



Hello,

The following pages will highlight your most recent custom quarterly report for your county through Zartico. These reports will highlight key metrics from your county's visitor economy and will be sent to you at the beginning of the month following the end of a quarter. WOT offers this to you so you can have year-round access to important statistics in your area. Some of these statistics include estimated overnight visitors, top origin markets, top merchant categories for out-of-state visitors, on top of many others.

These reports also offer you a great resource to reach out to local tourism stakeholders, elected officials, and residents to help provide education and to show the importance of our industry. With the mentioned metrics from above, they can provide you with talking points and tangible data to share. These statistics can help you identify target markets, discern marketing effectiveness, and show you how your county performed with sales tax revenue in the previous quarter.

Ultimately, your quarterly report can help you with painting a vivid picture of your county. Between trends in these metrics and the data that Zartico provides, you can accurately see when peak visitation times are, along with seeing up-to-date lodging tax collections – giving you an idea of where your destination is heading.

You can always access these reports at: <https://industry.travelwyoming.com/resources/quarterly-report/>. Our office is here to help you access and interpret your report, so please do not hesitate to reach out with any questions you may have.

Thank you,

Wyoming Office of Tourism

### County Performance Summary

See a summary of your destination's key metrics to stay aware of where you are today and where you're heading. This will give you high-level insights into your top origin markets for visitation and spending, your most visited regions, areas experiencing compression, visitors who stay overnight, and hotel performance.

#### How much leisure & hospitality (L&H) tax revenue is generated by WYOMING's visitor economy?

Source: Wyoming Department of Revenue. This shows the total state sales tax revenue from 6 tourism-related tax codes: Traveler Accommodation, RV Parks & Recreational Camps, Full-Service Restaurants, Limited-Service Eating Places, Special Food Services and Drinking Places/Alcoholic Beverages. The "L&H Share of all STATE Sales Tax" shows the share of leisure and hospitality taxes as an overall percentage compared to all state tourism tax codes (including non-tourism related taxes). The below metrics within the first row are for the full state of Wyoming, year to date, and will not change with the above filters. You will see your county's specific L&H tax revenue and sales tax in the second row.

L&H STATE Sales Tax Revenue 2023YTD

**\$77,714,302**

L&H Share of all STATE Sales Tax

**12.0%**

#### How much leisure & hospitality (L&H) tax revenue is generated by your COUNTY's visitor economy?

Source: Wyoming Department of Revenue. Please select your county using the above filter "County" to populate the below metrics with data for your county. The "County % of State L&H Sales Tax" will initially display 100% until this filter is selected. Once your county is selected this shows your county's share of the state's leisure and hospitality taxes shown above. Note: Within the "date range" filter above, select "Last quarter" to see data from the most recent completed, past quarter (Q4/2022).

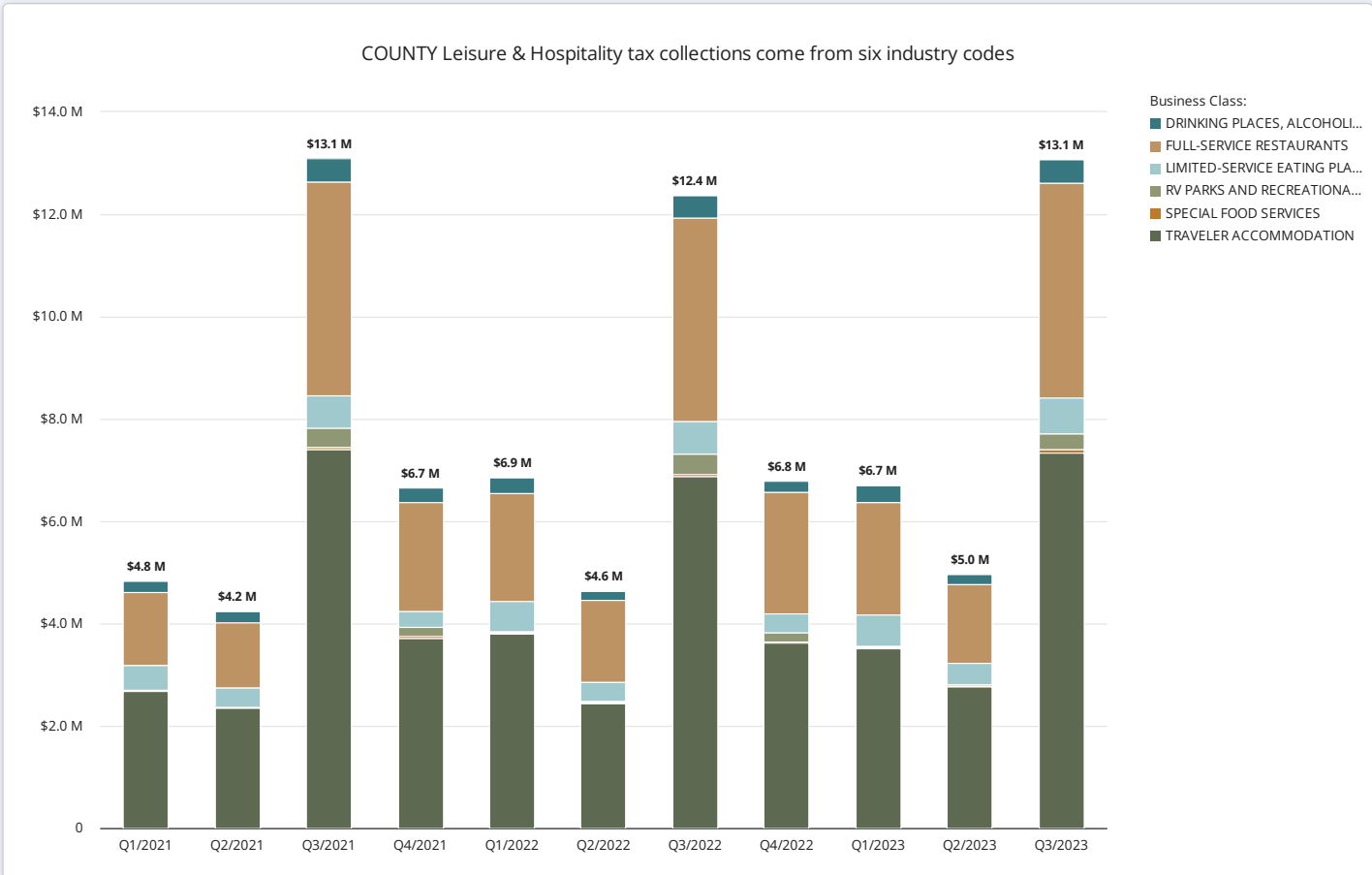
L&H COUNTY Sales Tax Revenue

**\$13,082,209**

COUNTY % of State L&H Sales Tax

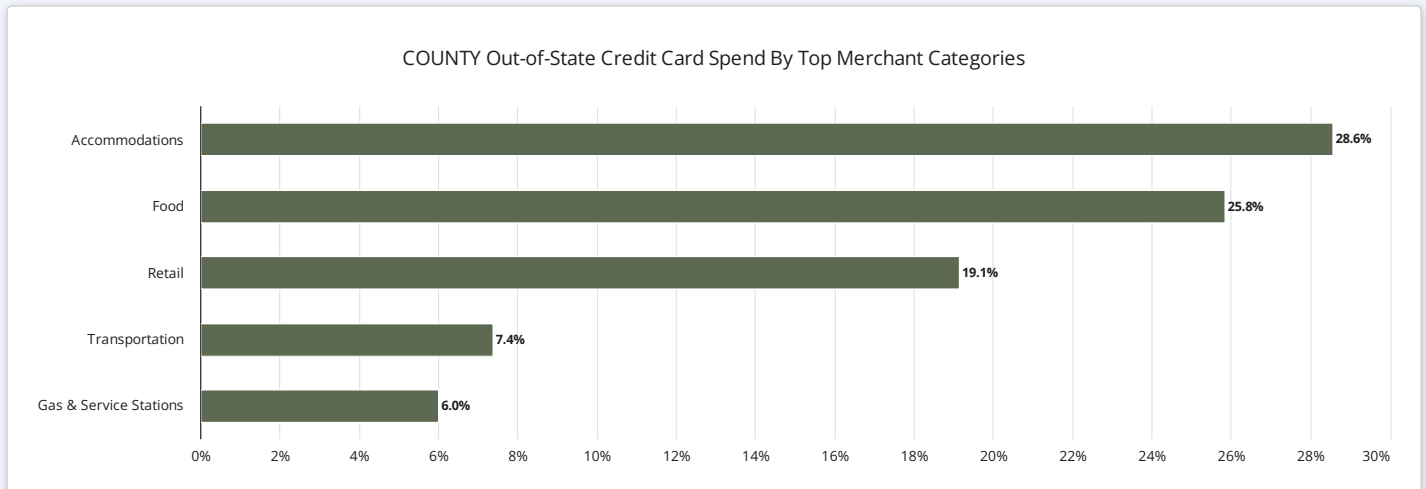
**35.2%**

The below data represents a break down by the six industry codes/business classes that make up the above total Leisure & Hospitality tax collections. This shows the impact of each type of business class on your county, and the financial impact each quarter. Q1 is Jan-March, Q2 is April-June, Q3 is July-Sept, Q4 is Oct-Dec. Please select your county using the above filter "County" to populate the below metrics with data for your county. Note: This is up to date with the most recent L&H tax data from Wyoming Department of Revenue. A monthly breakdown is also available by clicking on the bars below.



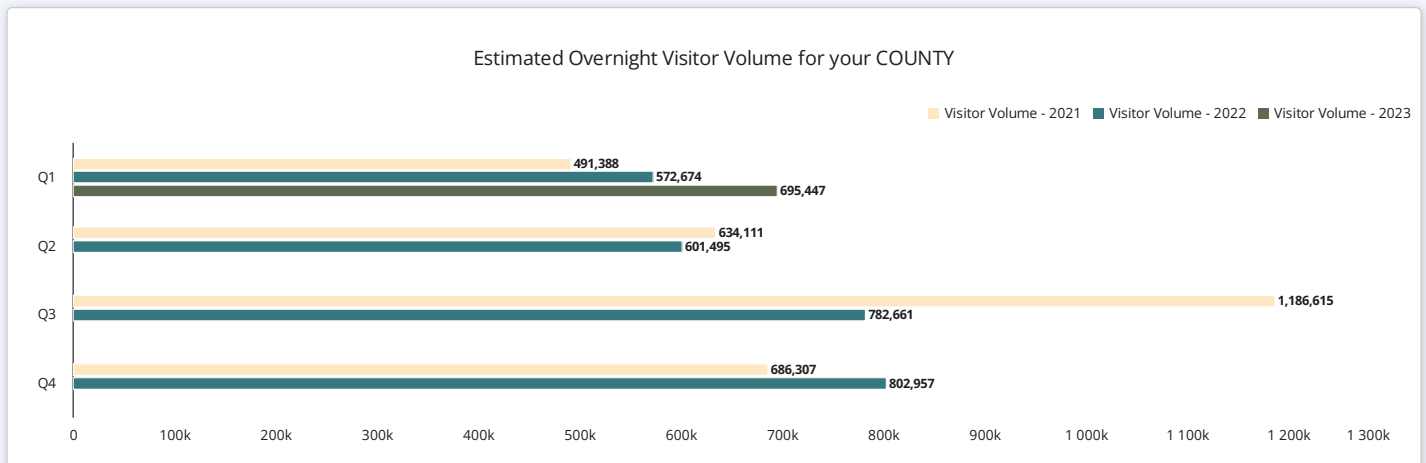
## How are visitors spending money in your COUNTY (goods & services)?

Source: Affinity. Visitor spending data from Affinity represents over 100 million anonymized credit and debit transactions every day, and 10 billion transactions annually. This shows trending insights into the spending categories that are most impacted by out-of-state visitors. Data represents out-of-state visitor spending only within your specific county. Note: Within the "date range" filter above, select "Last quarter" to see data from the most recent completed, past quarter. Please select your county using the above filter "County" to populate the below metrics with data for your county.



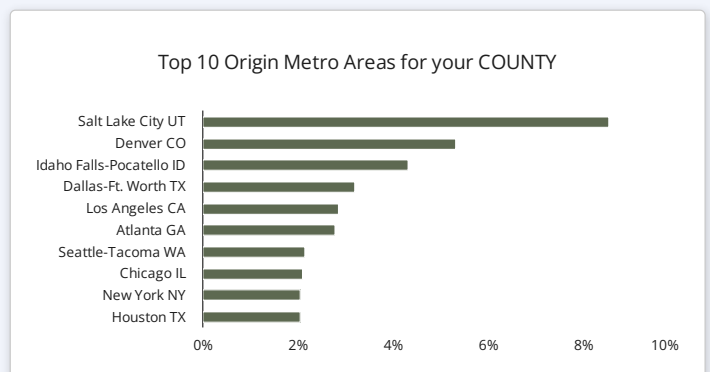
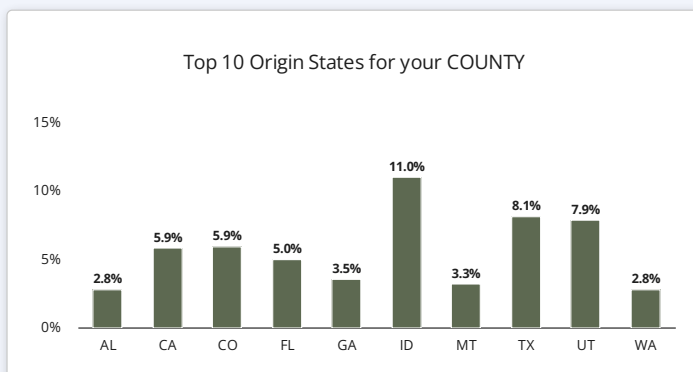
## Estimated Overnight Visitors in your COUNTY

Methodology: Estimated visitor counts represent overnight visitors to Wyoming who visited the county. This shows year-over-year trending to see approximate number of overnight visitors, and how that changes each quarter. Q1 is Jan-March, Q2 is April-June, Q3 is July-Sept, Q4 is Oct-Dec. Counts are based on anonymized mobile-device geolocation data, using an advanced statistical methodology which balances the pool of devices across different dimensions, including device origin, and incorporates trends from credit card spend data in order to produce these visitor volume estimates. Please select your county using the above filter "Visitor Volume - Location".



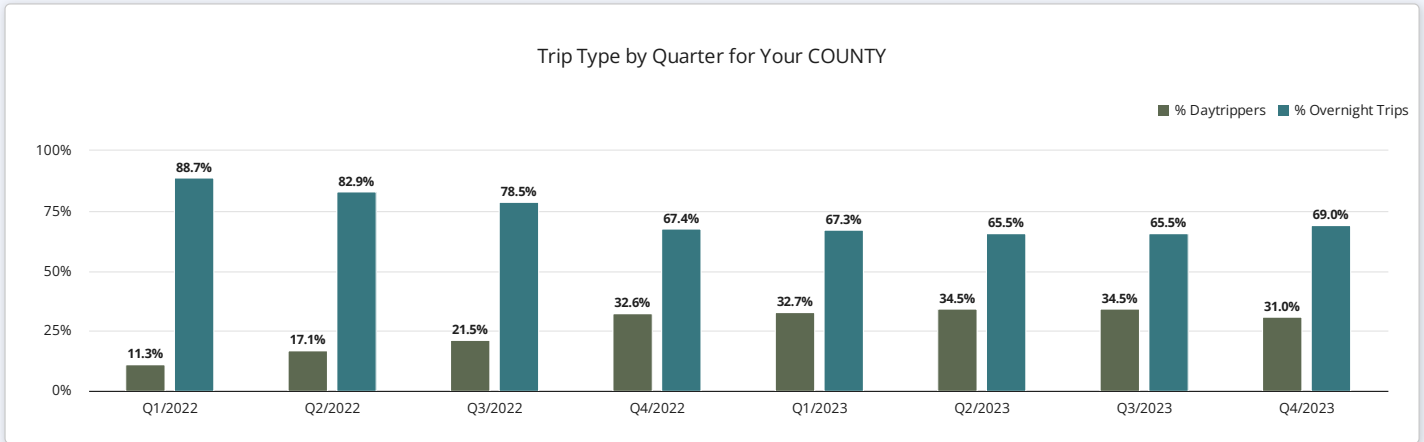
## What states and metro areas are the visitors to your COUNTY coming from?

Source: Near. The data below is anonymized mobile location data representing, on average, 5% of all visitor devices observed in your county. A visitor is defined as a device that has a home OR work location (to exclude commuters) more than 30 miles from your county. This visitor device also had to spend a minimum of 2 hours in your county and visit one of the points of interest within your county. "Origin Metro Areas" refer to a city's Designated Market Area (DMA) boundary, which is usually much larger than the city itself. Note: Data represents out-of-state visitors only. Please select your county using the above filter "County" to populate the below metrics with data for your county. To drill down to origin county or city, click on the bars below. This data is updated on a daily basis and will show the overall trending of where visitors are coming from during the timeline selected in the Date Range filter above.



## Are out-of-state visitors making day trips or overnight trips in your COUNTY?

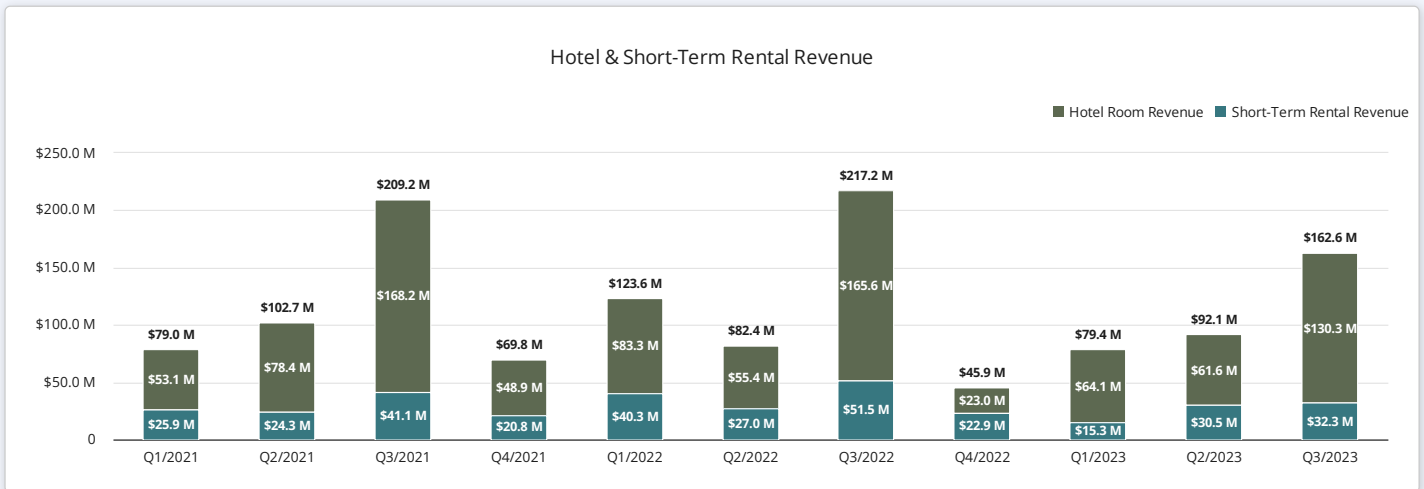
Source: Near. Note: Data represents out-of-state visitors only. The length of stay for a "daytripper" is defined as visitors who were observed in your county and spent between 2-8 hours in the state. "Overnight Trips" are defined as visitors who were observed in your county and spent 8+ hours in the state and observed the next day in the state. Please select your county using the above filter "County" to populate the below metrics with data for your county. A monthly breakdown is also available by clicking on the bars below.



## How much lodging revenue are visitors generating to your COUNTY?

Source: STR (hotel revenue) and AirDNA (short-term rental revenue) subscriptions from Wyoming Office of Tourism.

Note: STR and AirDNA monthly reports are available on or around the 20th of the following month. Please select your county or region by the "STR Geography" and the "Airdna Geography" filters above to populate the below metrics with data for your county/region. WOT subscribes to STR and AirDNA. Certain counties are grouped together by STR and AirDNA due to sampling size. A monthly breakdown is also available by clicking on the bars below.



## How much lodging tax revenue is your COUNTY generating?

Source: Wyoming Department of Revenue. This data is the sum of each county's monthly Lodging Tax reported in the Total Distribution by Minor Business Class and by County report. To see the break down by month, click the data bars. Note: The 3% State Lodging Assessment was instated in February of 2021 and data is updated through the end of 2022. Please select your county using the above filter "County" to populate the below metrics with data for your county. The orange line represents the 3% of state lodging taxes which is dedicated to the funding of WOT. The blue line represents the local lodging tax collection, of which all destinations have 2%. The new lodging tax structure also allows local governments an option to impose an additional 2% lodging tax, which would also be included in the blue line if applicable to your county.

