

Wyoming Office of Tourism

November 6th, 2025
TRW&CR



Office of Tourism

That's
WY

A Thriving Visitor Economy is Good for Wyoming

20 Year Historical Overview

Metric	2004	2014	2024	20 Year Change
GDP, Leisure and Hospitality	\$1.3B	\$1.7B	\$1.8B	37%
L&H Share of GDP	4.3%	4.2%	4.5%	4%
Direct Travel Spending	\$2.0B	\$3.3B	\$4.9B	2.4x
Direct Tax Revenue	\$86M	\$159M	\$277M	3.2x
Direct Employment	28,450	30,160	33,850	19%
Direct Earnings	\$539M	\$807M	\$1.4B	2.6x
L&H Share of Jobs, Wages	15.1%	13.8%	15.8%	4%
*Incremental Trips	217,003	709,736	1,310,081	6x
*Taxes Generated	\$7M	\$45M	\$58M	7.7x
*Tax ROI	\$2.48	\$8.61	\$11.61	4.7x
WOT Annual Budget (FY)	\$5,646,209	\$13,050,166	\$19,855,666	3.5x

*First SMARI Report created in 2006, entered in the 2004 column



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ADVANCE OUR ORGANIZATIONAL EXCELLENCE



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WOT Board

6 Districts

3 At-Large

Appointed by the
Governor with consent
from the Senate



Leveraging experience from a board filled with blue-chip leaders to provide guidance and oversight from the ground level.

- Executive Director Search Committee
- Board Member Development Committee



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Gateway Welcome Centers Renovation



Enhance Visitation:

- Engaging video content
- Updated interpretive panels
- Refreshed immersive exhibits
- Added audio tour element



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Gateway Welcome Centers Renovation

Increase length of stay:

- Incorporated trip planner
- Kiosks integrated with website
- Added “Places to Visit” to interpretive signs



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Gateway Welcome Centers Renovation

FROM <i>California</i>	DESTINATION <i>Denver</i>	EMAIL (OPTIONAL)
COMMENTS <i>Absolutely Amazing - now I want to come back & spend a month exploring!</i>		
FROM	DESTINATION	EMAIL (OPTIONAL)

25% of people who stopped at one of the Wyoming Welcome Centers stayed longer and/or stayed at least one additional day in Wyoming:

- 62% added a scenic drive to their itinerary
- 50% visited a town or area they had not originally planned
- 48% added an attraction, museum, or historic site

WELCOME TO WYOMING		
FROM <i>Colorado</i>	DESTINATION <i>Minnesota</i>	EMAIL (OPTIONAL)
COMMENTS <i>Best Rest area of the US!</i>		
FROM <i>Colorado</i>	DESTINATION <i>WA state</i>	EMAIL (OPTIONAL)
COMMENTS <i>Wow! What a great idea to Wyo.!</i>		
FROM <i>Texas</i>	DESTINATION <i>South Dakota</i>	EMAIL (OPTIONAL)
COMMENTS <i>Interesting Exhibits. Thank you.</i>		
FROM <i>Rhode Island</i>	DESTINATION <i>MT RUSHMORE</i>	EMAIL (OPTIONAL)
COMMENTS <i>Awesome Exhibits</i>		
FROM <i>OREGON</i>	DESTINATION <i>OREGON</i>	EMAIL (OPTIONAL)
COMMENTS <i>Looks GORGEOUS!</i>		
FROM <i>California</i>	DESTINATION <i>Denver</i>	EMAIL (OPTIONAL)
COMMENTS <i>Absolutely Amazing - now I want to come back & spend a month exploring!</i>		
FROM	DESTINATION	EMAIL (OPTIONAL)
COMMENTS		
FROM	DESTINATION	EMAIL (OPTIONAL)
COMMENTS		
TODAY'S DATE <i>June 11th, 2025</i>		
		

Source: Randall Travel Marketing; Wyoming Visitor Center Study



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ELEVATE OUR PARTNERS

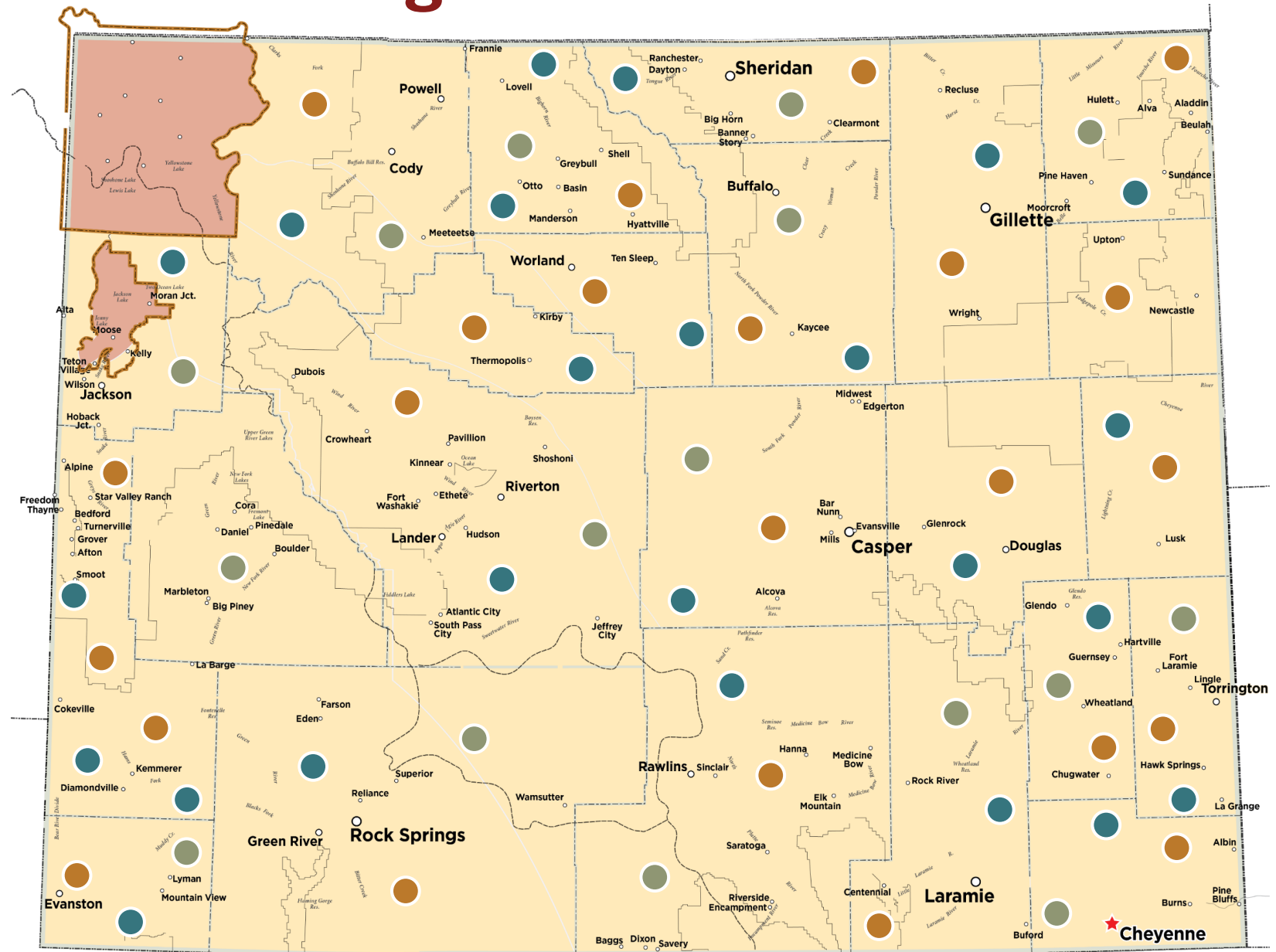


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Partner Outreach-Programs/Trade Fams

- **WY Best**
(23 Lodging Tax Boards)
- **Destination Development**
(24 LTB's/\$4.8M)
- **Trade FAM Trips**
(18 FAMs/Planners)



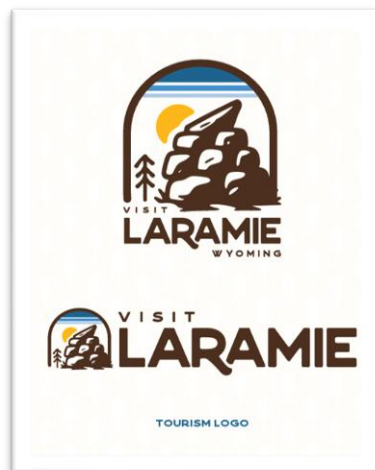
Destination Development Program

<https://industry.travelwyoming.com/resources/destination-development/>



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Travel Trade Marketing

Domestic Motorcoach/Group Travel

Overnights in
20
Destinations



International Focus – Great American West

2024

\$137/1 ROI

\$50.5
Estimated
Visitor Spend

90,835
Estimated
Rooms Booked

537 Tour
Operators

43.5% Market
Share

2025

\$139/1 ROI

\$55.5M
Estimated
Visitor Spend

96,758
Estimated
Rooms Booked

528 Tour
Operators

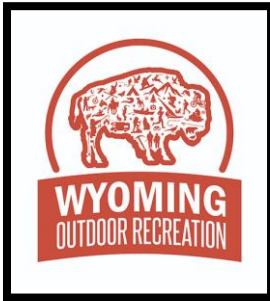
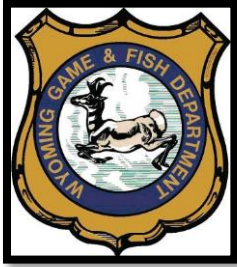
58.4% Market
Share



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Working with Other Agencies



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**SALUTE TO TEAM
WYOMING
BREAKFAST
December 5th
Resorts World
Las Vegas**



**June 6th- 15th, 2024
Ford Wyoming Center**



**July 14th- 20th, 2024
Sweetwater Events Complex**



CHAMPION THE DESTINATION AND THE BRAND



Wyoming

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A woman, Jasmine Pickner Bell, stands in a field of tall grass at sunset. She is wearing a traditional green dress with colorful geometric patterns and a wide brown belt. She holds a coiled lasso in her right hand. The sun is low on the horizon, creating a warm glow.

Jasmine Pickner Bell
MODERN EXPLORER

2025 Summer Campaign

March – September 2025

Budget: \$5.6M

Markets: National Focus with Key Markets

Audience: Active Recreationalists,
Sightseeing Adventurers & Cultural
Explorers



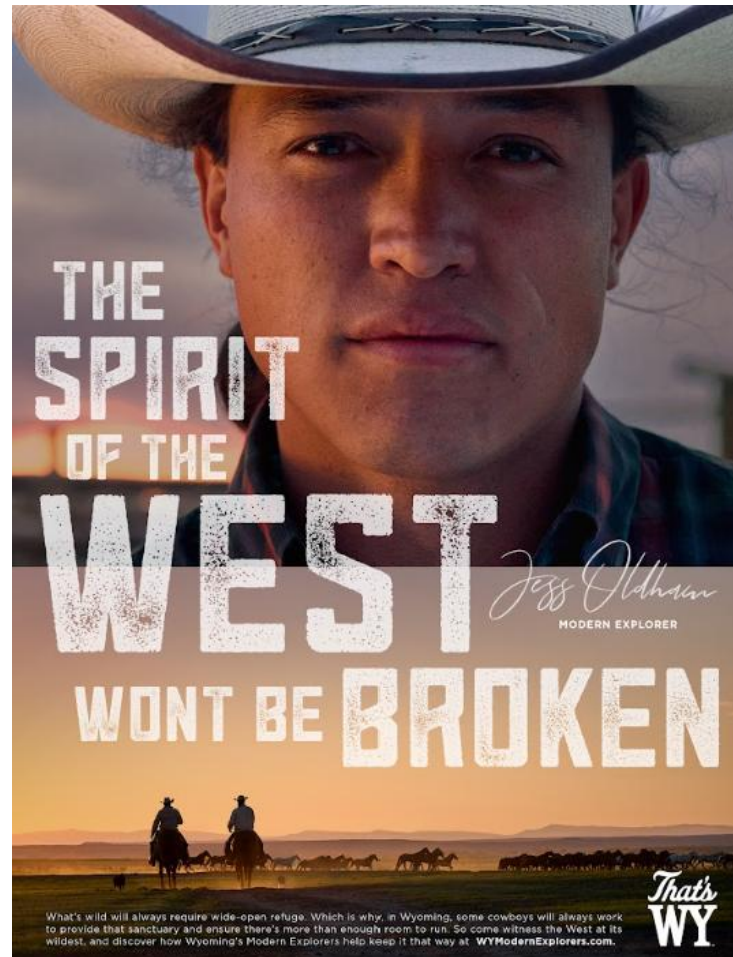


A SINGLE STEP CAN START A NEVER ENDING STORY

Jasmine Pickner Bell
MODERN EXPLORER

A dance is never simply a series of steps. It's a connection to the past and the present. It celebrates both the story within you and the world around you. And for a two-time Hoop Dance World Champion, it's not just a performance. It's meaning and purpose. Discover how Wyoming's Modern Explorers carry on a way of life at WYModernExplorers.com.

That's WY



THE SPIRIT OF THE WEST WON'T BE BROKEN

Jess Oldham
MODERN EXPLORER

What's wild will always require wide-open refuge. Which is why, in Wyoming, some cowboys will always work to provide that sanctuary and ensure there's more than enough room to run. So come witness the West at its wildest, and discover how Wyoming's Modern Explorers help keep it that way at WYModernExplorers.com.

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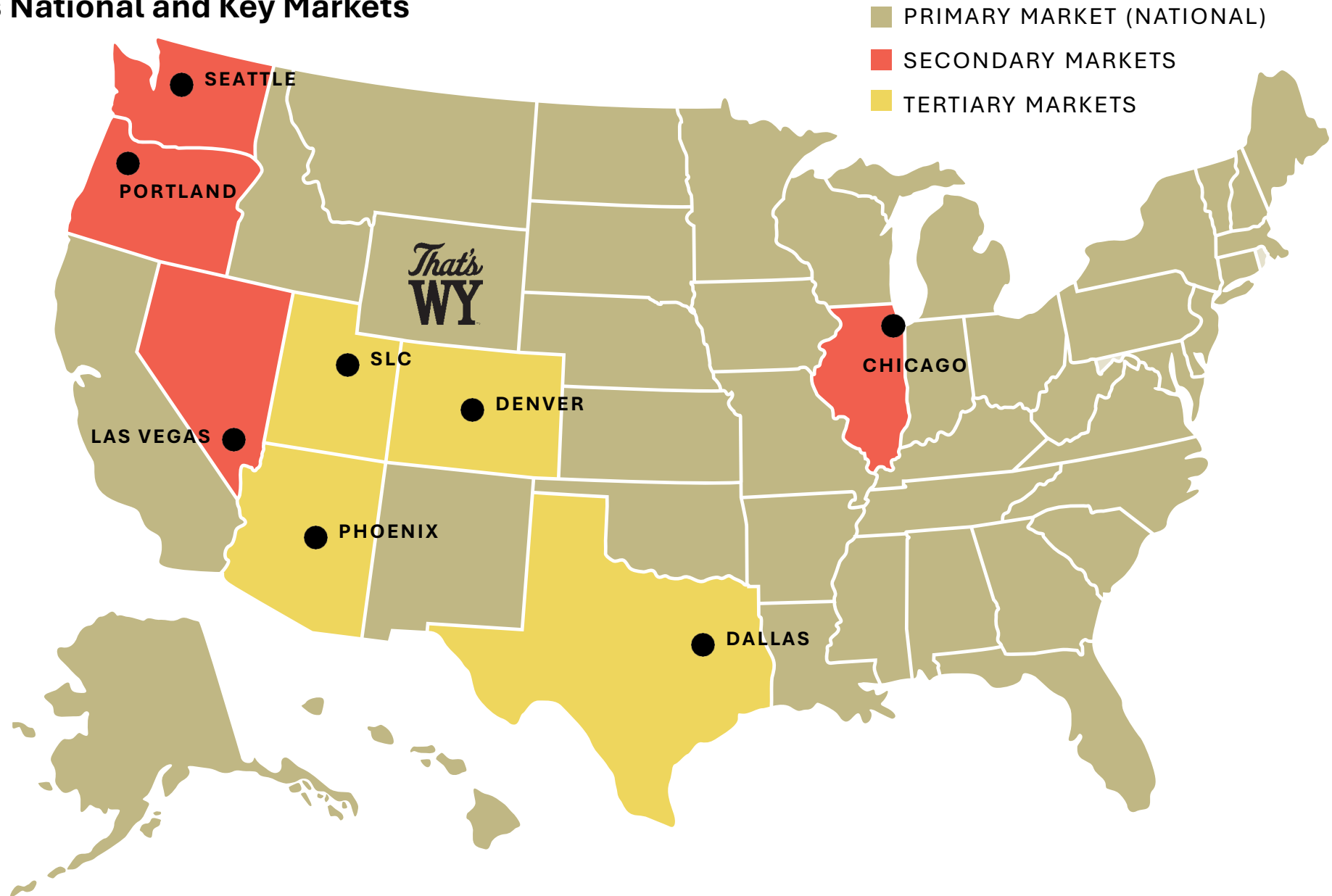
WHERE EVERY DAY

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Marketing Approach

Markets National and Key Markets



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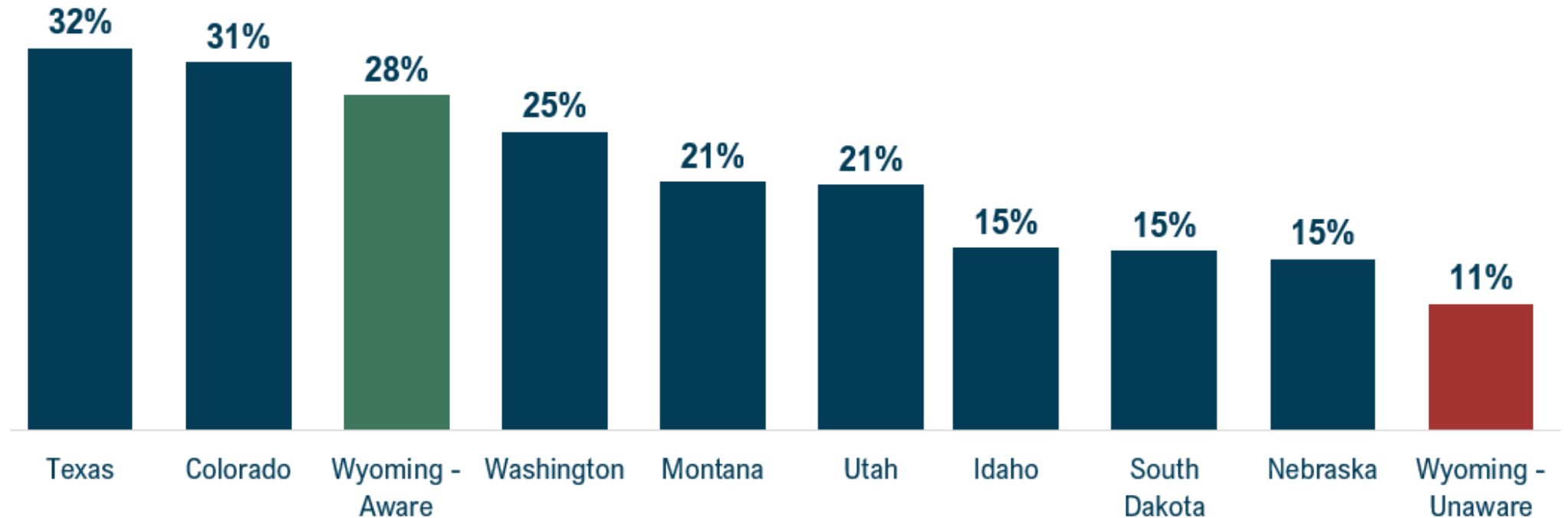
That's WY

Campaign Performance

ENGAGEMENT
3.6M ↑
33%
from 2024

VIDEO VIEWS
108M ↑
19%
from 2024

Advertising Impact on Likelihood to Visit vs Competitive Set *



*SMARInsights' Ad Effectiveness Study 2025

Co-Ops

SPO

**Saratoga O
XII**
Discover Carbon

September 20th
Raise a stein at
Oktoberfest! Food
fun at the Sarato

LEARN MORE



VISIT Casper

THE ONLY ALL-DAY SKI TOWN

After a fresh dusting of snow blankets Casper Mountain, the sun rises over Hogaden Basin Ski Area and an iconic Wyoming bluebird day graces the slopes. At Wyoming's only inverted ski hill, skiers start their day with their first run, skipping the lift line. As the sun sets under the mountain ridge line, painting the sky in a vibrant red hue, floodlights illuminate the slopes for night skiing. From dawn till dusk, there's no better place to enjoy the powder in the Rocky Mountain West than the One & Only Casper, Wyoming.

BEGIN YOUR ADVENTURE

WYOMING VETERANS MEMORIAL MUSEUM

Highlighting the Legacy of our Veterans



From its origin as a World War II airbase, the Wyoming Veterans Memorial Museum honors the legacy, history and impact of Wyoming's veterans.

307-472-1857 / wvmm.wyo.gov

CENTRAL WYOMING FAIR AND RODEO IN CASPER

Stirrup Some Fun July 4-12, 2025



The Central Wyoming Fair & PRCA Rodeo is one of the defining events of summer in Casper. Enjoy one of the nation's best rodeos, the largest carnival midway in the state, delicious food and fascinating exhibits – and shop Cowboy Christmas in July! Find something for everyone at the CWFR. Stirrup some fun!

307-235-5775 / CentralWyomingFair.com

BACKWARDS DISTILLING COMPANY

Step right up and prepare to be amazed by the premium, grain-to-bottle spirits and creative craft cocktails from Backwards. Stop by the tasting room for a cocktail or visit the website to book a tour.

307-472-1275
BackwardsDistilling.com



RAMKOTA HOTEL & CONFERENCE CENTER

Stay with us and experience it all: well-appointed guest rooms, a complimentary breakfast buffet, an indoor water playland, an on-site restaurant and lounge and versatile event spaces for up to 600 guests.

307-266-6000
RamkotaCasper.com

CURIOUS? DISCOVER THE SCIENCE ZONE!

Explore our hands-on interactive exhibits and wide range of programs for the whole family. From our tot-zone to our seasonal camp adventures, we have something for all ages!

307-473-9663
TheScienceZone.org



GRUNER BROTHERS BREWING

Enjoy our award-winning beer while you take in the beautiful views of Casper Mountain from our patio and taproom. Taste the delicious pub favorites from our in-house restaurant, Petro Pub. Open Tuesday-Saturday.

307-439-2222
GrunerBrewing.com

VISIT Casper



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[View in browser](#)



PE

perfect

PR Media Highlights



Office of Tourism

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Campaign impact	2023	2024	2025	YOY Change
Total influenced trips	1.17M	1.31M	1.28M	-2%
Influenced visitor spending	\$1.35B	\$1.44B	\$1.62B	13%
Ad spending	\$5.18M	\$4.6M	\$5.0M	9%
ROI	\$260	\$284	\$322	13%
Taxes generated	\$53.9M	\$57.9M	\$64.9M	12%
Tax ROI	\$10.39	\$11.61	\$12.86	11%

	2023	2024	2025	SMARInsights' Benchmark
Awareness	42%	48%	45%	38%*
Cost per aware HH	\$0.13	\$0.10	\$0.11	\$0.29
ROI	\$260	\$284	\$322	\$264
Tax ROI	\$10.39	\$11.61	\$12.86	\$14.84

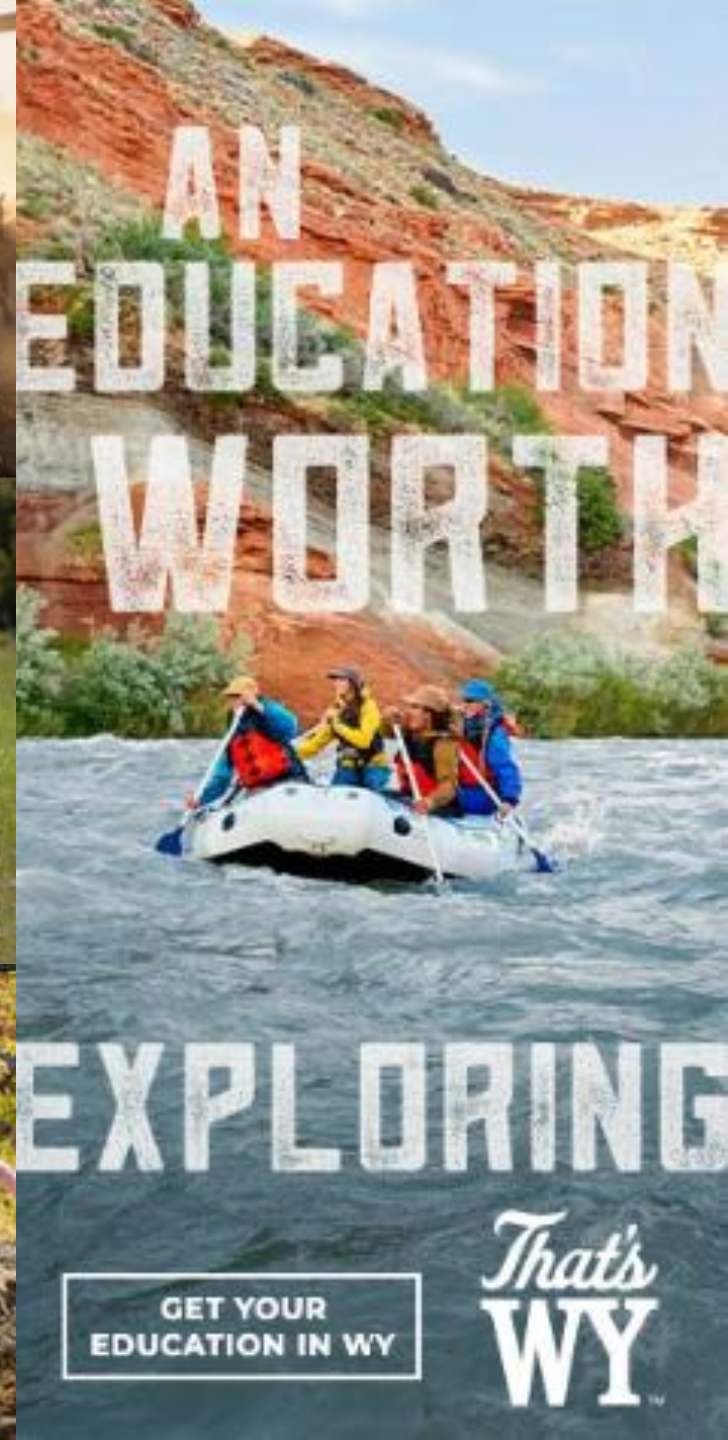
2025 Hospitality Campaign

February – March 2025

Budget: \$250K

Markets: In-State: Wyoming
Regional: Colorado, Idaho, Montana,
Nebraska, South Dakota, Utah

Audience: College & High School
Students



2025-2026 Winter Campaign

October 2025 – February 2026

Budget: \$350K

Markets: National Focus with Key Markets

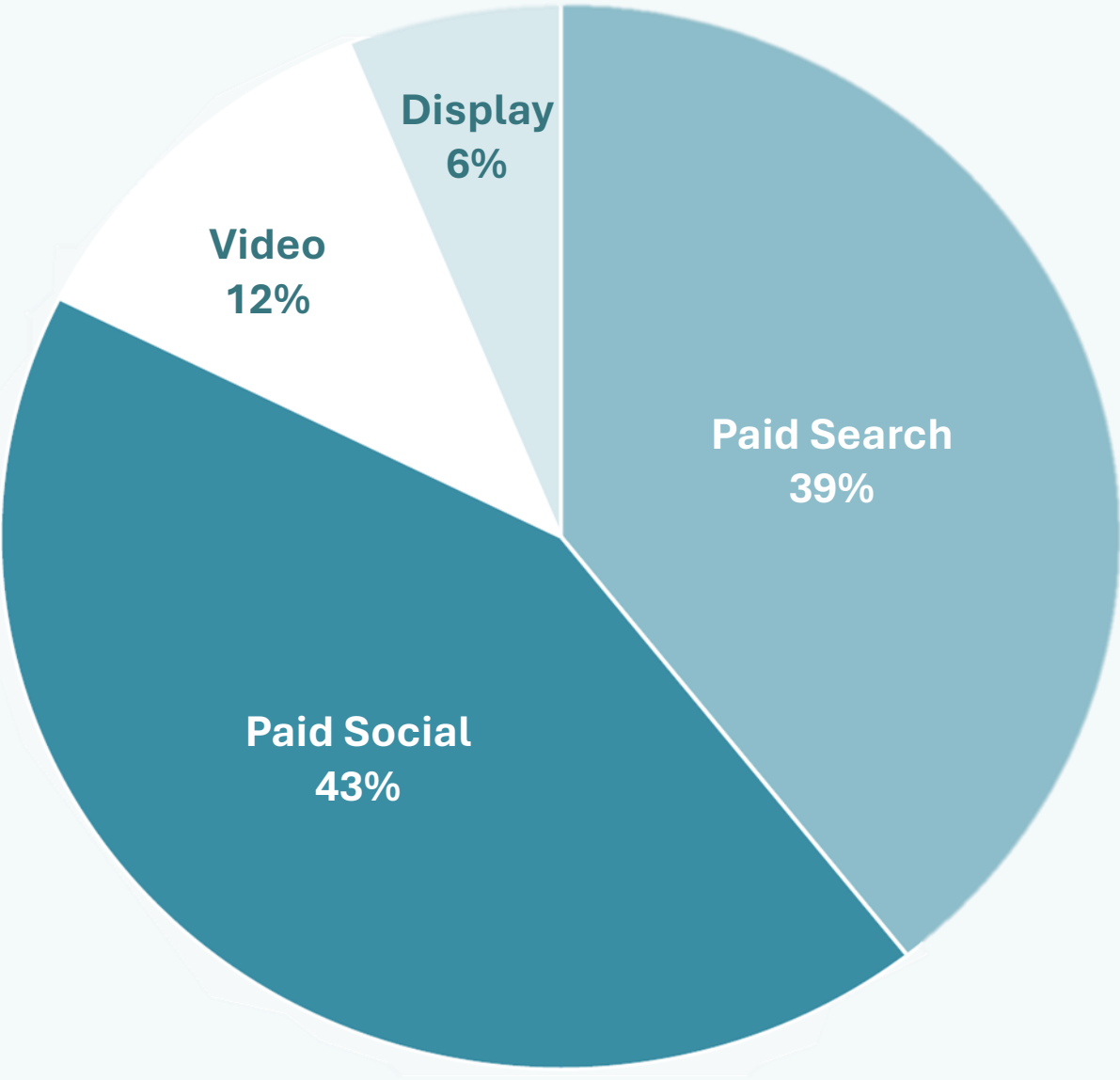
Audience: Active Recreationalist,
Sightseeing Adventurist &
Cultural Explorers

Winter Media Buy

Heavy - Up in Key Markets & National



- PRIMARY MARKET (NATIONAL)
- SECONDARY MARKETS
- TERTIARY MARKETS



LEAVE
BO

GO WHERE

PREPARE

DITCH THE

GRAB A SEAT
SAVOR THE ADVENTURE



TASTE THE FRONTIER

That's
WY

SOME SIGHTS
ARE MORE
WILD THAN
OTHERS



ENJOY THE VIEW

That's
WY

EASE IN
THAW
OUT



TAKE THE PLUNGE

That's
WY

SOME
MOMENTS



STAND THE
TEST OF TIME

DISCOVER MORE

That's
WY

Every success we've achieved has been because of them.



Our next chapter isn't about reinventing the story — it's about turning the page with confidence.

The Progress:

Over two decades, we've transformed how Wyoming presents itself to the world — from awareness campaigns to market expansion, data-driven strategy, and partnership cultivation.

The Resilience:

We've navigated recessions, pandemics, and evolving traveler behaviors — and each challenge reinforced our adaptability and unity.

The People:

The heart of Wyoming's tourism success has always been its people — brilliant, kind, and steadfast. The strength of this office, our board, and our industry partners lies in our shared commitment to Wyoming's story.

Thank you!

