

# Executive Summary: 2014 OTJ Research

## Background

The Official Travelers Journal (OTJ) is a long-standing, key marketing tool that the Wyoming Office of Tourism uses to reach prospective travelers and provide them with useful trip-planning information and inspiration for their trip to Wyoming. Each year, WOT conducts research to evaluate the effectiveness of the Journal in relation to consumers' needs. The following is a summary of the findings.

## Goals & Objectives

The primary goal of the OTJ is conversion; to inspire and equip consumers to follow through with a trip to Wyoming upon receiving an OTJ. Specifically, we aim for the OTJ to have more than 50% of its recipients visit Wyoming within one year. Secondary objectives include inspiring travelers to extend their visit, increase their spending in-state as a result, and decide to return to Wyoming for a second trip.

The production of an annual visitor guide also satisfies the following initiatives of our offices' operational plan:

- Claim Wyoming ideals and assets unique to competitive set
- Create and integrate engaging pre trip resources through paid, earned, and owned channels
- Grow visitation during shoulder seasons
- Grow length of stay

## Changes Implemented

The 2014 OTJ research evaluates some key design and content changes made from the previous (2013) edition:

- Changes in the Journal's appearance and overall page design (fonts, colors, page structure, etc.)
- Changes to content: removed "local insight" pieces and repurposed them with Blogger Journals
- Added more photo variety
- Added itinerary, Wyoming adventure, and Winter sections.

## Results

The following are critical findings as compared to 2013:

Survey Questions	2013	2014	Percent Change
Visited Wyoming after receiving a journal	49.1%	50.9%	+ 1.0%
Spending in Wyoming	Mean \$1,409	Mean \$1,573	+11.6%
Journal's influence on decision to visit Wyoming	Greatly Influenced – 28.9% Somewhat Influenced – 45.5%	Greatly Influenced – 27.6% Somewhat Influenced – 43.5%	-1.3% -2%

<b>Average number of nights spent in Wyoming</b>	4.8	5.8	+20.8%
<b>Decided to extend their stay in Wyoming</b>	19.7%	20.1%	+.04%
<b>Decided to return to Wyoming</b>	46.2%	38.6%	-7.6%

The following are the results of the survey that speak specifically to what was changed in relation to the 2013 journal:

**Change in design:** 88.3% said the OTJ had “attractive and well-presented design”.

**Blogger Journal Addition:** <5% found the Blogger Journal Section to be “useful” or “very useful”.

**More photo variety:** 77.6% said the OTJ had “Great Photography”

**Itinerary Section:** 29.6% found the Itinerary “useful”, 27.3% found the itinerary section “very useful”

**Wyoming Adventure Section:** 27.7% found the Itinerary “useful”, 24.6% found the itinerary section “very useful”

**Winter Adventure Section:** <5% found the Winter Adventure Section to be “useful” or “very useful”.

**Recommendations:**

- Consider what pieces of content or resources could further increase the likelihood of journal recipients to visit Wyoming.
- Provide more content that is gauged toward planning a second trip.
- Eliminate the Blogger Journal sections. Replace with more hidden gem focused content.
- Improve the itinerary section to be more useful.