

Wyoming Office of Tourism (Wyoming Tourism Board)

Agency Information:

Executive Director:

Diane Shober

Contact Person:

Diane Shober, Executive Director
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Websites:

www.wyomingtourism.org (consumer site)
www.wyomingofficeoftourism.gov (industry site)
www.filmwyoming.com (film office site)

Statutory References:

W.S. 9-12-1001 through 1002	Wyoming Tourism Board
W.S. 9-12-402 through 407	Film and Video Promotion

Basic Information:

Number of Employees:

28 full and part-time staff

Clients Served:

Vacationing Public; Travel Trade; Wyoming Tourism-Related Businesses and Services;
Film Production Trade Professionals and Organizations.

Board:

Wyoming Tourism Board
Nine (9) member board
Monthly

Budget Information/Expenditures for FY15:

The Wyoming Office of Tourism has a Fiscal Year 2015 Budget of \$14,576,849.

Primary Function:

Wyoming Office of Tourism promotes and facilitates increased travel to and within the state of Wyoming. A healthy tourism economy contributes to business sustainability and strengthens the industry's job and income generation capacity.

Performance Highlights/Major Accomplishments of FY15:

Wyoming Tourism Board:

1. Grow the visitor economy by increasing visitor volume by 10% over national growth; and increasing the return on investment (ROI) of the sales tax collection generated from the paid media campaign by 10%.
 - a. Expanded international markets:
 - Gathered 447 qualified international travel trade leads from two sales missions and thirteen tradeshows;
 - Participated in the largest trade show in Taiwan at International Travel Fair (ITF), hosting 315,000+ visitors and 3,000 location and international press members;
 - Educated 1,100 Australian travel agents and 350 Scandinavian travel agents on the Wyoming product during in-country sales missions;
 - Partnered with Brand USA for Wyoming Office of Tourism (WOT) and eight Wyoming partners to be featured in the 2015 Inspiration Guide with a print run of 575,000 guides along with 30 million digital impressions and produced in 21 different languages. Also, partnered with Brand USA on match fund Search Engine Marketing (SEM) purchased in the U.K. and Germany as well as Brand USA Consumer Facing marketing in the U.K.;
 - Focused international marketing efforts on markets with the highest ROI according to inbound research from the U.S. Department of Commerce, Office of Travel and Tourism Industry (OTTI) and Brand USA. Dedicating marketing-spend to the top three inbound markets to the U.S.; U.K. (24%); Germany (17%); Japan (16%);
 - Hosted 23 international trade Familiarization Tours (FAMs) and 98 participants from top international markets;
 - Hosted 12 international media FAMs with journalists coming from six different countries;
 - Worked with 745 travel professionals and 677 general consumers, during 49 seminars and 65 sales calls conducted in the U.S. and Japan, utilizing Fieldstar International, WOT's Japanese marketing representative;
 - Aligned WOT and Brand USA content pillars and participated in Brand USA social media campaigns garnering 958,265 impressions.
 - b. Expanded domestic markets:
 - The paid media campaign overall, aggregate visitation grew by 11% over 2014 resulting in a 5.3% increase in visitor spending and 13.2% increase in travel generated tax receipts;
 - Nearly 150, 000 more trips influenced by advertising campaign than previous year;
 - Visitor spending showed an ROI of \$210 compared to \$134 the previous year;
 - Tax ROI of \$8.61 compared to \$5.51 the previous year resulting in \$44,895,974 tax dollars attributed to paid media;

- Created and placed Out of Home, TV, print, digital and social advertising campaigns in all markets. Results include a 3% increase in overall domestic awareness, and a 60% conversion rate;
 - Opened Seattle market in the spring of 2015 through TV/Out of Home advertising, social media and public relations. Initial results include digital advertising interaction rates performing at goal, 159% increase in partner leads from ForeverWest.com microsite, 2.9 million impressions, 29.07% increase in new users to both mobile and desktop sites and a 334% increase in *Official Travelers Journal* orders;
 - Created a geo-targeted Search Engine Marketing (SEM) campaign to align with the opening of the Seattle market. SEM performance for Seattle saw a 29% increase in impressions and a click through rate of 4.11%. This is a 1.51% increase year over year;
 - Participated in National Tour Association (NTA), Travel Alliance Partners (TAP) and American Bus Association (ABA). The number of domestic trade leads collected (86) remained consistent with strong numbers in FY14;
 - Distributed approximately 1,150 b-roll footage and still images of Wyoming for broadcast and media usage through the ProxSys library;
 - Increased national digital spend by 100% for higher ROI;
 - Core and adjacent markets showed strong growth year over year. For the core market, while there was a small decrease in interaction rate, click through rate was up 629%, from .293% to 1.843%. The adjacent market, interaction rate was up 193%, from 5.108% to 9.869% with the click through rate up 170%, from .25% to .425%;
 - Expanded national media coverage by 105%.
- c. Grew length of stay:
- Visitation to WOT operated Welcome Centers continues to increase year-over-year indicating an increase in visitation to the state. In FY14 WOT Welcome Centers served a total of 446,566 visitors. In FY15 those numbers increased to 545,326, representing a 22% increase;
 - Continued the Road Trip Campaign and partner program to extend length of stay along four road trip routes through Wyoming. Stickers were distributed at local visitor centers along with a tear-off map of all sticker distribution points. Visitor center staff highlighted opportunities to extend length of stay by encouraging travelers to visit other communities and collect the entire series. The program grew to 30 total stickers, featuring seven new stickers in 2015 and increased the number of partners and distribution points;
 - Promoted the 125th Anniversary of Wyoming Statehood to showcase Wyoming as a multi-attraction destination. Promotions included a website landing page, www.wyomingtourism.org/WY125, a state-wide list of 125 things to do in Wyoming, an interactive map pinpointing the 125 featured experiences and a downloadable PDF with more information on the 125 experiences for offline use. This generated over 4,500 unique visitors to the consumer website.

- d. Expanded target audiences:
 - Added video capabilities to all listings and landing pages on consumer website, www.wyomingtourism.org.
2. Maximize the impact of our partnerships by increasing the number of partner investments by 10%; by increasing the dollar amount invested by our partners by 8%; and ensuring the successful renewal of local lodging taxes.
 - a. Clarified the role of partnership:
 - Created the Industry Partnership Guide to assist industry partners through a strategic progression of WOT programs to facilitate continued growth for public and private industry partners at all levels of tourism marketing capabilities.
 - b. Established a partnership system:
 - Hired eightCloud to develop the Salesforce partnership database for WOT including an evaluation system, investment tracking and satisfaction survey.
3. Champion the Destination and the Brand by ensuring an annual trip satisfaction score of 75, including the “can’t wait to return measure,” increasing inquiries by 15%, increasing domestic awareness of the Wyoming brand by 3% in target markets and increasing conversion by 4%.
 - a. Strengthen Wyoming’s brand associations:
 - BP sponsorship of 2014 Salute to Team Wyoming breakfast;
 - Promoted the 8th annual Wyoming Short Film contest to attract independent filmmakers with Wyoming storyline projects. Received 38 qualified submissions and 154,000 contest website visits;
 - Reel-Scout film project inquiries are up from 98 in FY14 to 108 in FY15, an increase of 10.2%;
 - Championed Wyoming trip icons in all advertising campaigns. Results included increased click through rate and interaction rate with a better user experience from ad to guide order conversion;
 - Partnered with famed Wyoming snowboarder, Travis Rice, for the “Where Imagination Roams Free” winter campaign. Results include a 43% increase in click through rate; over 125,000 “Winter in Wyoming” video views; 35,000 sweepstakes entries; 4 million influencer impressions; and 275,000 social interactions.
 - b. Increase consumer engagement pre and during visit:
 - Established methods to engage with visitors during trip through Qualtrics digital survey and Postano social media platforms in Welcome Centers;
 - Developed high-level engagement outline based on time, clicks and sharing actions that can be used across multiple platforms from social media to website usage;
 - Developed social media campaign where visitors could post personal photos in Wyoming for a chance to have the post turned into a Wyoming sticker. Contest was promoted through social media and visitor center engagement;

- Identified 125 iconic Wyoming experiences in celebration of Wyoming's 125th anniversary of statehood, which showcase can't miss Wyoming attractions and experiences around the state. This fueled social media content and visitor center engagement. Nearly 60 days of the campaign ran in FY15 and those social media posts garnered a reach of 794,187 with 35,580 clicks on the posts;
- Participated in a TripAdvisor sponsorship page beginning December 2014 where timely Wyoming content (events, videos, photos, etc.) is submitted and updated regularly to assist travelers in trip planning. Welcome Center staff is also able to respond to questions before or during the trip. Engagement on the TripAdvisor platform has increased to over 29,000 views and an interaction rate averaging 9% since December 2014;
- Enewsletter subscriptions increased by 20%;
- Roundup Blog views increased by 28.19%.

c. Increase the likelihood of repeat visitation:

- Developed an onboarding email Customer Relationship Management (eCRM) program in an effort to extend length of stay and widen exposure of Wyoming experiences to consumers that ordered the *Official Travelers Journal*. This Program launched in July 2015. Integrated a post-trip email within the onboarding eCRM campaign focusing on hidden gems and planned itineraries to further facilitate repeat visitation;
- Established method for the streamlined collection of visitor information to ensure continued engagement and incentive for repeat visitation. In this benchmark year, 1,560 visitor responses were collected in the months of May and June 2015.

d. Assess asset inventory relevant to our competitive set:

- Monitored competitive state social efforts and adapted social campaigns to ensure Wyoming has a competitive presence. Results include a 65% increase in social connections year-over-year, compared to an average 42% increase in competitive states' social connections;
- Improved the 2015 *Official Travelers Journal* by identifying and executing insights gained from a competitive analysis of Destination Marketing Organization travelers journals and publication trends, resulting in a 10% increase in orders;
- Commissioned three photoshoots to acquire 100 refreshed images of Wyoming's iconic and hidden gem experiences.

4. Achieve Organizational Excellence.

a. Become Wyoming's employer of choice:

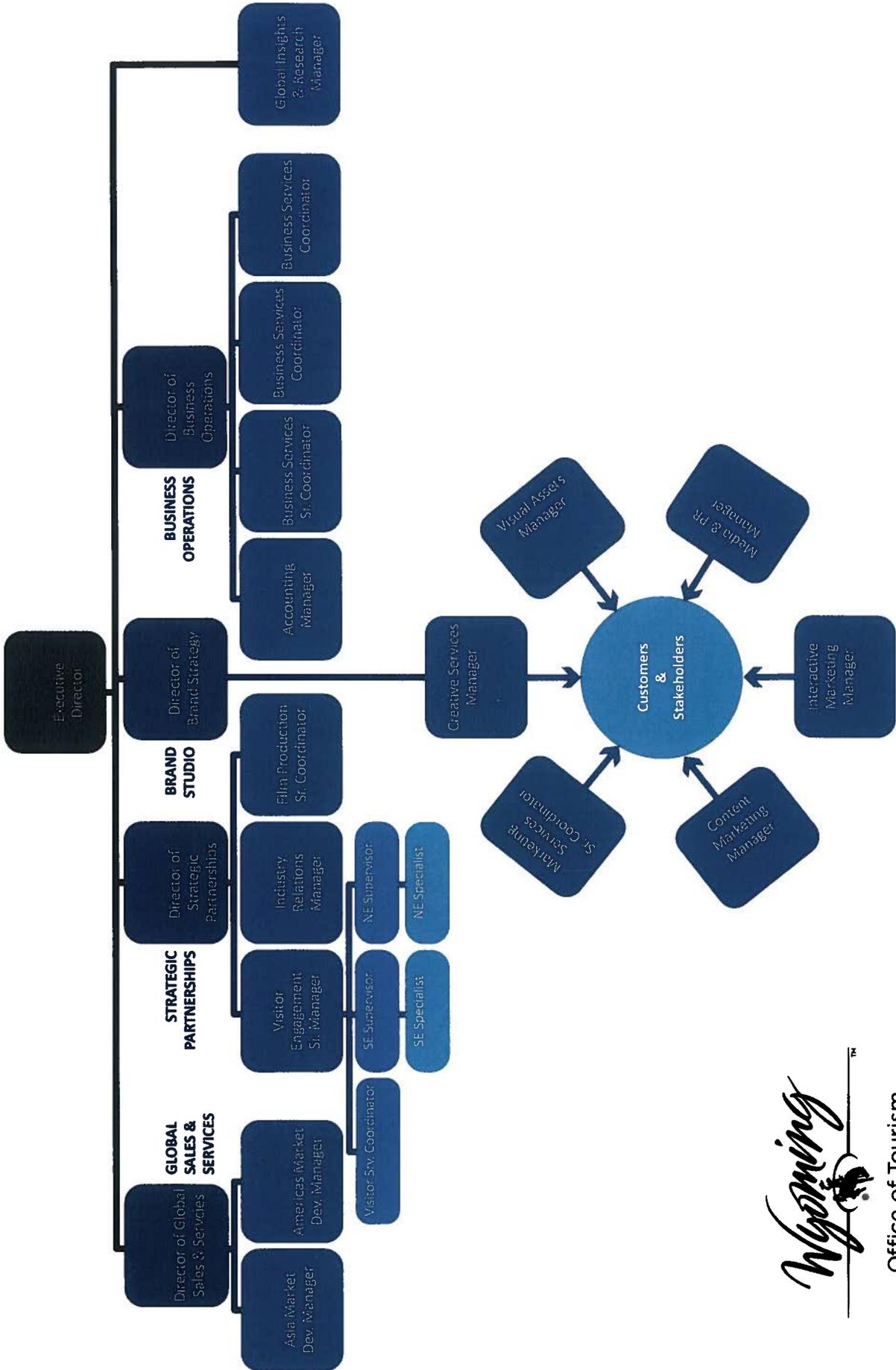
- Implemented an Employee Satisfaction Metric and Engagement Survey in October 2014. The overall satisfaction score was 65.3%.
- Completed two Lean Projects eliminating 27% in Work Steps and 33% improvement in Process Time on the first and 36% in Work Steps and 43% improvement in Process Time on the second.

b. Become our stakeholders' partner of choice:

- Partnership Satisfaction Survey has been developed and will be implemented with the launch of Salesforce in FY16.

Film and Video Promotion:

1. Grow the Visitor Economy by increasing the number of Film Industry Financial Incentive (FIFI) applications by 25%.
 - Three FIFI applications were received in FY15. Since the inception of the program, 28 FIFI projects have been approved with Wyoming expenditures totaling over \$8.9 million, including \$4.9 million spent on salaries for Wyoming workers.
2. Maximize the Impact of our Partnerships by establishing a partnership evaluation system for film projects.
 - Created a list of broadcast TV programming with a variety of demographic and Mediamark Research International (MRI) life stage data to target programming with the largest reach and the most relevant audiences for on-location filming in Wyoming.
3. Champion the Destination and the Brand by recruiting film production projects that have Wyoming central to the story line; that provide additional Wyoming "behind the scenes" footage; that feature Wyoming props and product placement; and that provide pre and post production promotions and/or endorsements.
 - Negotiated increased Wyoming content by offering FIFI applicants a higher percentage rebate. Projects included a Wells Fargo commercial that agreed to a "making of" sequence for social distribution on our Tourism channels and a snowboard project that offered "behind the scenes" footage and talent interviews about their experience in Wyoming.



Office of Tourism