



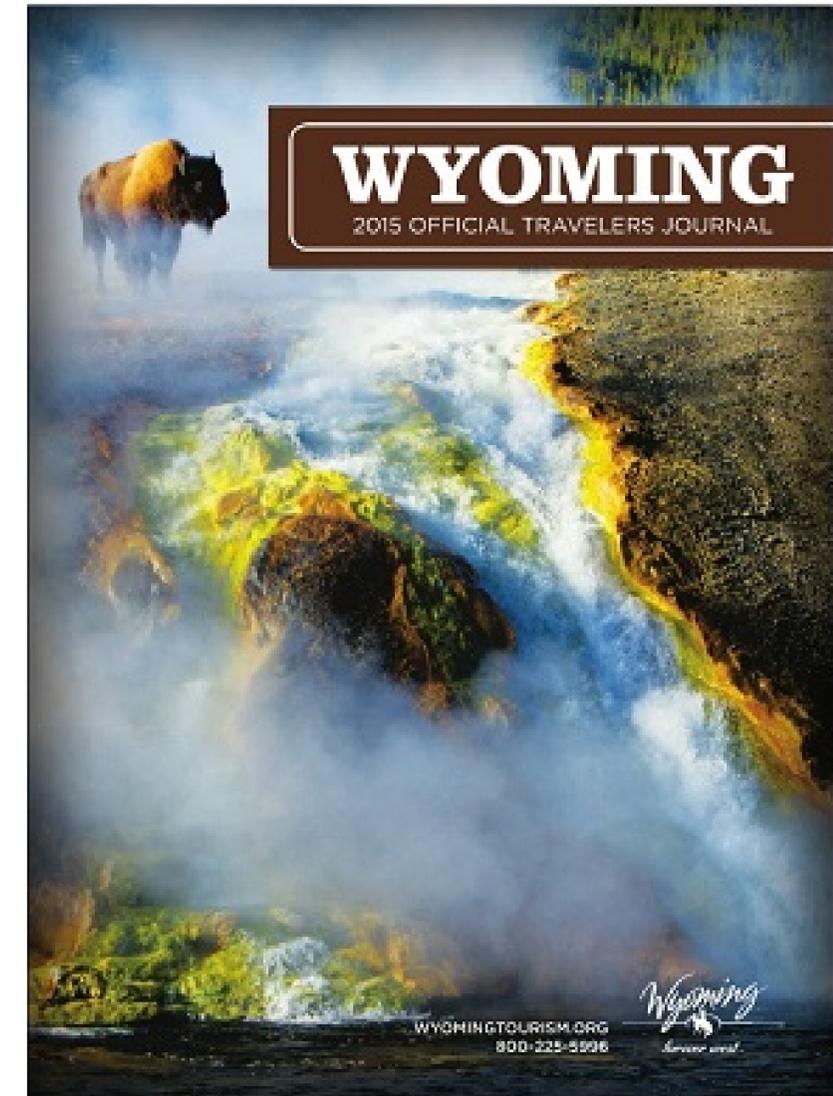
Wyoming Official Travelers Journal 2015  
Survey of Journal Requestors

Final Report of Findings  
February 2016

# Research Overview & Objectives

This report presents the findings of a survey of requestors of the 2015 Wyoming Official Travelers Journal. This research was conducted on behalf of the Wyoming Office of Tourism and its marketing partner, Miles. The primary objectives of this research were to:

- Understand the usage of the 2015 Wyoming Official Travelers Journal in visitors' travel planning process and decision making
- Evaluate the Journal's content and examine users' content preferences
- Study visitors' travel planning behaviors both prior to their Wyoming trip and while in-market
- Develop a profile of those who used the Official Travelers Journal



# Research Methodology

This research is based on an online survey methodology to collect data from those who requested the 2015 Wyoming Official Travelers Journal during calendar year 2015.

The survey was fielded from January 21<sup>st</sup> through February 8<sup>th</sup>, 2016. 99,868 email invitations were sent to those who ordered the 2015 Wyoming Travelers Journal. A sweepstakes to win one of several prizes was offered as an incentive to complete the survey.

The email invitation yielded a total of 7,456 completed survey responses with a response rate of 7.5%. Of the 7,456 completed survey responses, 2,766 respondents (37.1%) visited Wyoming after receipt of the Journal and thus completed the full survey that addressed the primary objectives. Respondents who did not recall receiving or reading the Wyoming Travelers Journal completed the survey's demographic questions.

# SNAPSHOT OF FINDINGS

The following slides illustrate key findings from the Wyoming Official Travelers Journal 2015 Survey of Journal Requestors.

# Snapshot of Findings

## Visited Wyoming after Receiving the Journal (% of Journal Users)



## Focus of Trip Experience (% of Journal Users who visited Wyoming after receiving the Journal )



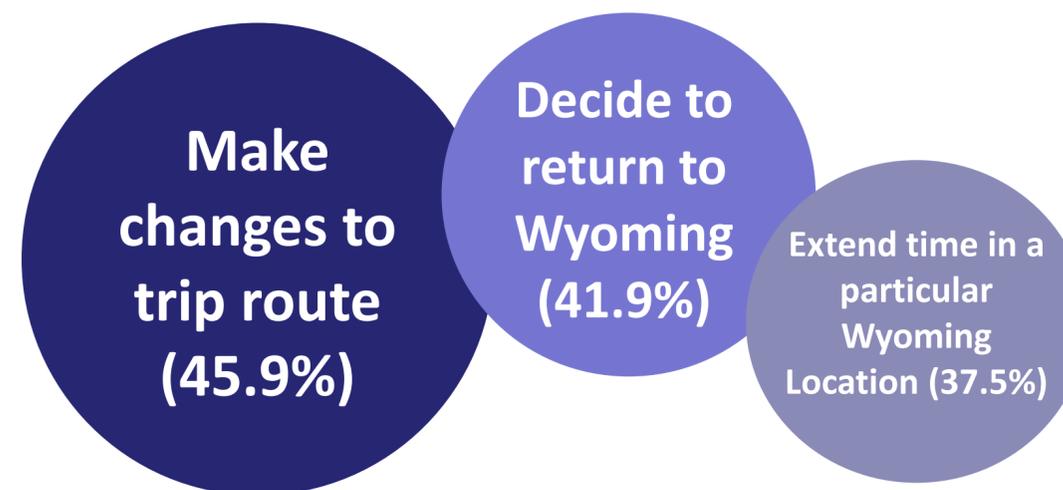
## Visitor Trip Details

(% of Journal Users who visited Wyoming after receiving the Journal )



## Trip Decisions Influenced by Journal

(% of Journal Users who visited Wyoming after receiving the Journal )



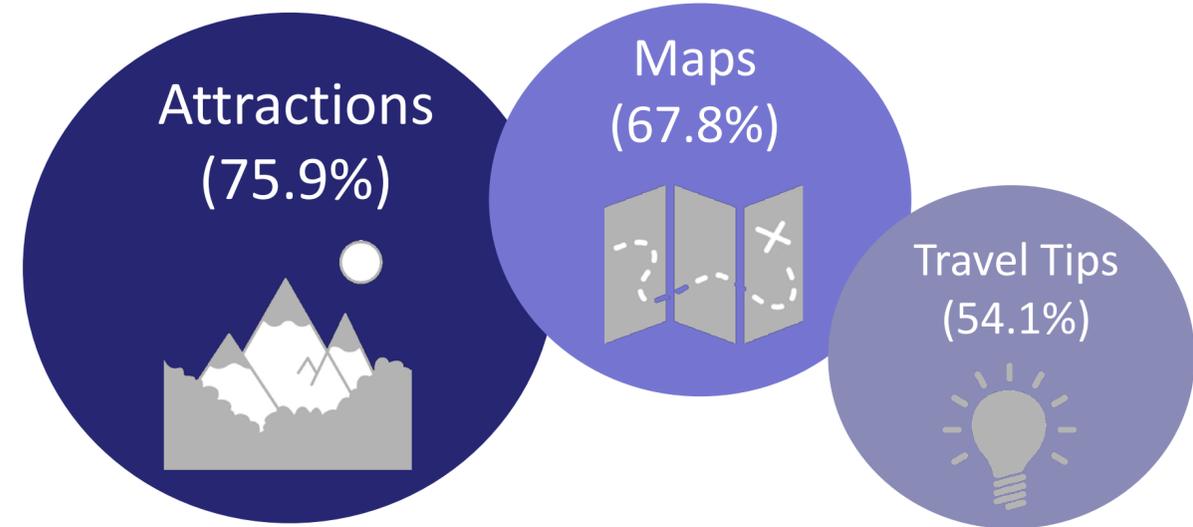
# Snapshot of Findings (continued)

## Top Reasons for Requesting the Journal (% of all Journal requestors)



- To plan a vacation to Wyoming (49.9%)
- Review general info about traveling to Wyoming (44.3%)
- Trip inspiration (41.7%)

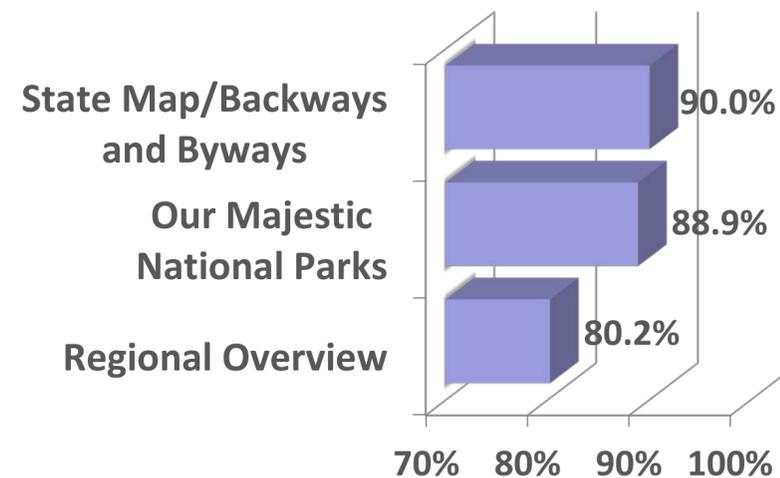
## Top Content Sought in the Journal (% of all Journal Requestors)



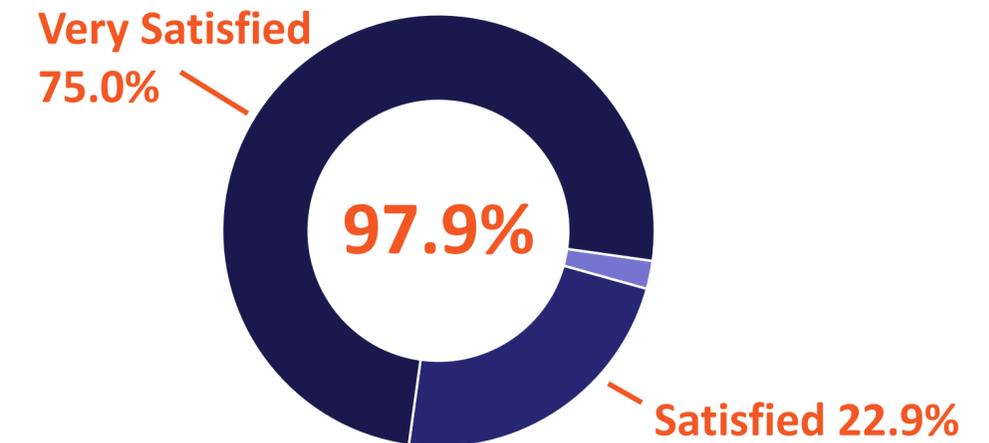
## Journal Influenced Decision to Visit Wyoming (% of Journal Users who visited Wyoming after receiving the Journal)



## Usefulness of Journal Content (% of Journal Users who visited Wyoming after receiving the Journal rating each content type to be "Useful" or "Very Useful")



## Satisfaction with Journal (% of Journal Users who visited Wyoming after receiving the Journal)



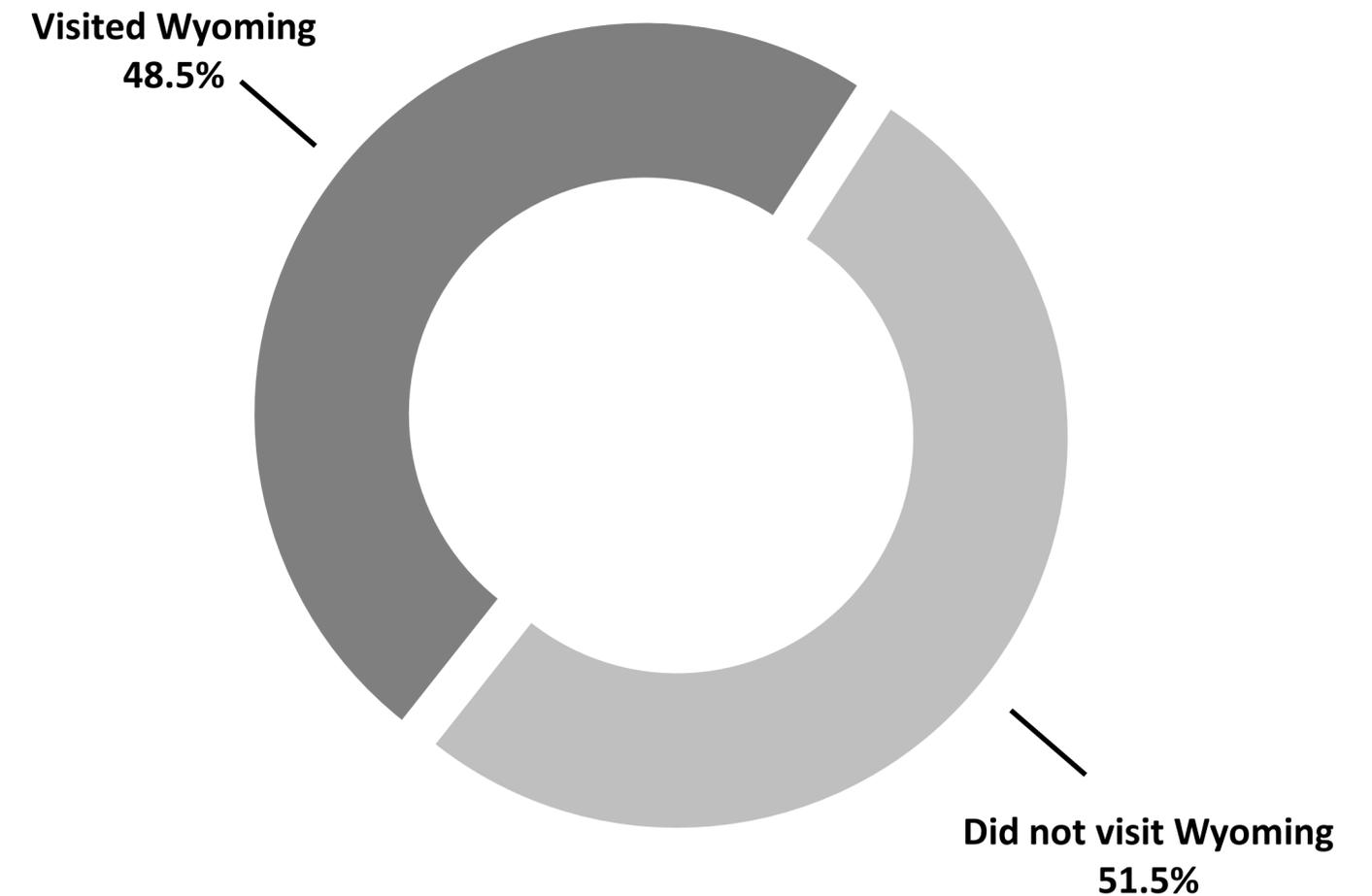
# KEY RESEARCH FINDINGS

# Key Research Findings—Wyoming Visitors vs. Non-Visitors

The intent of the Wyoming Official Travelers Journal is to inspire readers with the hope that they will travel to Wyoming. The figure to the right indicates that 48.5 percent of Journal users visited Wyoming after receiving the Wyoming Official Travelers Journal (referred to as Wyoming Visitors) and 51.5 percent of Journal users who have not yet traveled to Wyoming (referred to as Non-Visitors).

The following five slides will highlight the key takeaways from these two types of Journal users: Wyoming Visitors and Non-Visitors.

**Figure 1: Wyoming Visitors vs. Non-Visitors**



# Key Research Findings—Wyoming Visitors

## OVERALL JOURNAL EFFECTIVENESS & VISITATION TO WYOMING

- **A majority of Wyoming visitors were satisfied with the Wyoming Travelers Journal.** 75.0 percent of Wyoming visitors were very satisfied with the Journal.
- **Nearly two-thirds of visitors ordered the Wyoming Travelers Journal to plan or book a vacation to Wyoming.** The primary reason visitors ordered the Journal was to plan and book a vacation to Wyoming (63.9%) followed by to have a guide to take with on the trip (50.9%).
- **Visitors took at least one trip to Wyoming after receiving the Official Travelers Journal.** Visitors took 1.3 trips to Wyoming on average, and seven-in-ten traveled to Wyoming within 3 months of receiving the Journal (69.6%).
- **One-third of Journal users who visited Wyoming considered only Wyoming for their trip (32.6%).** Other top states considered before committing to a trip to Wyoming were: Montana (31.5%), South Dakota (26.2%) and Colorado (16.4%). These are similar results to the 2014 study.
- **Wyoming visitors primarily traveled to the Northwest region at 77.3 percent.** Other top regions visited were the Northeast region at 43.0 percent and Southeast region at 22.9 percent.
- **Official Travelers Journal users who visited Wyoming have a visitor profile quite comparable to Wyoming's 2014 Overnight profile from Strategic Marketing & Research Insights.** Wyoming's Journal users who visited Wyoming after receiving the Journal stayed an average of 6.2 days and 5.5 nights, with a travel party size of 3.1 persons. The average total trip spending was \$1,717.90.
- **Four-in-ten visitors stated that the Wyoming Travelers Journal was most influential in making changes to trip routes (46.7%).** In addition, one-in-five visitors extended their visit in Wyoming due to content accessed in the Journal (19.1%) by an average of 2.9 days.

# Key Research Findings—Wyoming Visitors (continued)

## INSPIRATION & PLANNING RESOURCES

- **When ordering Wyoming Travelers Journal, visitors are primarily looking for information on attractions and maps.** Wyoming Visitors were primarily seeking the following information: attractions (80.3%), maps (75.6%), travel tips (61.1%) and accommodations (55.3%).
- **Nearly four-in-ten Wyoming visitors obtained the Official Travelers Journal through WyomingTourism.org.** Wyoming visitors initially learned about the Official Travelers Journal primarily through WyomingTourism.org (37.9%), followed by search engine results (23.7%).
- **Upon receipt of the Wyoming Travelers Journal, one-third of these visitors had not made a final decision to visit Wyoming and were subject to influence by the Journal (32.9%).** The other 67.1 percent of visitors had already decided to take a trip to Wyoming.
- **The Wyoming Travelers Journal is effective and an important resource in influencing readers to take a trip to Wyoming.** For those who didn't already have plans to travel to Wyoming when they received the guide, nine-in-ten Wyoming Visitors felt that the Journal helped them make a decisions for their upcoming trip (89.9%). For those who felt the Journal helped, three-quarters considered the Journal to be "Important" (43.0%) or "Very important" (31.8%) to their destination decision.
- **The Wyoming Official Travelers Journal is important to Wyoming visitors before and while on their trip.** Approximately 90 percent of Wyoming Visitors used the printed version of the Wyoming Official Travelers Journal BEFORE taking a trip (87.1%). 63.2 percent of visitors continued to use the Journal DURING their trip.

# Key Research Findings—Wyoming Visitors (continued)

## ENGAGEMENT/INTERACTION WITH JOURNAL CONTENT

- **Wyoming visitors primarily read the following types of content in the Journal: “State Map/Backways and Byways” (80.6%) and “Our Majestic National Parks” section (71.6%).** This makes sense given the reasons why they are ordering the Travelers Journal in the first place.
- **Visitors use the map in the Wyoming Travelers Journal more than any other section to make trip decisions.** Wyoming visitors used the map section of the Journal to select a region, city or town to visit (56.5%) and to select attractions, tours, recreational activities or other things to do (47.3%) and lodging/place to stay (47.1%). In addition, approximately one-in-five visitors used advertisements within the Travelers Journal to aid in trip planning. The significance of this is that advertisements are used more often than business listings which are only used approximately 10 percent of the time.
- **Nine-in-ten visitors found “State Map/Backways and Byways” and “Our Majestic National Parks” useful.** “State Map/Backways and Byways” was considered the most useful at 90.0 percent followed by “Our Majestic National Parks” section at 88.9% percent.
- **Visitors provided minimal suggestions to improve the Wyoming Travelers Journal.** 37.9 percent had a positive opinion of the Journal. For those visitors that offered ways to improve the Journal, the top requests were for the following: maps (8.4%), fishing and hunting information (4.7%) and history/historical information (4.7%).

# Key Research Findings—Non-Visitors

## OVERALL JOURNAL EFFECTIVENESS & INTENT TO VISIT WYOMING

**A majority of Wyoming visitors were satisfied with the Wyoming Travelers Journal.** 66.1 percent of Wyoming non-visitors were very satisfied with the Journal.

**Half of non-visitors ordered the Wyoming Travelers Journal for trip inspiration and to acquire general travel information about Wyoming.** The primary reasons for ordering the Journal was for trip inspiration (50.7%) and to review general information about traveling to Wyoming (47.7%). This differs from Wyoming visitors who ordered the Journal to plan and book a vacation to Wyoming.

**A quarter of non-visitors have made travel plans to visit Wyoming this summer.** One-in-four Non-Visitors indicated that they have made firm travel plans for a trip to Wyoming (24.7%). Over 90 percent intend to visit in 2016 (91.4%) during the summer months of June (36.7%), July (28.9%) and August (21.7%).

**Similar to Wyoming visitors, half of non-visitors were most interested in the Park Explorer trip experience.** This is followed by Family Traveler (18.9%) and Old West Seeker (14.1%).

# Key Research Findings—Non-Visitors (continued)

## INSPIRATION & PLANNING RESOURCES

**When ordering Wyoming Travelers Journal, non-visitors are primarily seeking information on attractions and maps.** Non-Visitors ordered the Journal primarily looking for the following types of information: attractions (75.8%), maps (64.0%) and travel tips (59.4%).

**A quarter of Wyoming non-visitors obtained the Official Travelers Journal through WyomingTourism.org.** Non-visitors initially learned about the Journal primarily through WyomingTourism.org (26.1%), followed by search engine results (19.9%). Compared to Wyoming visitors, these percentages are much lower.

**The Wyoming Travelers Journal provides most of the content non-visitors are looking for in order to be inspired to book a trip to Wyoming.** Non-Visitors indicated that they need to learn about the following: National parks (52.0%), State parks (37.8%), accommodations (33.3%), attractions (33.2%) and road trip options (32.6%).

## ENGAGEMENT/INTERACTION WITH JOURNAL CONTENT

**Wyoming non-visitors primarily read the following types of content in the Journal: “State Map/Backways and Byways” (70.1%) and “Our Majestic National Parks” section (67.5%).** This makes sense given the reasons why they are ordering the Travelers Journal in the first place.

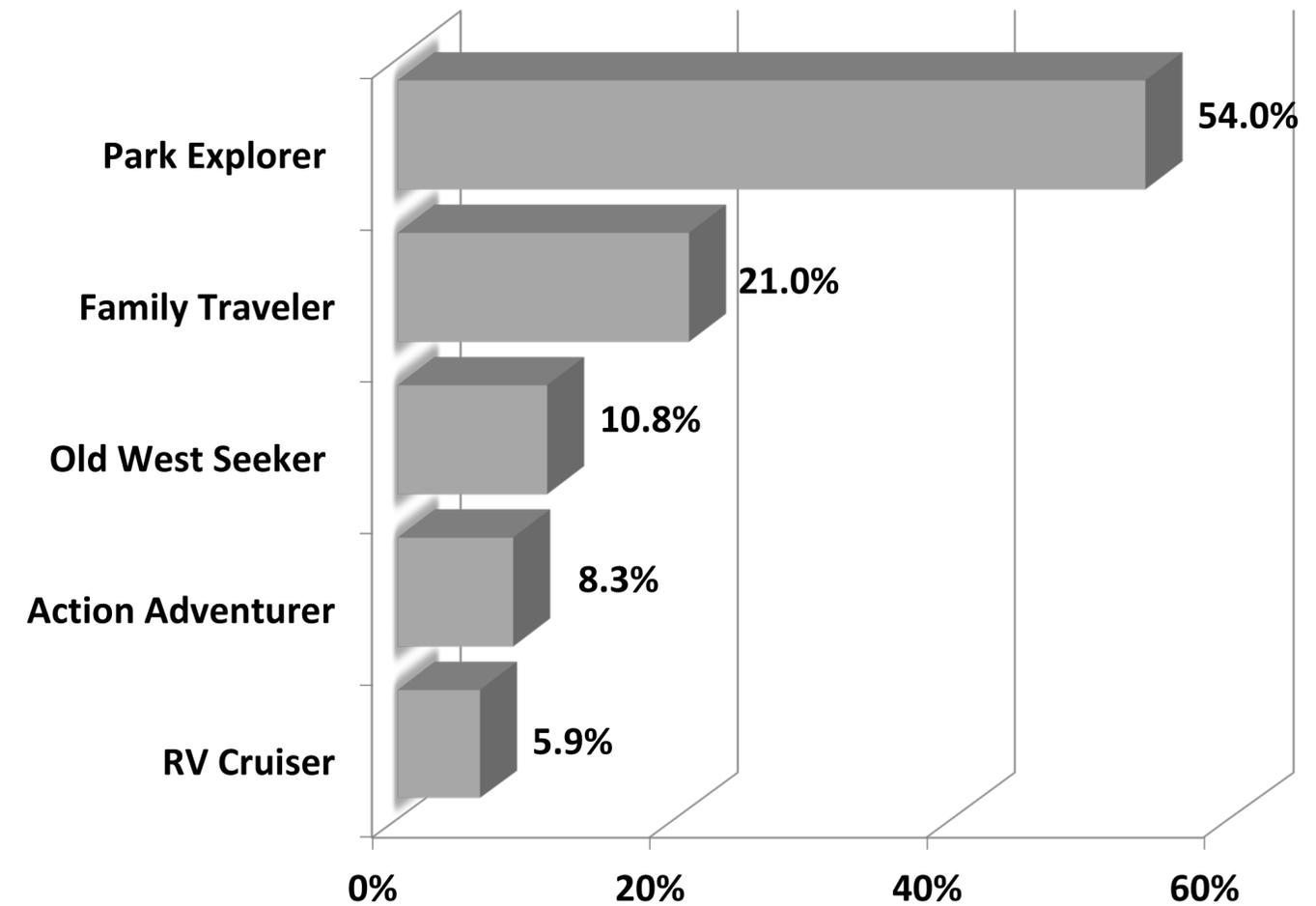
**Non-visitors provided minimal suggestions to improve the Wyoming Travelers Journal.** 41.6 percent of non-visitors had a positive opinion of the Wyoming Travelers Journal but some suggested adding more content related to lodging options (6.9%), fishing and hunting information (6.7%) and history/historical information (4.7%) to the Journal.

# Key Research Findings—Wyoming Travel Segments

The Wyoming Office of Tourism provided a list of highly valued travel segments. When asked which travel segment best described the focus of their Wyoming trip experience, more than half of Wyoming Visitors identified themselves as Park Explorers (54.0%). Family Traveler ranked next at 21.0 percent. This is followed by Old West Seeker (10.8%), Action Adventurer (8.3%) and RV Cruiser (5.9%).

Although there is a varied amount of interest in these travel segments, all segments are of value. The following 15 slides will highlight the key takeaways from each of these segments.

Figure 2: Wyoming Travel Segments



# Key Research Findings—Park Explorer Segment

## OVERALL JOURNAL EFFECTIVENESS & VISITATION TO WYOMING

- **A majority of Wyoming Park Explorer visitors were satisfied with the Wyoming Travelers Journal.** 76.1 percent of Wyoming Park Explorer visitors were very satisfied with the Journal.
- **Nearly two-thirds of Park Explorer visitors ordered the Wyoming Travelers Journal to plan or book a vacation to Wyoming.** The primary reason for ordering the Journal was to plan and book a vacation to Wyoming (67.5%),
- **Park Explorer visitors took at least one trip to Wyoming after receiving the Official Travelers Journal.** Visitors took 1.2 trips to Wyoming on average and 69.0 percent took their trip within 3 months of receiving the Journal.
- **One-third of Park Explorer Journal users who visited Wyoming considered only Wyoming for their trip (29.4%).** Other top states considered before committing to a trip to Wyoming were: Montana (34.7%), South Dakota (28.5%) and Colorado (15.4%).
- **It is no surprise that Park Explorer visitors to Wyoming primarily traveled to the Northwest region at 77.3 percent.** This is largest share compared to other travel segments.
- **Park Explorer visitors look a lot like the typical Wyoming visitor.** Park Explorer visitors who requested a Travelers Journal stayed an average of 6.2 days and 5.5 nights, with a travel party size of 3.1 persons. The average total trip spending was \$1,830.25.



Above: Image of Yellowstone National Park.

# Key Research Findings—Park Explorer Segment (continued)

## INSPIRATION & PLANNING RESOURCES

- **When ordering Wyoming Travelers Journal, Park Explorers are primarily looking for information on attractions and maps.** Wyoming Park Explorer visitors were primarily seeking the following information: attractions (82.7%), maps (76.5%), travel tips (63.1%) and accommodations (56.3%).
- **Nearly four-in-ten Wyoming Park Explorer visitors obtained the Official Travelers Journal through WyomingTourism.org.** These visitors initially learned about the Journal primarily through WyomingTourism.org (38.3%), followed by search engine results (26.1%). Compared to the other travel segments, Park Explorers use search engines more frequently.
- **Upon receipt of the Wyoming Travelers Journal, one-third of the Park Explorer visitors had not made a final decision to visit Wyoming and were subject to influence by the Journal (31.0%).** The other 69.0 percent of Park Explorers had already decided to take a trip to Wyoming. This is the highest percentage of all travel segments.
- **Park Explorers think that the Wyoming Travelers Journal is effective and an important resource in influencing readers to take a trip to Wyoming.** For those who didn't already have plans to travel to Wyoming when they received the guide, nine-in-ten Wyoming Park Explorer visitors felt that the Journal helped them make a decisions for their upcoming trip (90.7%). For those who felt the Journal helped, seven-in-ten considered the Journal to be "Important" (43.0%) or "Very important" (29.6%) to their destination decision.
- **The Wyoming Official Travelers Journal is important to Wyoming visitors before and while on their trip.** Nearly nine-in-ten Park Explorers used the printed version of the Wyoming Official Travelers Journal BEFORE taking a trip (88.3%). 65.0 percent of this segment continued to use the Journal DURING their trip.

# Key Research Findings—Park Explorer Segment (continued)

## ENGAGEMENT/INTERACTION WITH JOURNAL CONTENT

- **Park Explorer visitors use the map in the Wyoming Travelers Journal more than any other section to make trip decisions.** Park Explorers used the map section of the Journal to select a region, city or town to visit (56.4%) and to select attractions, tours, recreational activities or other things to do (49.9%). In addition, approximately one-in-five Park Explorer visitors used advertisements within the Travelers Journal to aid in trip planning. The significance of this is that advertisements are used more often than business listings which are only used approximately 10 percent of the time.
- **Nine-in-ten Park Explorer visitors found “Our Majestic National Parks” and “State Map/Backways and Byways” most useful.** “Our Majestic National Parks” section was considered the most useful at 94.9 percent followed by “State Map/Backways and Byways” at 90.6 percent.
- **Half of Park Explorer visitors stated that the Wyoming Travelers Journal was most influential in making changes to trip routes (46.7%).** In addition, 17.1 percent of Park Explorer visitors extended their visit in Wyoming due to content accessed in the Journal by an average of 2.7 days.

# Key Research Findings—Family Traveler Segment

## OVERALL JOURNAL EFFECTIVENESS & VISITATION TO WYOMING

- **A majority of Wyoming Family Traveler visitors were satisfied with the Wyoming Travelers Journal.** 73.3 percent of Wyoming Family Traveler visitors were very satisfied with the Journal.
- **Six-in-ten Family Traveler visitors ordered the Wyoming Travelers Journal to plan or book a vacation to Wyoming.** The primary reason for ordering the Journal was to plan and book a vacation to Wyoming (58.2%).
- **Family Traveler visitors took at least one trip to Wyoming after receiving the Official Travelers Journal.** Visitors took 1.3 trips to Wyoming on average and 71.9 percent took their trip within 3 months of receiving the Journal.
- **One-third of Family Traveler Journal users who visited Wyoming considered only Wyoming for their trip (37.5%).** Other top states considered before committing to a trip to Wyoming were: Montana (23.6%), South Dakota (24.1%) and Colorado (16.0%).
- 
- **Family Traveler visitors to Wyoming primarily traveled to the Northwest region at 60.2 percent.** This is followed by the Northeast (43.9%) and Southeast (43.0%).
- **Family Traveler visitors look a lot like the typical Wyoming visitor.** Family Travelers stay an average of 5.2 days and 4.5 nights, with a travel party size of 3.5 persons. The average total trip spending is \$1,516.31.



Above: Image of a family in nature.

# Key Research Findings—Family Traveler Segment (continued)

## INSPIRATION & PLANNING RESOURCES

- **When ordering Wyoming Travelers Journal, Family Travelers are primarily looking for information on attractions and maps.** Wyoming Family Traveler Visitors were primarily seeking the following information: attractions (79.3%), maps (76.1%), travel tips (61.3%) and accommodations (53.4%).
- **Nearly four-in-ten Wyoming Family Traveler visitors obtained the Official Travelers Journal through WyomingTourism.org.** These visitors initially learned about the Journal primarily through WyomingTourism.org (37.3%), followed by search engine results (21.9%).
- **Upon receipt of the Wyoming Travelers Journal, one-third of the Family Traveler visitors had not made a final decision to visit Wyoming and were subject to influence by the Journal (33.6%).** The other 66.4 percent of Family Travelers had already decided to take a trip to Wyoming.
- **Family Travelers think that the Wyoming Travelers Journal is effective and an important resource in influencing readers to take a trip to Wyoming.** For those who didn't already have plans to travel to Wyoming when they received the guide, eight-in-ten Wyoming Family Traveler visitors felt that the Journal helped them make a decisions for their upcoming trip (84.1%). For those who felt the Journal helped, three-quarters considered the Journal to be "Important" (45.7%) or "Very important" (31.1%) to their destination decision.
- **The Wyoming Official Travelers Journal is important to Wyoming Family Traveler visitors before and while on their trip.** 86.4 percent of Family Travelers used the printed version of the Wyoming Official Travelers Journal BEFORE taking a trip. 61.2 percent of this segment continued to use the Journal DURING their trip.

# Key Research Findings—Family Traveler Segment (continued)

## ENGAGEMENT/INTERACTION WITH JOURNAL CONTENT

- **Family Traveler visitors use the map in the Wyoming Travelers Journal more than any other section to make trip decisions.** Family Travelers used the maps section of the Journal to select a region, city or town to visit (58.3%) and to select attractions, tours, recreational activities or other things to do (46.9%). In addition, approximately one-in-five Family Traveler visitors used advertisements within the Travelers Journal to aid in trip planning. The significance of this is that advertisements are used more often than business listings which are only used approximately 10 percent of the time.
- **Nine-in-ten Family Traveler visitors found the “State Map/Backways and Byways” section of the Wyoming Travelers Journal useful (90.3%).** This is followed by “Our Majestic National Parks” section at 81.9 percent.
- **Four-in-ten Family Traveler visitors stated that the Wyoming Travelers Journal was most influential in making changes to trip routes (45.5%).** In addition, 17.9 percent of Family Traveler visitors extended their visit in Wyoming due to content accessed in the Journal by an average of 2.3 days.

# Key Research Findings—Old West Seeker Segment

## OVERALL JOURNAL EFFECTIVENESS & VISITATION TO WYOMING

- **A majority of Wyoming Old West Seeker visitors were satisfied with the Wyoming Travelers Journal.** 81.5 percent of Wyoming Old West Seeker visitors were very satisfied with the Journal.
- **Nearly two-thirds of Old West Seeker visitors ordered the Wyoming Travelers Journal to plan or book a vacation to Wyoming.** The primary reason for ordering the Journal was to plan and book a vacation to Wyoming (62.4%).
- **Old West Seeker visitors took at least one trip to Wyoming after receiving the Official Travelers Journal.** Visitors took 1.3 trips to Wyoming on average and 71.8 percent took their trip within 3 months of receiving the Journal.
- **One-third of Old West Seeker Journal users who visited Wyoming considered only Wyoming for their trip (31.2%).** Other top states considered before committing to a trip to Wyoming were: Montana (30.9%), South Dakota (26.2%) and Colorado (23.8%).
- **Old West Seekers primarily traveled to the Northwest region at 61.1 percent.** This is followed by the Southeast region at 54.4 percent.
- **Old West Seekers look a lot like the typical Wyoming visitor.** Old West Seekers stay an average of 5.9 days and 5.2 nights, with a travel party size of 2.4 persons. The average total trip spending is \$1,558.59.



Above: Image of an Old West town in Wyoming.

# Key Research Findings—Old West Seeker Segment (continued)

## INSPIRATION & PLANNING RESOURCES

- **When ordering Wyoming Travelers Journal, Old West Seekers are primarily looking for information on attractions and maps.** Wyoming Old West Seeker Visitors were primarily seeking the following information: attractions (86.2%), maps (72.1%), accommodations (60.4%) and travel tips (56.0%).
- **Four-in-ten Wyoming Old West Seeker visitors obtained the Official Travelers Journal through WyomingTourism.org.** These visitors initially learned about the Journal primarily through WyomingTourism.org (40.9%). Old West Seekers are more apt to use WyomingTourism.org compared to the other travel segments.
- **Upon receipt of the Wyoming Travelers Journal, one-third of the Old West Seeker visitors had not made a final decision to visit Wyoming and were subject to influence by the Journal (37.6%).** The other 62.4 percent of Old West Seekers had already decided to take a trip to Wyoming.
- **Old West Seekers think that the Wyoming Travelers Journal is effective and an important resource in influencing readers to take a trip to Wyoming.** For those who didn't already have plans to travel to Wyoming when they received the guide, nine-in-ten Wyoming Old West Seeker visitors felt that the Journal helped them make a decisions for their upcoming trip (92.9%). For those who felt the Journal helped, eight-in-ten considered the Journal to be "Important" (37.5%) or "Very important" (47.1%) to their destination decision.
- **The Wyoming Official Travelers Journal is important to Wyoming visitors before and while on their trip.** Approximately 90 percent of Old West Seekers used the printed version of the Wyoming Official Travelers Journal BEFORE taking a trip (88.3%). 66.1 percent of this segment continued to use the Journal DURING their trip.

# Key Research Findings—Old West Seeker Segment (continued)

## ENGAGEMENT/INTERACTION WITH JOURNAL CONTENT

- **Old West Seeker visitors use the map in the Wyoming Travelers Journal more than any other section to make trip decisions.** Old West Seekers used the maps section of the Journal to select a region, city or town to visit (61.1%) and an article, story or itinerary in the Journal to select attractions, tours, recreational activities or other things to do (48.7%). In addition, approximately one-in-five Old West Seeker visitors used advertisements within the Travelers Journal to aid in trip planning. The significance of this is that advertisements are used more often than business listings which are only used approximately 10 percent of the time.
- **Eight-in-ten Old West Seeker visitors found the following sections most useful: “State Map/Backways and Byways”, “Regional Overview” section and “Our Majestic National Parks.”** “State Map/Backways and Byways” section was considered the most useful at 89.2 percent, followed by “Our Majestic National Parks” at 83.8 percent and “Regional Overview” at 82.1 percent.
- **Half of Old West Seeker visitors stated that the Wyoming Travelers Journal was most influential in making changes to trip routes (51.3%).** In addition, 22.8 percent of Old West Seeker visitors extended their visit in Wyoming due to content accessed in the Journal by an average of 3.0 days.

# Key Research Findings—Action Adventurer Segment

## OVERALL JOURNAL EFFECTIVENESS & VISITATION TO WYOMING

- **A majority of Wyoming Action Adventurer visitors were satisfied with the Wyoming Travelers Journal.** 63.5 percent of Wyoming Action Adventurer visitors were very satisfied with the Journal.
- **Six-in-ten Action Adventurer visitors ordered the Wyoming Travelers Journal to plan or book a vacation to Wyoming.** The primary reason for ordering the Journal was to plan and book a vacation to Wyoming (61.3%).
- **Action Adventurer visitors took at least one trip to Wyoming after receiving the Official Travelers Journal.** Visitors took 1.6 trips to Wyoming on average and 63.0 percent took their trip within 3 months of receiving the Journal.
- **Nearly half of Action Adventurer Journal users who visited Wyoming considered only Wyoming for their trip (48.7%).** Other top states considered before committing to a trip to Wyoming were: Montana (29.1%), South Dakota (13.9%) and Colorado (13.5%).
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- **Action Adventurer visitors primarily traveled to the Northwest region at 60.9 percent.** This is followed by the Southeast region at 33.9 percent and the Northeast region at 31.7.
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- **Action Adventurer visitors look different when compared to the typical Wyoming visitor.** Action Adventurers stay an average of 7.4 days and 6.8 nights, with a travel party size of 3.3 persons. The average total trip spending is \$1,958.25. Of all travel segments, Action Adventurers represent the highest average trip spending in-market.



Above: Image of a hiker in Wyoming.

# Key Research Findings—Action Adventurer Segment (continued)

## INSPIRATION & PLANNING RESOURCES

- **When ordering Wyoming Travelers Journal, Action Adventurers are primarily looking for information on maps and recreation.** Wyoming Action Adventurer Visitors were primarily seeking the following information: maps (73.5%), recreation (69.6%), attractions (63.5%), and travel tips (55.7%).
- **One-third of Wyoming Action Adventurer visitors obtained the Official Travelers Journal through WyomingTourism.org.** These visitors initially learned about the 2015 Wyoming Official Travelers Journal primarily through WyomingTourism.org (33.5%), followed by search engine results (15.2%).
- **Upon receipt of the Wyoming Travelers Journal, one-third of the Action Adventurer visitors had not made a final decision to visit Wyoming and were subject to influence by the Journal (37.0%).** The other 63.0 percent of Action Adventurers had already decided to take a trip to Wyoming.
- **Action Adventurers think that the Wyoming Travelers Journal is effective and an important resource in influencing readers to take a trip to Wyoming.** For those who didn't already have plans to travel to Wyoming when they received the guide, nine-in-ten Wyoming Action Adventurer visitors felt that the Journal helped them make a decisions for their upcoming trip (88.2%). For those who felt the Journal helped, one-third considered the Journal to be "Important" (46.7%) or "Very important" (21.3%) to their destination decision.
- **The Wyoming Official Travelers Journal is important to Wyoming visitors before and while on their trip.** About 80 percent of Action Adventurers used the printed version of the Wyoming Official Travelers Journal BEFORE taking a trip (81.7%). 46.1 percent of this segment continued to use the Journal DURING their trip. Compared to the other travel segments, this the lowest use of the printed Journal during their trip.

# Key Research Findings—Action Adventurer Segment (continued)

## ENGAGEMENT/INTERACTION WITH JOURNAL CONTENT

**Action Adventurer visitors use the map in the Wyoming Travelers Journal more than any other section to make trip decisions.** Action Adventurers used Maps to select a region/city/town to visit (49.1%). In addition, approximately one-in-five Action Adventurer visitors used advertisements within the Travelers Journal to aid in trip planning. The significance of this is that advertisements are used more often than business listings which are only used approximately 10 percent of the time.

**Eight-in-ten Action Adventurer visitors found the “State Map/Backways and Byways” most useful (86.0%).** This is followed by “Regional Overview” section at 75.4% percent. This percentage ranks lower compared to other travel segments.

**Half of Action Adventurer visitors stated that the Wyoming Travelers Journal was most influential in deciding to return to Wyoming (48.3%).** In addition, one-in-five visitors extended their visit in Wyoming due to content accessed in the Journal (19.1%) by an average of 4.2 days.

# Key Research Findings—RV Cruiser Segment

## OVERALL JOURNAL EFFECTIVENESS & VISITATION TO WYOMING

- **A majority of Wyoming RV Cruiser visitors were satisfied with the Wyoming Travelers Journal.** 76.2 percent of Wyoming RV Cruiser visitors were very satisfied with the Journal.
- **Nearly six-in-ten RV Cruisers visitors ordered the Wyoming Travelers Journal to plan or book a vacation to Wyoming.** The primary reason for ordering the Journal was to plan and book a vacation to Wyoming (57.9%).
- **RV Cruiser visitors took at least one trip to Wyoming after receiving the Official Travelers Journal.** Visitors took 1.2 trips to Wyoming on average and 72.6 percent took their trip within 3 months of receiving the Journal.
- **One-quarter of RV Cruiser Journal users who visited Wyoming considered only Wyoming for their trip (25.0%).** Other top states considered before committing to a trip to Wyoming were: Montana (33.5%), South Dakota (30.5%) and Idaho (19.5%).
- **RV Cruisers primarily traveled to the Northwest region at 70.1 percent.** This is followed by the Northeast at 45.7 percent.
- **RV Cruiser visitors doesn't look a lot like the typical Wyoming visitor.** RV Cruisers stay an average of 8.8 days and 8.3 nights, representing the longest average trip length across travel segments. The typical travel party is 3.1 persons. The average total trip spending is \$1,362.03.



Above: Image of an RV driving through Wyoming.

# Key Research Findings—RV Cruiser Segment (continued)

## INSPIRATION & PLANNING RESOURCES

- **When ordering Wyoming Travelers Journal, RV Cruisers are primarily looking for information on attractions and maps.** Wyoming RV Cruiser visitors were primarily seeking the following information: attractions (74.4%), maps (74.4%), travel tips (55.5%) and recreation (53.0%).
- **Nearly four-in-ten Wyoming RV Cruiser visitors obtained the Official Travelers Journal through WyomingTourism.org.** These visitors initially learned about the 2015 Wyoming Official Travelers Journal primarily through WyomingTourism.org (37.2%), followed by search engine results (21.9%).
- **Upon receipt of the Wyoming Travelers Journal, one-third of the RV Cruiser visitors had not made a final decision to visit Wyoming and were subject to influence by the Journal (33.5%).** The other 66.5 percent of RV Cruisers had already decided to take a trip to Wyoming.
- **RV Cruisers think that the Wyoming Travelers Journal is an effective resource in influencing readers to take a trip to Wyoming.** For those who didn't already have plans to travel to Wyoming when they received the guide, nine-in-ten Wyoming RV Cruiser visitors felt that the Journal helped them make a decisions for their upcoming trip (100.0%). For those who felt the Journal helped, three-quarters considered the Journal to be "Important" (40.0%) or "Very important" (36.4%) to their destination decision. NOTE: Extremely small sample size.
- **The Wyoming Official Travelers Journal is important to Wyoming visitors before and while on their trip.** 83.5 percent of RV Cruisers used the printed version of the Journal BEFORE taking a trip. 73.2 percent of this segment continued to use the Journal DURING their trip. Compared to other travel segments, RV Cruisers represent the largest percentage of printed guide usage during their trip.

# Key Research Findings—RV Cruiser Segment (continued)

## ENGAGEMENT/INTERACTION WITH JOURNAL CONTENT

- **RV Cruiser visitors use the map in the Wyoming Travelers Journal more than any other section to make trip decisions.** RV Cruisers used the maps section of the Journal to select lodging (59.1%) and a region, city or town to visit (53.7%). In addition, approximately one-in-five RV Cruiser visitors used advertisements within the Travelers Journal to aid in trip planning. The significance of this is that advertisements are used more often than business listings which are only used approximately 10 percent of the time.
- **Nine-in-ten RV Cruiser visitors found “State Map/Backways and Byways” and “Our Majestic National Parks” sections to be most useful.** “State Map/Backways and Byways” section was considered the most useful at 91.5 percent followed by “Our Majestic National Parks” at 87.2 percent.
- **Half of RV Cruiser visitors stated that the Wyoming Travelers Journal was most influential in making changes to trip routes (49.4%).** In addition, 30.9 percent of RV Cruiser visitors extended their visit in Wyoming due to content accessed in the Journal by an average of 3.5 days.



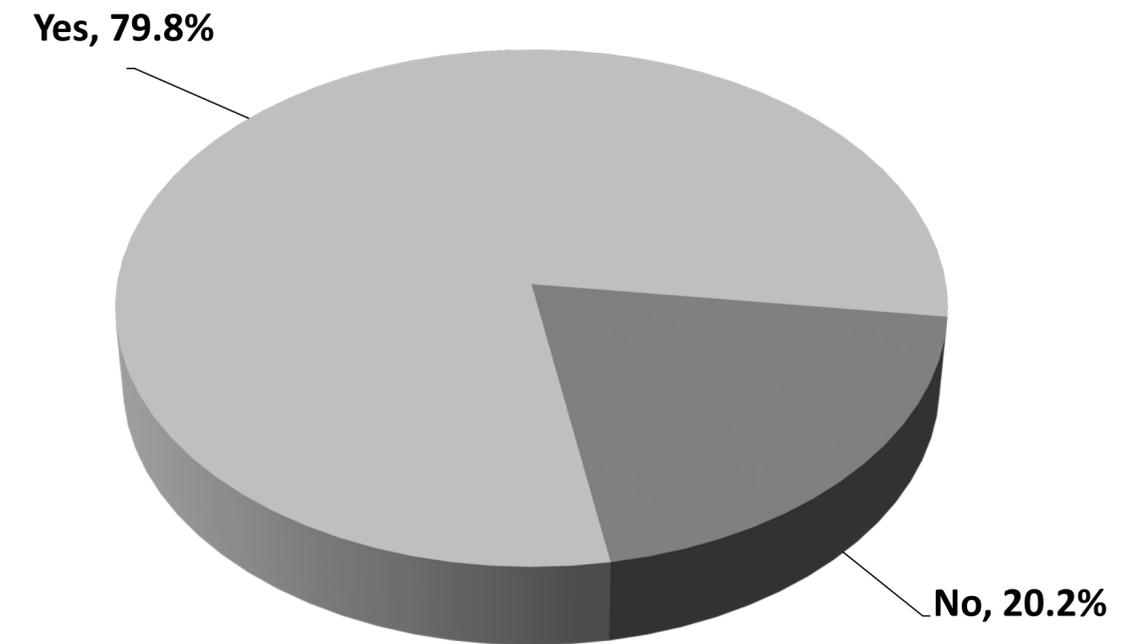
# DETAILED FINDINGS

# Recall Receipt of Official Travelers Journal

The vast majority of Journal requestors recalled receipt of the **2015 Wyoming Official Travelers Journal**. At the time of being surveyed, approximately 80 percent of requestors recalled having received the Journal in the mail.

Question: Did you recall receiving a copy of the 2015 Wyoming Official Travelers Journal? Base: All respondents. 7,456 completed surveys.

Chart 1: Recall Receipt of Official Travelers Journal

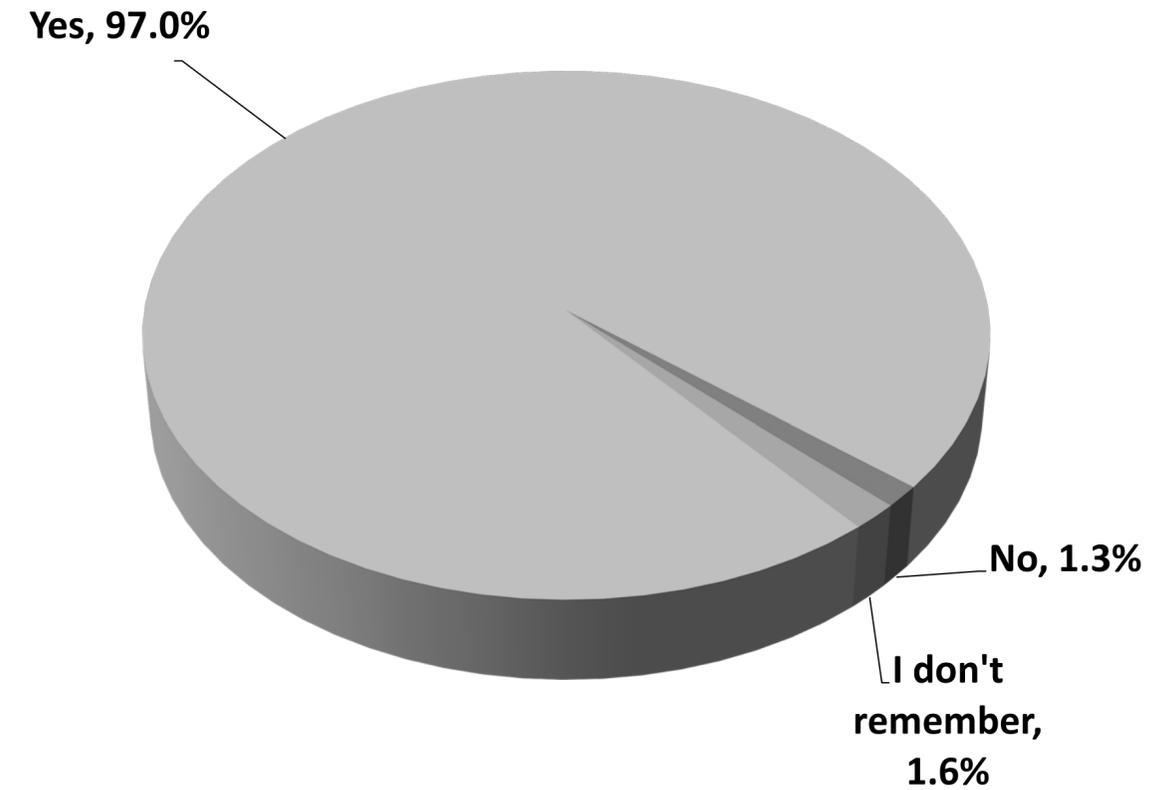


# Reviewed Journal

Nearly all respondents who recalled receiving the 2015 Wyoming Official Travelers Journal reported having read or looked through the Journal (97.0%). In the remainder of the report, these respondents will be referred to as “Journal users.”

Question: Did you read (or look through) the 2015 Wyoming Official Travelers Journal that you received? Base: Respondents who recall receiving the Journal. 5,949 completed surveys.

Chart 2: Reviewed Journal

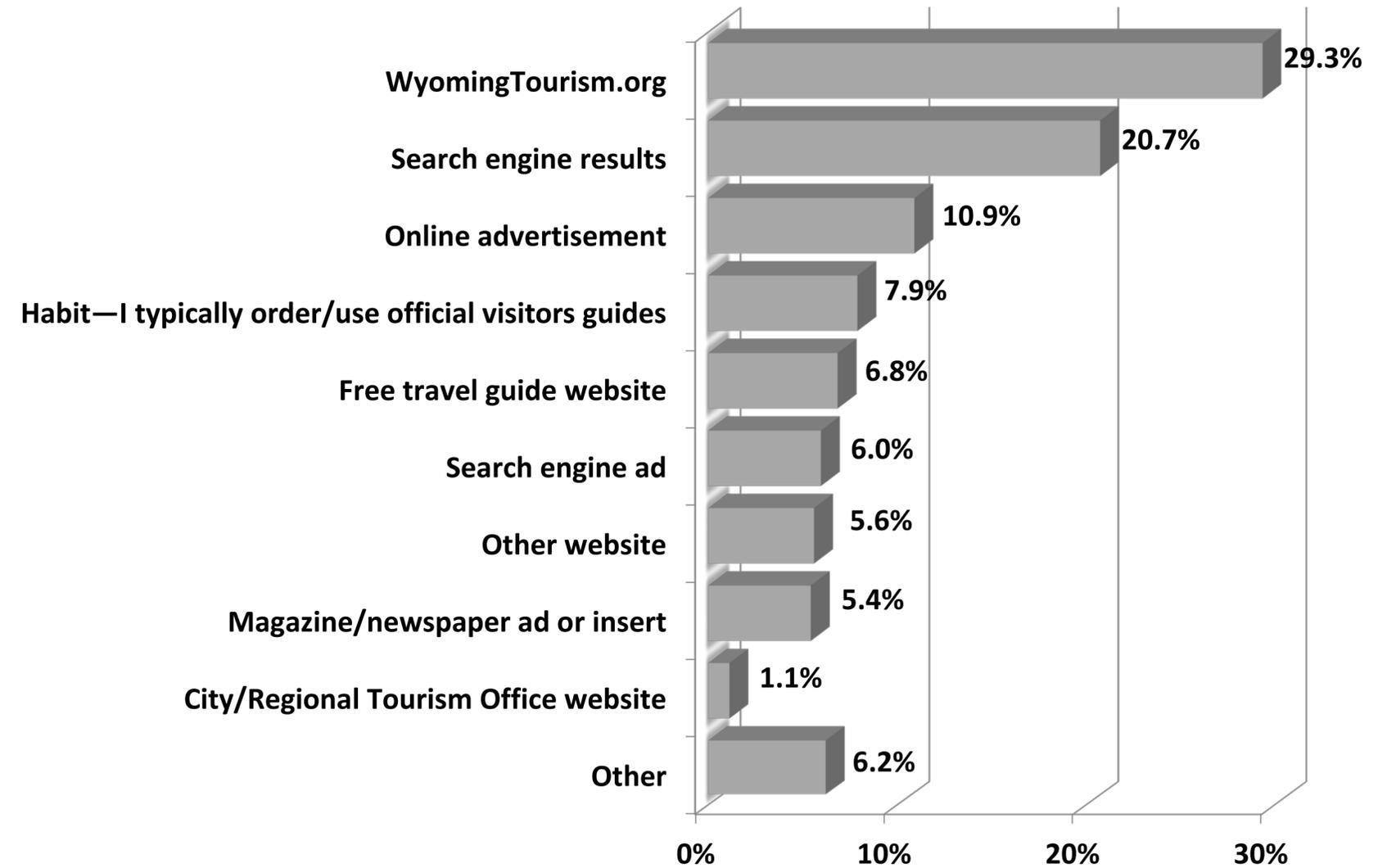


# How Requestor Learned about Journal

Nearly one-third of Journal requestors learned about the Wyoming Official Travelers Journal through WyomingTourism.org (29.3%). Another 20.7 percent learned about the guide through a search engine result, highlighting the importance of search engine marketing.

Question: How did you initially learn about the 2015 Wyoming Official Travelers Journal? Base: Journal requestors. 7,456 completed surveys.

Chart 3: How Requestor Learned about Journal

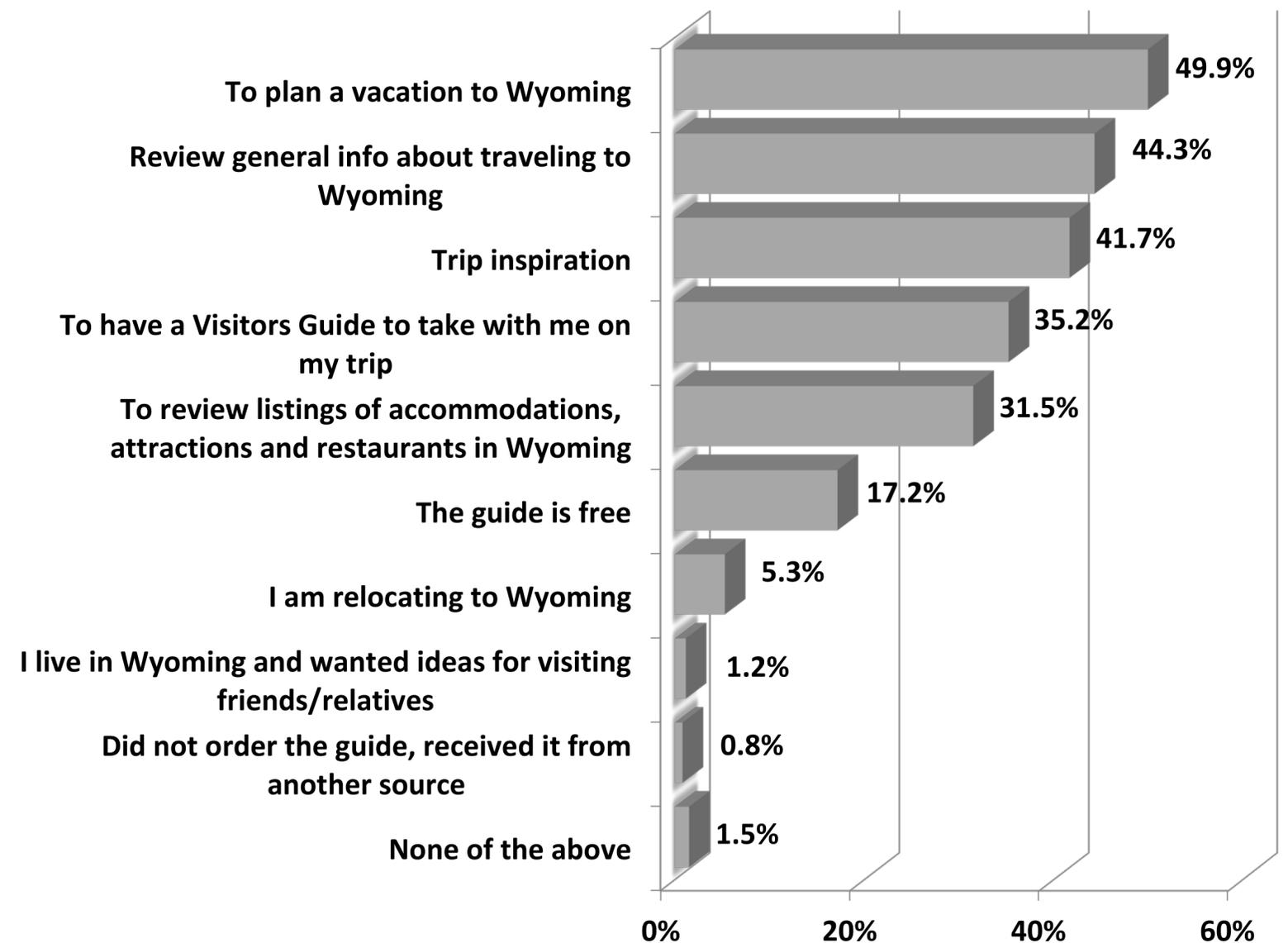


# Reasons for Ordering Journal

**To plan a vacation to Wyoming is the top reason Journal requestors ordered the Wyoming Official Travelers Journal (49.9%).** Other reasons for ordering the Journal were to “Review information about traveling to Wyoming and/or learn more about Wyoming overall” (44.3%) and “Trip inspiration—(to) get ideas for why I might want to take a trip to Wyoming,” (41.7%). Approximately one-third reported that they ordered the Journal “To have a Visitors Guide to take with me on my trip” (35.2%) and “To review listings of accommodations, attractions, restaurants and other businesses in Wyoming” (31.5%).

Question: Which of the following describes your reason(s) for ordering the 2015 Wyoming Official Travelers Journal? (Select all that apply) Base: Journal requestors. 7,456 completed surveys.

Chart 4: Reasons for Ordering Journal

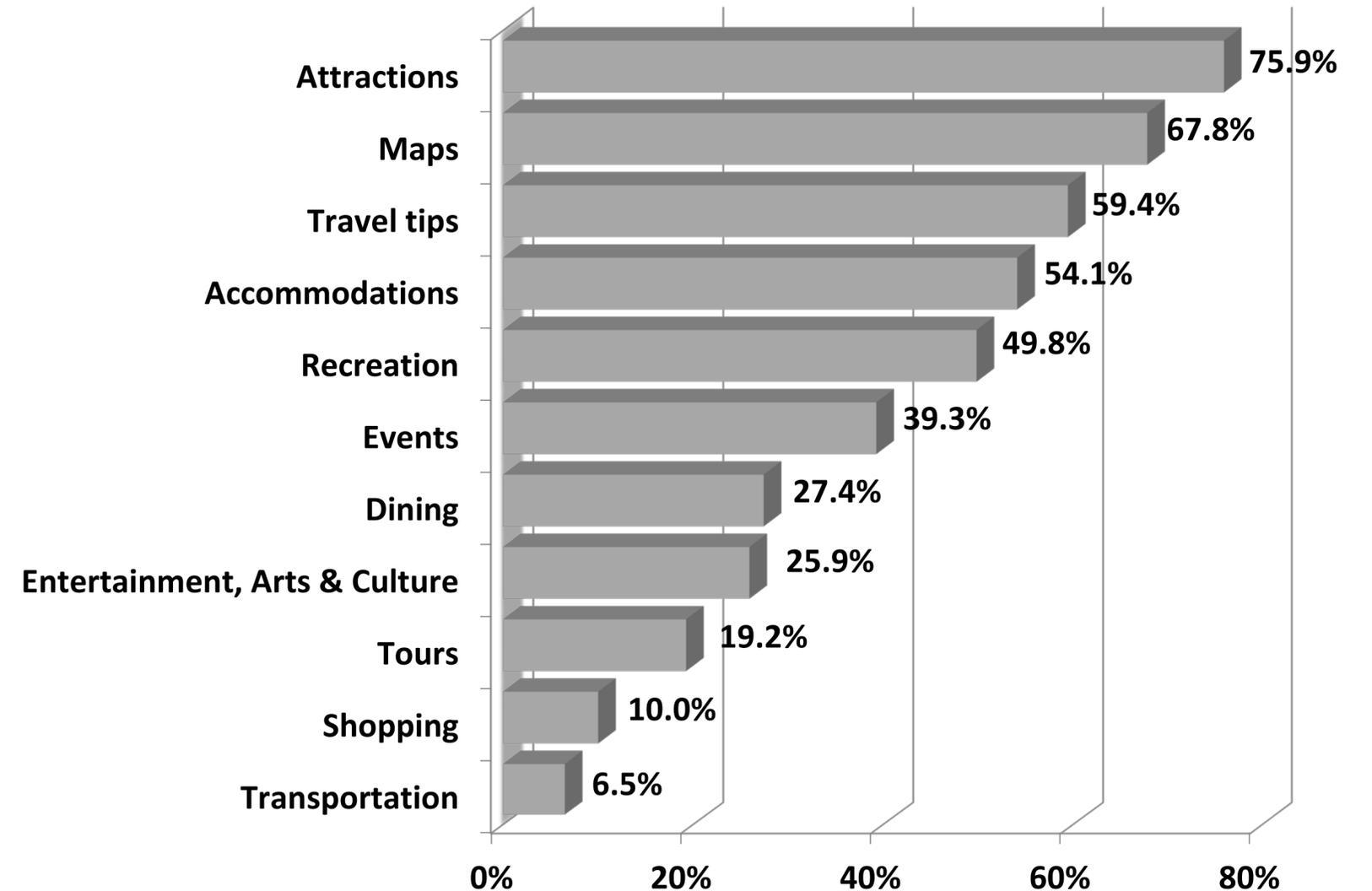


# Information Sought in Journal

Journal requestors were asked which specific types of information they sought when they ordered the Wyoming Official Travelers Journal. **Attractions and travel maps are the most common types of information sought in the Journal (75.9% and 67.8%).** Journal requestors were also interested in ordering the guide to look up travel tips (59.4%), accommodations (54.1%) and recreational information (49.8%).

Question: Which types of information were you specifically seeking when you ordered the 2015 Wyoming Official Travelers Journal? (Select all that apply) Base: Journal requestors. 7,456 completed surveys.

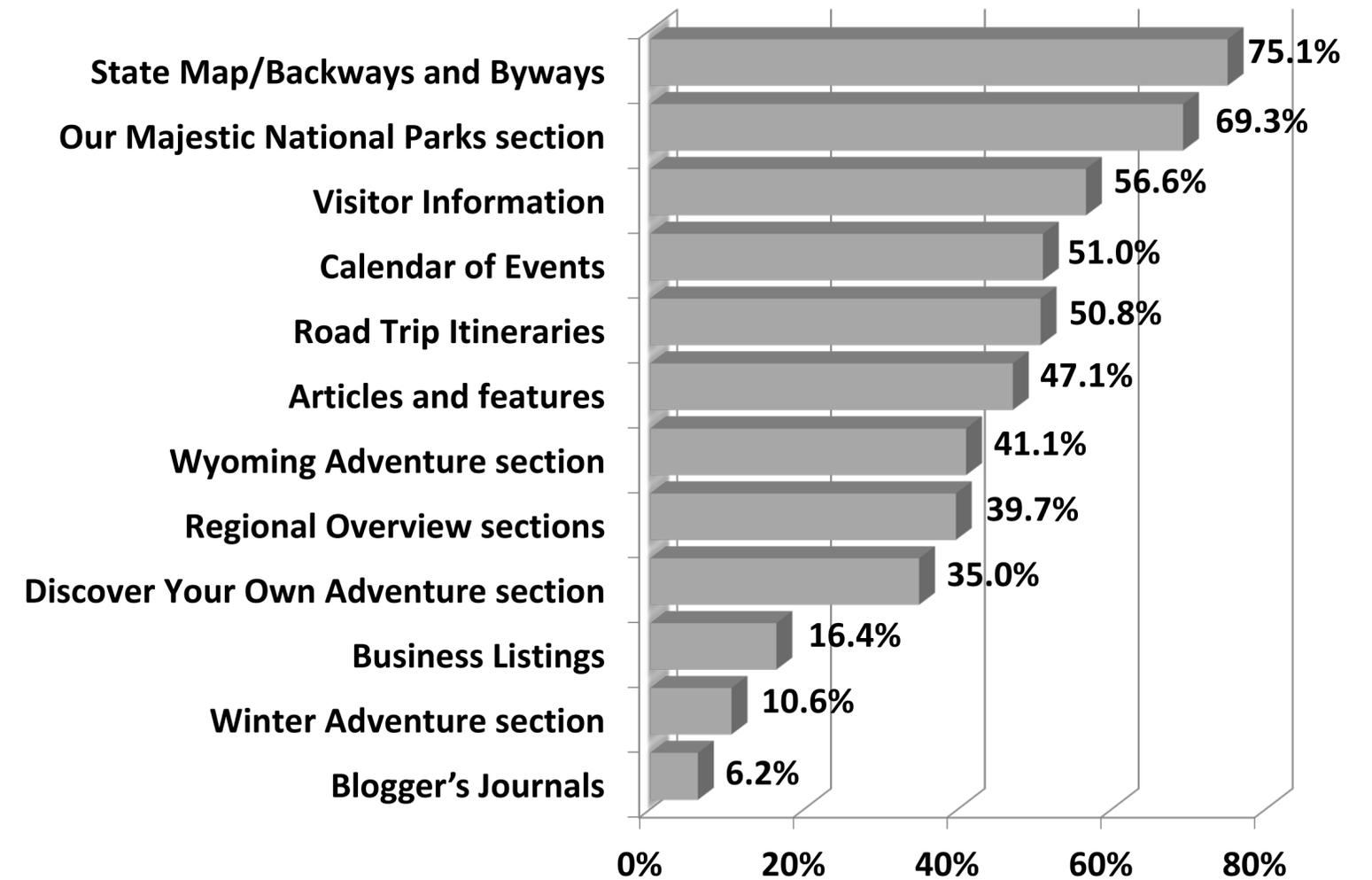
Chart 5: Information Sought in Journal



# Content Reviewed

Given the general motivations for ordering the guide (Chart 4), the “State Map/Backways and Byways” (75.1%) and “Our Majestic National Parks” section (69.3%) were the most popular content accessed by Journal users. In addition, approximately half or more of Journal users reviewed visitor information (56.6%), the calendar of events (51.0%), road trip itineraries (50.8%) and articles and features (47.1%) in the Official Travelers Journal.

Chart 6: Content Reviewed



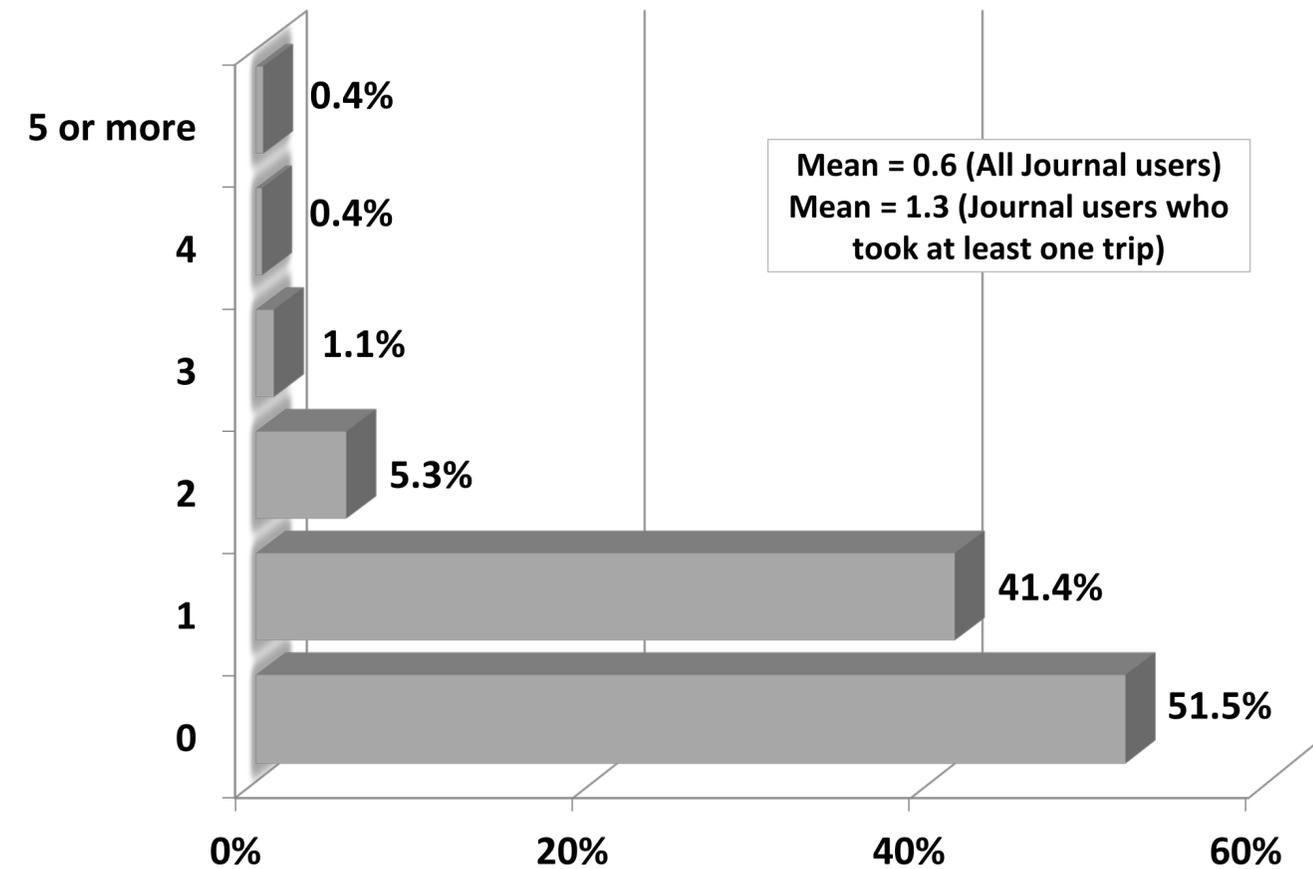
Question: Which types of content and other information contained in the 2015 Wyoming Official Travelers Journal did you read or review? Base: Journal users. 5,771 completed surveys.

# Wyoming Trips After Receipt of Journal

Nearly half of all Journal users took at least one trip to Wyoming after receiving the Official Travelers Journal (48.5%). On average, these Journal users who visited Wyoming took 1.3 trips to the state after receiving the 2015 Official Travelers Journal. The typical Journal user took 0.6 trips to Wyoming after receipt of the Journal.

Question: Since receiving the 2015 Wyoming Official Travelers Journal how many leisure trips to Wyoming have you made? Base: Journal users. 5,691 completed surveys.

Chart 7: Wyoming Trips After Receipt of Journal

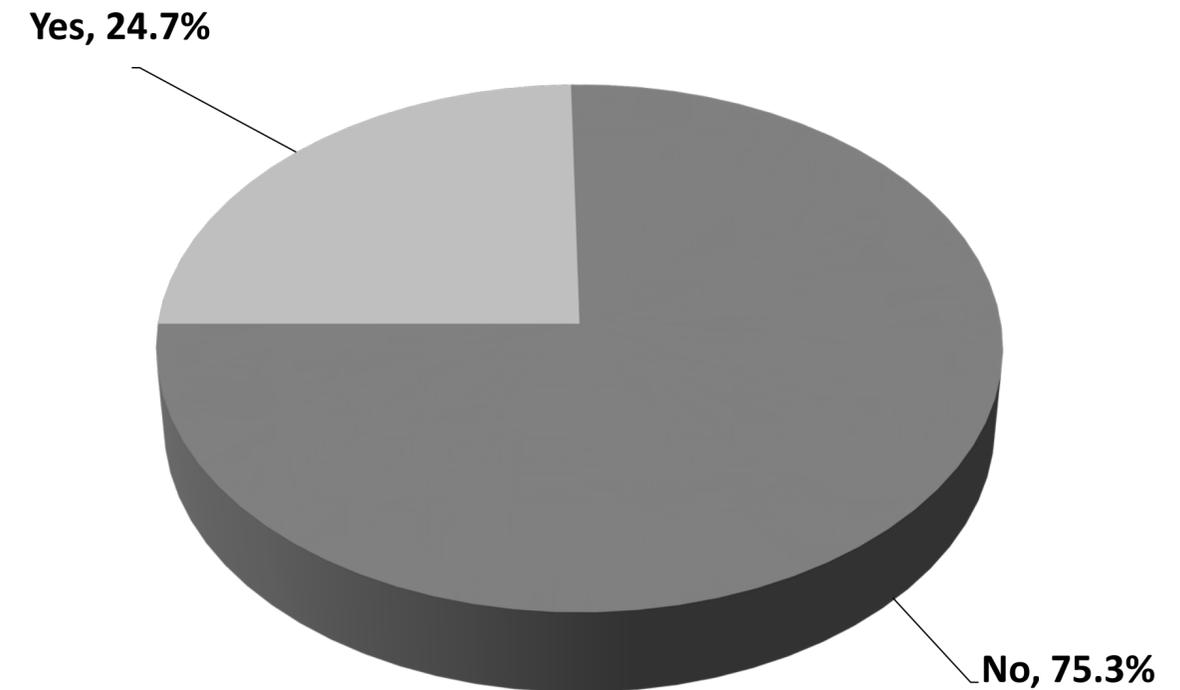


# Not Traveled Yet: Future Wyoming Travel Plans

One-in-four Journal users who had not yet traveled to Wyoming after receiving the Journal made firm travel plans to visit Wyoming (24.7%).

Question: Have you made any firm travel plans for a trip to Wyoming yet? Base: Journal users who did not travel to Wyoming after receiving the Journal. 2,929 completed surveys.

Chart 8: Future Wyoming Travel Plans

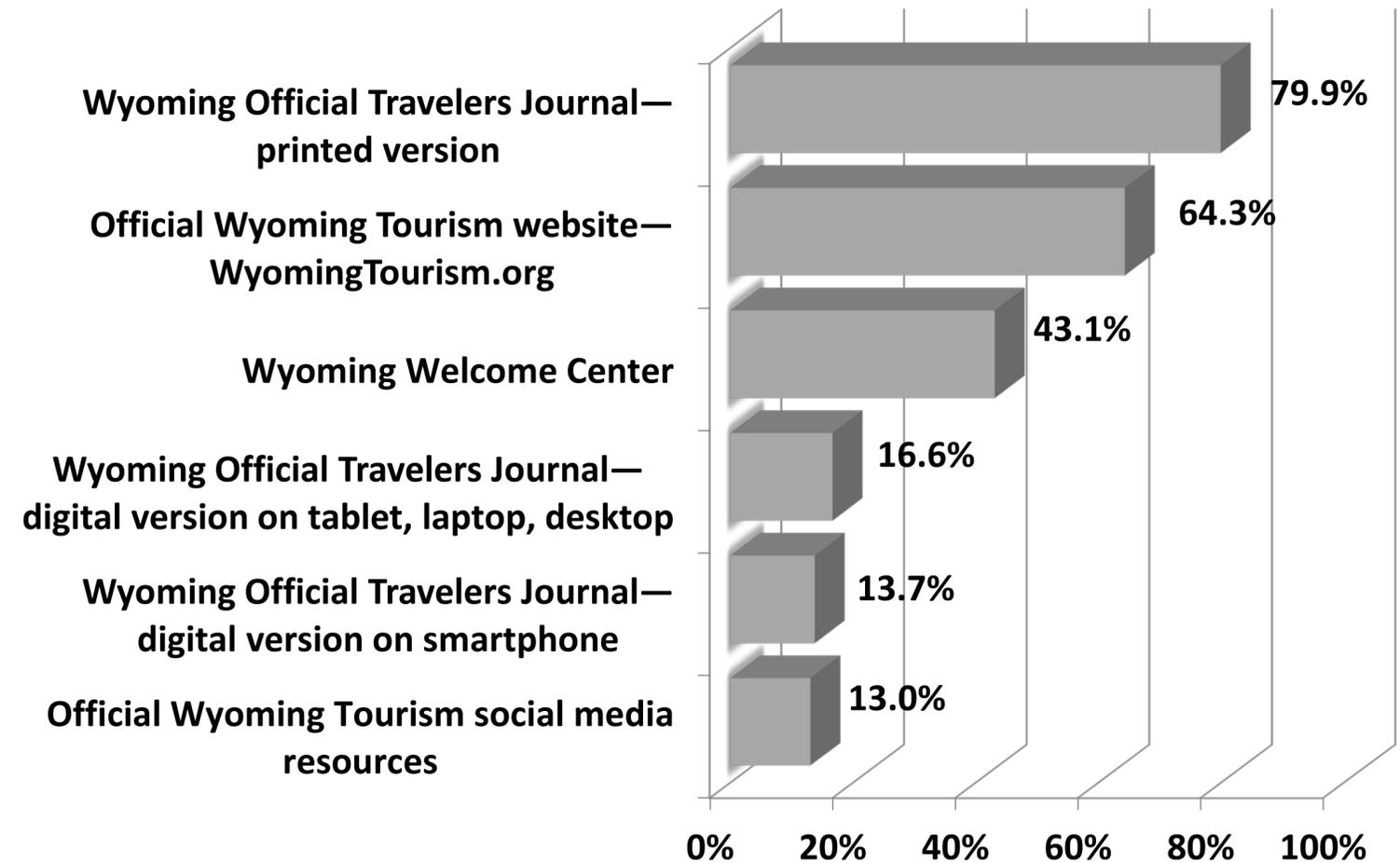


# Not Traveled Yet: Resources to Plan Wyoming Trip

Journal users who did not visit Wyoming after receipt of the Journal but reported plans for a future trip were presented with a list of travel planning resources and asked which they will use to continue planning their trip. **About 80 percent of this audience will use (or already used) the printed version of the Journal (79.9%), followed by two-thirds who will use (or already used) WyomingTourism.org. 43.1 percent will use the Wyoming Welcome Center to continue with their travel planning process.**

Question: Which of the following resources did you, or will you, use to continue planning your Wyoming trip? (Select all that apply) Base: Journal users who did not travel to Wyoming after receiving the Journal, but have firm plans for a future Wyoming trip. 722 completed surveys.

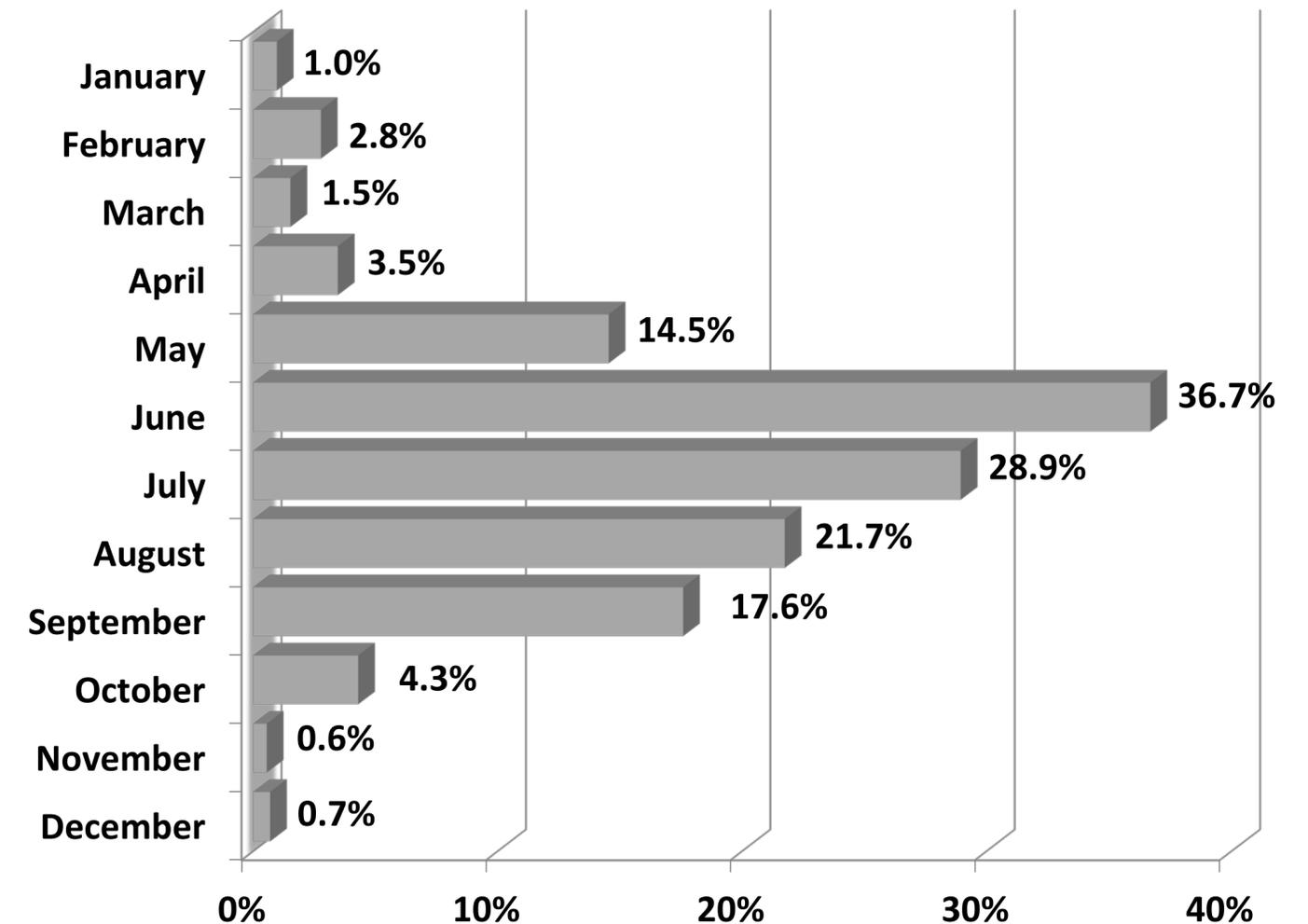
**Chart 9: Resources to Plan Wyoming Trip**



# Not Traveled Yet: Intended Wyoming Visit

Journal users who indicated having firm plans to visit Wyoming were asked when they planned to travel. **The Summer 2016 season will likely have the highest visitation among Journal users who had not yet visited Wyoming after receiving the 2015 Official Travelers Journal.** 91.4 percent of these Journal users planned to visit Wyoming during 2016. Meanwhile, 12.2 percent intend to visit in 2017 or later.

Chart 10: Intended Wyoming Visit



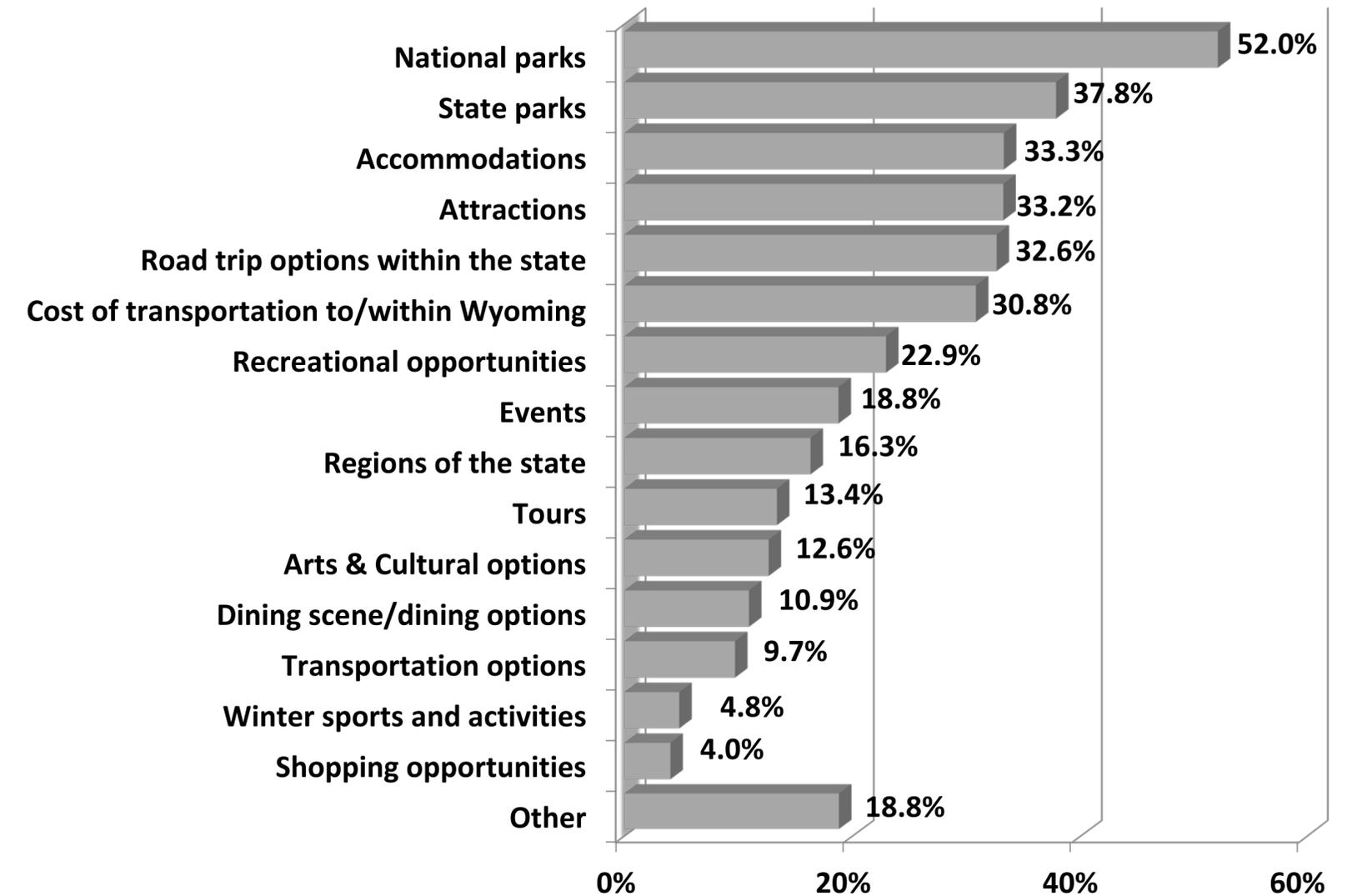
Question: When will you most likely visit Wyoming? (Select all that apply)  
Base: Journal users who did not travel to Wyoming after receiving the Journal, but have firm plans for a future Wyoming trip. 722 completed surveys.

# Not Traveled Yet: Information to Inspire a Wyoming Trip

Presented with a list and asked to select the specific types of information they would like to learn about Wyoming in order to inspire them to book a trip, 52.0 percent of Journal users who did not travel to Wyoming reported “National parks,” followed by 37.8 percent who said “State parks.” Approximately one-third or more of this audience would also like to learn about “Accommodations” (33.3%), “Attractions” (33.2%), “Road trip options within the state” (32.6%) and “Cost of transportation to/within Wyoming” (30.8%).

Question: What do you need to learn about Wyoming (if anything) to inspire you to book a trip to our state? (Select all that apply) Base: Journal users who did not travel to Wyoming after receiving the Journal. 2,207 completed surveys.

Chart 11: Information to Inspire a Wyoming Trip

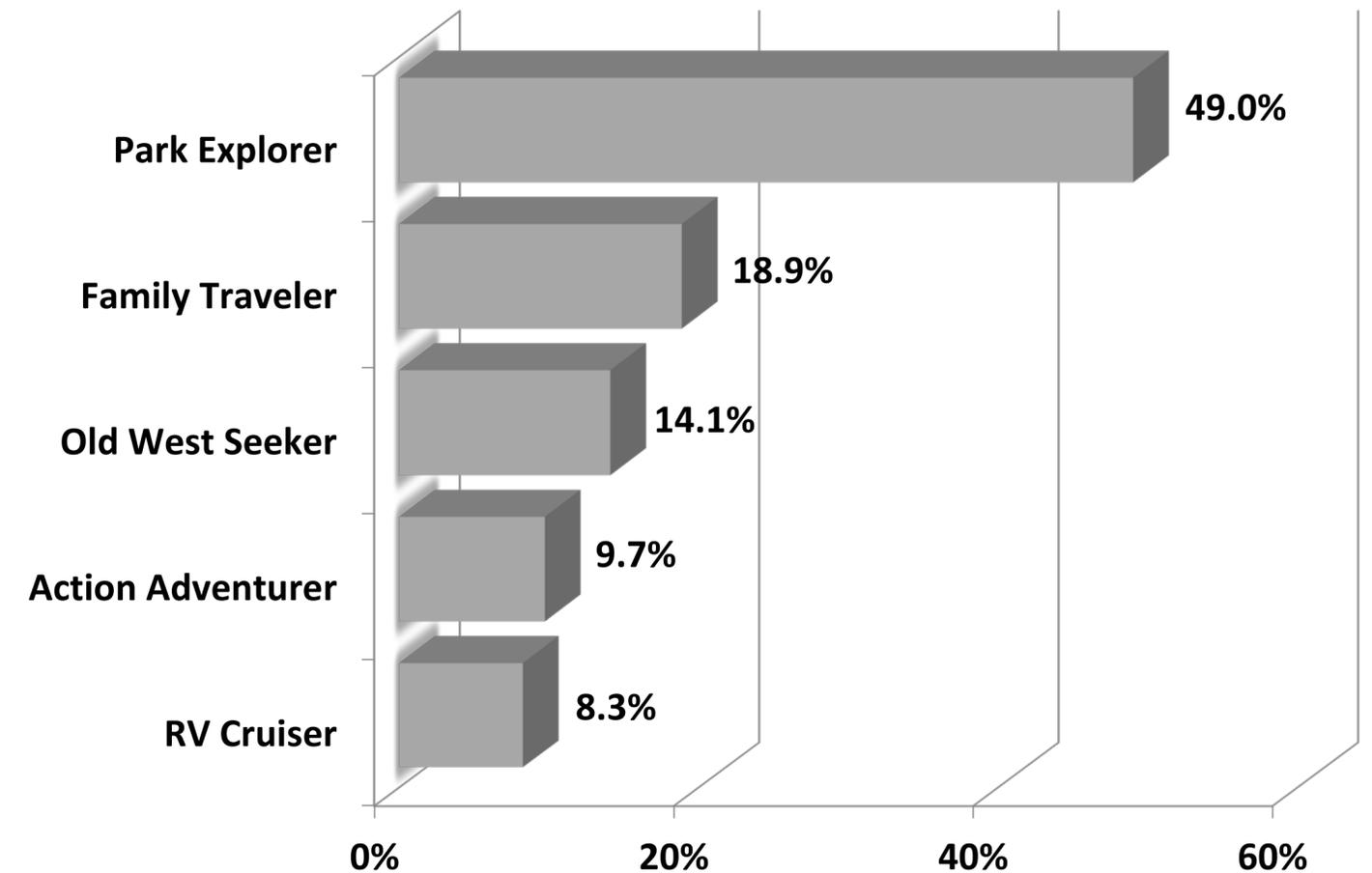


# Not Traveled Yet: Focus of Future Trip Experience

When asked which best describes the focus of the Wyoming trip experience they would seek, half of Journal users who had not yet traveled to the state selected “Park Explorer” (49.0%). Nearly one in five identified as a “Family Traveler” who would spend time with family while road tripping through Wyoming (18.9%).

Question: Which best describes the focus of the Wyoming trip experience you would seek? (Select one) Base: Journal users who did not travel to Wyoming after receiving the Journal. 2,929 completed surveys.

Chart 12: Focus of Future Trip Experience



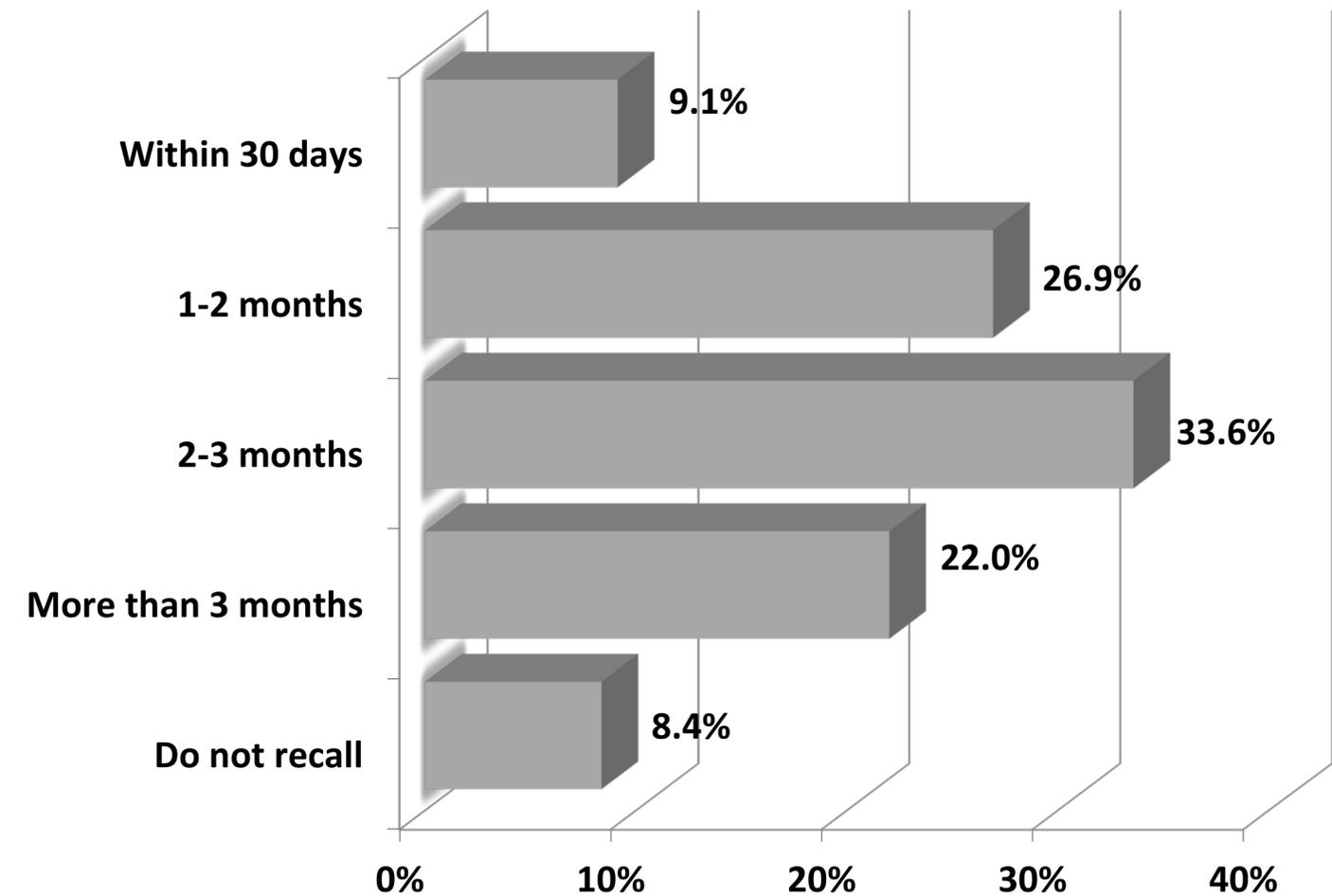
# Wyoming Visitors: After Receipt of Journal

The majority of Journal users who ultimately visit Wyoming take their trip within three months of receiving the Journal (69.6%).

Journal users who visited Wyoming after receiving the Journal were asked how long after receiving the Journal they traveled. One in ten (9.1%) traveled within 30 days of receipt. Over one-fourth traveled between one and two months after receiving the Journal (26.9%) and one-third traveled between two and three months (33.6%). 22.0 percent traveled to the state more than three months after receiving the Journal.

Question: How long after receiving your 2015 Wyoming Official Travelers Journal did you visit Wyoming? (Select one) Base: Journal users who visited Wyoming after receiving the Journal. 2,763 completed surveys.

Chart 13: Wyoming Visit After Receipt of Journal

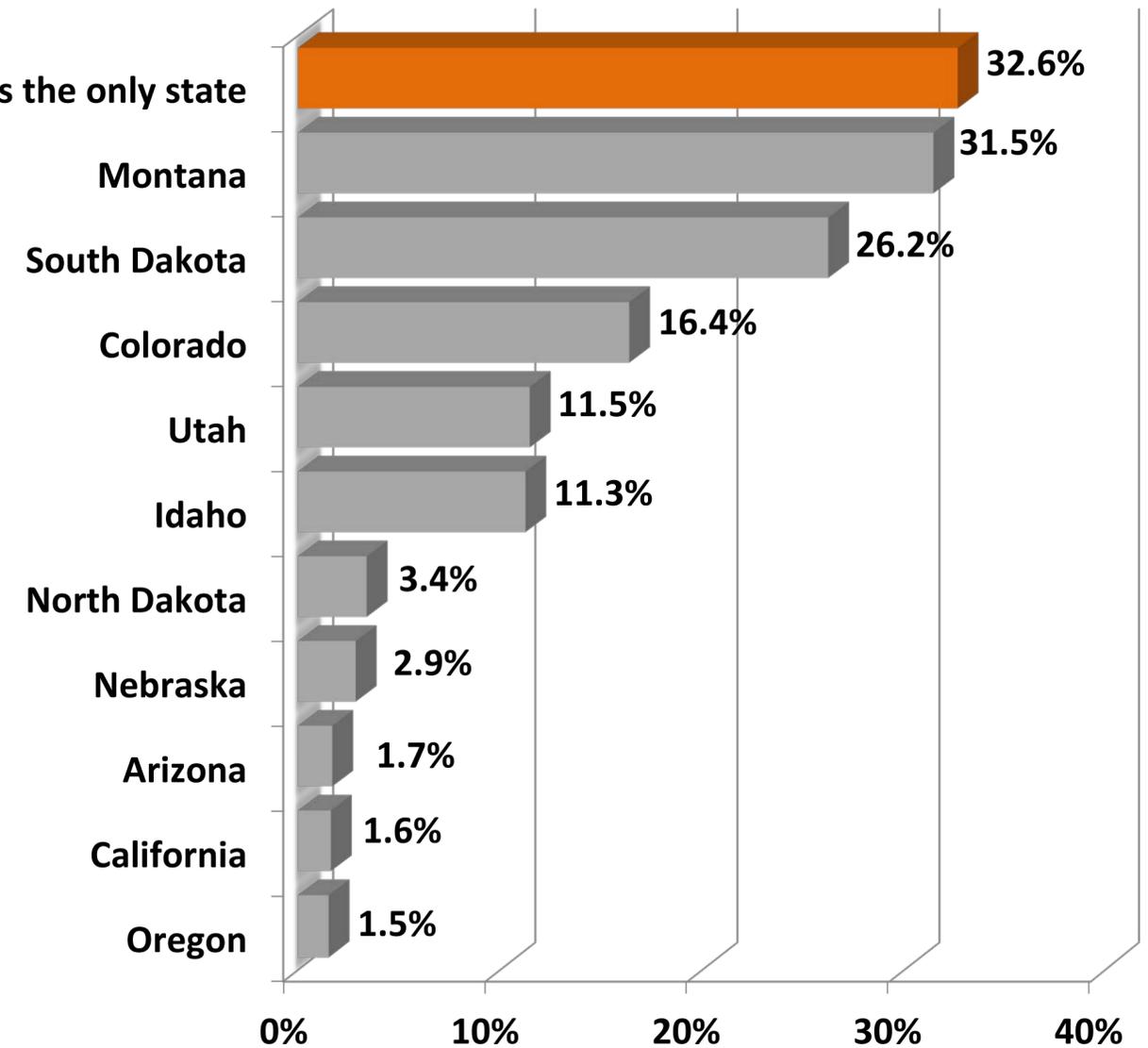


# Wyoming Visitors: Other States Considered for Trip

Approximately one-third of Journal users who visited Wyoming after receiving the Journal considered only Wyoming for their trip (32.6%). Similar to findings from the 2014 Wyoming Official Travelers Journal survey, the other states most often considered by survey respondents when planning a trip to Wyoming were Montana (31.5%), South Dakota (26.2%) and Colorado (16.4%).

Question: Which other states did you consider for this trip? Please enter them in the space provided below. If you did not consider any states besides Wyoming, please select "Wyoming was the only state." Base: Journal users who visited Wyoming after receiving the Journal. 2,763 completed surveys.

Chart 14: Other States Considered for Trip

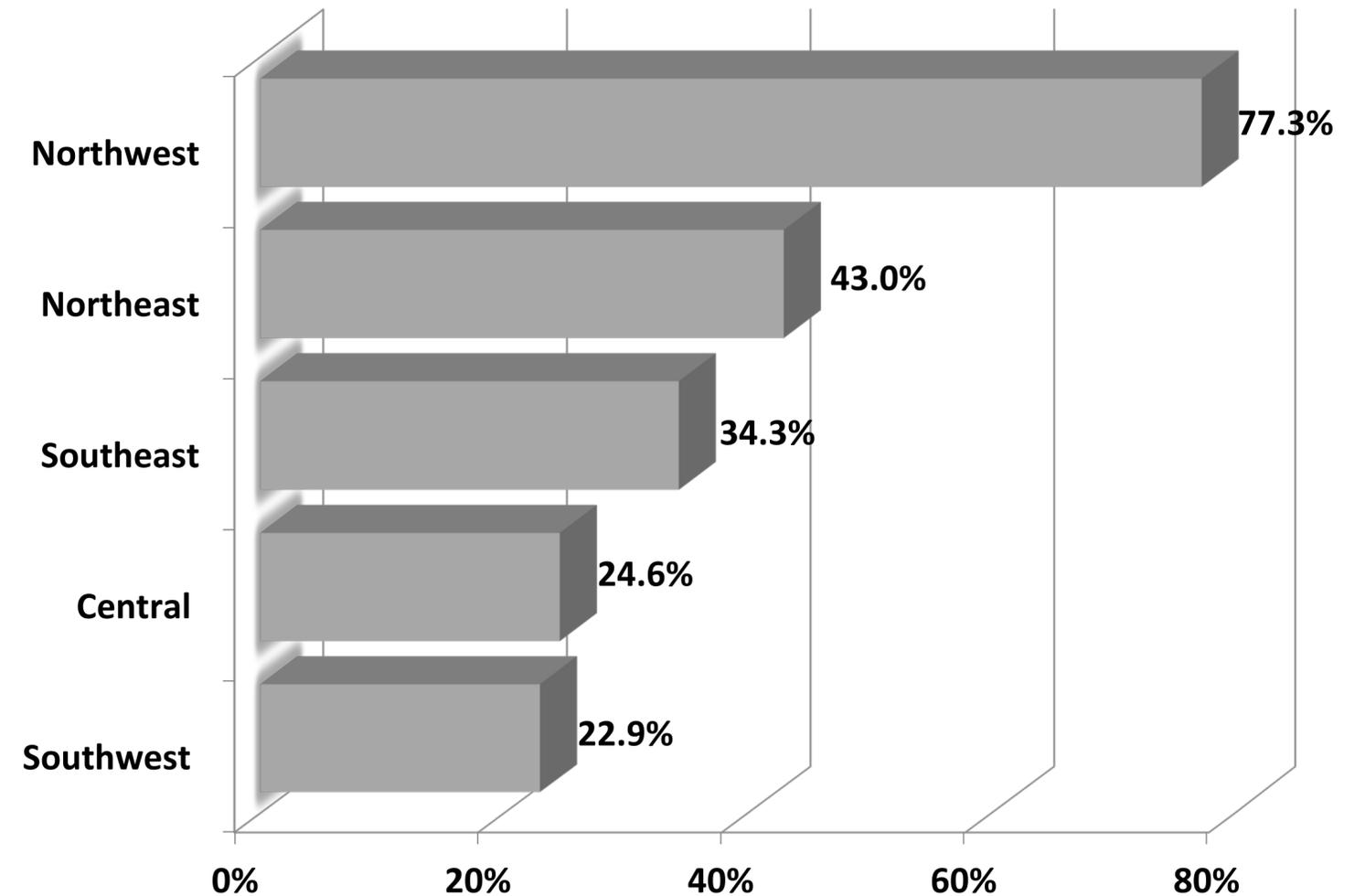


# Wyoming Visitors: Regions Visited

The Northwest region of Wyoming is the most commonly visited area of the state by Journal users (77.3%). This is followed by the Northeast (43.0%) and Southeast (34.3%). Approximately one-fourth of Journal users visited Wyoming's Central region (24.6%) and Southwest region (22.9%).

Question: Which of the following regions did you travel to during your most recent visit to Wyoming? Please refer to the map above. (Select all that apply) Base: Journal users who visited Wyoming after receiving the Journal. 2,763 completed surveys.

Chart 15: Wyoming Regions Visited

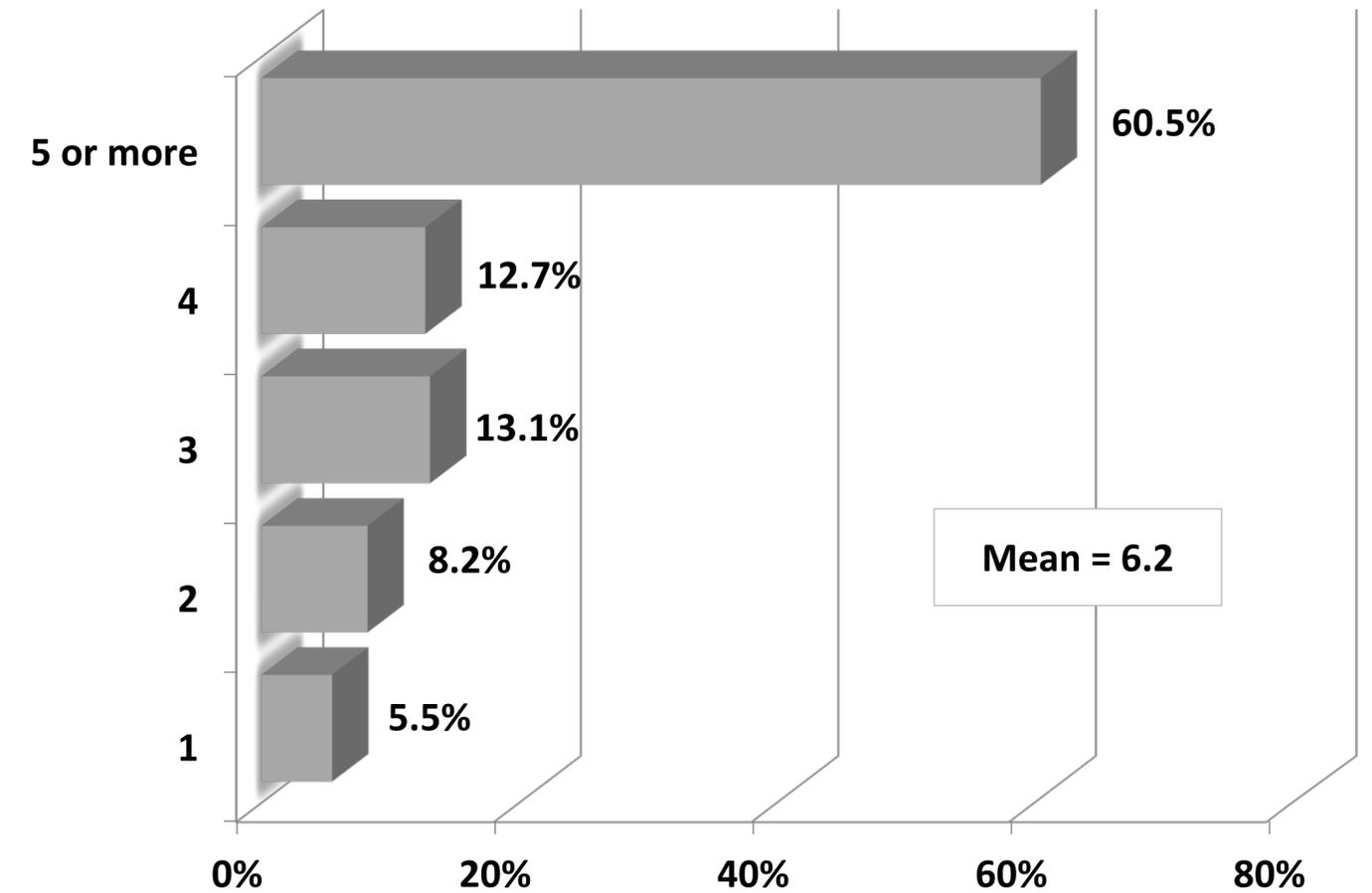


# Wyoming Visitors: Number of Days in Wyoming

The majority of Journal users who visited Wyoming spent five or more days in the state during their trip (60.5%). The typical trip to Wyoming lasted 6.2 days.

Question: How many total days and nights did you stay in Wyoming on this trip? Base: Journal users who visited Wyoming after receiving the Journal. 2,761 completed surveys.

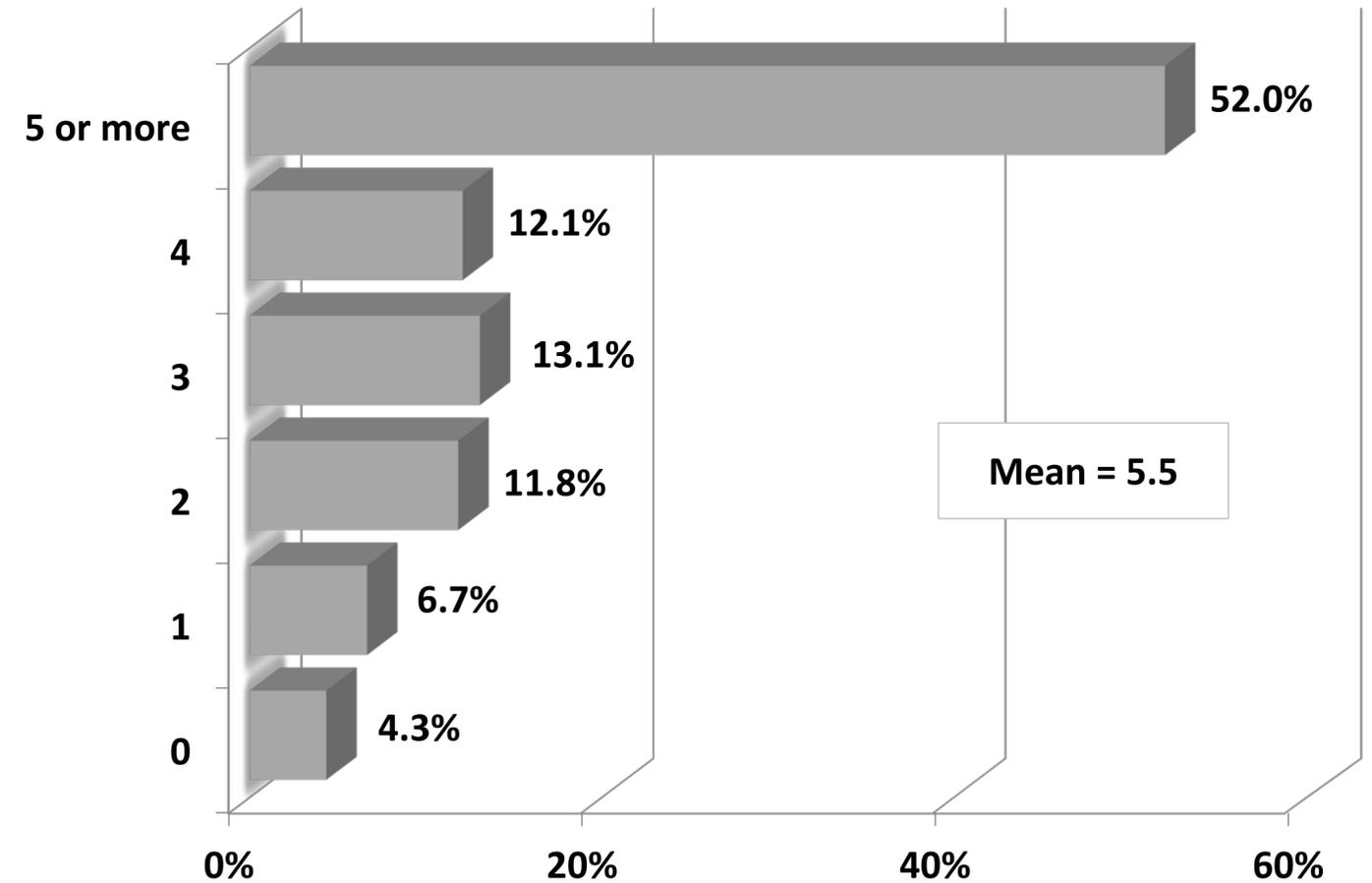
Chart 16: Number of Days in Wyoming



# Wyoming Visitors: Number of Nights in Wyoming

On average, Journal users spent 5.5 nights in Wyoming during their trip.

Chart 17: Number of Nights in Wyoming



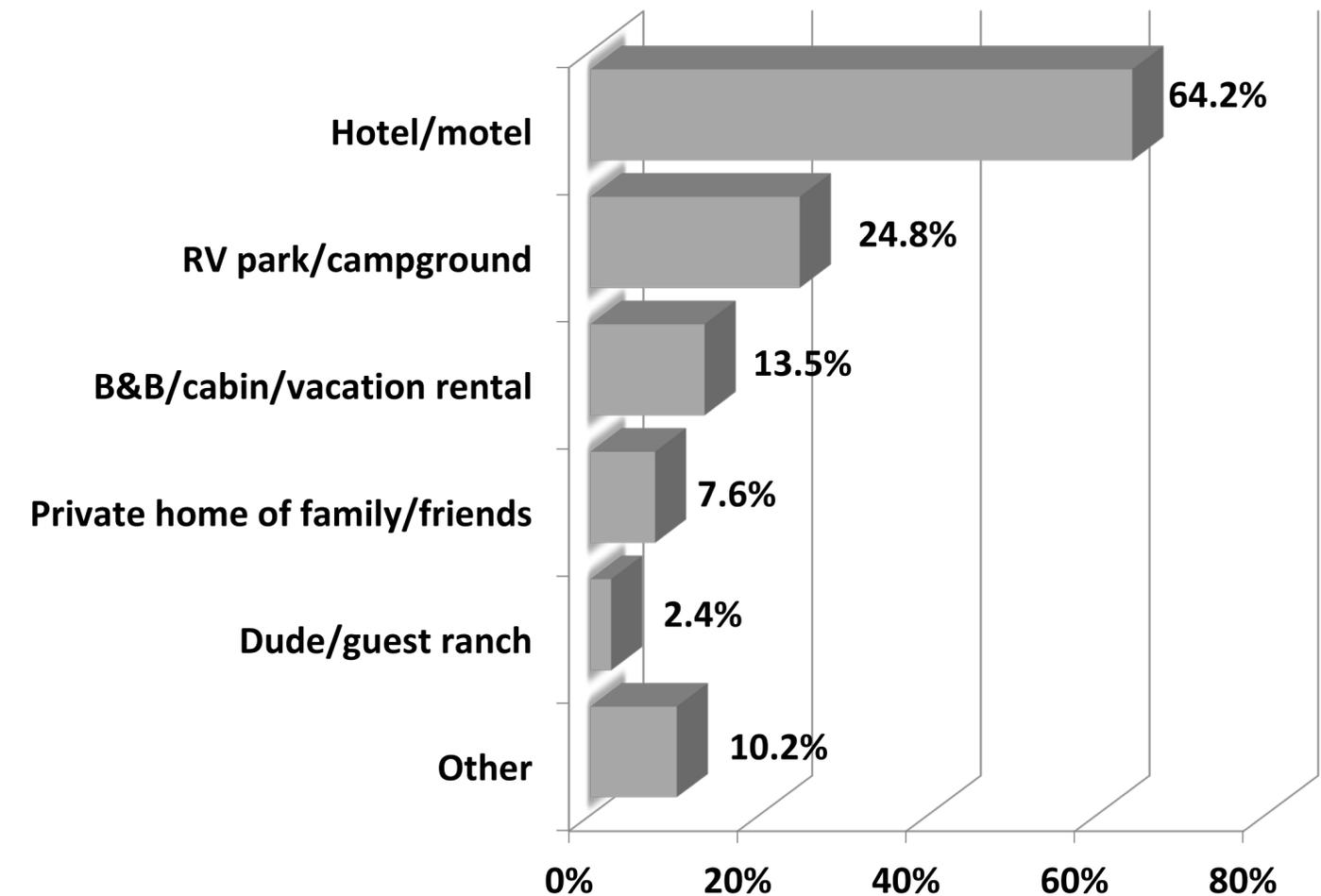
Question: How many total days and nights did you stay in Wyoming on this trip? Base: Journal users who visited Wyoming after receiving the Journal. 2,761 completed surveys.

# Wyoming Visitors: Place of Stay

**Hotels and motels continue to be the most patronized type of accommodation amongst Journal users who visit Wyoming after receiving the Journal.** Approximately two-thirds of these Journal users stayed in a hotel or motel (64.2%). Another 13.5 percent reported staying in a B&B, cabin and/or vacation rental. One-in-four stayed overnight in a campground or RV park (24.8%). Less than 10 percent stayed in the private home of family or friends (7.2%) or a dude ranch (2.4%).

Question: While on this trip, where did you stay in Wyoming? (Select all that apply) Base: Journal users who visited Wyoming after receiving the Journal. 2,763 completed surveys.

Chart 18: Place of Stay

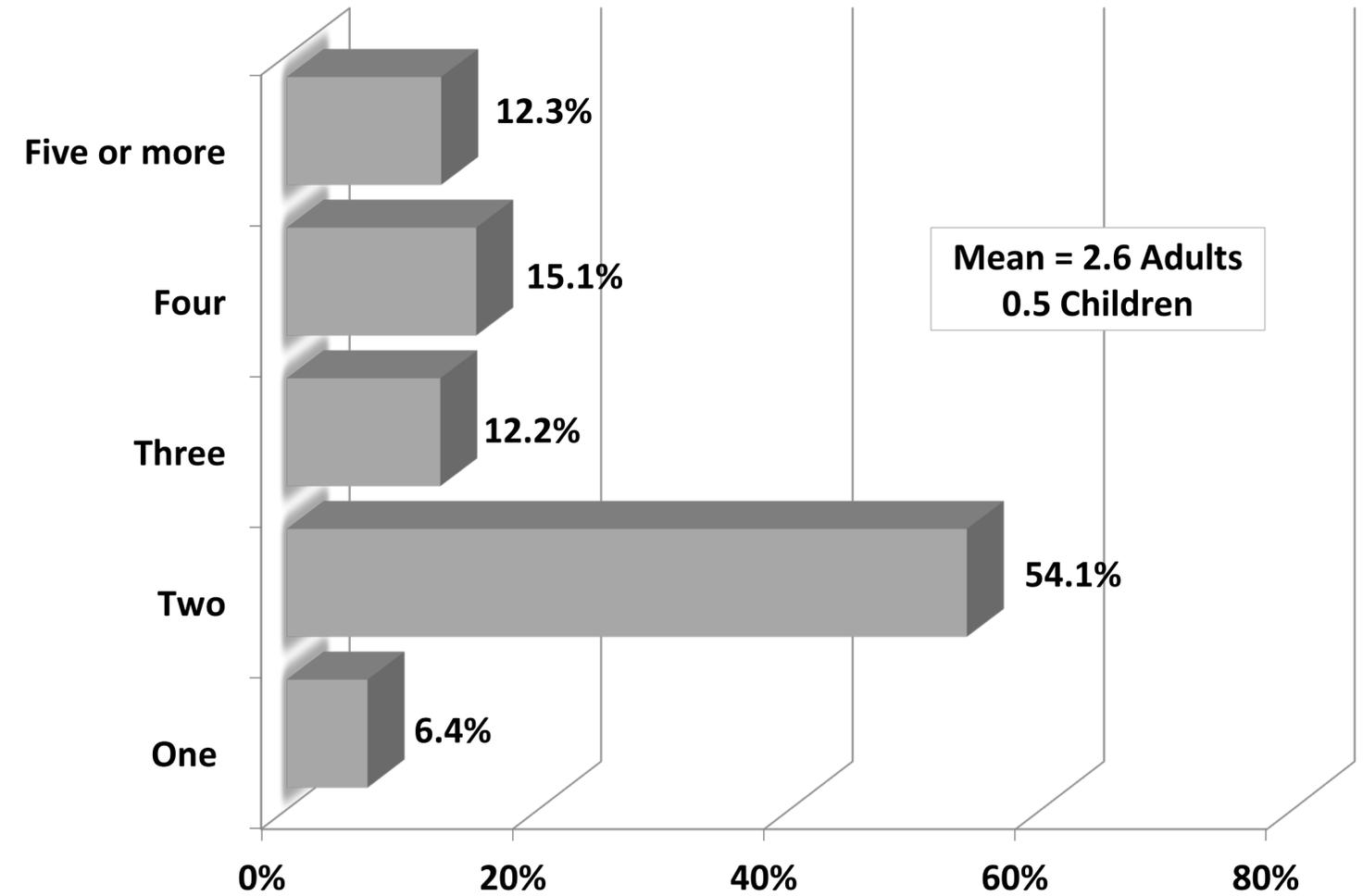


# Wyoming Visitors: Travel Party Size

The average travel party amongst Journal users who visited Wyoming after receiving the Official Travelers Journal was comprised of **2.6 adults and 0.5 children**. These visitors most commonly traveled in pairs (54.1%). 22.8 percent were part of a travel party that included one or more children under 18.

Question: How many people were in your immediate travel party, including yourself? Please enter a numeric value in the fields below. Base: Journal users who visited Wyoming after receiving the Journal. 2,763 completed surveys.

Chart 19: Travel Party Size

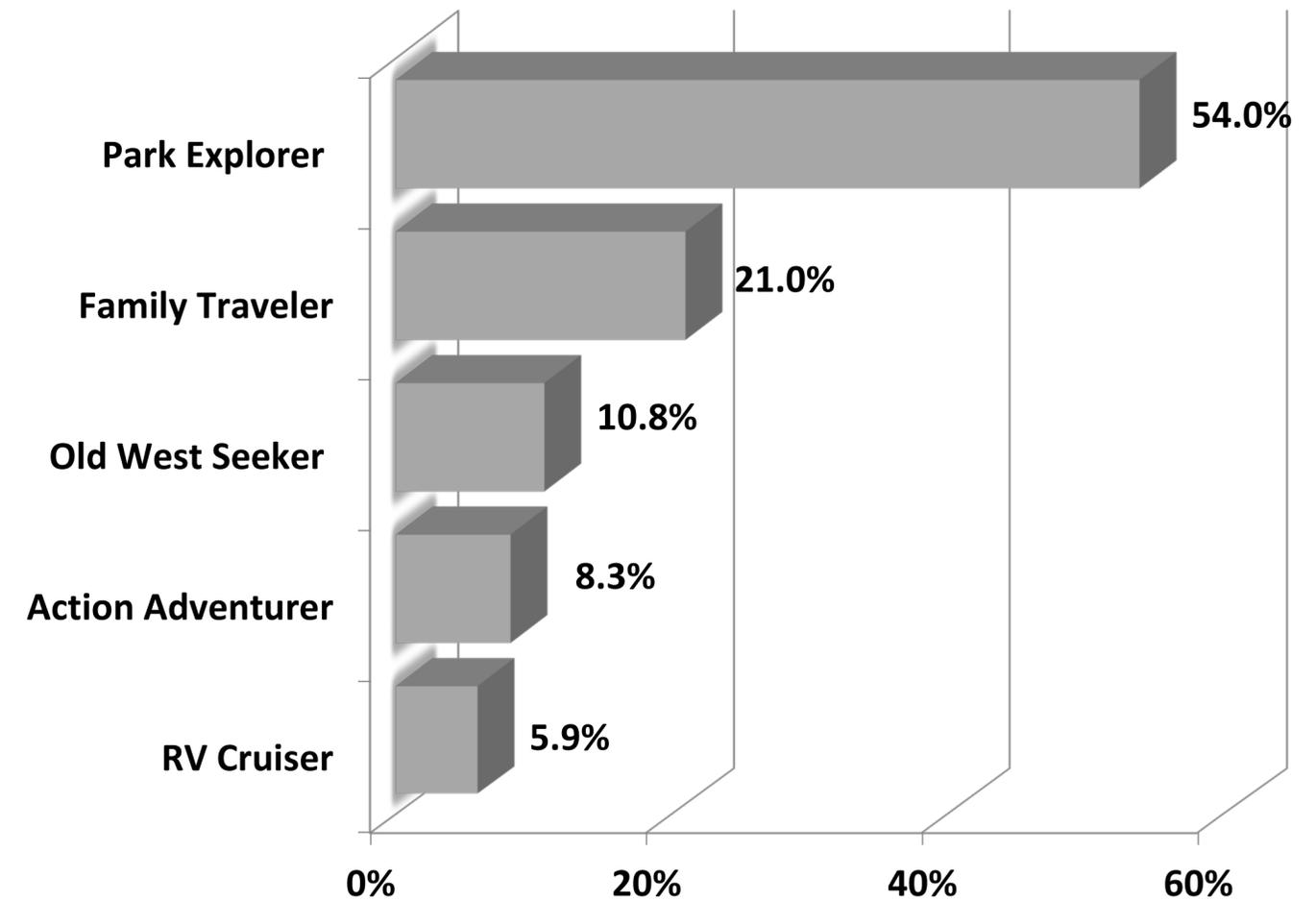


# Wyoming Visitors: Focus of Trip Experience

The greatest proportion of Journal users who traveled to Wyoming after receiving the Journal identified themselves as a “Park Explorer,” whose primary focus was to visit the state’s iconic National Parks (53.9%). The next most common visitor type was the “Family Traveler” who focused on spending time with family while road tripping through Wyoming (21.0%). One-in-ten considered themselves an “Old West Seeker” focused on Wyoming’s historic significance (10.8%) or an “Action Adventurer” who immersed themselves in Wyoming’s outdoor activities (8.3%). 5.9 percent identified as an RV Cruiser.

Question: Which best describes the focus of your Wyoming trip experience? Base: Journal users who visited Wyoming after receiving the Journal. 2,763 completed surveys.

Chart 20: Focus of Trip Experience

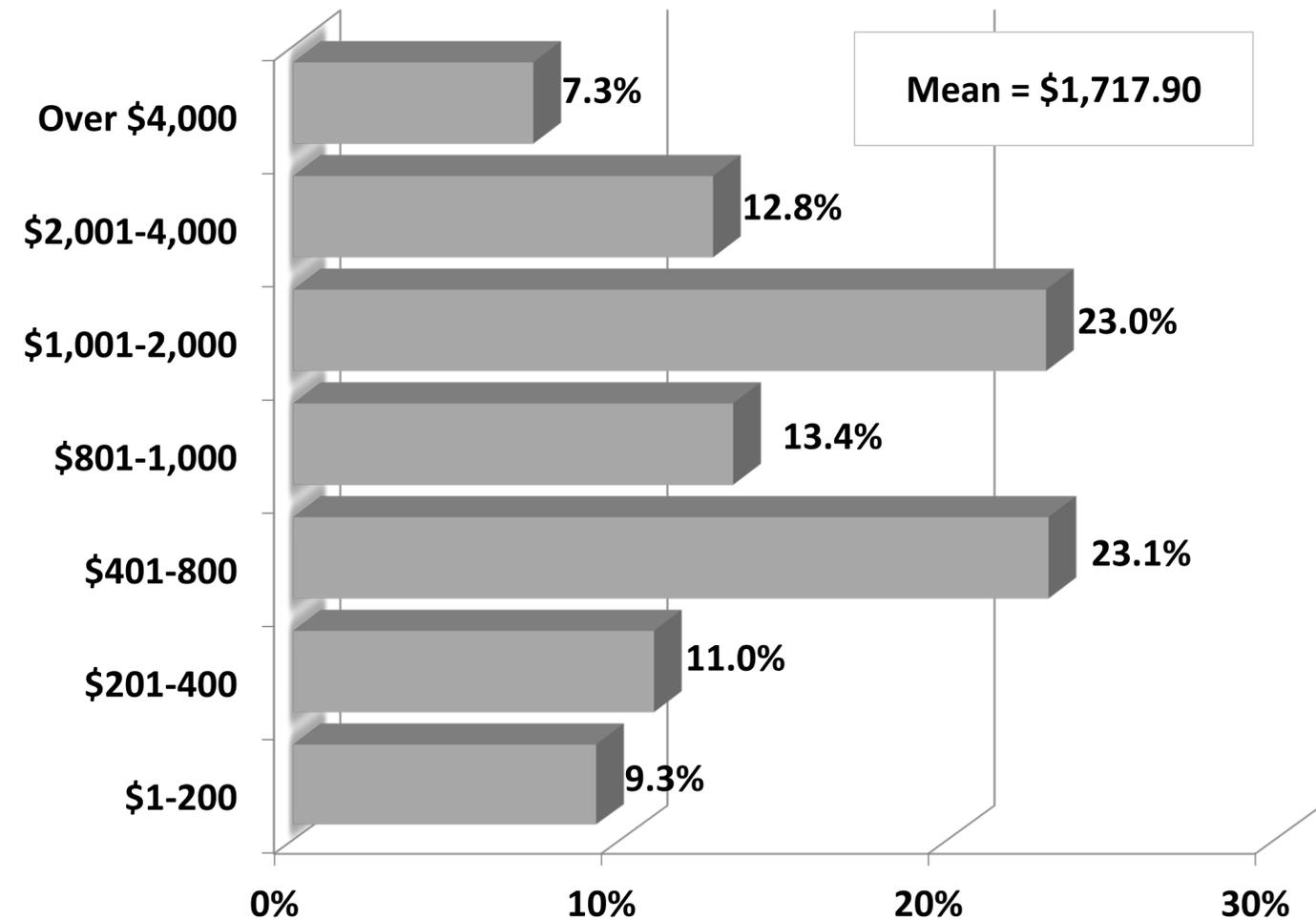


# Wyoming Visitors: Spending In-Market

Journal users who traveled to Wyoming after receiving the Journal spent a total of **\$1,717.90** on average during their most recent trip to Wyoming. This is up from an average total trip spend of \$1,573.53 reported in the 2014 Wyoming Official Travelers Journal Survey.

Question: Approximately how much did you spend IN TOTAL while on this most recent trip to Wyoming? Please only include spending in Wyoming. Base: Journal users who visited Wyoming after receiving the Journal. 2,603 completed surveys.

Chart 21: Spending In-Market

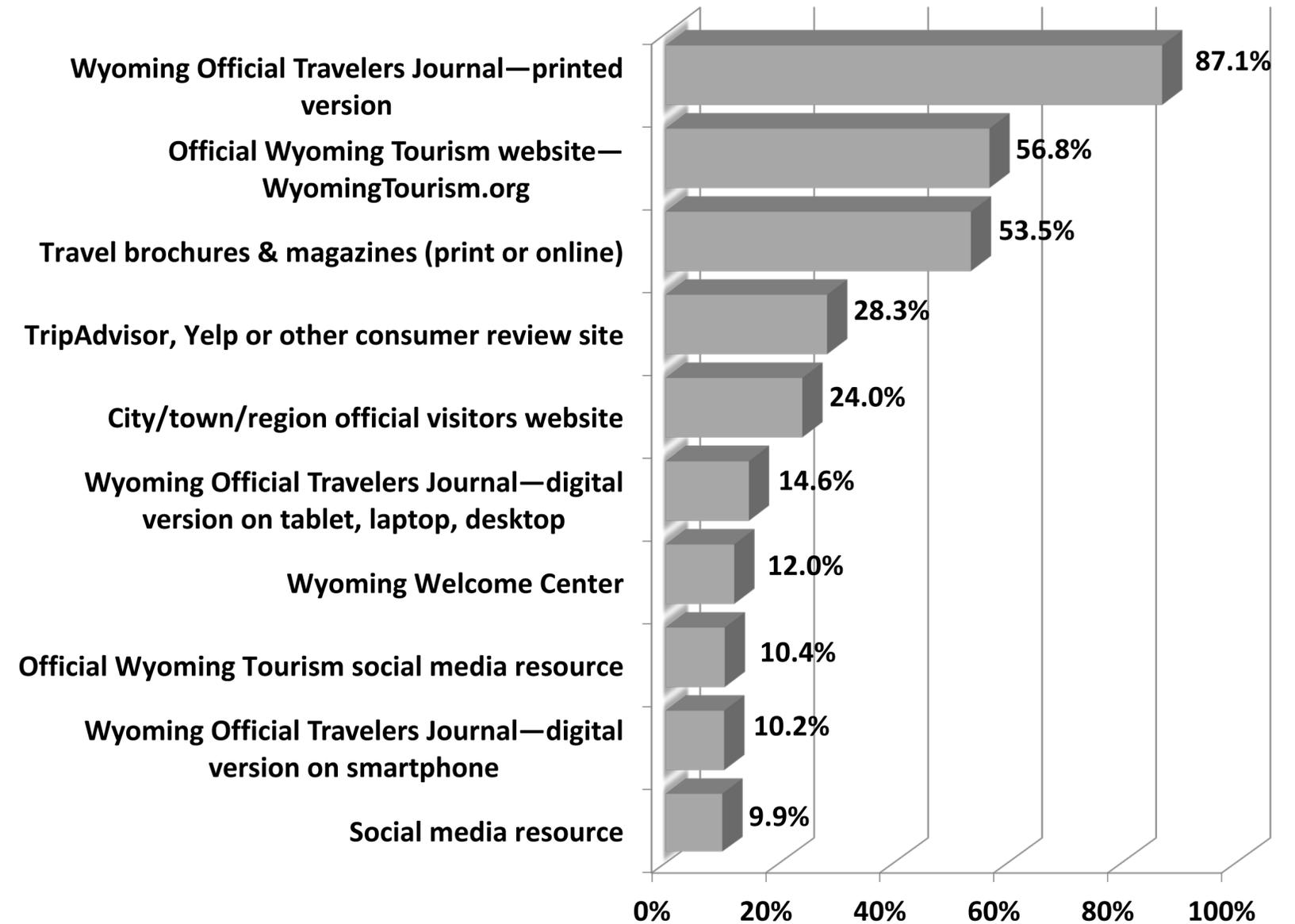


# Wyoming Visitors: Travel Planning Resources Used Before Arrival

The Wyoming Office of Tourism’s marketing assets were the top travel planning resources used prior to arriving in the state. Journal users who visited Wyoming after receiving their Official Travelers Journal were presented a list of travel planning resources and asked which they used to plan their trip. 87.1 percent reported using the printed Wyoming Official Travelers Journal to plan their trip, while 14.6 percent accessed the digital version of the Journal on a tablet, laptop or desktop and 10.2 percent used the digital Journal on a mobile phone. 56.8 percent used WyomingTourism.org prior to arriving in the state. Amongst other resources, travel brochures (53.5%), consumer review sites (28.3%) and local DMO websites (24.0%) were widely utilized.

Question: Which of the following resources did you use to plan your Wyoming trip before it began, and which did you use while on your trip in Wyoming? (Select all that apply) Base: Journal users who visited Wyoming after receiving the Journal. 2,763 completed surveys.

Chart 22: Travel Planning Resources Used Before Arrival

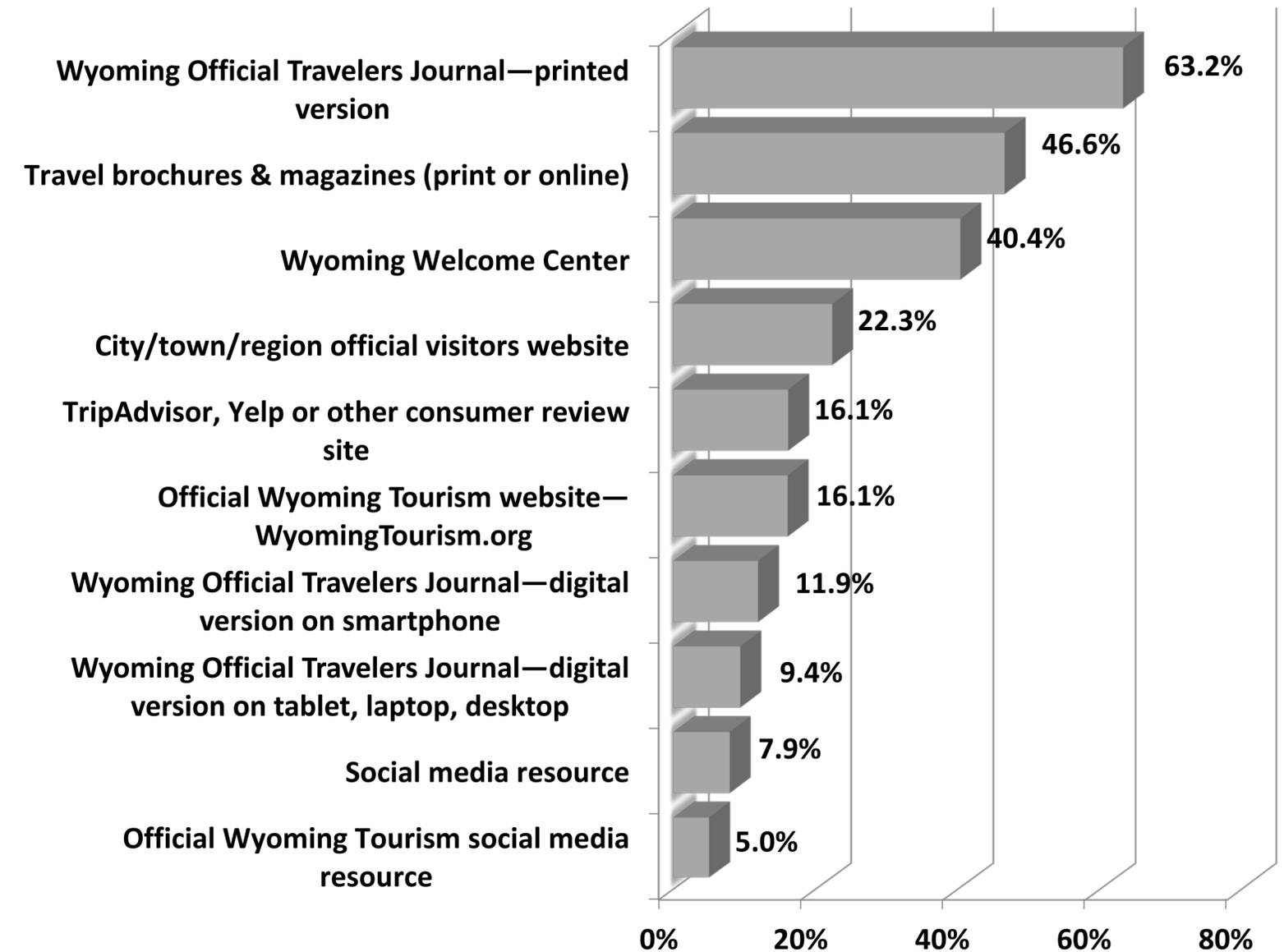


# Wyoming Visitors: Travel Planning Resources Used In-Market

When asked which of the same travel planning resources they used while on their Wyoming trip, reliance on the Official Travelers Journal continued, with nearly two-thirds citing it as an in-market resource (63.2%). Travel brochures (46.6%) and Wyoming Welcome Centers (40.4%) were also significant amongst this group. Once in-market, these visitors are much less likely to use the official Wyoming Tourism website (16.1%), or the digital version of the Journal on a tablet, laptop or desktop (9.4%) or on a mobile phone (11.9%).

Question: Which of the following resources did you use to plan your Wyoming trip before it began, and which did you use while on your trip in Wyoming? (Select all that apply) Base: Journal users who visited Wyoming after receiving the Journal. 2,763 completed surveys.

Chart 23: Travel Planning Resources Used In-Market

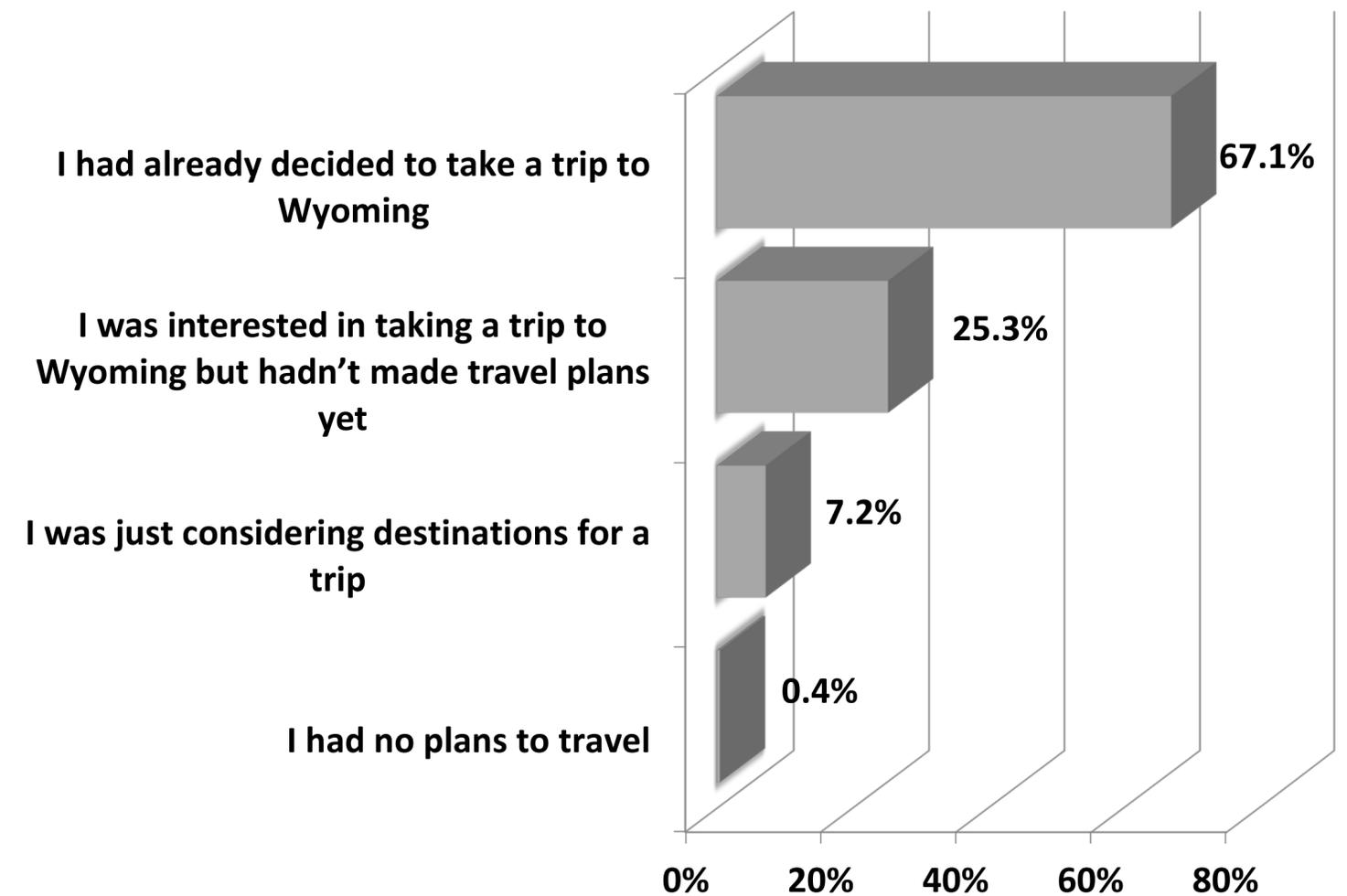


# Wyoming Visitors: Stage in Travel Planning Process

Journal users who traveled to Wyoming after receiving the Journal were asked which point in the destination decision process they were in when they received the guide. Two-thirds of this group had already made up their mind to take a trip to Wyoming (67.1%). **The remaining one-third had not yet made a final decision (32.9%) and were subject to influence by the Journal in making the ultimate decision to visit the state .**

Question: When you received the Wyoming Official Travelers Journal, where were you in the process of deciding to travel? Please select the one option that best describes where you were in your travel decision. Base: Journal users who visited Wyoming after receiving the Journal. 2,763 completed surveys.

**Chart 24: Stage in Travel Planning Process**

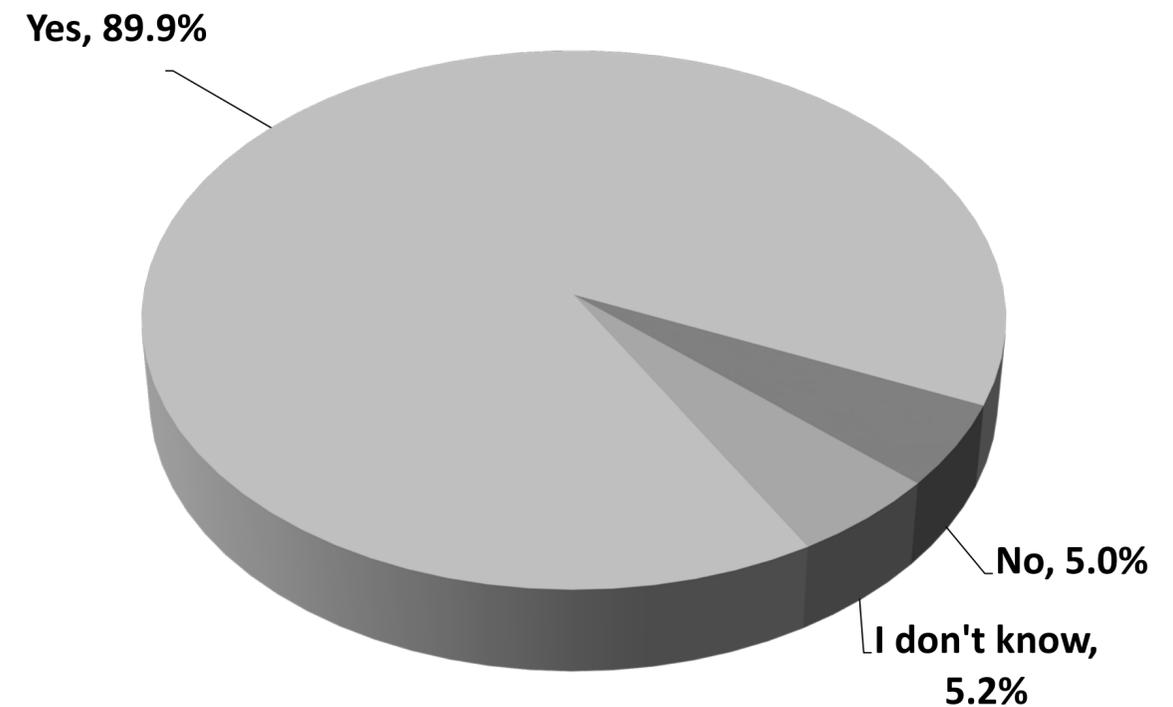


# Wyoming Visitors: Influence of Journal to Destination Decision

Those who did not already have plans to travel to Wyoming when they received the Journal were asked if the Journal ultimately helped them make the decision to visit Wyoming. **The vast majority of this group, 89.9 percent, affirmed that the Journal influenced this decision.**

Question: Do you feel that the Wyoming Official Travelers Journal helped you make your decision to visit Wyoming? Base: Journal users who has not yet decided to visit Wyoming upon receipt of the Journal. 909 completed surveys.

**Chart 25: Influence of Journal to Destination Decision**

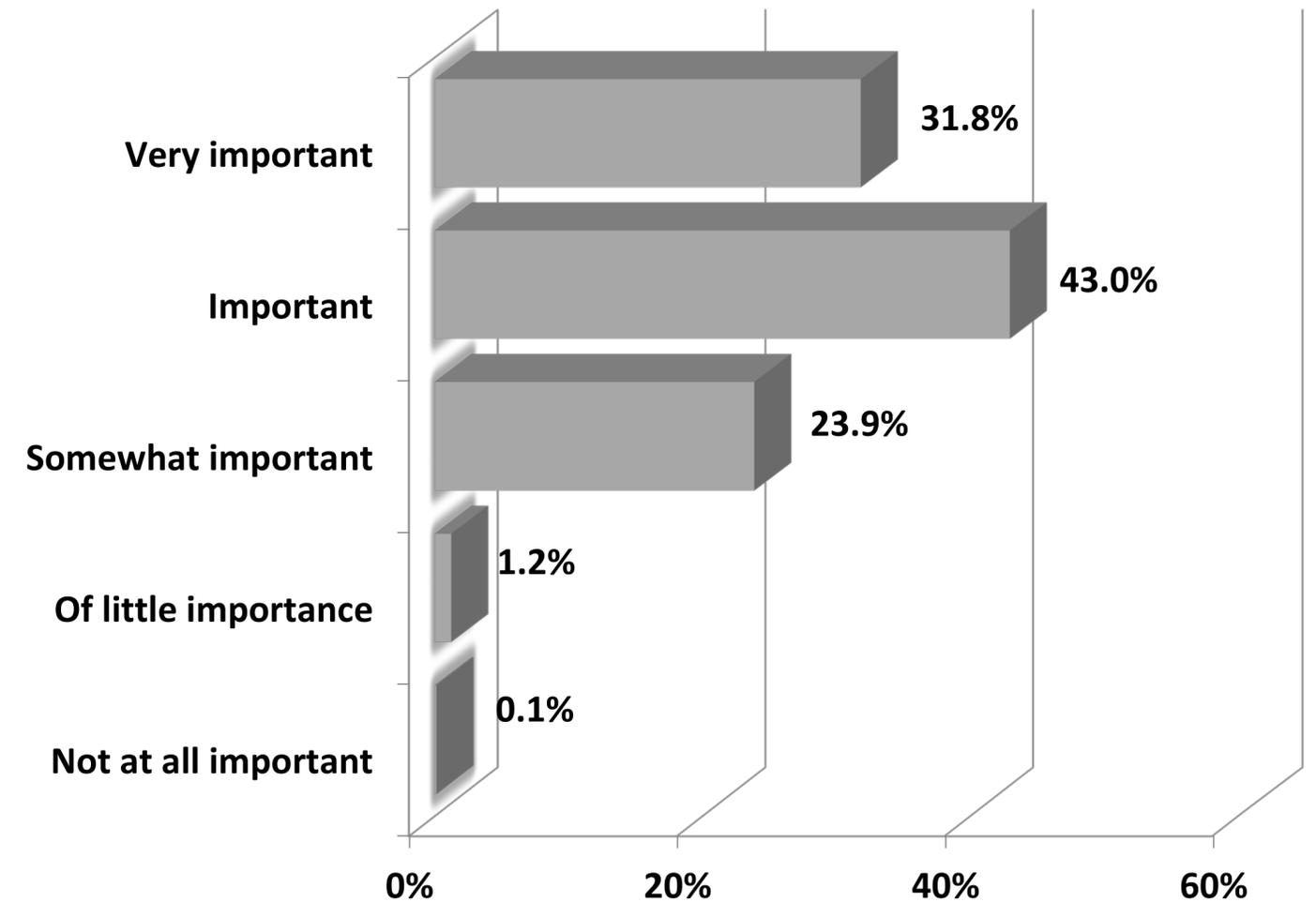


# Wyoming Visitors: Importance of Journal to Destination Decision

Those who felt that the Wyoming Official Travelers Journal ultimately helped them make the decision to visit the state were asked to use a 5-point scale to rate the relative importance of the guide to this decision. **In total, 74.8 percent considered the Journal to be "Important" (39.5%) or "Very important" (28.0%) to their destination decision.**

Question: How important was the Wyoming Official Travelers Journal to you in making the decision to visit Wyoming (Select one) Base: Journal users who reported that the Journal influenced their decision to visit Wyoming. 817 completed surveys.

**Chart 26: Importance of Journal to Destination Decision**

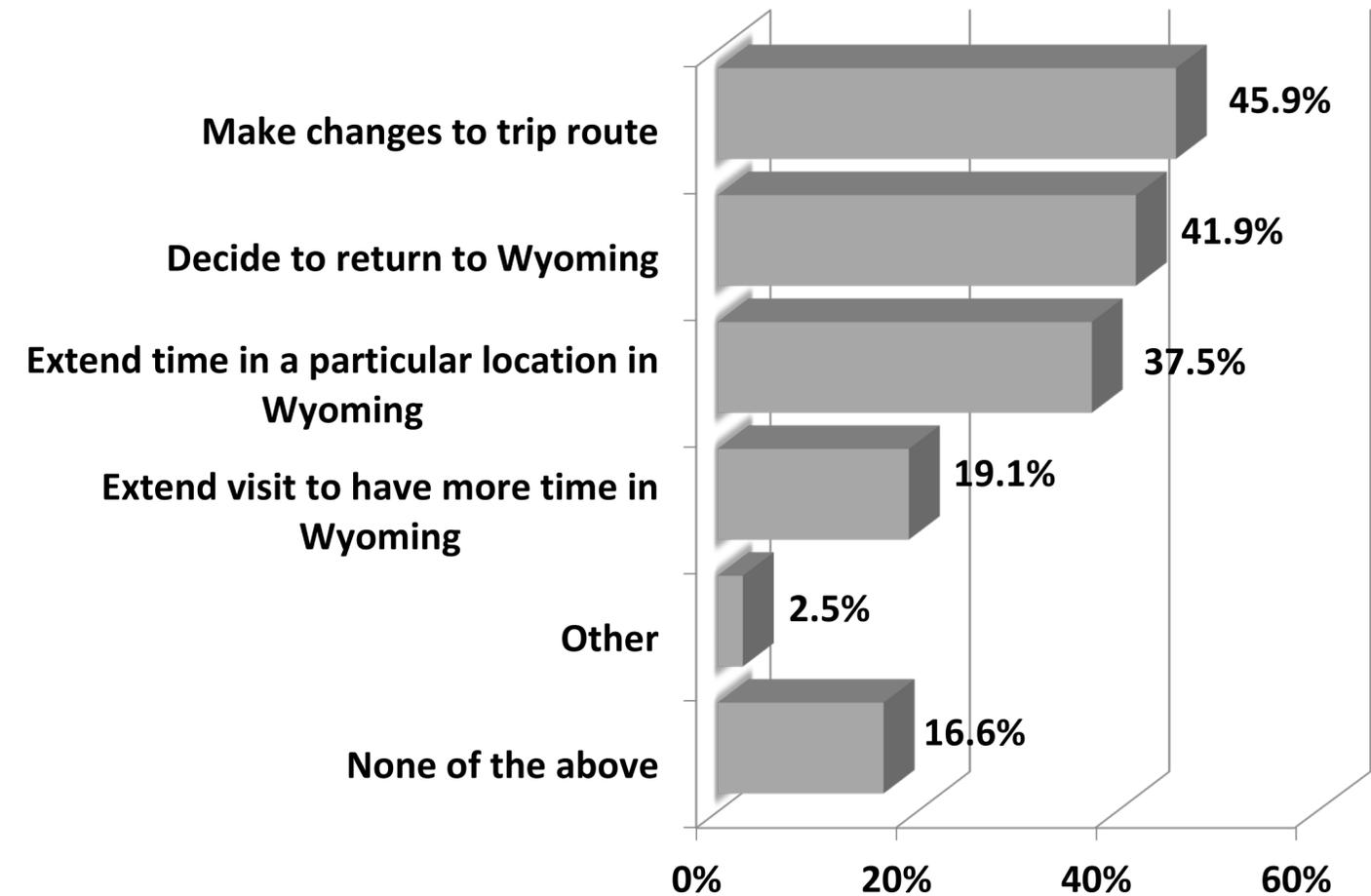


# Wyoming Visitors: Trip Decisions Influenced by Journal

Presented with a list of trip decisions, Journal users who visited Wyoming after receipt of the Journal were asked to select those decisions which were influenced by the Journal. **The Wyoming Official Travelers Journal was most influential in making changes to trip routes (45.9%).** This was followed by the decision to return to Wyoming (41.9%) and the decision to extend the amount of time in a particular location within the state (37.5%). Meanwhile, one-in-five visitors extended their visit in Wyoming due to content accessed in the Journal (19.1%) by an average of 2.9 days.

Question: Did the information you accessed in the Wyoming Official Travelers Journal influence you to do any of the following? (Select all that apply) Base: Journal users who visited Wyoming after receiving the Journal. 2,763 completed surveys.

Chart 27: Trip Decisions Influenced by Journal



# Wyoming Visitors: Trip Decisions Made Using Journal Content

The table at right illustrates the percent of Journal users who used each type of Journal feature to make specific trip decisions. **The map in the Journal is the most influential Journal feature in making trip decisions because it is used to select: a region, city or town to visit (56.5%), attractions or activities (47.3%) and accommodations (47.1%).** In addition, approximately one-in-five use advertisements within the Travelers Journal to aid in trip planning. The significance of this is that advertisements are used more often than business listings, which are only used approximately 10 percent of the time.

Question: Which of the following trip decisions did you make using the maps, advertisements, business listings, articles, sample itineraries and/or other content from the Wyoming Official Travelers Journal? Base: Journal users who visited Wyoming after receiving the Journal. 2,763 completed surveys.

**Chart 28: Trip Decisions Made Using Journal Content**

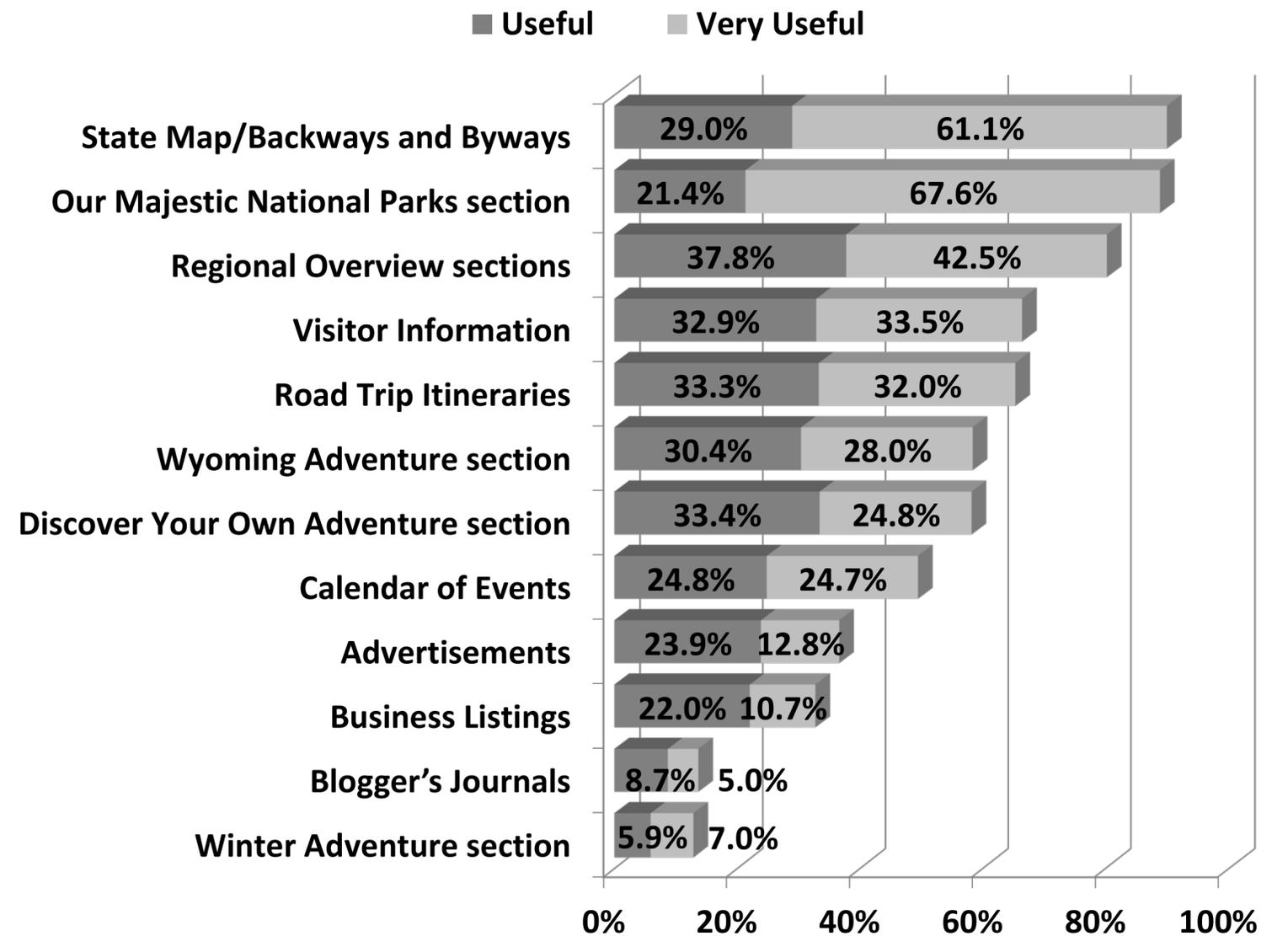
	Map	Article/Story/Itinerary	Advertisement	Business Listings	Content in the Journal, but not sure which	N/A
Selected region/city/town to visit	56.5%	30.8%	12.0%	5.7%	17.8%	17.5%
Selected attractions, tours, recreational activities or other things to do	47.3%	39.5%	22.0%	7.2%	22.5%	10.1%
Selected lodging/place to stay	47.1%	12.8%	18.3%	14.2%	11.7%	28.9%
Selected place(s) to shop	16.9%	13.9%	22.9%	11.4%	9.9%	49.9%
Selected restaurant(s)	12.4%	10.5%	28.4%	16.2%	10.6%	43.9%

# Wyoming Visitors: Usefulness of Journal Content

Presented with a list of content features, survey respondents were asked to rate each feature using a five-point scale from “Not at all useful” to “Very useful.” The chart at right shows the percentage of respondents who rated each type of content to be “Useful” or “Very useful.” **The “State Map/Backways and Byways” feature is the most useful content in the Journal, with 90.0 percent of Journal users who visited Wyoming who rated it as “Useful” (29.0%) or “Very useful” (61.1%).** Given that Journal users who visited Wyoming most identified as “Park Explorers” (Chart 20), the “Our Majestic National Parks” feature within the Journal was also considered to be useful content (88.9%).

Question: In general, how useful did you find the following items in the Wyoming Official Travelers Journal? Please use a 5-point scale where “1” represents “Not at all useful” and “5” represents “Very useful.” Base: Journal users who visited Wyoming after receiving the Journal. 2,479 completed surveys.

Chart 29: Usefulness of Journal Content

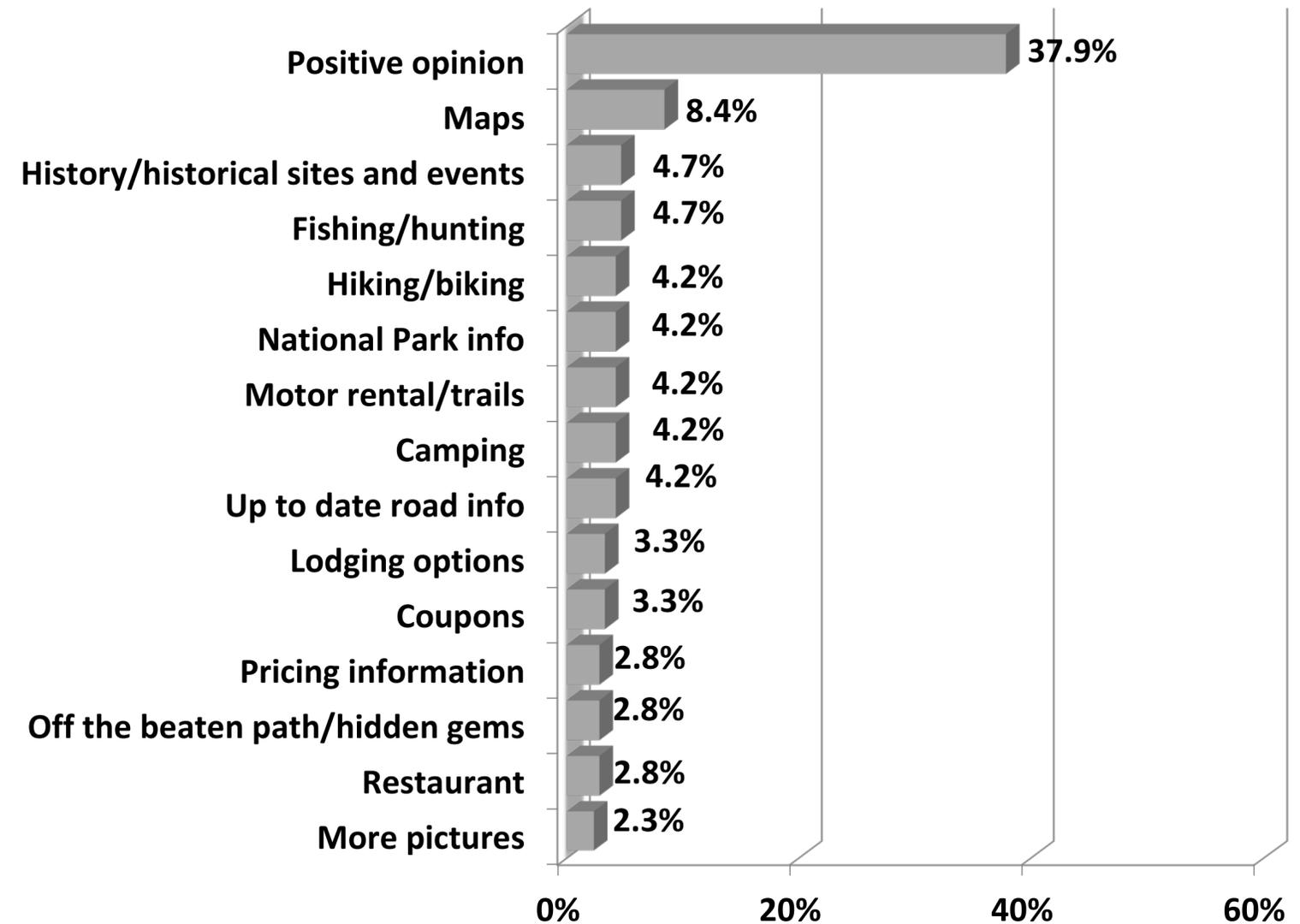


# Wyoming Visitors: Suggestions for Useful Journal Content

In an open-ended question, survey respondents were asked if there was any content or information they felt should be added to the Journal to make it a more useful trip. **37.9 percent of respondents had a positive opinion of the Journal and deemed it “great as is.”** Of the actual suggestions provided, Journal users who visited Wyoming after receiving the Journal wrote in “maps” (8.4%), followed by approximately 5 percent who suggested “history/historical sites and events” (4.7%) and “fishing/hunting” (4.7%).

Question: Is there any content or other information that could be added to the guide to make it more useful as a trip resource? Base: Journal users who visited Wyoming after receiving the Journal. 214 completed surveys.

Chart 30: Suggestions for Useful Journal Content



# Wyoming Visitors: Most Useful Journal Content

Presented with a list of Journal features, respondents were asked to rank the top three most useful content. The table at right illustrates the percent of survey respondents who ranked each Journal feature as number one, number two and number three. **In line with the rated usefulness of Journal content (Chart 29), content relating to the “State Map/Backways and Byways” (52.9%) and “Our Majestic National Parks” (23.9%) are considered to be the most useful elements of the 2015 Wyoming Official Travelers Journal.**

Question: Which are the most useful elements of the 2015 Wyoming Official Travelers Journal? Please rank the top three most useful by dragging from the list on the left over to the space on the right. Base: Journal users who visited Wyoming after receiving the Journal. 2,763 completed surveys.

**Chart 31: Most Useful Journal Content**

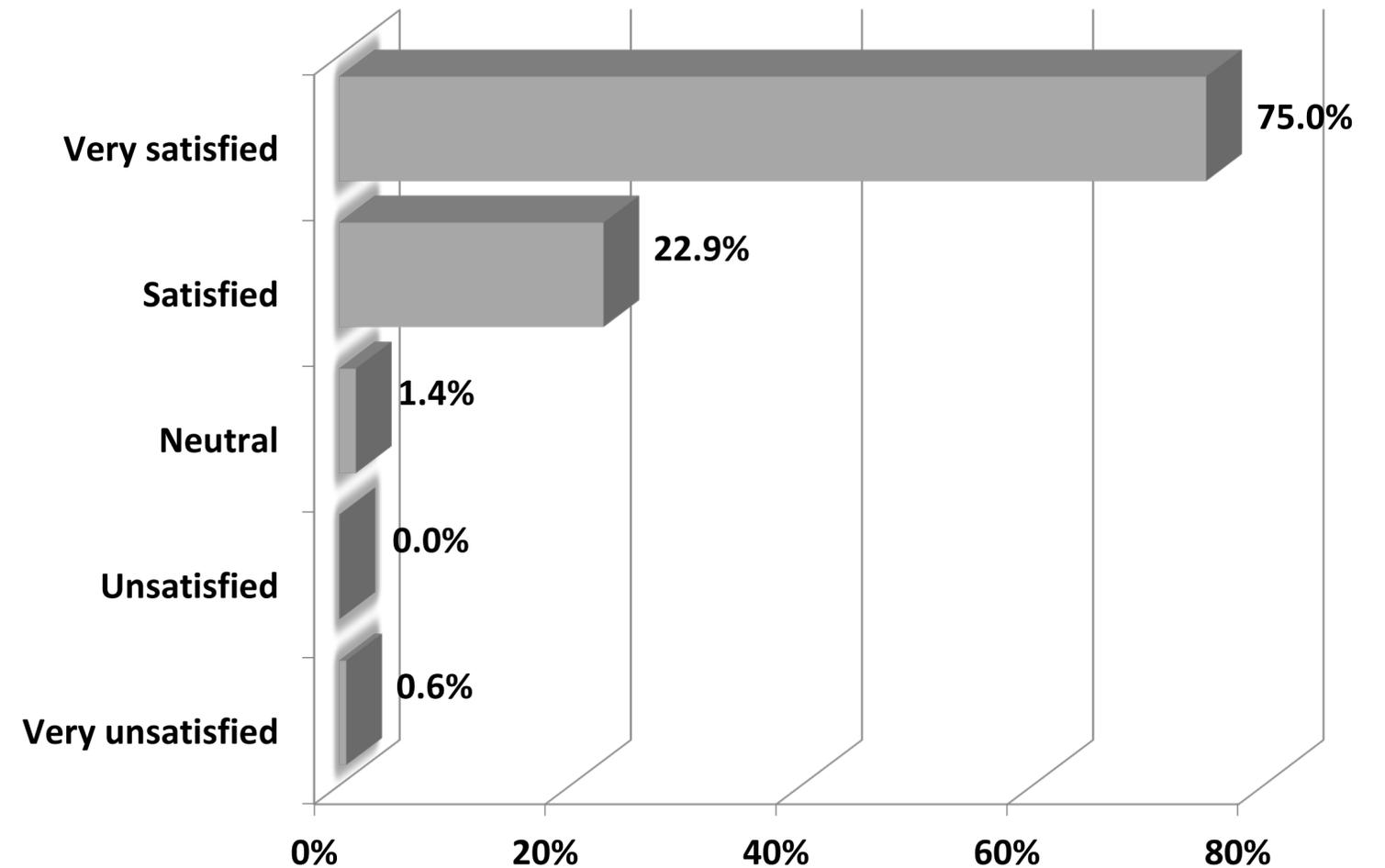
	Percent who ranked #1	Percent who ranked #2	Percent who ranked #3
State Map/Backways and Byways	52.9%	18.6%	10.2%
Our Majestic National Parks section	23.9%	21.5%	16.8%
Regional Overview sections	6.9%	13.9%	14.7%
Road Trip Itineraries	3.4%	15.6%	12.7%
Calendar of Events	3.4%	6.0%	8.2%
Visitor Information	3.1%	11.5%	16.6%
Discover Your Own Adventure section	2.9%	4.2%	4.6%
Wyoming Adventure section	2.1%	5.1%	7.9%
Business Listings	0.4%	1.0%	2.1%
Blogger’s Journals	0.3%	0.5%	0.7%
Winter Adventure section	0.3%	0.6%	0.9%
Advertisements	0.3%	0.5%	2.5%

# Wyoming Visitors: Satisfaction with Journal

Journal users who visited Wyoming post-receipt of the Journal were asked to rate their overall satisfaction with the 2015 Journal using a five-point scale from “Very unsatisfied” to “Very satisfied.” **The 2015 Wyoming Official Travelers Journal provides a tremendous degree of satisfaction (97.9%).** These are similar to findings from last year’s survey.

Question: In general, how satisfied were you with the 2015 Wyoming Official Travelers Journal? (Select one) Base: Journal users who visited Wyoming after receiving the Journal. 2,763 completed surveys.

Chart 32: Satisfaction with Journal

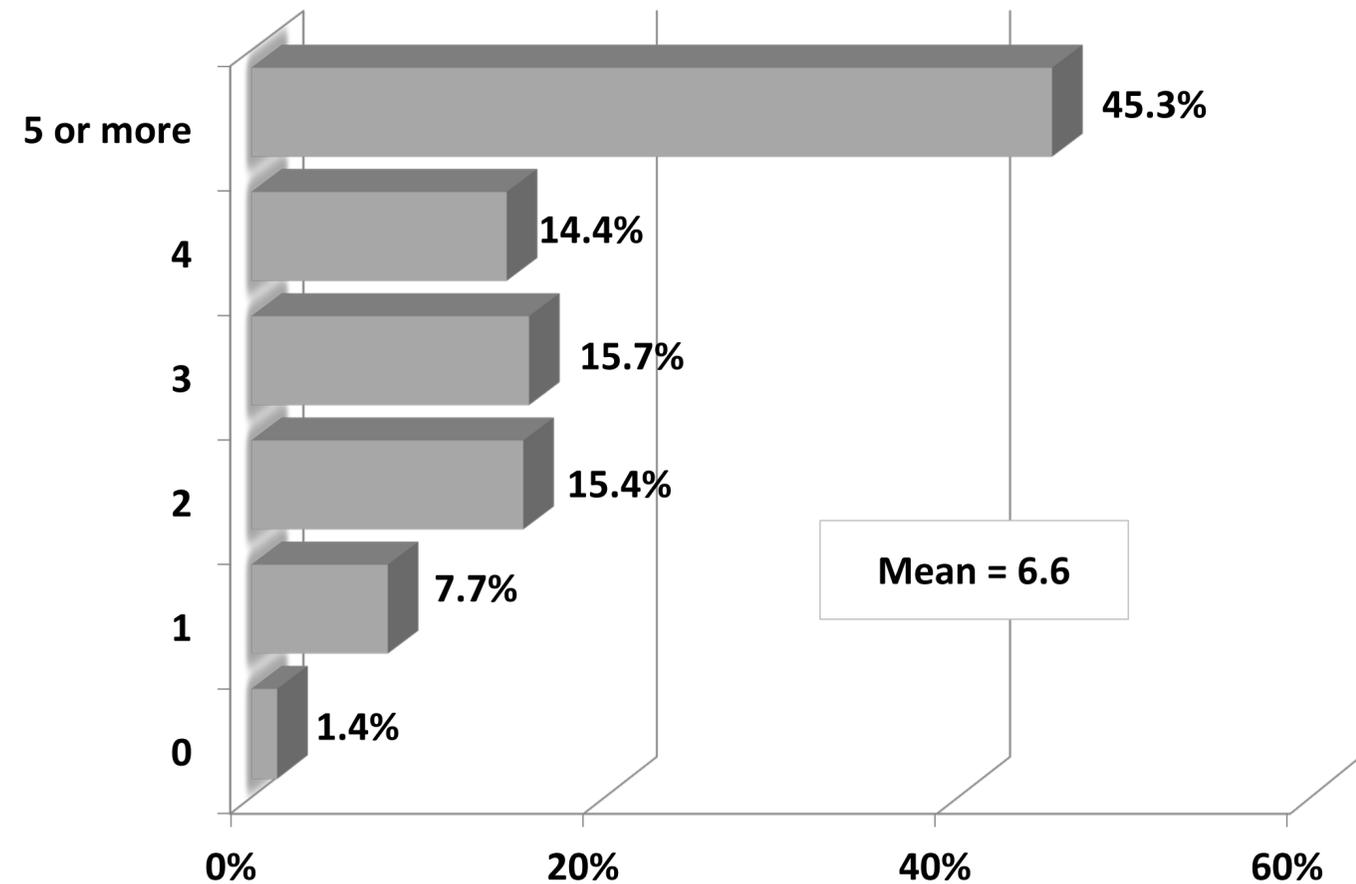


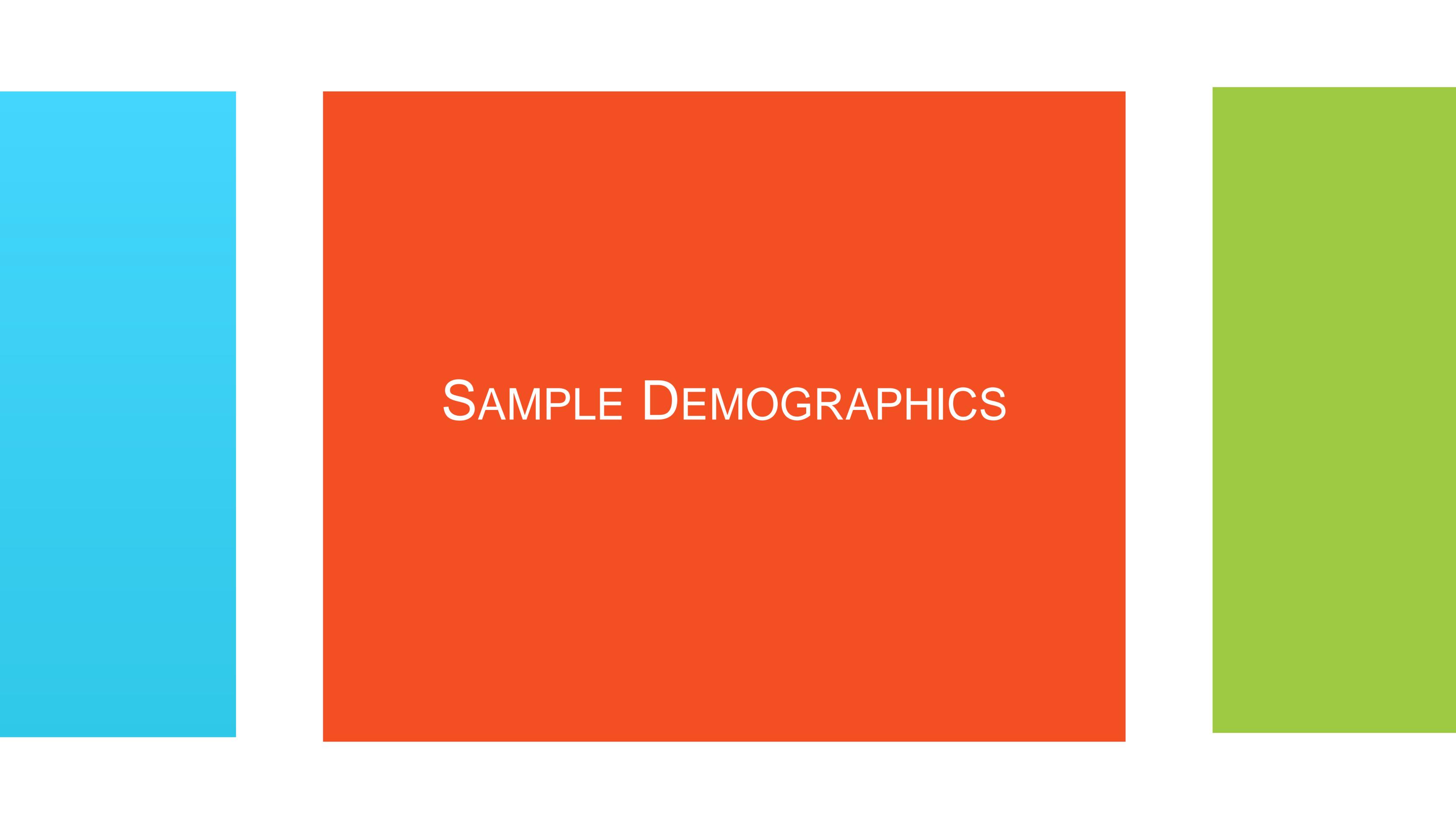
# Wyoming Visitors: Overnight Leisure Trips in the Past 12 Months

**Journal users who visited Wyoming are avid travelers.** On average, Journal users who visited Wyoming post-receipt of the Journal took 6.6 leisure trips in the last 12 months—2.4 trips more than the average American leisure traveler (The State of the American Traveler Survey, January 2016).

Question: In the past 12 months, how many overnight trips (to destinations 50 or more miles away from home) have you taken for purely leisure reasons? (Select one) Base: Journal users who visited Wyoming after receiving the Journal. 2,763 completed surveys.

**Chart 33: Overnight Leisure Trips in the Past 12 Months**





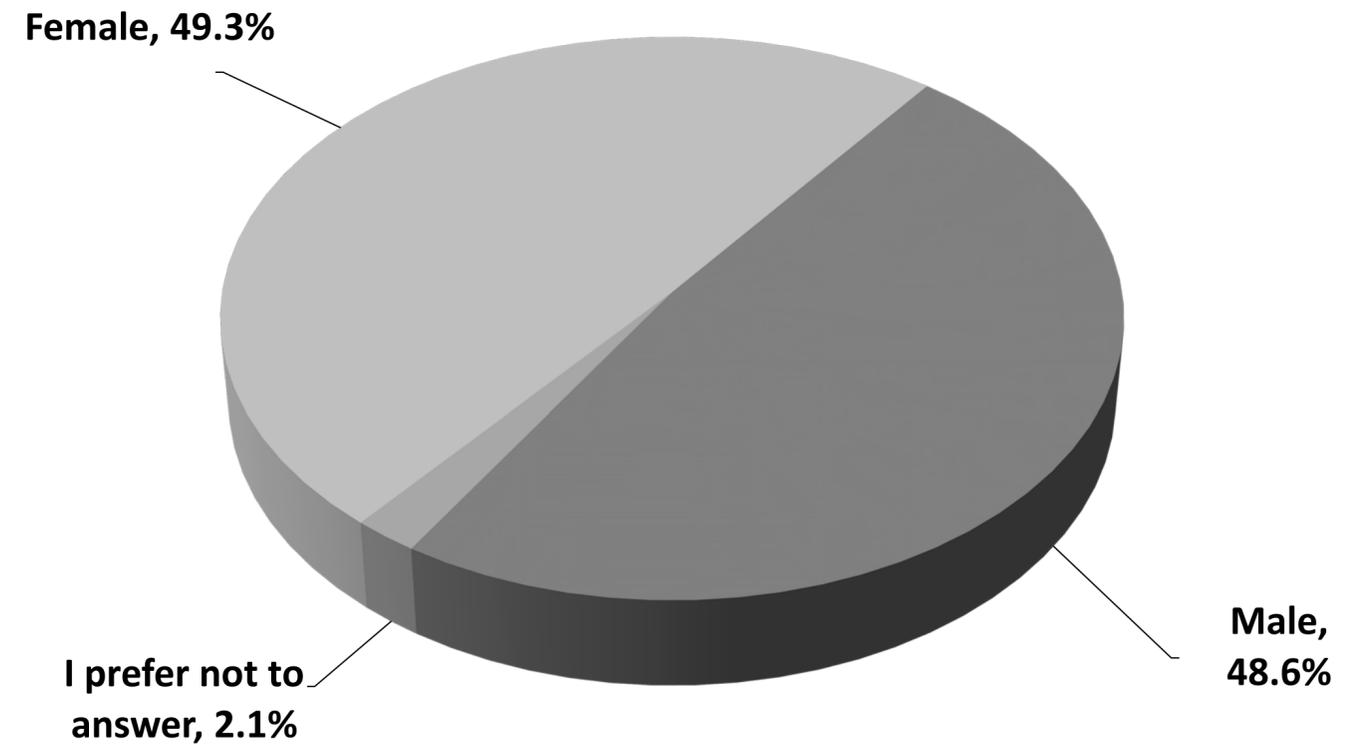
# SAMPLE DEMOGRAPHICS

# Gender

**Survey respondents are fairly evenly distributed by gender.**

49.3 percent are female, while 48.6 percent are male.

**Chart 34: Gender**

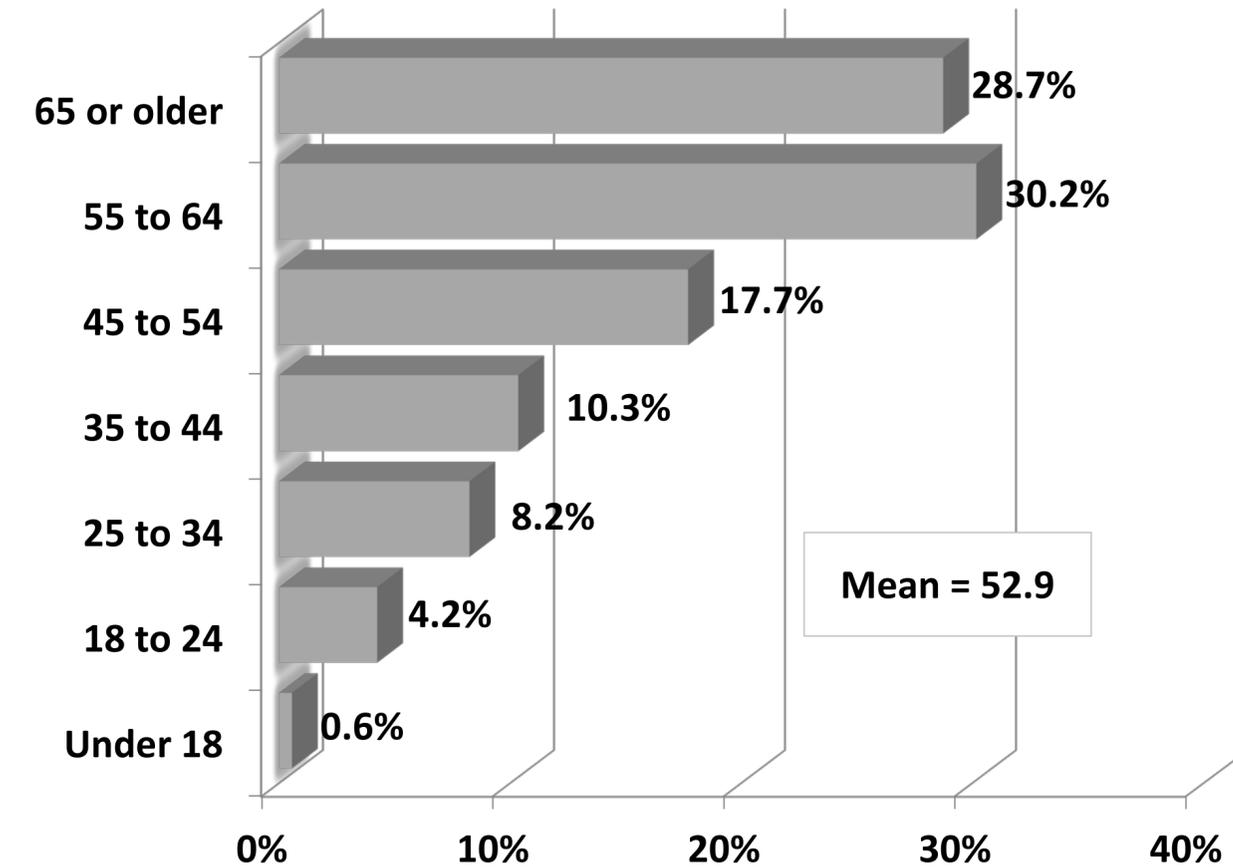


Question: What is your gender? (Select one) Base: All respondents.  
7,456 completed surveys.

## Survey respondents are most likely to be Baby Boomers.

Approximately 60 percent of survey respondents are 55 years of age or older (58.9%). The average age of survey respondents is 52.9 years.

Chart 35: Age



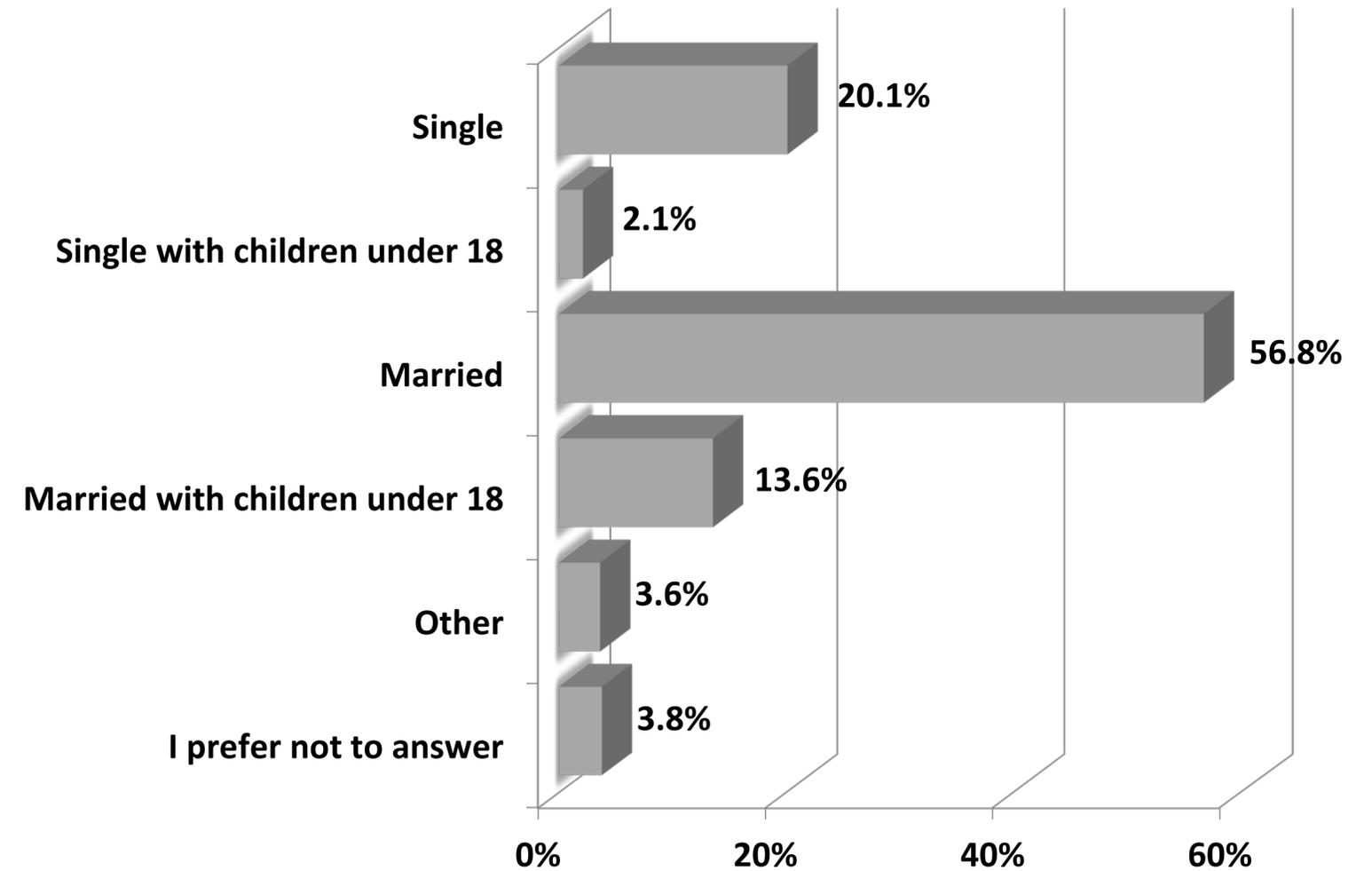
Question: What is your age? (Select one) Base: All respondents. 7,456 completed surveys.

# Marital Status

The majority of survey respondents is married (70.4%). One in five is single (22.2%). Overall, 15.7 percent of survey respondents have children under 18.

Question: Which of the following best describes your current marital status? (Select one) Base: All respondents. 403 completed surveys.

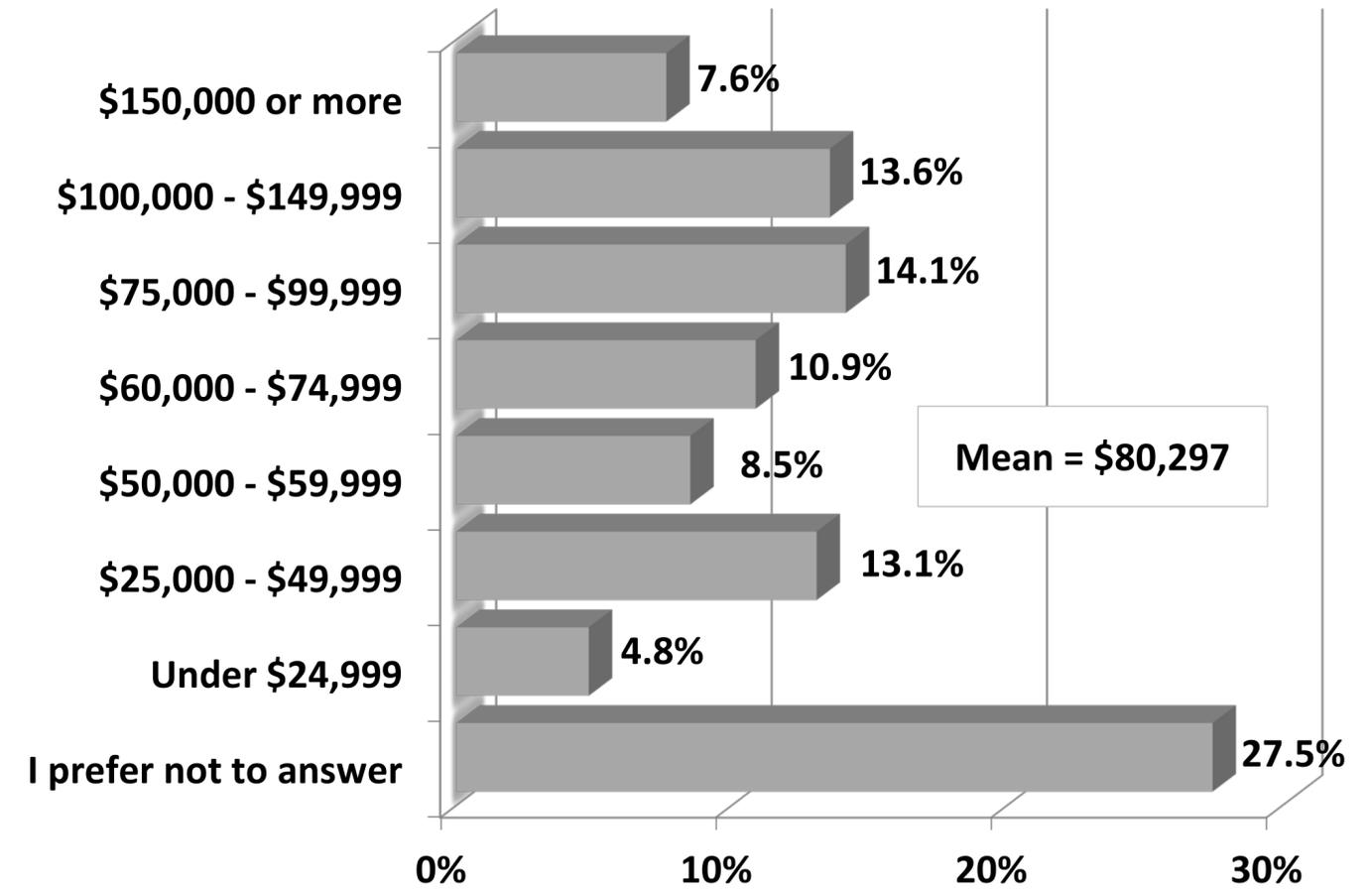
Chart 36: Marital Status



# Annual Household Income

Survey respondents reported an average annual household income of \$80,297.

Chart 37: Annual Household Income



Question: Which best describes your annual household income? (Select one) Base: All respondents. 7,456 completed surveys.

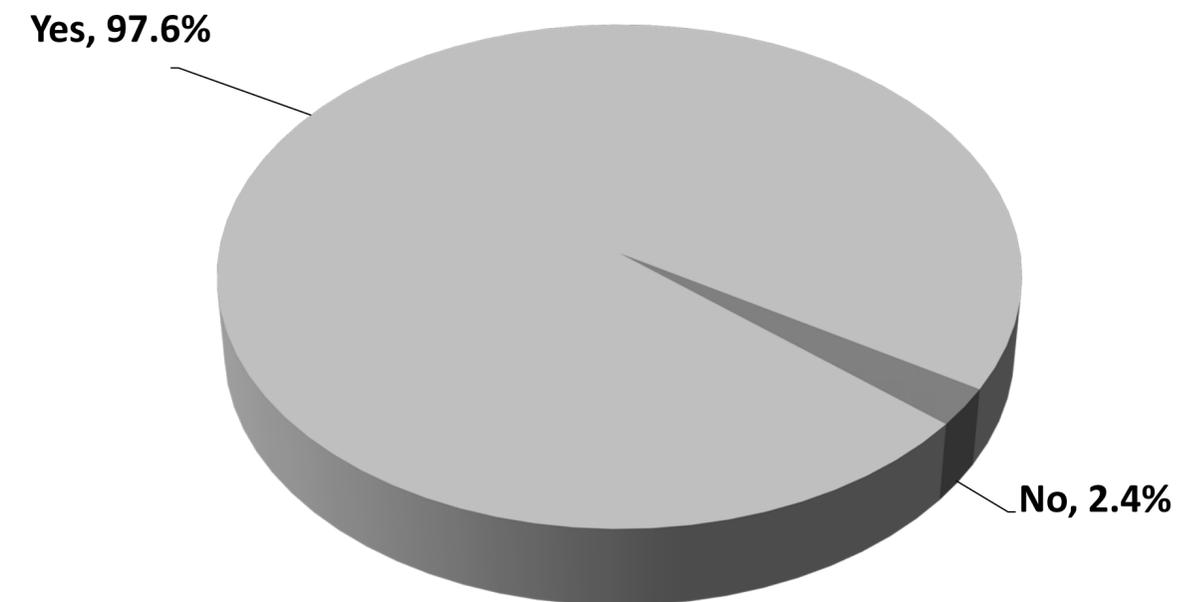
# Residence: International vs. Domestic

**Survey respondents are primarily domestic residents (97.6%).**

2.4 percent live outside the United States. Note that the survey was only available in English.

Question: Do you live in the United States? If no, please specify your country in the field provided. (Select one) Base: Journal users. 5,771 completed surveys.

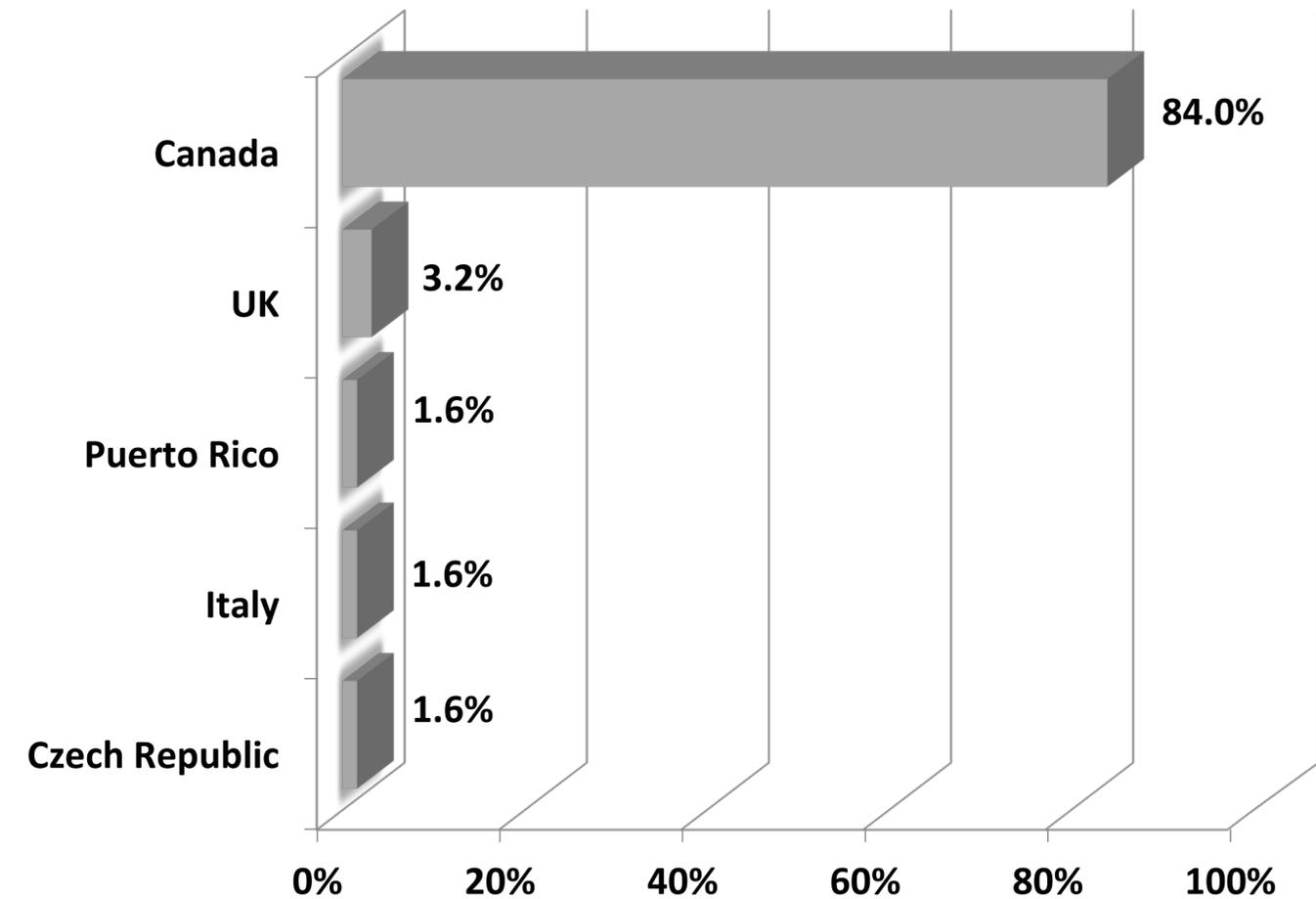
**Chart 38: Residence—International vs. Domestic**



# Residence: Country

Wyoming's top international feeder market among Journal requestors is **Canada (84.0%)**. This is followed by the UK (3.2%).

Chart 39: Residence—Country (% of international respondents)



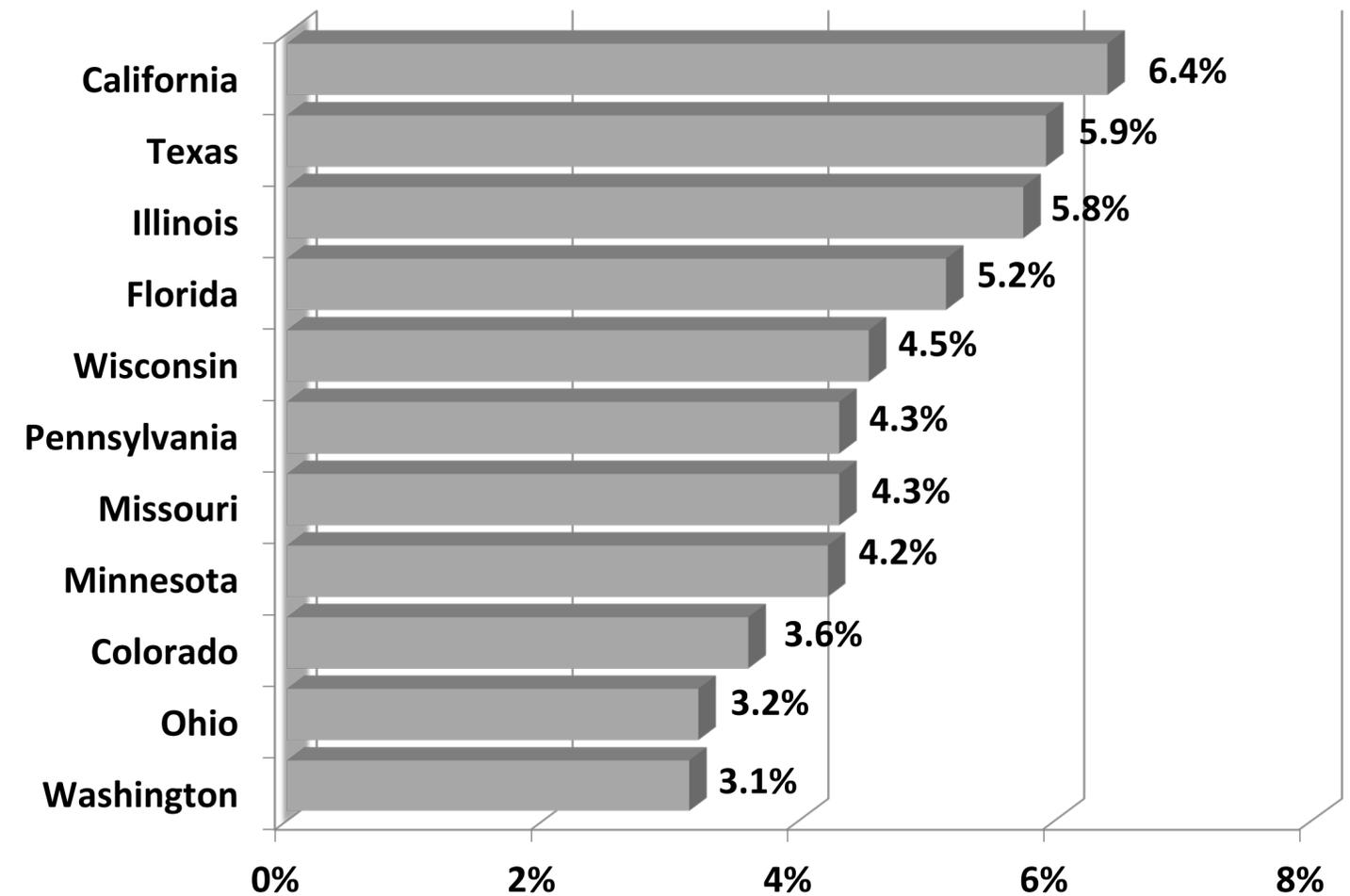
Question: Do you live in the United States? If no, please specify your country in the field provided. (Select one) Base: Journal users who live outside the U.S. 125 completed surveys.

# Residence: State

The chart at right shows the top eleven states of residence amongst non-resident survey respondents. **The most common states of residence for domestic survey respondents are California (6.4%), Texas (5.9%) and Illinois (5.8%).**

Question: In which state do you live? (Select one) Base: Journal users who live in the U.S. 5,630 completed surveys.

**Chart 40: Residence—State (% of domestic respondents)**

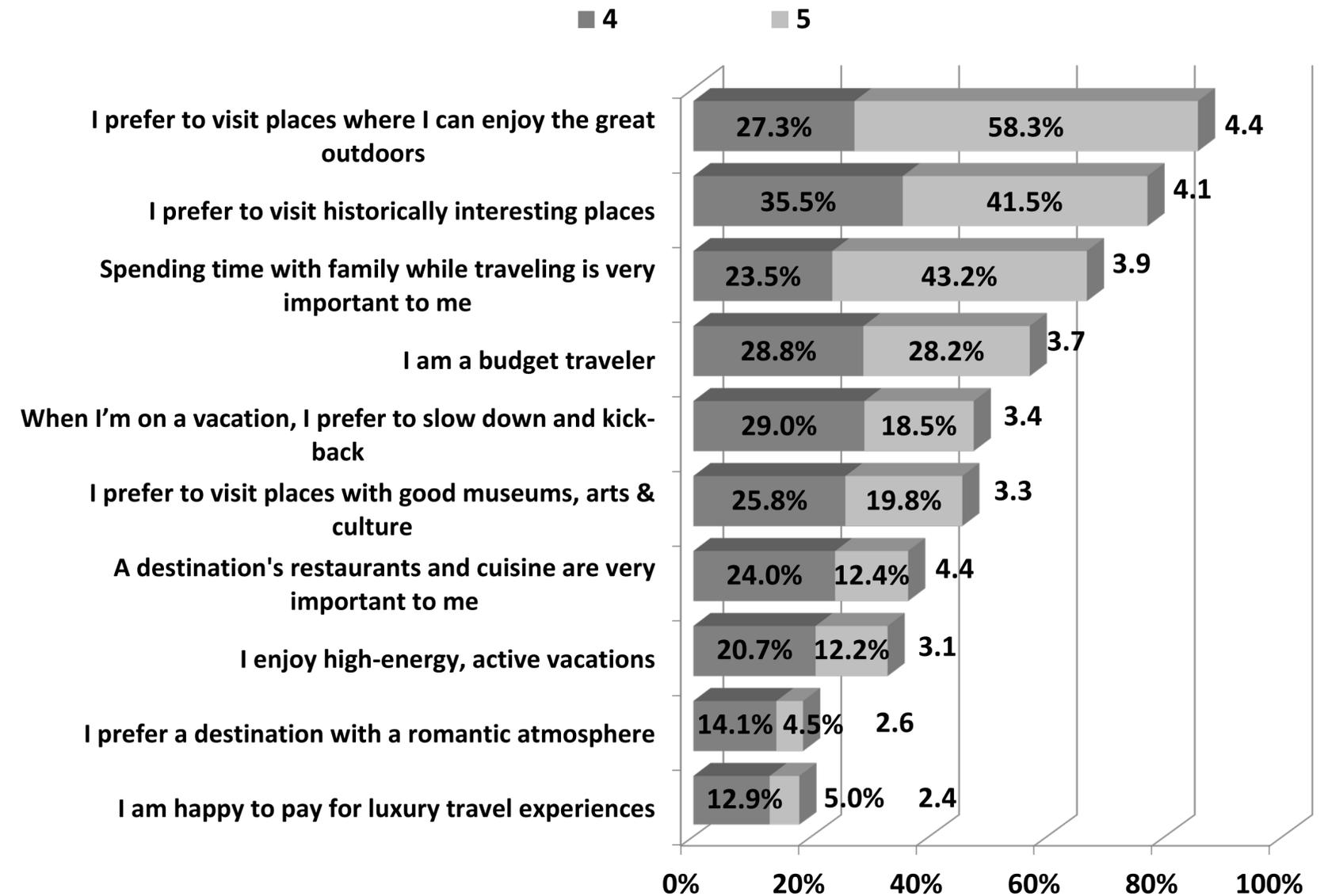


# Psychographic Profile

Journal requestors were presented a list of statements about travel attitudes and behaviors, and then asked to rate how well each statement describes them using a five-point scale in which “1” represents “Does not describe me at all” and “5” represents “Describes me completely.” The chart at right shows the percentage of respondents who selected “4” or “5” for each statement, as well as the average rating for each statement. **Journal requestors are most apt to prefer destinations in which they can enjoy the great outdoors (85.6%) and historically interesting places (77.0%).** In addition to destinations with the great outdoors and historic significance, Journal requestors consider spending quality time with family while travel to be important (66.8%).

Question: How well do each of the following statements describe you? Please use the scale below where “1” represents “Does not describe me at all” and “5” represents “Describes me completely” to rate how well each statement describes you. Base: All respondents. 7,456 completed surveys.

Chart 41: Psychographic Profile



# APPENDIX I

Detailed findings for the question “In general, how useful did you find the following items in the Wyoming Official Travelers Journal?”

# Usefulness of Journal Content—Detailed Findings

The table at right presents the detailed findings for the question “In general, how useful did you find the following items in the Wyoming Official Travelers Journal?”

Although Advertisements, Business Listings, the Winter Adventure section and Blogger’s Journals appear to be the least useful types of content in the Journal, approximately 15 percent or more of respondents reported that this content was not applicable to them, as they did not engage with it.

	5 - Very Useful	4	3- Neutral	2	1 - Not at all useful	N/A	Mean
<b>Our Majestic National Parks section</b>	64.3%	24.8%	6.7%	1.1%	0.5%	2.6%	<b>4.6</b>
<b>State Map/Backways and Byways</b>	53.9%	33.5%	9.6%	1.3%	0.4%	1.2%	<b>4.4</b>
<b>Regional Overview sections</b>	38.9%	38.1%	16.8%	2.6%	0.9%	2.7%	<b>4.1</b>
<b>Visitor Information</b>	33.2%	35.2%	20.9%	3.5%	1.4%	5.9%	<b>4.0</b>
<b>Road Trip Itineraries</b>	32.0%	35.2%	20.2%	4.4%	2.2%	6.0%	<b>4.0</b>
<b>Wyoming Adventure section</b>	29.5%	33.2%	23.6%	4.1%	1.8%	7.8%	<b>3.9</b>
<b>Calendar of Events</b>	25.9%	27.3%	27.0%	7.6%	4.4%	7.9%	<b>3.7</b>
<b>Discover Your Own Adventure section</b>	25.4%	35.2%	28.1%	4.2%	1.7%	5.5%	<b>3.8</b>
<b>Advertisements</b>	10.6%	19.5%	34.3%	11.9%	10.1%	13.6%	<b>3.1</b>
<b>Business Listings</b>	10.3%	19.7%	30.7%	11.8%	10.2%	17.4%	<b>3.1</b>
<b>Winter Adventure section</b>	10.1%	10.4%	21.6%	9.4%	19.8%	28.6%	<b>2.7</b>
<b>Blogger’s Journals</b>	6.5%	9.6%	31.6%	14.6%	16.0%	21.7%	<b>2.7</b>

Question: In general, how useful did you find the following items in the Wyoming Official Travelers Journal? Please use a 5-point scale where “1” represents “Not at all useful” and “5” represents “Very useful.” Base: Journal users who visited Wyoming after receiving the Journal. 5,654 completed surveys.