Diversify and expand Wyoming’s economy by incrementally growing Wyoming’s tourism industry.

Our Goals

In the current economic climate, there are two major goals – to increase the number of visitors to the state and to create programs that will extend the length of stay. Wyoming must continue to be aggressive in the marketplace, seizing every opportunity to deepen existing markets and to expand into new markets. The Wyoming Office of Tourism must strategically utilize all channels including traditional media, online media, ambient marketing, public relations and event promotion to accomplish these goals.

An investment in tourism is an investment in Wyoming’s future ~ and one with a proven return!

Wyoming’s tourism industry (the second-largest in the state) is strong and its’ benefits are felt virtually everywhere, whether the visitor stops for a tank of gas or stays for a week.

- In 2010, Wyoming enjoyed 8 million overnight visitors resulting in $2.6 billion in direct expenditures.
- Visitor spending supported nearly 30,000 jobs with associated earning growing at 5.3% per year since 1997.
- Local and state tax receipts, from tourism-generated spending, have increased from $63.1 million in 1997 to $108 million in 2010 – that’s 5.1% growth, per year, over the past 13 years.
- In fact, in 2010, for every $1 spent within the Division’s budget allocation, $9.60 was returned in local and state tax revenues. Wyoming taxpayers enjoyed a $9.60 return on investment!

Our Request - Total Included in the Budget Bill - $1,350,000

How will the money be spent?

While advertising is more expensive in larger markets, by the sheer size of their population, these major markets return more visitors.

- **Priority # 1 - $600,000** – All monies will be allocated in the Chicago market to fully leverage this market’s potential, including 2-3 weeks of television advertising supported by out-of-home, ambient/event marketing and public relations. We will forgo adding anything into other existing markets such as Portland, Kansas City, Madison, Milwaukee, Minneapolis, Oklahoma City, Tulsa, Wichita, St. Louis or Omaha and continue to manage these at current levels.

- **Priority #3 - $750,000** - Dallas only as specified by JAC. Use market-specific public relations to kick off the planning season supplemented by a short, but intense television campaign. Continue with existing print, online and social media strategies to extend the impact of the television campaign.

Why now in the Supplemental Budget Request?

Since 2008, when the national economy changed, many state tourism offices were forced to reduce their marketing efforts. Wyoming, fortunately, was able to seize the opportunity and use this to our advantage and expand the Wyoming footprint by moving into larger markets with a greater opportunity to return visitors.

As the “new normal” settled in, many states recognized tourism to be the valuable export industry that we have always known it to be and begun funneling more and more money into their tourism marketing efforts in 2009 and 2010. With completion on the rise, it is vital that Wyoming remain competitive and consistently have a top of mind presence in front of potential visitors.

Who benefits?

**Wyoming Residents** – a healthy tourism economy creates jobs and provides tax relief for local citizens.

**Wyoming Businesses** – increased visitation and extended length of stay results in increased sales for Wyoming tourism and non-tourism related business.

**State of Wyoming and Local Governments** – travel spending generates local and state tax revenues.

**Traveling Public** – current and engaging information and a quality customer service contribute to visitor satisfaction.