

Wyoming Office of Tourism

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Office of Tourism



2023 Interim Committee Topics

Joint Appropriations Committee

Priority 5: Statutory Responsibilities and Reports.

The Committee will also receive a detailed explanation and demonstration of the efforts being deployed with the funds dedicated for tourism marketing, along with identified deliverables from the marketing investment. The Committee will review all expenditures and uses of revenues dedicated to tourism.



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80% of the 3% Statewide Lodging Tax – the WY Tourism Account

BFY21-22

General Fund

\$23,130,981

BFY23-24

80% of 3% SWLT

\$38,009,164

Additional Investment = \$14,878,183



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Targeted Development

**\$14,878,183 Biennial
(\$7,439,091.50 Annual)**

| | |
|-------------|---------------------------------------|
| \$8,826,000 | Marketing & Messaging |
| \$5,000,000 | Supporting Visitor Ready Communities |
| \$340,000 | Leveraging Technology |
| \$712,183 | Domestic & International Travel Trade |

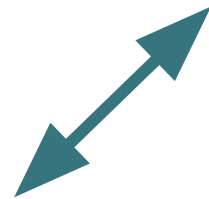


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Evolution of the Destination Marketing Organization

Building a Shared Community Value



**Retains the Core
Initiatives of Destination
Marketing of the Whole
vs the Individual Parts**

**Support Destination
Stewardship and Create
Visitor Ready
Communities**



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Marketing & Messaging



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Ford Partnership – Wildly Wyoming Series

Wyoming and Bronco Wild Fund welcome the courageous, the bold, the curious to discover their Western spirit, roll up their sleeves and learn what it takes to care for the very idea of freedom that Wyoming represents.

Budget \$750K

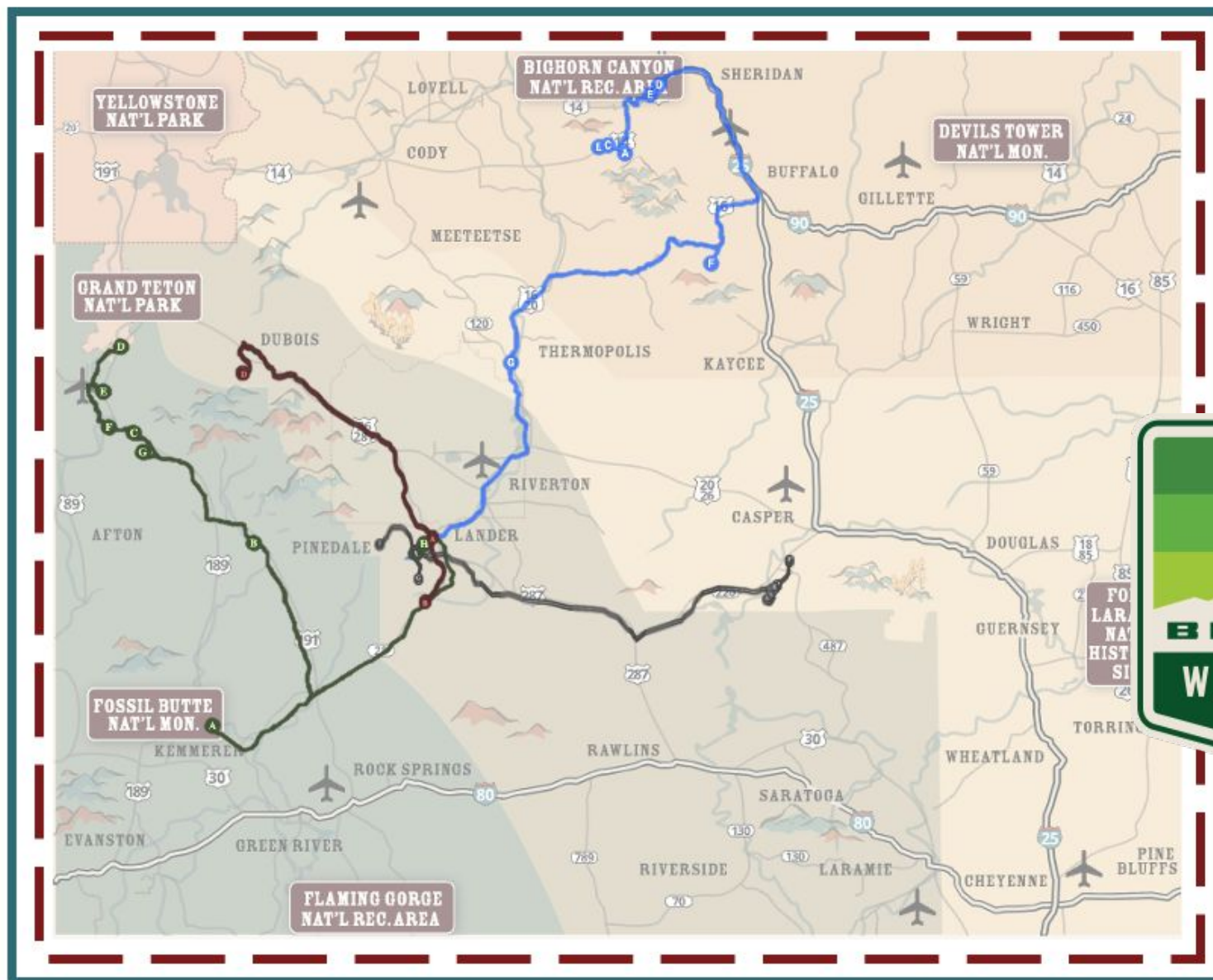


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Ford Partnership – Wildly Wyoming Series

- Ambassador teams take on challenges that highlight the unique landscapes, wildlife and people of Wyoming.
- The challenges educate viewers on what it means to be a modern explorer and steward of our lands.
- Five 15-minute Outside TV episodes to run on Connected TV + Outside, Ford and WOT's YouTube Channels





2023 Marketing Approach

Winter Timing October 2022 – February 2023

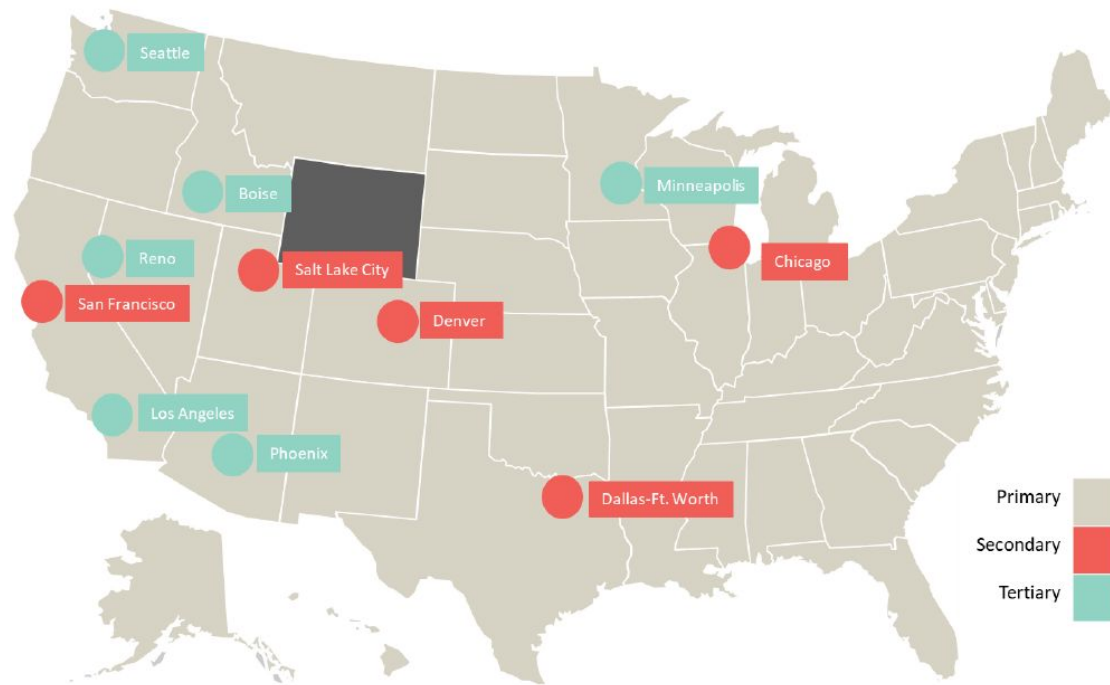
Budget \$500K (Increase \$125K)

Summer Timing March – September 2023

Budget \$6.6M (Increase \$1.8M)

Audience Active Recreationalist, Sightseeing Adventures, & Cultural Explorers

Markets National, Heavy-Up in Key Markets

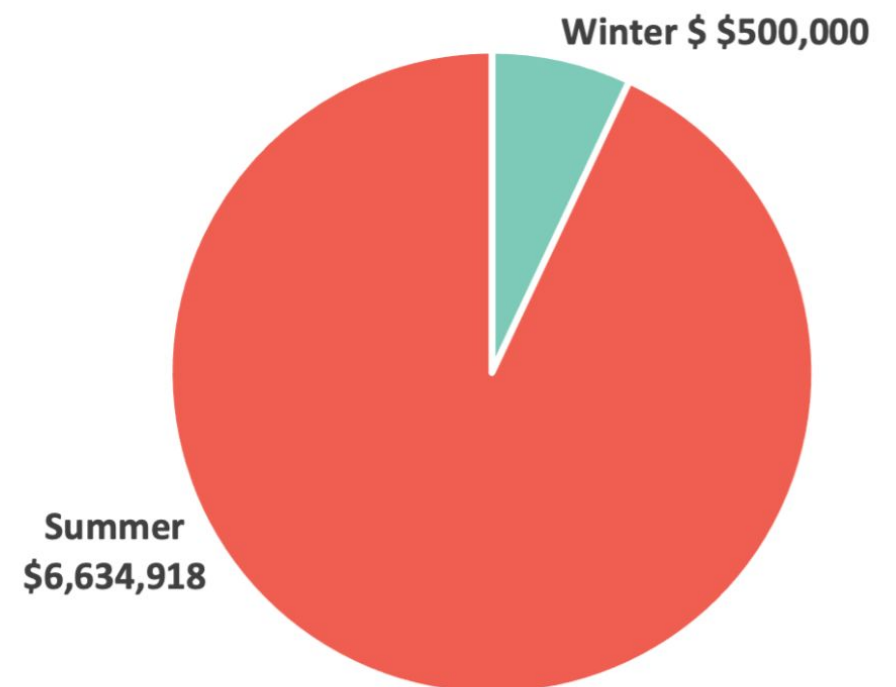


Primary: National support + integrated partnerships

Secondary: Heavy-up support

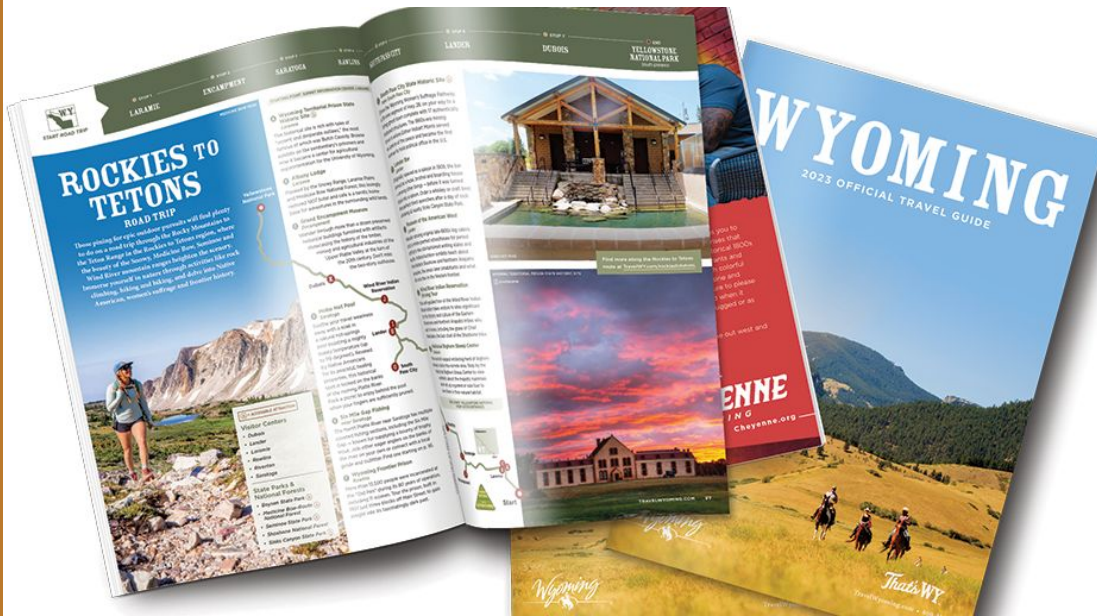
Tertiary: Regional/intent support

FY23 Budget Summary



Wyoming Partner Co-Op Highlights

- WOT invests \$880K in partner marketing opportunities
- 80+ partners participating in multiple Co-ops
- Over 115,000 partner referrals from TravelWyoming.com



Campaign Indicators

REACH
234M 
41%
from 2022

GUIDE ORDERS 
40K
24%
from 2022

ENGAGEMENT 
136K
218%
from 2022



HOSPITALITY 2023

- Support the industry by addressing the workforce shortage.
- Create awareness of working in the hospitality industry.
- Elevate the perks and the variety of hospitality jobs.

Timing – February 6 – July 31, 2023

Audience Targeting – parents/students

Tactics - video, display, social,
email marketing, radio and print

Budget \$692K



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WORK
LIFE
BALANCED

EXPLORE HOSPITALITY CAREERS

That's
WY

FLEXIBLE
SCHEDULES
FOR LIFE

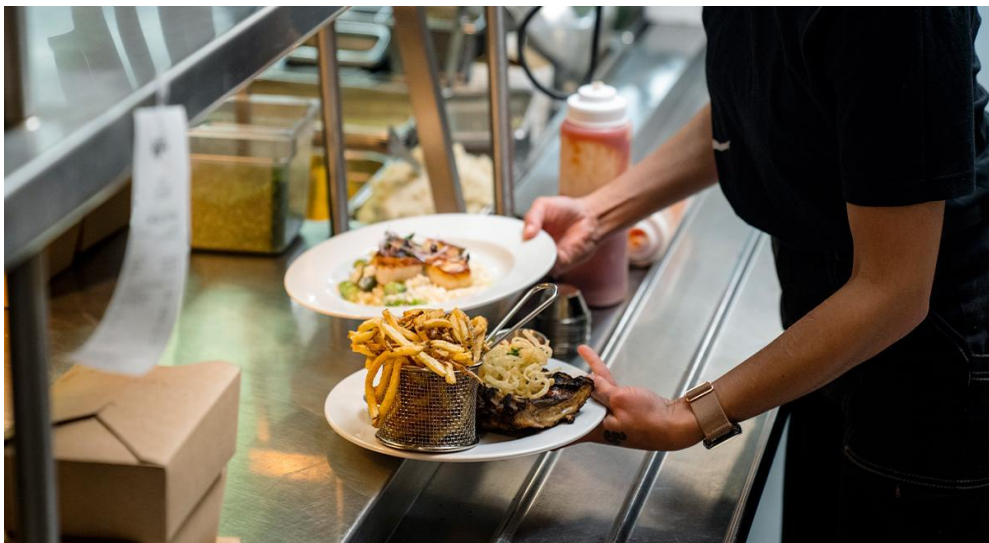
START YOUR CAREER

That's
WY

FOR THOSE
WHO CANT BE
CONTAINED
BY A
CUBICLE

EXPLORE HOSPITALITY CAREERS

That's
WY



FOR THOSE
WHO CANT BE
CONTAINED BY A
CUBICLE

EXPLORE HOSPITALITY CAREERS AT
WORKINWY.COM

That's
WY



Supporting Visitor Ready Communities



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Destination Development

2004 – Introduce Randall Travel Marketing and Young Strategies

2006 – Industry Specialist; GIS Tracking

2008 - Think Tank; Project Front Door

2012 – Hank Todd Solutions

2013 – Coraggio Organizational Development and Change

2014 – Destination Development & Strategic Partnerships

2018 – Global Partnerships Strategic Focus on Industry

2019 – Launch of WY Best

2020 – CARES Funds for DMO Relief

2023 – Destination Development Program Launch



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Destination Development

| | Lodging Tax Collections 3-year average | Tourism Related Jobs |
|--------|---|----------------------|
| Tier 1 | >\$1,500,000 | >2,220 |
| Tier 2 | \$500,000 - \$1,500,000 | 900 – 2,200 |
| Tier 3 | < \$500,000 | < 900 |



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Tier Breakdown

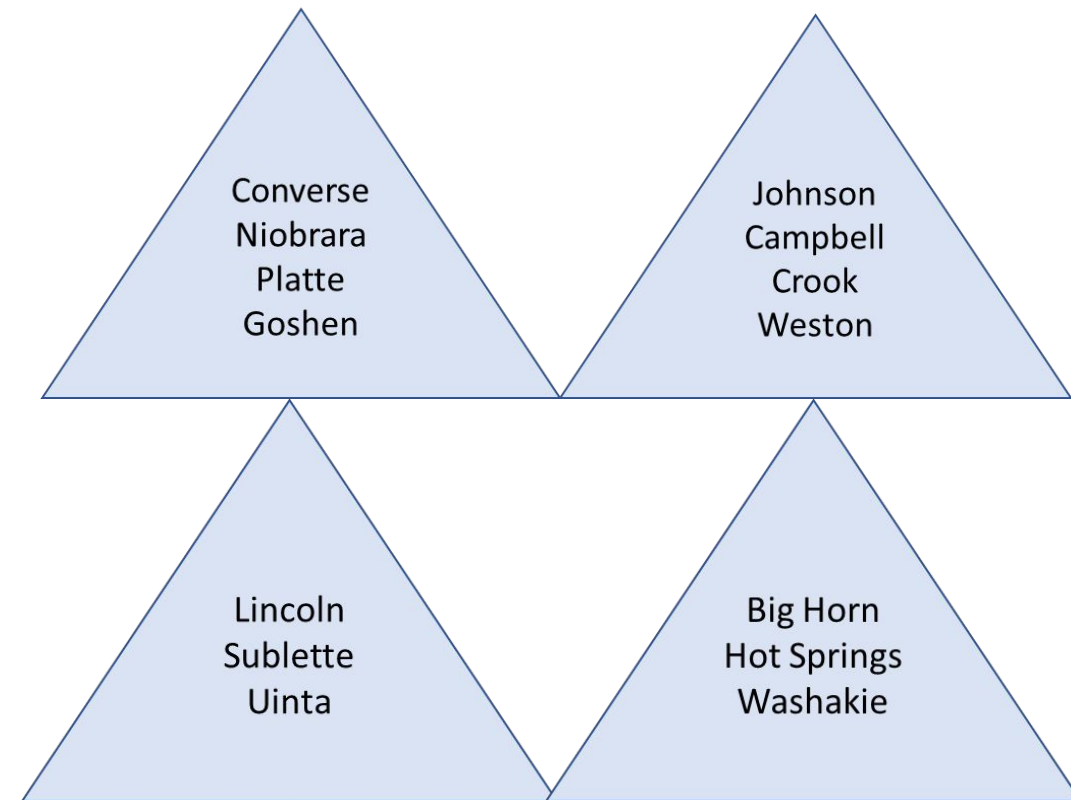
Tier 1 (4)



Tier 2 (5)



Tier 3 (14)



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That's
WY

Examples of Destination Development Usage

- **Laramie County** – Cheyenne Hell on Wheels Rodeo Series
- **Goshen, Campbell, Albany Counties** – Staffing support in visitor centers and fulfillment
- **Sheridan County** – Business incubator to expand current visitor experiences
- **Albany County** – Building out a transit program to address visitor's transportation needs
- **Fremont County** – Hiring a special projects coordinator to expand marketing efforts through growing current events



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That's
WY

Destination Development Deliverables

- Each Local Lodging Tax Boards defined their deliverables in their contract with the Wyoming Office of Tourism
- Must align with Strategic Plans from WY Best



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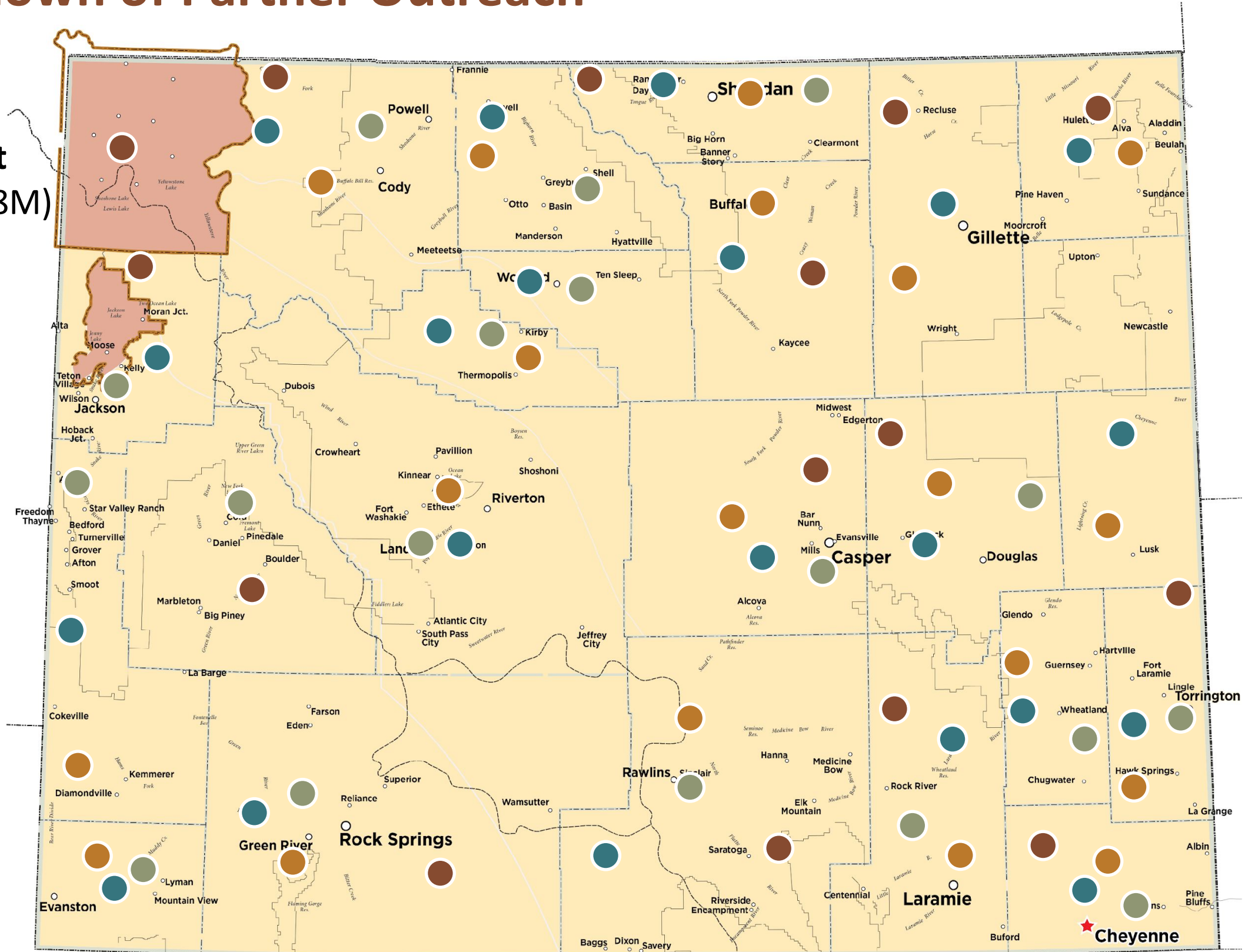
Breakdown of Partner Outreach

Destination Development
(24 LTB's/\$4.8M)

WY Best
(21 Counties)

Fam Tours
(5 Fams/26 Planners)

Themed Itineraries
(monthly)



Questions?



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Thank You



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