

CO-OPS WEBINAR

Unlock the marketing potential of Travel Wyoming through participation in the upcoming Cooperative Opportunity Program (co-ops) sponsored by the Wyoming Office of Tourism.

With offerings that include an ongoing approach to digital advertising, search engine marketing (SEM) and content development, co-ops offer partners an opportunity to create custom content packages that help extend their reach through affordable and insightful programs. These programs will help DMOs engage millions of potential visitors and encourage travel to their destinations.

Please join us to learn more about the latest offerings and opportunities on Tuesday, June 11th at 10 a.m. MST.

SIGN UP NOW



IPW

Our unique duo will kickstart your local Park, State and Teton Counties participated in the 2024 IPW held in Los Angeles, CA. IPW brings in approximately 500 international buyers, SMOs and destinations, and international media members to learn about the USA and e-commerce. Wyoming had 100 appointments during the day on the show floor, allowing our office and our partners to showcase various happenings, attractions and destinations around the state to international buyers.

IRU

It was all hands on deck for the Global Partnerships team leading up to and executing a successful International Roundup (IRU) in April. IRU met around the state of the West American West and this year, Wyoming along with the host city of Casper welcomed participants from around the region as well as more than 40 international buyers. With more than 25 Wyoming partners in attendance, Wyoming led the market for international buyers and showcased everything from cowboy state hats to coffee. Between the pre- and post-FAM evening gala and various moderation tasks, each member of the team was instrumental to the event.



IRU Pre-Fam

The IRU pre-familiarization tour included a group of elite participants from Norway, France, Australia, Belgium, USA and Italy. This tour took them to Denver, Cheyenne, Laramie, Saratoga and Casper, providing an immersive experience into the region's highlights. Guiding the tour with expertise and enthusiasm were Sarah and Amy, ensuring that participants gained invaluable insight and a smooth trip.



IRU Post-Fam

The IRU post-familiarization tour boasted a group of 20 participants from Norway, France, Australia, New Zealand, Belgium, Italy, the United Kingdom and Germany. This journey led them through Casper, Buffalo, Sheridan, cowboy hats, Cody and the mountains all while traveling via motor coach. James and Jim, seasoned guides, with extensive knowledge of the region accompanied the group, ensuring seamless and informative participation for all participants.



WESTO Opens the Door for Ideas and Collaboration with Other State Tourism Agencies

WOT employee, Amy Larsen, Industry Relations Manager and Glenn Gardner, Strategic Partnerships Manager, recently traveled to Seattle, Washington, to attend WESTO. The event included representatives from several states, including Colorado, Utah, Arizona, Washington, Oregon, New Mexico and Nevada. Attendees engaged in professional development networks (PDNs), providing an excellent opportunity to connect with peers from other states. Within the PDN, participants shared success stories, challenges, and programs, offered valuable advice, and discussed challenges affecting each state. A collaborative environment for mutual learning and growth. Participants quickly realized that many issues affecting their individual states were also impacting other western states. Understanding how each state addresses these challenges is invaluable for WOT, not only to bring insights back to our office but also to support our partners statewide. The tourism industry thrives on strong relationships and partnerships, and WESTO enables our office to continue building and maintaining these crucial connections on a national level.

WILDLY WYOMING WINS A WE88Y!



The video series partnership with Ford and outside was singled out as one of the five best in the world in the Tourism & Leisure category and among the top 121 of the 13,000 projects entered across the Webby Awards. The People's Voice settlement of this award utilizes viewer votes, which is a nice accolade for all who have invested in this amazing work we did together.

2024 WUIIY WINNERS

eTSY Award

We are thrilled to announce exciting news with you! The Wyoming Office of Tourism has been honored with the prestigious Eby award for Best Use of Video at the eTourism Summit Excellence Awards 2024.

Our winning campaign, "Modern Explorers," captivated audiences and showcased the rugged beauty and adventurous spirit of Wyoming. Through emotive storytelling and high-quality production, we connected with travelers and inspired them to explore the last bastion of the west.

Here's a glimpse into the success of our campaign:

- Increased brand awareness and competitive distinction for Wyoming
14% YOY growth in visitation
\$7.2B in advertising influenced visitor spending
33% increase in email sign-up, and 8% increase in guide orders



2024 ETSY WINNERS



Brand Partnership - Travelzoo

The Wyoming Office of Tourism is excited to partner with Travelzoo for the Destination Showcase "Find Your Way in Wyoming." Running from May to September with a national reach, this campaign highlights Wyoming's unique attractions and activities.

As part of the media partnership, WOT worked with Travelzoo's editorial team on a Satellite Media Tour in Sheridan on May 21. Travelzoo secured approximately 30 broadcast opportunities, significantly boosting Wyoming's visibility. Below, you'll find a selection of key placements.

- New York (1)
New York (1)
S. at 11
MSU
Yahoo

This partnership with Travelzoo is part of our ongoing effort to share Wyoming's wonders with the world, ensuring everyone can find their way in Wyoming.

EXPLORE DESTINATION SHOWCASE

Home Run for Wyoming: New York City Media Event

What do the New York Mets and the Wyoming Office of Tourism have in common? The answer lies in baseball and Nimmo, a Cheyenne-native and star professional baseball player. Earlier this month, the Wyoming Office of Tourism orchestrated an exclusive event, inviting print, travel and lifestyle journalists from



reputable outlets such as USA Today, MetLife, Newsweek and Good Morning America. The highlight of the gathering was featuring Nimmo's inspiring journey and the pivotal connection to Wyoming. This initiative not only showcased Nimmo as a proud Wyoming ambassador, but also elevated the state's profile as a premier travel destination, drawing national attention and enhancing its allure.

Media & Press Summary: April 2024

Placements: 33. 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.

April 2024
This field is disabled.
Reach: 7,438,413,447
Placements: 439

Fiscal Year-to-Date
This field is disabled.
Reach: 1,588,903,192
Total Placements: 33

Top Media Placements

- Desere News, "Embracing the Wild West: What a Vacation in Wyoming Means," featuring Grand Teton National Park, Jackson Hole, Cheyenne, Sheridan, Bighorn National Forest and Kemmerer, written by Emma Pitts.
Afar, "10 Healing Hot Springs across the United States," featuring Granite Hot Springs Park (Moose) and Hot Springs State Park (Thermopolis), written by Liz Weslander and Nicholas DeRer20.
Business Insider, "7 of the Most Unique National Parks in the US, According to Someone who's Been to All of Them," featuring Yellowstone National Park and Grand Teton National Park, written by Cassandra Brooklyn.

FULL MEDIA REPORT

WYOMING MEDIA LIBRARY

With thousands of high-quality photography and user-generated content, WOT's collection of assets can be utilized for all tourism-related opportunities.

LEARN MORE

FOR MORE INFORMATION CONTACT



Amy Larsen
Industry Relations Manager
Phone: (307)777-6706

EMAIL AMY



This email was sent to blake.ward@wyo.gov by the Wyoming Office of Tourism.

Privacy Policy | Unsubscribe

Follow the That's WY Brand:



Copyright © 2024 Wyoming Office of Tourism
Call Us Toll Free 1-800-225-5996