

Wyoming Office of Tourism

2013/14—2015/16 Strategic Clarity Overview

Baseline for all measures is 2012



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. (internationally & domestically)</p>	<p>Ensure operational 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 visitor volume by 20%. Increase tourism-related tax ROI by 25% in relation to WOT's advertising budget. 	<ul style="list-style-type: none"> Increase y/y number of partner investments by 20%. Increase y/y dollar amount invested by our partners by 10%. Ensure the successful renewal of local lodging taxes and support for tourism initiatives. Develop educational programming plan by the end of year one of this plan. Maintain health of our partnerships. Implement a partnership satisfaction metric and tool by 7/1/14. 	<ul style="list-style-type: none"> Ensure a minimum annual trip satisfaction score of 75% to include "can't wait to return." Increase y/y inquiries by 15%. Increase domestic awareness of the Wyoming brand by 5% in target markets. Increase consumer conversion 4%. 	<ul style="list-style-type: none"> Implement an employee engagement metric and tool by 7-1-14. Ensure all WOT employees are performing at "commendable" level. Implement a partner satisfaction metric and tool by 7/1/14. Establish and improve key program or process metrics. 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>EXCELLENCE</p>			
	<p>FUN</p>	<ol style="list-style-type: none"> 1a. Develop robust research competencies 1b. Expand existing and emerging international markets. 1c. Expand core and new domestic markets. 1d. Grow length of stay. 1e. Expand target audiences. 	<ol style="list-style-type: none"> 2a. Establish ongoing advocacy campaign. 2b. Maximize investment in marketing, advertising and sales programs. 2c. Maximize in-kind partnerships. 2d. Ensure ongoing education opportunities. 2e. Maximize product development opportunities. 2f. Establish a continuous process to manage, improve and nurture partnerships. 	<ol style="list-style-type: none"> 3a. Strengthen Wyoming's brand associations. 3b. Increase consumer engagement pre, during and post visit. 3c. Increase the likelihood of repeat visitation. 3d. Assess asset inventory relevant to our competitive set. 	<ol style="list-style-type: none"> 4a. Become Wyoming's employer of choice. 4b. Become a 'partner of choice. 4c. Inspire a Continuous Improvement mindset throughout the WOT organizational culture.
OUR STRATEGIC IMPERATIVES		BOLD BOX		BOLD BOX	
<ul style="list-style-type: none"> Grow Wyoming's visitor economy. Maximize the impact of our partnerships. Champion the destination and the brand. Ensure operational excellence. 		<p>Grow Wyoming's visitor economy.</p>	<p>Don't let the tail wag the dog.</p>	<p>Explore WOT's technology platform to deliver higher consumer conversion to destinations.</p>	<p>BOLD BOX</p>