



2014 Overnight Visitor Profile Research

Background & Methodology



The 2014 Visitor Profile research focused on overnight visitors to Wyoming.

- The goals of the research were to:
 - Track information on visitors and trips to Wyoming, including mode of travel, accommodations, attractions and sites visited, duration of travel, and expenditures;
 - Explore where visitors come from, where they go in the state, and what they do while visiting;
 - Identify key motivators for visitation; and
 - Provide information that will assist in marketing efforts.
- An online survey was conducted among a national audience to determine incidence of travel and to gather information on visitors and their trips. The focus was on overnight trips only. For 2014, a total of 6,224 surveys were conducted. There were 502 households that reported travel to Wyoming, with some reporting multiple trips. Overall, data were gathered on 794 trips to Wyoming.
- Surveying was conducted in December 2014 and January 2015 to gather information on trips throughout the year. The survey was conducted in conjunction with the advertising effectiveness research to provide more data and enhanced information.

Executive Summary

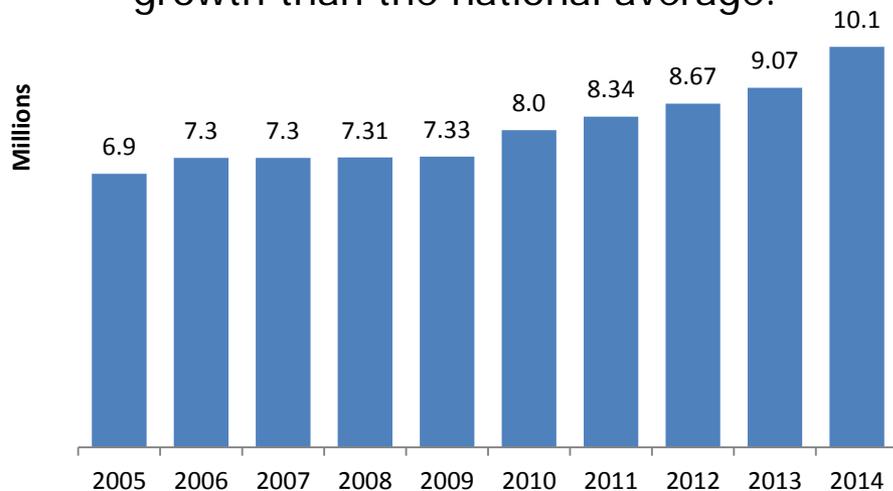


- Overnight leisure tourism continued to grow in 2014, reaching 10.1 million visitors, an 11% increase in overnight leisure visitors. Wyoming's growth continues to outpace the national average.
- Visitor origin continues to broaden; in-state visits are a smaller percentage of travelers not due to shrinkage in Wyoming visits, but due to travel growth overall, especially from more distant states. While nearby states are still major sources of visitation, several more distant states are in the top producers – most noteworthy being Texas.
- The Internet is still the leading source for Wyoming travel information, and with the national audience this underscores the importance of an effective website and social media presence. Overall, 90% of visitors used the Internet to research their trip; 35% relied on friends and family (also via social media) for Wyoming travel information. More than three-fourths of Wyoming visitors report having recommended the state as a trip destination to their friends, relatives, or co-workers – the highest recommendation rate since we began measuring. Coupled with reliance on Internet reviews and social media, this visitor advocacy is encouraging.
- While the number of Wyoming sites visitors went to declined somewhat compared to 2013, the number of activities increased. While in Wyoming, visitors are doing more but in fewer places. As fuel prices decline, the number of places could increase.

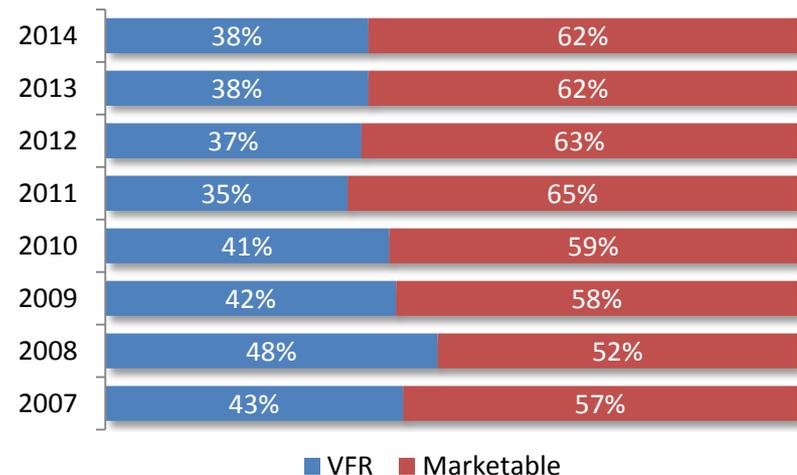
Overnight Visitors & Trip Types



- For Wyoming, overnight leisure tourism continued to grow in 2014, reaching 10.1 million visitors. This represents an 11% increase in overnight leisure visitors.
- Actual national travel information has not been released, but projections (US Travel) were for a 1.9% increase in leisure travel in 2014. Therefore, Wyoming experienced far stronger growth than the national average.



- Marketable trips represent almost two-thirds of all trips, a trend that has held for the past several years. These findings suggest that Wyoming's marketing efforts are helping to motivate travel.



New Visitors



- New visitors – those who have not visited Wyoming before or whose most recent visit was more than 5 years ago – are an important part of growing the state's tourism business.
- This year again 44% of the marketable trips were among new visitors. This is a strong percentage and highlights that as the economy is improving again, people are traveling farther from home and that is bringing new visitors to Wyoming.



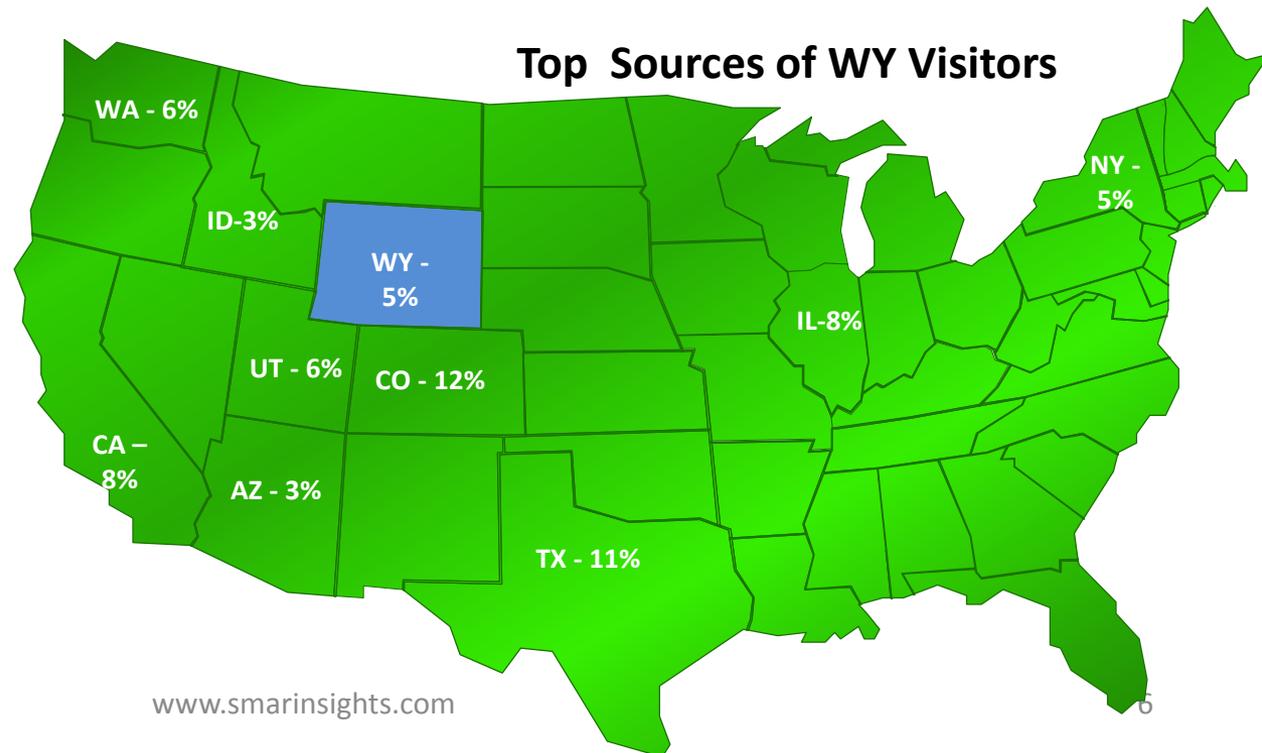
New Visitors	2007	2008	2009	2010	2011	2012	2013	2014
All Overnight Trips	39%	30%	35%	34%	36%	49%	40%	35%
Marketable Trips	46%	38%	41%	39%	39%	55%	44%	44%

Visitor Origin



- With the increase in visitation to the state, the origin of visitors is becoming more diverse. Nearby states are still major sources of visitation, but several more distant states are in the top producers – most noteworthy being Texas. The “cowboy” theme may have resonated strongly with this audience and helped drive visitation.
- Wyoming represents a smaller percentage of travelers – but this is generally because travel has grown overall, especially from more distant states.

State	2012	2013	2014
Colorado	14%	12%	12%
Texas	3%	6%	11%
California	11%	6%	8%
Illinois	4%	5%	8%
Utah	5%	6%	6%
Washington	2%	3%	6%
Wyoming	9%	10%	5%



Visitor Origin



- A review of the top DMAs that generate travel shows the continued importance of Denver and Salt Lake City.
- New York City and Chicago are next – highlighting the importance of the wider national market.
- Other key cities include Los Angeles, Houston and Seattle. The emergence of Seattle relates to increased advertising, and it will be important to track growth over the next few years.

City	%
Denver, CO	14.7%
Salt Lake City, UT	8.3%
New York, NY	8.1%
Chicago, IL	8.0%
Los Angeles, CA	5.1%
Houston, TX	3.8%
Seattle-Tacoma, WA	3.8%
Minneapolis-St. Paul, MN	3.2%
Rochester-Mason City-Austin, MN-IA	2.7%
Honolulu, HI	2.2%
Sacramento-Stockton-Modesto, CA	2.2%

Planning Time Frame



- Trip planning of less than 1 month remains lower than four years ago, when about a third of trips were planned in that time frame.
- Trips requiring longer distances are associated with longer planning horizons. Nationally, trip planning is spread fairly evenly across the various planning horizons, with two-thirds (66%) involving 2 or more months of planning.
- The donut markets tend toward less planning, with 63% planned in under 3 months. Half of in-state marketable trips are planned in under a month.

Time Frame	2008	2009	2010	2011	2012	2013	2014
Less than 1 month	34%	33%	39%	31%	28%	18%	21%
At least 1 month, but less than 2 months	19%	25%	18%	16%	21%	13%	17%
At least 2 months, but less than 3 months	15%	11%	12%	15%	17%	23%	21%
At least 3 months, but less than 6 months	15%	18%	14%	25%	22%	26%	21%
Six months or more	18%	13%	17%	14%	12%	19%	20%

Marketable Trips

Information Planning Sources



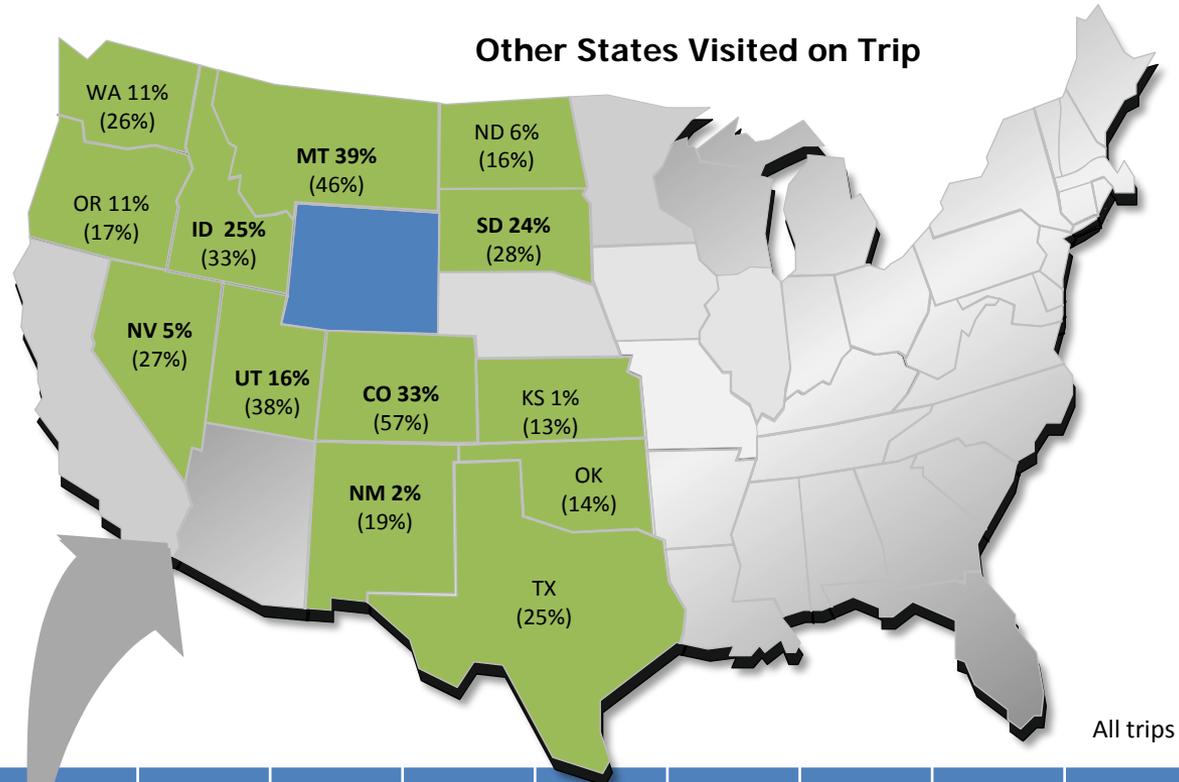
- The Internet is still the leading source for Wyoming travel information. Looking at those who said they used the Internet and/or any of the specific Internet sources – social media, online reviews and travel agencies – overall 90% of visitors researched the state online.
- Consulting with friends and family is also largely synonymous with using social media for research; overall, 35% of respondents reported they consulted one or both of these sources.
- Individual attractions/events continue to serve about 1 in 5 visitors. Chambers of commerce and 800 numbers remain low-usage resources.

Activity	2012	2013	2014
Used Internet	88%	83%	85%
Talked to friends and family	35%	26%	33%
Online review sites (TripAdvisor, Yelp)			35%
Online travel agency (Expedia, Orbitz)			21%
Individual attraction or event to request information	17%	19%	21%
Social media			9%
Individual chamber of commerce to request information	7%	4%	7%
Called 800 number to request info	7%	11%	7%
Other	5%	7%	3%
None	4%	12%	4%

Marketable trips

Destination of Trip

- For roughly half of visitors, Wyoming is the main destination. Among visits from donut markets, nearly two-thirds (62%) say Wyoming is the main destination. Nationally, the figure is 46%.
- The map shows other destinations visited during marketable trips where Wyoming was the main destination. (Numbers in parentheses show totals, whether Wyoming was the main destination or not.)



Trip Destination	2007	2008	2009	2010	2011	2012	2013	2014
Wyoming was my main destination	42.1%	50.3%	49.4%	52.3%	59.5%	58.7%	49.5%	51.1%
Headed somewhere else, but included Wyoming	14.6%	20.8%	25.4%	18.0%	20.1%	19.9%	22.0%	20.2%
One of several places I decided to visit on this trip	43.7%	28.9%	25.2%	29.7%	20.4%	21.4%	28.5%	28.8%

Mode of Transportation



- The majority of Wyoming visitors drive a car, van, truck or SUV to the state, with roughly a fifth flying. In years where air travel is up, auto travel declines and vice-versa. Other modes of transportation remain negligible.

Mode of Transportation	2007	2008	2009	2010	2011	2012	2013	2014
Drove via car, van, truck or SUV	71%	77%	75%	87%	86%	77%	76%	75%
Flew/airplane	20%	15%	21%	9%	8%	23%	17%	16%
Drove via RV	7%	6%	5%	6%	5%	4%	3%	4%
Bus or motor coach trip	2%	5%	0%	2%	1%	2%	2%	3%
Motorcycle	1%	3%	0%	1%	2%	2%	2%	1%

Trip & Party Specifics for Marketable Trips



- Trip length remained in the 2- to 3-night range, with 2014 remaining near the high end of that range.
- Travel parties continue to trend smaller, which – in combination with more than 80% of travel parties including spouses/significant others – suggests that couples are constituting more Wyoming visitors.

Trip Specifics	2007	2008	2009	2010	2011	2012	2013	2014
Average duration of trips	3.0	3.1	2.0	2.6	2.7	2.9	3.1	2.7
# people in travel party	3.9	3.7	4.2	3.2	3.4	3.2	2.9	2.7
% with children on trip	40%	28%	40%	25%	30%	24%	23%	28%

- The presence of younger children in Wyoming travel parties grew to more than a quarter, while friends/acquaintances and older children in the travel party were consistent with the prior year.

Travel Party	2012	2013	2014
Spouse/significant other	72%	79%	81%
Other family	25%	11%	12%
Child(ren)/grandchild(ren): 0-12	21%	15%	26%
Friends/acquaintances	20%	13%	13%
Child(ren)/grandchild(ren): 13+	9%	18%	20%

Trip Destinations for Marketable Trips



- The top destinations within Wyoming are the same: Yellowstone, Jackson Hole and Grand Teton.
- While visitation to other destinations such as Cody and the Wyoming Dinosaur Center increased, visitation to others decreased. These included Cheyenne and the Devils Tower National Monument.
- Overall, however, 2014 saw a continuation of the general trend toward visitors going to more places in Wyoming year-over-year. While 2013 was particularly high in terms of number of places visited, 2014's average 4 destinations is still higher than 2010-12.

Destination	2010	2011	2012	2013	2014
Yellowstone National Park	47%	50%	49%	50%	54%
Jackson Hole	33%	38%	37%	40%	41%
Grand Teton National Park	36%	38%	40%	39%	41%
Cody	13%	19%	15%	17%	24%
Cheyenne	18%	29%	17%	22%	14%
Snake River	13%	15%	15%	18%	12%
Laramie	10%	21%	12%	11%	11%
Wyoming Dinosaur Center	5%	3%	3%	5%	11%
Devils Tower National Monument	13%	18%	9%	16%	11%
Buffalo Bill Center of the West	11%	9%	6%	12%	10%
Big Horn Scenic Byway	10%	11%	9%	8%	9%
Buffalo	5%	4%	4%	6%	9%
Big Horn Mountains	9%	10%	7%	14%	7%
Wapiti Valley	3%	1%	1%	3%	8%
Casper	14%	20%	14%	11%	7%
Thermopolis	6%	7%	5%	5%	7%
Average # places visited	3.0	3.1	3.5	4.4	4.0

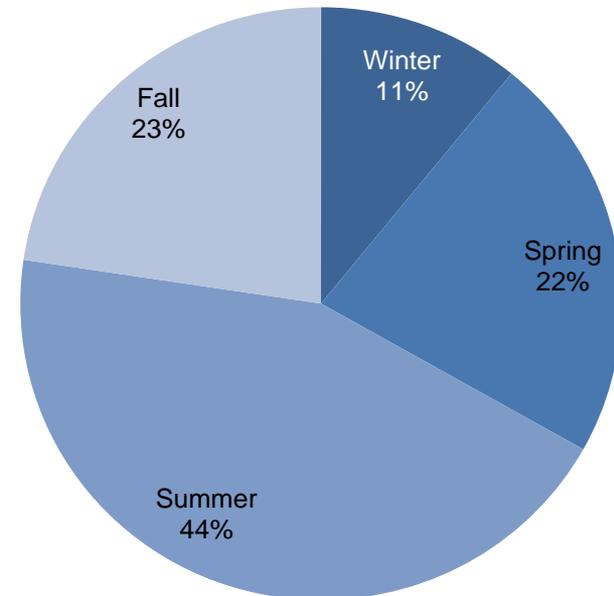
Seasonality & Lodging



- Marketable trips were more evenly distributed throughout the year than in 2013 when more than half (55%) of trips occurred in summer. Winter remained consistent with the prior measure; trip season shifted toward spring and fall.
- As in prior measures, among marketable trips most visitors use hotel/motel accommodations; RV parks/campgrounds are also popular. A homesharing (Airbnb, etc.) option was added. While few visitors reported using this option, it will be interesting to monitor this accommodation going forward.

Accommodations	%
Hotel, motel, etc.	88
RV park/campground	16
Stayed w/friends & family	3
Condo, timeshare	7
Dude ranch	3
Homesharing/vacation rental (Airbnb, etc.)	2
Other	4

Marketable trips



Activities & Motivations among Marketable Trips



- Activities cited by visitors as major influences in selecting Wyoming as a destination for their 2014 trips are consistent with prior measures: national parks, scenery and natural experiences.
- While the number of sites visited declined somewhat compared to 2013, the number of activities increased. While in Wyoming, visitors are doing more but in fewer places. As fuel prices decline, the number of places could increase.
- Museums, historical sites and Native American sites have increased in terms of both participation and motivation over the prior year.

	2012	2013	2014
# activities	4.5	4.2	5.2

Activity	Participate	Motivate
Visiting a state or national park	53%	44%
Scenic drive	54%	20%
Hiking or backpacking	43%	20%
Wildlife watching	41%	17%
Visiting historical sites	38%	13%
Camping	21%	12%
Sightseeing tour	28%	8%
Visiting museums	32%	5%
Visiting Native American sites	15%	5%
Fishing	15%	4%
Snow skiing or snowboarding	10%	4%
Attending a festival or fair	6%	4%
Shopping	31%	4%
Visiting hot springs	20%	4%

Trip Expenditures for Marketable Trips



- Total trip expenditures are up quite a bit from last year, which is a trend SMARInsights has observed with a number of destinations. With the improving economy, domestic travelers have more disposable income and are spending more of it on travel.
- Generally, the farther visitors travel to get to Wyoming, the more they spend in the state on average. Shopping is the exception, with in-state visitors spending more in this category than visitors from farther away.

Expenditures for...	2007	2008	2009	2010	2011	2012	2013	2014
Lodging	\$260	\$371	\$302	\$330	\$325	\$357	\$361	\$449
Meals/food/groceries	\$154	\$192	\$207	\$173	\$189	\$178	\$207	\$245
Entertainment	\$101	\$88	\$111	\$61	\$98	\$108	\$117	\$124
Activities	\$86	\$75	\$63	\$46	\$81	\$18	\$17	\$44
Shopping	\$254	\$194	\$128	\$101	\$162	\$80	\$120	\$106
Transportation	\$202	\$207	\$146	\$182	\$210	\$343	\$251	\$345
Other	\$97	\$76	\$44	\$21	\$50	\$34	\$19	\$41
Total	\$1,154	\$1,203	\$1,004	\$914	\$1,116	\$1,118	\$1,092	\$1,355

2014	National	Donut	In-State
Lodging	\$ 512	\$ 266	\$ 187
Food	\$ 272	\$ 171	\$ 125
Entertainment	\$ 140	\$ 74	\$ 82
Shopping	\$ 113	\$ 77	\$ 115
Activities	\$ 53	\$ 15	\$ 16
Transportation	\$ 408	\$ 158	\$ 146
Other	\$ 44	\$ 23	\$ 83
Total	\$ 1,541	\$ 785	\$ 755

Trip Satisfaction



- One way to increase the likelihood of a return visit is to ensure that travelers have the best possible experience in the state. Ratings of marketable trips remain high, with a subtle shift from excellent to very good.
- There is also a shift from fair to poor, which may warrant further exploration. Notably, Wyoming visitors aware of the CVB's 2014 ad campaign were notably more positive about their trip experience (47.4% rated the experience "excellent;" none rated it "poor"). This suggests that the ads set expectations well, and the destination delivers on those expectations.
- Ad awareness is also associated with higher engagement as indicated by ad-aware visitors visiting more places (4.1 vs. 3.5 for unaware) and participating in more activities (6.4 vs. 4.3 for unaware) in Wyoming.

Overall Experience	2007	2008	2009	2010	2011	2012	2013	2014
Excellent	54.4%	57.2%	35.9%	37.0%	43.1%	43.8%	44.3%	43.4%
Very good	29.6%	31.0%	43.1%	40.7%	29.1%	32.5%	33.3%	35.6%
Good	12.6%	8.6%	21.0%	19.5%	24.0%	20.0%	17.4%	16.1%
Fair	1.7%	2.4%	0%	2.5%	4.5%	3.5%	5.1%	3.4%
Poor	1.7%	0.9%	0%	0.3%	1.2%	0.2%	0%	1.5%

Recommending the State



- More than three-fourths of 2014 Wyoming visitors report having recommended the state as a trip destination to their friends, relatives or co-workers.
- This is the highest level of recommendations seen to date, and moves Wyoming up from the middle of the list of states to fourth, behind Colorado, South Dakota and Oregon.
- Ad-aware visitors are more likely than unaware visitors to recommend Wyoming (81% ad-aware vs. 70% unaware).

State	Recommended 2011	Recommended 2012	Recommended 2013	Recommended 2014
Colorado	86.10%	86.00%	80.10%	87.3%
South Dakota	68.90%	75.30%	67.60%	84.4%
Oregon	81.70%	77.80%	81.40%	80.6%
Wyoming	69.10%	70.70%	69.50%	75.3%
Utah	70.80%	67.70%	59.70%	75.2%
Montana	68.90%	76.40%	72.90%	75.2%
Oklahoma	54.40%	43.80%	30.00%	74.1%
Texas	67.10%	63.70%	53.00%	72.5%
New Mexico	73.50%	61.80%	80.40%	70.5%
Washington	75.90%	75.20%	66.00%	70.2%
Nevada	73.60%	73.10%	60.80%	68.8%
Kansas	52.50%	26.40%	20.20%	66.9%
Idaho	53.00%	55.60%	70.00%	59.2%
North Dakota		51.60%	59.90%	55.3%

Likelihood to Visit in Next Year

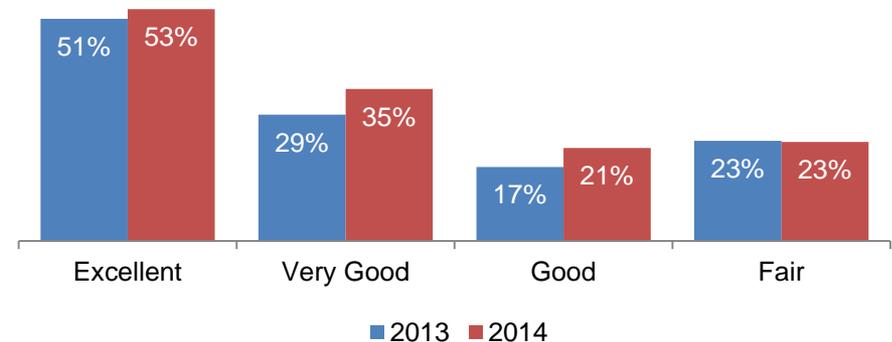


- The percentage of visitors who report they are “very likely” to return to Wyoming remains above one-third, reaching its highest point since 2010.
- About the same number indicates they are “somewhat likely” to return. These are the visitors who can be influenced by the advertising campaign. And it would appear that the campaign is impactful on intention to return; 47% of ad-aware visitors are “very likely” and 42% somewhat likely to visit again.

Likelihood	2007	2008	2009	2010	2011	2012	2013	2014
Very likely	28%	33%	26%	42%	37%	35%	36%	40%
Somewhat likely	41%	33%	57%	28%	32%	35%	31%	41%
Not likely	31%	34%	17%	30%	32%	30%	33%	20%

- As mentioned previously, return visitation can be positively influenced by ensuring visitors have favorable experiences in the state. The graph at right shows how trip experience relates to likelihood to return, with 2014 outperforming 2013 by a small margin.

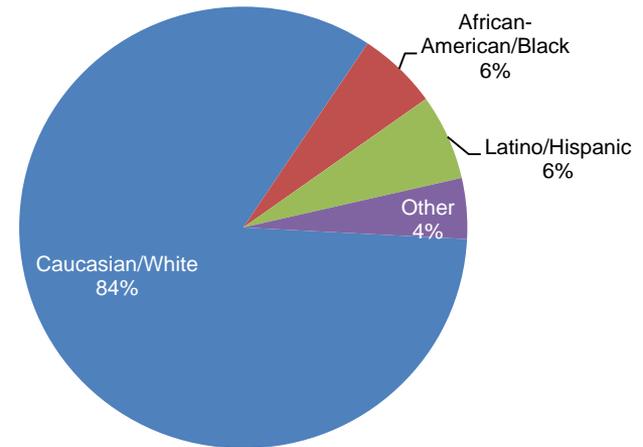
"Very Likely" to return to Wyoming, by trip experience



Visitor Demographics



- The demographic profile indicates that visitors this year were as affluent as in 2013, somewhat younger (although not as young as in 2012), and with a wider range of educational attainment.
- In terms of ethnicity, the vast majority of Wyoming visitors identify themselves as Caucasian.



	2007	2008	2009	2010	2011	2012	2013	2014
Married	65.7%	62.4%	65.7%	65.4%	68.6%	62.9%	75.9%	62.1%
Not married	34.3%	37.6%	34.3%	34.6%	31.4%	37.1%	24.1%	37.9%
High school or less	6.4%	16.4%	2.7%	5.5%	4.8%	6.6%	6.2%	10.3%
Some college or tech. school	30.9%	40.1%	21.1%	23.1%	25.3%	22.5%	23.9%	19.4%
College graduate	42.5%	32.4%	50.5%	44.1%	41.8%	40.2%	35.3%	38.0%
Post-graduate degree	20.3%	11.1%	25.7%	27.3%	28.2%	30.8%	34.6%	32.2%
People in household	2.6	2.8	2.7	2.7	2.8	2.7	2.3	2.7
Income	\$71,955	\$65,012	\$67,429	\$79,578	\$76,563	\$77,154	\$84,717	\$83,376
Age	50	46	40	46	40	40	53	46

Appendix – Questionnaire



Questionnaire

Wyoming Office of Tourism
Advertising Effectiveness ROI and Visitor Profile
 Nov. 12, 2014

We need to set it up for Wyoming, donut and national so that we can get separate incidence levels for each and also know when we start terminating non-visitors.

S1. What is your ZIP code? _____

S2. Who in your household is primarily responsible for making decisions concerning travel destinations?

- 1Me
- 2Myself and my spouse/partner
- 3My spouse/partner → TERMINATE AT END OF SCREENING QUESTIONS

S3. How many vacation or leisure trips have you taken in the past year? A leisure trip would be any non-business trip involving at least one night's stay at a location at least 50 miles from your home.

- None → TERMINATE AT END OF SCREENING QUESTIONS
- _____

S4. (ASK UNTIL AD EFFECTIVENESS QUOTA IS COMPLETE) Please take a moment to view the following video clip and answer the question. (INSERT TEST AD AND SET UP OPTIONS FOR HIGH SPEED CONNECTION/DIAL UP CONNECTION)

Were you able to view the video?

- Yes
- NO → TERMINATE AT END OF SCREENING QUESTIONS

S5. What is your age?

- 1. Under 18 → TERMINATE
- 2. 18-24
- 3. 25-34
- 4. 35-44
- 5. 45-54
- 6. 55-64
- 7. 65 or older

INSERT TV AND ONLINE SCREENER

END OF SCREENING QUESTIONS

1. Have you visited any of the following states since the beginning of 2014, for a leisure trip that included an overnight stay? How many overnight leisure trips did you take to each state during 2014?

	States visited in 2014 (check all that apply)	Number of overnight visits
Colorado		
Idaho		
Kansas		
Montana		
Nevada		
New Mexico		
Oklahoma		

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Oregon		
South Dakota		
Texas		
Utah		
Washington		
Wyoming		
North Dakota		
None of these		

FOR VISITOR PROFILE: IF DID NOT VISIT WYOMING, SKIP TO ADS

- 2. Did you recommend any of these places as trip destinations to your friends, relatives or co-workers? Which ones? (SHOW LIST OF PLACES VISITED FROM Q1)
- 3. How likely are you to take a leisure trip to any of the following states in the next year?

	Not likely	Somewhat likely	Very likely
Colorado			
Idaho			
Kansas			
Montana			
Nevada			
New Mexico			
Oklahoma			
Oregon			
South Dakota			
Texas			
Utah			
Washington			
Wyoming			
North Dakota			

4. Please tell us a little more about your 2014 overnight Wyoming trip(s). If you are listing multiple trips, the most we will ask you about is 6. Thinking about ...

Wyoming trip(s) (INSERT TRIP #)	Month of trip (DROP DOWN WITH MONTHS – JAN THRU DEC)	How many nights did you stay? (let respondent enter number)	Main purpose was to visit friends or family

5. Besides this year, had you visited Wyoming for an overnight leisure trip in the previous five years?
 1. Yes
 0. No – SKIP TO Q6

5A. In the past 5 years, how many overnight leisure trips have you taken to Wyoming? _____

[RANDOMLY SELECT WYOMING TRIP SELECTING ONE WHOSE PRIMARY MOTIVATION WAS NOT TO VISIT FRIENDS AND FAMILY FIRST – IF NONE, THEN RANDOMLY SELECT ANY. PLEASE PULL IN MONTH AND LENGTH OF TRIP TO INDICATE WHAT TRIP – EG. 5 NIGHT TRIP IN JANUARY.]

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Questionnaire

6. Which of the following best describes your visit to Wyoming on your (INSERT LENGTH AND MONTH FROM WYOMING Q4) trip to Wyoming?
- Wyoming was my main destination.
 - I was ultimately headed somewhere else, but included a visit to Wyoming.
 - Wyoming was one of several places I decided to visit on this trip.
7. What other states did you visit on this trip?
[INCLUDE STATE LIST WITH CHECK BOXES INCLUDE
NO OTHER STATES VISITED AT END OF LIST]
8. How far in advance did you begin planning that [INSERT LENGTH AND MONTH FROM Q4] trip to Wyoming?
- Less than 1 month
 - At least 1 month, but less than 2 months
 - At least 2 months, but less than 3 months
 - At least 3 months, but less than 6 months
 - 6 months or more
9. Prior to your (INSERT LENGTH AND MONTH FROM Q4) visit to Wyoming, which of the following sources did you use to gather information for planning your trip?
- Called 800 number to request info
 - Talked to friends and family
 - Used Internet
 - Contacted individual attraction or event to request information
 - Contacted individual chamber of commerce to request information
 - Used online travel agency such as Expedia or Orbitz
 - Used online review sites such as TripAdvisor or Yelp
 - Used social media such as Facebook or Pinterest
 - Other (Please specify _____)
 - None
10. What method of transportation did you use to travel to Wyoming on your (INSERT LENGTH AND MONTH FROM WYOMING Q3) trip?
- Drove via car, van, truck or SUV
 - Drove via RV
 - Flew/airplane (Specify airport) _____
 - Bus or motor coach trip
 - Motorcycle
 - Other (Please specify) _____

12. Including you, how many people were in your travel party? _____

ASK IF Q12 > 1

13. With whom did you travel...?
- Spouse / significant other
- Child(ren)/grandchild(ren): age 0-12
- Child(ren)/grandchild(ren): age 13+
- Other family
- Friends/acquaintances

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14. What forms of lodging did you use during your trip? (Mark all that apply.)
- Hotel, motel, inn, lodge, bed & breakfast or resort
 - Dude ranch
 - RV park/campground
 - Homesharing/vacation rental, i.e., booked through Airbnb, Homeaway, etc.
 - Condominium or timeshare
 - With friends or family
 - Other (Specify) _____

15. Which of the following activities did you participate in during your trip to Wyoming? (Mark all that apply.)

Hiking or backpacking	Visiting Native American sites	
Visiting a state or national park	Attending a pow wow	
Bicycling or mountain biking	Attending a festival or fair	
Mountain climbing	Attending performing arts (music/theater)	
Rock climbing	Visiting historical sites	
Horseback riding	Attending a rodeo	
Hunting	Visit archeological site	
Camping	Wildlife watching	
Snow skiing or snowboarding	Bird watching	
Snowmobiling	Scenic drive	
Canoeing or kayaking	Sightseeing tour	
River rafting	Golfing	
Boating	Visiting a dude ranch	
Fishing	Visiting hot springs	
Visiting museums	Shopping	
	Gambling	
	Other (Specify) _____	

ONLY SHOW THE ACTIVITIES THEY CHOSE ABOVE PLUS NONE AND ASK:

16. Of these activities, please indicate if there were any that were a major influence when you selected the destination for this trip to Wyoming in [INSERT MONTH]. You may choose up to 3.

INSERT WYOMING REGIONS MAP USED IN WYOMING VISITOR PROFILE QR

17. Which of the following regions did you visit during your trip?
- Central
 - Northeast
 - Northwest
 - Scuttheast
 - Southwest

18. Which of the following places or attractions did you visit?

Central Region	Northwest Region (Cont.)
Wyoming Pioneer Museum	Wapiti Valley
Casper	Lander
Fort Laramie National Historic Site	Wyoming Dinosaur Center
Register Cliff	National Museum of Wildlife Art
Independence Rock	Sinks Canyon State Park
Torrington	South Pass City State Historic Site
National Historic Trails Interpretive Center	Thermopolis
Douglas	Other (Specify) _____
Fort Caspar Historic Site	

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Questionnaire

Guernsey Trail Ruts	Southeast Region
Other (Specify)	University of Wyoming
	Cheyenne
Northwest Region	Laramie
Newcastle	Cheyenne Frontier Days
Devils Tower National Monument	Old West Museum
Sheridan	Rawlins
Gillette	Snowy Range Mountains
Fort Phil Kearney Historic Site	Saratoga
Medicine Wheel Passage Scenic Byway	WY State Capitol
Big Horn Scenic Byway	Wyoming Territorial Prison
Buffalo	Encampment, Medicine Bow National Forest
Other (Specify)	Other (Specify)
Northwest Region	Southwest Region
Yellowstone National Park	Museum of the Mountain Man
Grand Teton National Park	Evanson
Jackson Hole	Green River Lakes
Cody	Rock Springs/Green River
Big Horn Mountains	Hanging Gorge National Recreation Area
Buffalo Bill Center of the West	Finedale
Snake River	Kemmerer
Big Horn Canyon National Recreation Area	Fort Bridger State Historic Site
Wind River Indian Reservation	Fossil Butte National Monument
Snake River Canyon	Afton
Hot Springs State Park	Star Valley
Riverton	Bridger-Teton National Forest
Cody Night Rodeo	Other (Specify)
National Bighorn Sheep Center	

19. Thinking about your overall travel experience in Wyoming, would you say it was...?
1. Poor
 2. Fair
 3. Good
 4. Very Good
 5. Excellent
20. To better understand your travel habits, we are interested in finding out the approximate amount of money you and other members of your travel party spent while in Wyoming on your trip in [INSERT MONTH]. Please estimate how much your travel party spent in total on...
- Please complete all fields – best estimate is fine. If no expenditures in a category enter a "0"**
- | | |
|--|-------|
| Lodging/accommodations | _____ |
| Meals/food/groceries | _____ |
| Entertainment/attractions | _____ |
| Shopping | _____ |
| Entertainment such as shows, theater or concerts | _____ |
| Transportation such as gasoline, auto rental or flight costs | _____ |
| Other | _____ |

Please take a moment to look at the following ads and answer a couple of questions.

**ROI NATIONAL AND VISITOR PROFILE WILL SEE PRINT AND ONLINE ONLY
ROI CORE AND ADJACENT ADS FOR EACH MEDIUM ARE SPECIFIED IF THEY
ARE DIFFERENT**

PRINT

DevilsTowerLR.jpg
TetonSLR.jpg
WildlifeLR.jpg
YellowstoneLR.jpg

FOR ROI, ASK INDIVIDUALLY
FOR VISITOR PROFILE, GROUP
FOR EACH PRINT AD ASK:

21. I have seen this or a similar ad before
 I have not seen this or a similar ad before

ONLINE

CORE and NATIONAL
wyoSpringSum14_300x250_exp-bar_02.swf
wyoSpringSum14_300x250_IPN1_03.swf

ADJACENT

wyo_cyon_300x250_exp-BNR_07.swf

FOR EACH ONLINE AD ASK:

22. I have seen this or a similar ad before
 I have not seen this or a similar ad before

FOR ROI, SKIP NATIONAL TO Q27
FOR VISITOR PROFILE, IF NON VISITOR, TERMINATE
IF VISITOR, SKIP TO Q28

PRINT INSERT – SHOW ALL ON ONE PAGE

AdventureAtlas_2014_MASTER 1.jpg
AdventureAtlas_2014_MASTER 2.jpg
AdventureAtlas_2014_MASTER 3.jpg

23. I have seen this newspaper insert before
 I have not seen this newspaper insert before

TV

CORE AND CHICAGO

Imaginary Flight <http://youtu.be/m0U7FL2JKo>
Anthem http://youtu.be/XHbNNAkw_M
Boundaries <http://youtu.be/KTVEZ2iAM>

ADJACENT – SEPT INTERVIEWING ONLY
<http://youtu.be/Ts5N2B5914>

Questionnaire

FOR EACH TV ASK

24. How many times have you seen this television ad?

- Never
- Once
- A few times

OUTDOOR – NOTE FOR ANALYSIS: CHICAGO, KANSAS CITY, MADISON, MINNEAPOLIS, OMAHA, PORTLAND, ST. LOUIS ONLY

CORE AND CHICAGO

wot4long may you roam buffalo.jpg
wot5 break from herd DTower.jpg

ADJACENT

Devils Tower.jpg
Rodeo.jpg
Teton.jpg
Yellowstone.jpg

FOR EACH BILLBOARD AD ASK:

26. I have seen one of these or a similar ad before
 I have not seen one of these or a similar ad before

WEBSITE

Insert Screen shot of Website – wyomingtourism.org
I:\Ads - Master\Wyoming\Wyoming 2012\Website Facebook\Website

27. Have you visited this Wyoming website?

- 1. Yes
- 0. No

The following questions are for classification purposes only, and will help us understand different groups of people.

D1. Are you...?

- Married
- Divorced/separated
- Widowed
- Single/never married

D2. Including you, how many people are currently living in your household? ____ (IF D2-1, GO TO D4)

D3. How many living in your household are children younger than age 18? ____

D4. Which of the following categories best represents the last grade of school you completed?

- High school or less
- Some college/technical school
- College graduate
- Post-graduate degree

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D5. Which of the following categories best represents the total annual income for your household before taxes?

- Less than \$35,000
- \$35,000 but less than \$50,000
- \$50,000 but less than \$75,000
- \$75,000 but less than \$100,000
- \$100,000 but less than \$150,000
- \$150,000 or more

D6. Which of the following best describes your racial and ethnic heritage? Are you...? (ALLOW MULTI)

- Caucasian/white
- African-American/black
- Latino/Hispanic
- Asian
- American Indian
- Other (Specify _____)

D7. Are you...?

- Male
- Female

D8. What is your age? _____

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