

Wyoming Office of Tourism

2016 – 2017 (FY17-FY18) Strategic Clarity Overview



OUR STRATEGIC ANCHORS		2013/14—2015/16 STRATEGIC AREAS OF FOCUS			
<p>VISION FOR THE DESTINATION: Wyoming is the only true west experience.</p> <p>VISION FOR WOT: All Wyomingites are proud, our economy is strong, our industry is thriving and our visitors can't wait to return.</p> <p>OUR MISSION: We promote and facilitate increased travel to and within the state of Wyoming.</p> <p>OUR UNIQUE VALUE: WOT is the only statewide organization dedicated to growing Wyoming's tourism economy.</p>		<p>Grow Wyoming's visitor economy.</p>	<p>Maximize the impact of our partnerships.</p>	<p>Champion the destination and the brand.</p>	<p>Ensure organizational excellence.</p>
WOT BRAND INTENTION		2013/14—2015/16 KEY OBJECTIVES			
<p>We are High-Quality Essential Passionate VISIONARY</p>		<ul style="list-style-type: none"> Increase economic impact direct spend by 10%. Increase tourism-related tax ROI by 15% (from media budget). 	<ul style="list-style-type: none"> Grow industry partner engagement by 10%. 	<ul style="list-style-type: none"> Increase y/y inquiries by 15%. Increase consumer awareness by 8%. 	<ul style="list-style-type: none"> Meet and exceed all measurable objectives defined on the Balanced Score Card. Ensure a successful financial audit each year.
OUR VISION-IN AND VALUES		2013/14 – 2015/16 KEY STRATEGIC INITIATIVES			
<p>RELATIONSHIPS</p>	<p>DEDICATION</p> <p>We are proud of our upbeat, innovative, and inspiring atmosphere. We care about one another, not just as co-workers, but as people. We are united by our passion for Wyoming, our dedication to excellence and our belief in building strong and enduring relationships. At the Wyoming Office of Tourism, our ideas are as big as our landscapes.</p>				
	<p>FUN</p>				
<p>OUR STRATEGIC IMPERATIVES</p> <ul style="list-style-type: none"> Grow Wyoming's visitor economy. Maximize the impact of our partnerships. Champion the destination and the brand. Ensure organizational excellence. 		<p>1a. Advance research capabilities to provide intelligence to WOT leadership (and partners) to drive ongoing strategy.</p> <p>1b. Grow length of stay.</p> <p>1c. Grow visitation during shoulder seasons.</p>	<p>2a. Extend ongoing outreach and guidance to enhance partner engagement with WOT programs and opportunities.</p> <p>2b. Ensure partner opportunities continue to deliver return on partner investment.</p>	<p>3a. Strengthen WY's brand reach through strategic partnerships.</p> <p>3b. Own WY's competitive advantages.</p> <p>3c. Strategically grow successful domestic and international markets.</p> <p>3d. Implement strategies to integrate the brand throughout the trip planning life cycle.</p>	<p>4a. Cultivate a work environment that inspires collaboration and leadership principles among all team members to deepen engagement.</p> <p>4b. Foster a shared value of continuous improvement throughout the organization</p>
		BOLD BOX	BOLD BOX	BOLD BOX	BOLD BOX