



Balanced Score Card - 2014 (FY 15) (year 2 of 3 year plan)

<u>Imperatives</u>	<u>Objectives</u>	<u>Status</u>	<u>Initiatives</u>
Grow Wyoming's Visitor Economy	Increase Visitor Volume by 20%	16%	Advance research capabilities to drive ongoing strategy
	Increase tourism-related tax ROI by 25% (from Ad Budget)	70%	Strategically grow successful markets, expand new domestic and emerging international markets Grow length of stay Grow visitation during shoulder seasons
Maximize the Impact of our Partnerships	Increase y/y partner Investments by 20%	-7%	Establish a continuous process to manage, improve and nurture partnerships
	Increase y/y dollar amount invested by partners by 10%	-5%	Establish and implement the Industry Development Strategy
	Establish a baseline for the Partner Satisfaction Survey	in process	Establish ongoing advocacy strategy
Champion the Destination and the Brand	Increase y/y inquiries by 15%	54%	Strengthen Wyoming's brand reach through corporate and non traditional partnerships
	Increase brand awareness by 5% in Core markets	-5%	Claim Wyoming ideals and assets unique to competitive set
	Increase consumer conversion by 4%	in process	Create and integrate engaging pre trip resources through paid, earned and owned channels
	Establish baseline for measuring consumer engagement pre, during and post trip	benchmark yr	Develop and implement in-state strategies to reinforce brand experience during trip
	Ensure minimum annual trip satisfaction score of 75%	79%	Leverage interactive platforms for post trip content sharing
Ensure Organizational Excellence	Ensure a minimum level of ____ employee engagement	benchmark yr	Ensure all WOT employees are performing at "commendable" level (PMI)
	Meet and exceed all measurable objectives defined on the Balanced Score Card	50% to date	Foster a shared value of continuous improvement throughout the organization
	Ensure a successful financial audit	meet	