP OPTIONS & RATES

All guided trips include transportation from Triangle X Ranch, high-quality gear, flies, beverages, and meals/snacks. Licenses can be purchased on-site.

- Full Day Trip - \$720 per boat (1-2 anglers)
- Includes lunch, 8:00 AM departure
- Short-Day Trip - \$590 per boat (1-2 anglers)
- 4-6 hours, morning (8:00 AM) or afternoon (1:30 PM) sessions
- Third Angler Fee - \$150 (case-by-case, limited capacity)
- Larger Groups - Multiple boats available by request

Wyoming and Yellowstone National Park fishing licenses are required; both are available at Triangle X Ranch.



LESSONS & ACCESS FOR GUESTS

Guests of the ranch enjoy discounted fishing rates and personalized trip planning to avoid conflicts with other activities. The ranch's front yard alone offers excellent fishing, and guides are happy to recommend spots or offer informal coaching.

Lessons are also available for all experience levels. The Snake River itself is a world-class classroom: welcoming to beginners yet endlessly challenging for seasoned anglers.



THE TAKEAWAY

Fly fishing with Triangle X Ranch isn't just about catching trout. It's about stepping into a world where time slows down, nature takes the lead, and guides share not just technique—but a way of life. For outdoor enthusiasts, storytellers, or anyone seeking a more authentic travel experience, these trips offer the kind of authenticity you can't stage.

Snake River | Grand Teton National Park |
Yellowstone

Full & half-day trips | All gear provided | All skill
levels welcome



Custom itineraries, high-res images, guide
interviews, and on-assignment trip coordination
available upon request.

THE HUNT

A HUNT UNLIKE ANY OTHER

A hunt at Triangle X Ranch is truly in a class of its own. For more than a century, the Turner Family has welcomed hunters from around the world to explore one of the most intact and iconic ecosystems in the lower 48 states. Here, history, legacy, and wild country converge to create an experience found nowhere else.

Hunting with us is more than pursuing game – it's stepping back in time. You'll ride horseback deep into the wilderness along the Continental Divide, following the ancient elk migration trails. By day, you'll pursue the iconic Wyoming elk herd on its ancestral range; by night, you'll return to fully outfitted backcountry camps, supplied by mule pack strings, where hearty meals and comfortable beds await. This is the rare chance to test yourself against untamed country while participating in a story still unfolding.

With generations of responsible stewardship, the Turner Family ensures an authentic backcountry hunt, rooted in skill, integrity, and the spirit of the American West. Triangle X Ranch offers an adventure that will call you back again and again to this extraordinary place where life remains simple, wild, and unforgettable.

The Turner Family ensures an authentic backcountry hunt, rooted in **skill**, **integrity**, and the spirit of the **American West**.



Fifth-generation outfitters in Jackson Hole, the Turner Family are among the most respected in the Rocky Mountains. For over a century, they have guided sportsmen into the high country, sharing the beauty, challenge, and thrill of Jackson Hole's legendary wilderness. Beyond decades of leadership in outfitting and dude ranching, the Turners remain committed to conservation and stewardship of these iconic lands. Their expertise has been celebrated in national sporting magazines and hunting books, a testament to a legacy built on skill, integrity, and a lifelong passion for the West. They invite you to share in that legacy.



HISTORIC LOWER CAMP WOLVERINE CREEK CAMP



Established in 1938, Lower Camp holds the oldest active special-use permit in the U.S. National Forest system. Fifteen miles from our base corrals at Pacific Creek, the camp rests at the foot of Big Game Ridge near the headwaters of the Snake River. From here, hunters explore country along the Continental Divide, the Yellowstone River tributaries, and the storied Two Ocean Plateau – once favored by Teddy Roosevelt.

Accommodating no more than eight hunters, Lower Camp offers an intimate and deeply rewarding backcountry experience that has been preserved by the Turner Family for over eight decades.

Added in 2019, Wolverine Creek offers true high-country adventure. A 17-mile horseback ride brings you into wilderness bordering Yellowstone National Park – untamed country known intimately by our expert guides.

By day, track the iconic Wyoming elk herds; by night, return to a fully outfitted camp, steeped in a century of backcountry tradition. Wolverine Creek hosts just four hunters at a time, ensuring unmatched solitude, expert guidance, and the rugged authenticity that defines the American frontier.

CAMP LIFE

Our camps combine rugged adventure with thoughtful comfort. Each centers around a cook tent where hearty breakfasts, robust lunches, and satisfying dinners fuel your high-country pursuits.

Hunters sleep in 10' x 12' side-wall tents with wood-stove heaters, raised bunks, mattresses, warm sleeping bags, and all essentials for a restful night. Guides serve not only as expert trackers but as trusted companions, while wranglers, pack mules, and mountain-wise riding horses keep you and your stock rested and ready for the day ahead.

Every detail of camp life is designed so you can immerse yourself fully in the wilderness, the hunt, and the timeless spirit of the American West.





THE TURNER FAMILY

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For more information, please visit: trianglex.com





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