



PARTNER RESOURCES
PARTNER PORTAL
OUR STAFF

DON'T FORGET: JOIN THE WILDLY WYOMING CHALLENGE

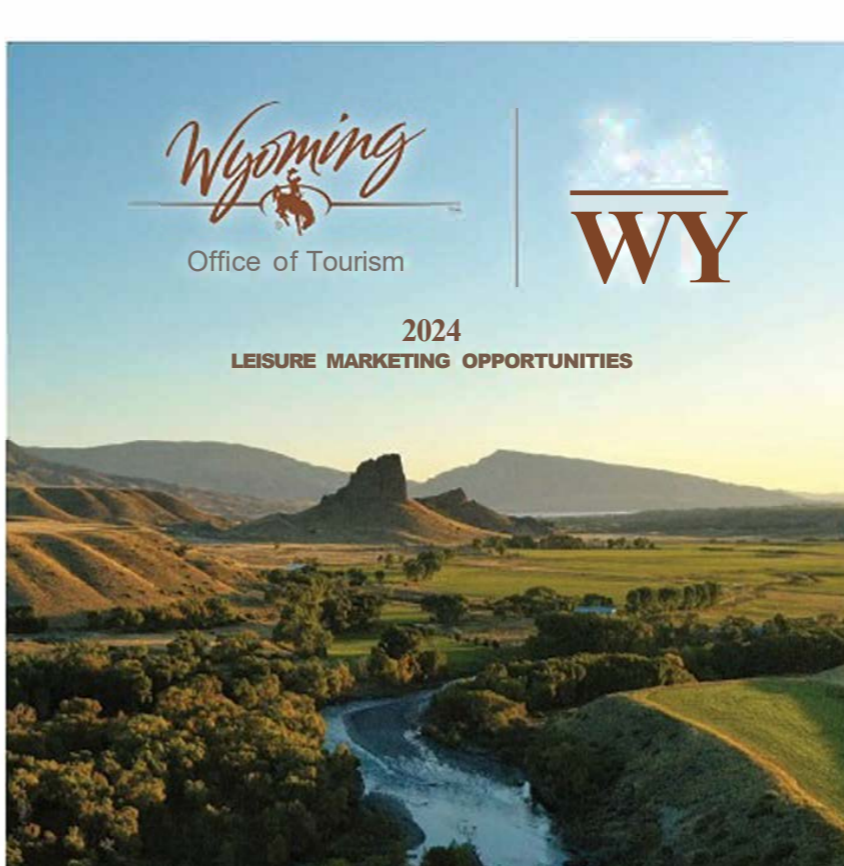
Don't miss the action this summer by utilizing the Wildly Wyoming challenge on your own accounts. Here you'll find a full partner toolkit that includes social examples, images and logos.

[WILDLY WYOMING PARTNER TOOLKIT](#)

Explore More Opportunities!

Our co-ops offer partners affordable and impactful programs, including digital advertising, search engine marketing (SEM), and content development, designed to extend your reach and engage millions of potential visitors. For the latest information and new resources, click now.

[LEARN MORE](#)



Vendor Familiarization Trip

The Wyoming Office of Tourism hosted a Vendor Familiarization Trip in May, taking participants on an unforgettable journey through the stunning northwest corner of the state. Our dynamic group included experts from public relations, travel guides, paid advertising and organic social media.

[LEARN MORE HERE](#)



Domestic Trade stepping into Wyoming's Story

This past month Amy Larsen, Industry Relations Manager, had two opportunities to share Wyoming's stories with the Group packaged travel industry. She spent 2 days with Collette and their partner Virtuoso, a luxury travel company, up in Cody Yellowstone and then joined 65 tour companies in St. John's, Newfoundland for NTA Contact. In June WOT was also able to sponsor the lunch at TAP Dance for the tour operators, although unable to attend.

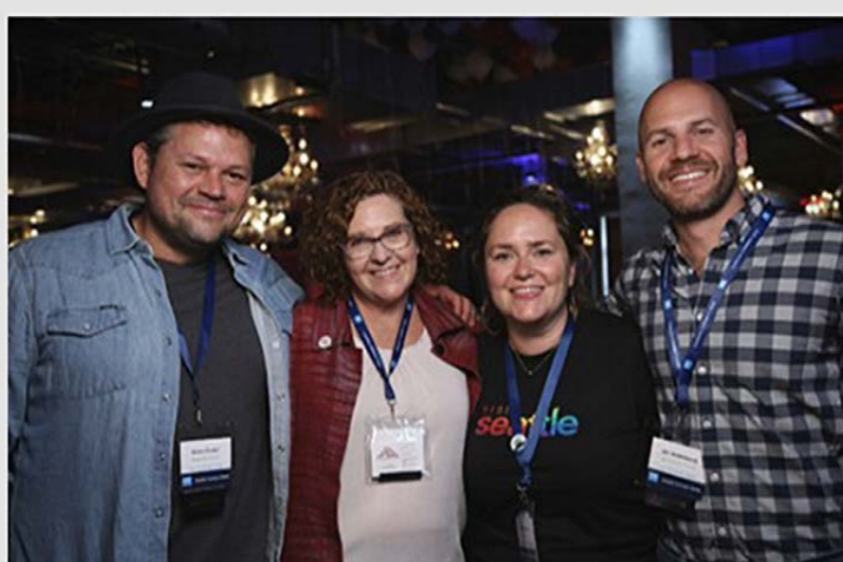
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PRSA Travel & Tourism Conference 2024

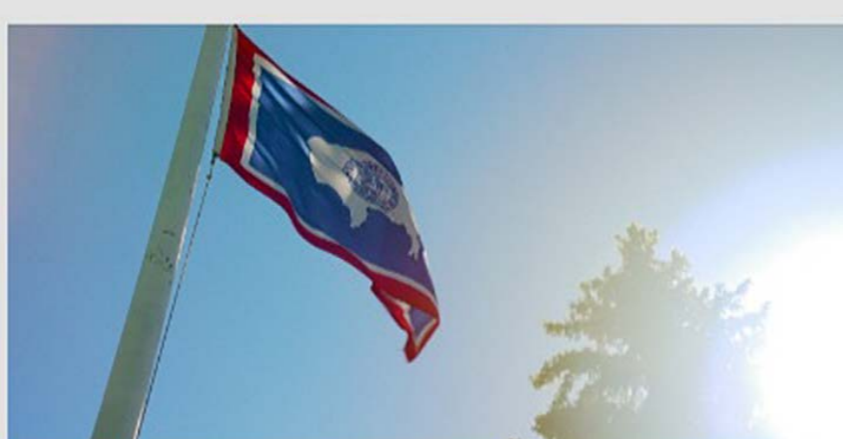
MHailey Mach, works public relations manager, traveled to Greenville, SC earlier this month for the 2024 PRSA Travel & Tourism Conference. While there, she learned from and networked with journalists, PR professionals and other CMOs from across the country. Click the button below to discover a few valuable notes Hailey jotted down while listening in on the breakout sessions.

[FIND OUT MORE](#)



Global Partnerships Heads to Canada

Jim Wollenburg attended Brand USA's first ever Canada Connect. Canada Connect offered WOT the opportunity to meet with 30 travel agencies during one-on-one appointments in Toronto, as well as evening receptions in Montreal and Calgary, totaling more than 60 advisors and agencies in the Canadian travel trade.



Call for Images - Patriotic Edition

Share your Red, White, and Blue to Celebrate America's Semiquincentennial with WOT!

[LEARN HOW](#)

Media & Press Summary: May 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.

May 2024

*This includes domestic media coverage only
Reach: 1,913,177,577
Placements: 116

Fiscal Year-to-Date

*This includes domestic media coverage only
Reach: 9,362,591,024
Placements: 555

International Year-to-Date Coverage

Reach: 679,568,931
Total Placements: 58

Top Media Placements

- Travel Zoo SMT, KTLA's "Travel Tuesday: Getting Wild in the West" and New York PX 11's "Guess Where Global Traveling Gabe Is" featuring Eatons' Ranch (Wolf) with mentions of Bighorn National Forest, Yellowstone National Park, Grand Teton National Park and Sheridan, produced by Gabe Saglie
- Family Travel 5, "Family Travel 5 Vacations Spots for both Playing and Learning," featuring Snow King Resort Jackson Hole), written by Lynn O'Rourke Hayes
- Business Insider, "7 of the Coolest Airports in the US According to Someone Who's Been to All 50 States," featuring Jackson Hole Airport Jackson Hole), written by Cassandra Brooklyn
- Fox News, "10 Cities with Amazing Fourth of July Fireworks Shows You Can Visit," featuring Cody, written by Christopher Murray

[FULL MEDIA REPORT](#)

Upcoming Events

- ✓ AAA Conference: Aug 10-14
- ✓ RTO Summit: August 27-29, Milwaukee, WI
- ✓ Fall Summit: October 16 & 17, Laramie, WY
- ✓ SEE Crowdriff Conference: October 28-30, Austin, TX
- ✓ NTA Travel Exchange: Nov 17-20, Huntsville, AL
- ✓ TAP: Nov 17-20

YOUR STORY, OUR PLATFORM: SUBMIT YOUR CONTENT IDEAS

WOT's content team is always looking for unique and compelling content ideas; whether it's a tourism-related business, event or even a person.

[EMAIL US](#)

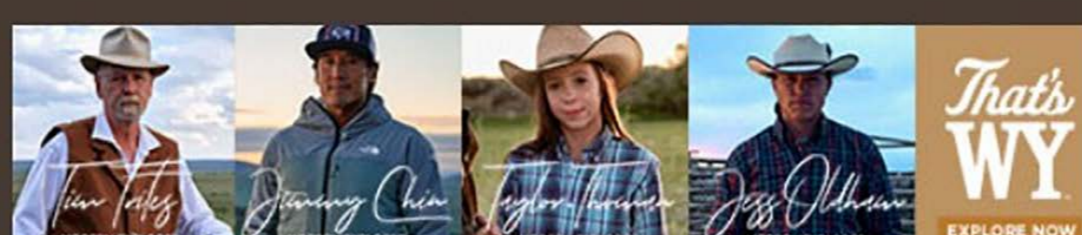
FOR MORE INFORMATION CONTACT



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