

DESTINATION DEVELOPMENT FUNDS & WOT PARTNERSHIPS

Discover Carbon County
Leslie Jefferson, CEO





DESTINATION DEVELOPMENT FUNDS

- Create a Tourism Master Plan
- Replacement of Rawlins Office Signage
- Create a mobile visitor experience via app & center
- Replace existing Information Kiosks & offer electronic kiosks
- Replace existing vehicle with larger 4-wheel drive SUV

DESTINATION DEVELOPMENT PROJECTS

- Tourism Master Plan
 - Created a 27-person Steering Committee
 - Reviewed 26 tourism industry, local economy and development efforts throughout Carbon County
 - Surveyed residents & visitors and held stakeholder interviews
 - Created a Carbon County Travel Industry Vision and identified 4 Strategic Opportunities
 - Created a 10-year plan

RESEARCH HIGHLIGHTS FROM THE VISITOR D RESIDENT SURVEYS

WORD OR PHRASE THAT REPRESENTS CARBON COUNTY

— VISITORS —

— RESIDENTS —



CARBON COUNTY TOURISM MASTER PLAN

Carbon County Travel Industry Vision: Carbon County offers an authentic Wyoming experience filled with scenic beauty, outdoor recreation options and unique communities.

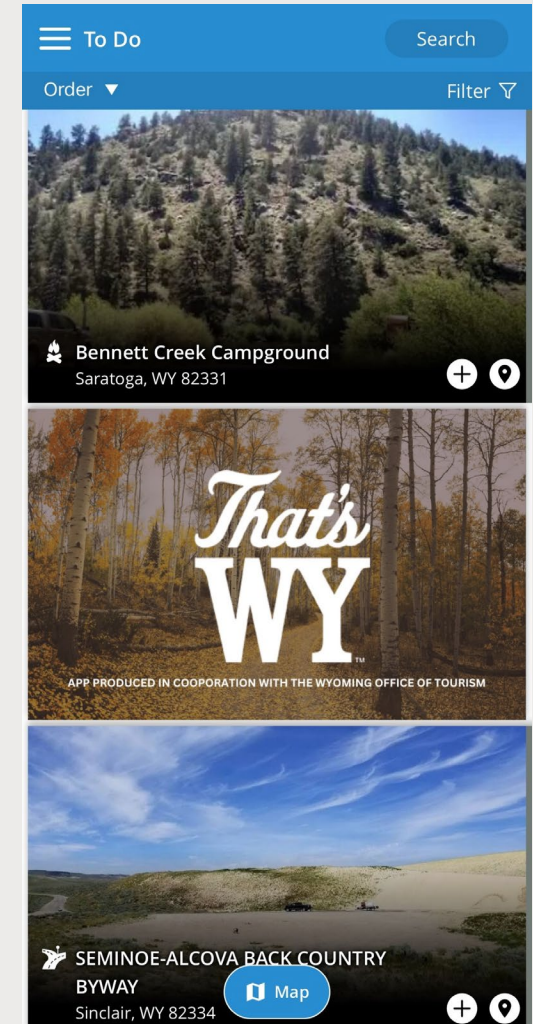
Carbon County's 4 Strategic Opportunities

- The Visitor Experience
- Outdoor Recreation
- Hospitality/Economic Development Framework
- Collaborations and Advocacy



VISITOR EXPERIENCE PROJECTS

- Mobile App
Visit Widget created Discover Carbon County App in Google Play and Apple Play Store
- Replace existing Standing Information Kiosks
- Offer electronic kiosks to tourism partners



VISITOR EXPERIENCE PROJECTS

- Mobile Visitor Center
 - 2024 Jeep Wrangler
 - Car Tent
 - Carbon County & Wyoming information
 - Rubber Ducks promoting Mobile App
 - Information Kiosks
 - Attended 9 events & 5 parades throughout the summer months





MEDIA EXPERIENCE/ COMMUNITY PROJECT

- Replaced smaller SUV with used 8 passenger SUV
- Assists with FAM, Influencer, and Media trips through Carbon County
- Doubles as second Mobile Visitor Center