



Wyoming Office of Tourism Partners with AFAR for a Destination Showcase

As part of the 2024 summer campaign, WOT partnered with AFAR (1.4 million unique monthly views), an award-winning travel media brand, to showcase the wide range of experiences the Cowboy State has to offer. As a result, AFAR crafted 6 in-depth itineraries that will be promoted throughout the entire summer:

Wyoming Itineraries

- www.afar.com/journeys/discover-wyomings-dude-ranches-and-national-parks-on-a-five-day-trip
- www.afar.com/journeys/family-friendly-road-trips-guide-in-wyoming
- www.afar.com/journeys/plan-a-trip-through-jackson-hole-and-star-valley-in-wyoming
- www.afar.com/journeys/explore-the-wild-west-of-wyoming
- www.afar.com/journeys/fun-ideas-for-a-wyoming-summer-road-trip
- www.afar.com/journeys/five-day-road-trip-in-southern-wyoming

Moving the Needle: Wyoming Office of Tourism Partners with Two New Vendors

WOT is thrilled to welcome Verb and Simpleview aboard an exciting journey of AI-driven innovation across website, partner portal, social media strategy, community management and email systems:

[Verb](#) will be enhancing organic content for [TravelWyoming.com](#), engaging with segmented audiences effectively, boosting search engine visibility, and creating captivating content across various channels to drive traffic and conversions.

[Simpleview](#) will take on supporting and maintaining our CMS/CRM/Partner Portal infrastructure with hosting and technical support website optimization and interactive marketing tools for a user-centric experience.

Together, with Verb and Simpleview, WOT is setting new industry standards and empowering local communities and businesses in the tourism sector.



Wyoming Office of Tourism attends Wyoming Outfitters & Guides Association convention

The Wyoming Office of Tourism had a strong presence at the Wyoming Outfitters & Guides Association (WYOGA) convention April 5-6 held in Casper. Glenn Gardner, Strategic Partnerships Manager, along with WOT board member Budd Betts, were able to present to the group on the state of the industry along with marketing opportunities available for them to utilize. Along with presenting to the group, we were also able to meet with individual guides, outfitters, and organizations to continue to build our relationship with this vital part of the Wyoming tourism landscape. WOT is excited to see where this relationship goes into the future and to continue to help Wyoming partners highlight their operations.

VISIT THEIR WEBSITE



Wyoming Office of Tourism Board updates

At their meeting on February 25th, the Wyoming Office of Tourism Executive Board elected officers Tony O'Brien, District 1, as Chairman of the Board, and Quintin Blair, District 5, as Vice Chairman. In accordance with state statute, Governor Gordon reappointed Tony O'Brien (District 1) and Shawn Parker (District 3) to another 3-year term each and appointed Taylor Phillips (At-Large) to a 3-year term.

Amy Larsen appointed to National Tour Association Board of Directors

Amy Larsen, Industry Relations Manager for the Wyoming Office of Tourism, has recently been appointed to a one-year term to fill a vacancy for a WOT Representative on the National Tour Association Board of Directors. Amy was previously elected to a one-year term on the Executive Board of Directors, which ended in 2023. Amy will be attending NTA Contact, May 20-23, 2024, in St. Johns, Newfoundland, which the Wyoming Office of Tourism is a sponsor of.



MORE INFORMATION

Media & Press Summary: March 2024

Please note the 'Top Media Placements' and 'Earned Media' include coverage that is a direct result of the Wyoming Office of Tourism's (WOT) efforts, while "Wyoming in the News" is coverage that cannot be directly tracked back to the PR program.

March 2024

*This includes domestic media coverage only
Reach: 962,433,302
Placements: 108

Fiscal Year-to-Date

*This includes domestic media coverage only
Reach: 5,849,510,255
Placements: 411

International Year-to-Date Coverage

Reach: 141,554,028
Total Placements:

Top Media Placements

- Good Things Utah (ABC4), ["Take a Trip to Wyoming"](#); featuring four Wyoming counties (Lincoln, Sweetwater, Teton, Yellowstone), hosted by Nicea DeGering and Deena Manzanares
- Good Day Utah (Fox13), ["Take a Cowboy-Cation in Wyoming"](#); featuring four Wyoming counties (Laramie, Sweetwater, Teton, Yellowstone), hosted by Dan Evans and Kerri Cronk
- Travel + Leisure, ["This Underrated Northern Wyoming Town is One of the Coziest Western Destinations in the U.S."](#); featuring Sheridan, written by Molly O'Brien
- 303 Magazine, ["Your Guide to the Perfect Girlfriend Getaway: A Western Weekend in Cheyenne, WY"](#); featuring Cheyenne, written by Jessica Hughes
- Tribune Content Agency, ["Taking the Kids to Spring Fun and Games on Mountain Side"](#); featuring Jackson Hole, written by Eileen Ogintz
- The Denver Post, ["A Road Trip to Casper, Wyoming? This Western Town Might Surprise You"](#); featuring Casper, written by Irene Thomas

FULL MARCH MEDIA REPORT

Upcoming Events

- ✓ IPW: May 3-7, 2024
- ✓ National Travel & Tourism Week: May 19-25
- ✓ NTA Contact, May 20-23, 2024, St. Johns Newfoundland
- ✓ AAA Conference: Aug 10-14 2024
- ✓ RTO Summit: August 27-29, 2024 Milwaukee, WI
- ✓ IPW: May 3-7, 2024
- ✓ Fall Summit: October 16 & 17 (TBD)
- ✓ SEE Crowdriff Conference: October 28-30, Austin, TX
- ✓ NTA Travel Exchange, Nov 17-20, Huntsville, AL
- ✓ TAP: Nov 17-20-2024

AMPLIFY WYOMING'S BEAUTY: SHARE YOUR VISUALS

Help WOT in capturing the unparalleled beauty of Wyoming. Share your latest assets to promote Wyoming as an extraordinary destination.

SHARE HERE

FOR MORE INFORMATION CONTACT



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EMAILAMY



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