

Wyoming Official Travelers Journal 2014 Survey of Journal Requestors

Report of Findings

January 2015

Research Overview & Objectives

This report presents the findings of a survey of requestors of the 2014 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 2014 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
- Those who requested the 2014 Wyoming Official Travelers Journal during calendar year 2014 were sent an email invitation to complete the survey
- The survey was fielded December 4th – December 16th
- Respondents who did not visit Wyoming after receiving the Journal completed the survey's demographic questions

Research Methodology (continued)

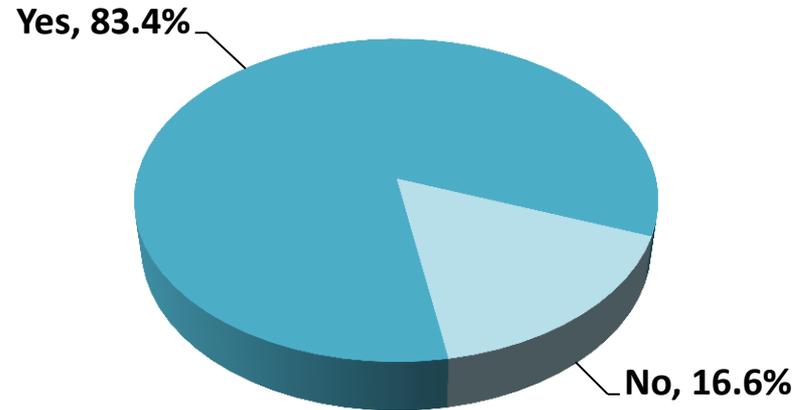
- 85,198 email invitations were sent to Journal requestors
- The email invitation yielded a total of 10,205 completed survey responses
- The response rate is 12.0%
- Of the 10,205 survey responses, 4,557 respondents (44.7%) visited Wyoming after receipt of the Journal and thus completed the full survey

Detailed Survey Findings

Recall Receipt of Official Travelers Journal

At the time they were surveyed, the vast majority of requestors (83.4 percent%), recalled having received the 2014 Wyoming Official Travelers Journal.

Chart 1: Recall Receipt of Official Travelers Journal

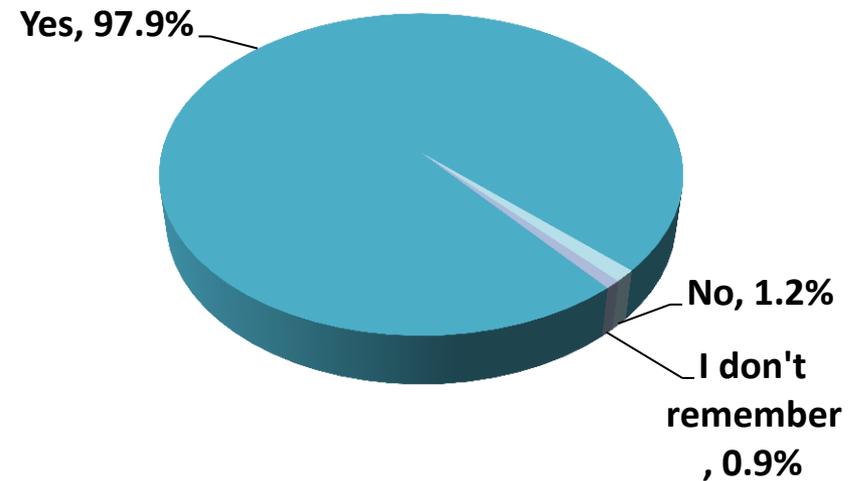


Question: Did you recall receiving a copy of the 2014 Wyoming Official Travelers Journal? Base: All Respondents. 11,013 completed surveys.

Reviewed Journal

Nearly all respondents who recalled receiving the 2014 Wyoming Official Travelers Journal reported having read or looked through the Journal (97.9%). In the remainder of the report, these respondents will be referred to as “Journal users.”

Chart 2: Reviewed Journal

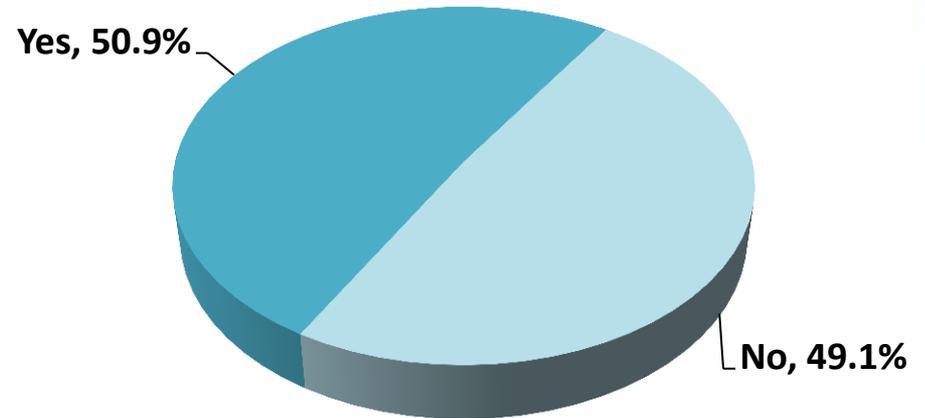


Question: Did you read (or look through) the 2014 Wyoming Official Travelers Journal that you received? Base: Respondents who recall receiving the Journal. 9,167 completed surveys.

Visited Wyoming after Receiving Journal

Half of Journal users surveyed reported having visited Wyoming after receiving the 2014 Wyoming Official Travelers Journal (50.9%).

Chart 3: Visited Wyoming after Receiving Journal

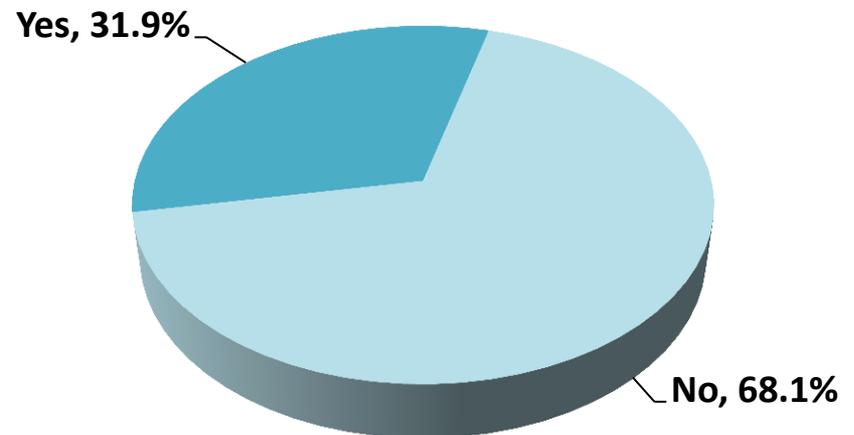


Question: Since receiving the 2014 Wyoming Official Travelers Journal have you visited Wyoming? Base: Journal users. 8,969 completed surveys.

Future Wyoming Travel Plans

Journal users who had not yet traveled to Wyoming after receiving the Journal were then asked if they had any firm plans to visit the state. About one-third of these Journal users said they indeed planned to visit Wyoming (31.9%).

Chart 4: Future Wyoming Travel Plans

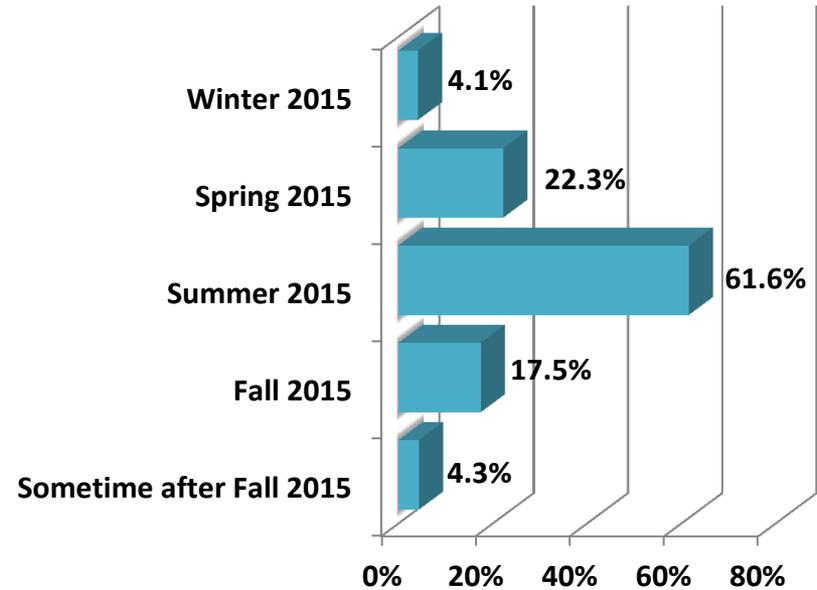


Question: Have you made any firm plans for a trip to Wyoming yet?
Base: Journal users who did not travel to Wyoming after receiving the Journal. 4,409 completed surveys.

Intended Wyoming Visit

Journal users who indicated having firm plans to visit Wyoming were asked when they planned to travel. 61.6 percent of these Journal users reported plans to visit Wyoming in the Summer of 2015.

Chart 5: Intended Wyoming Visit

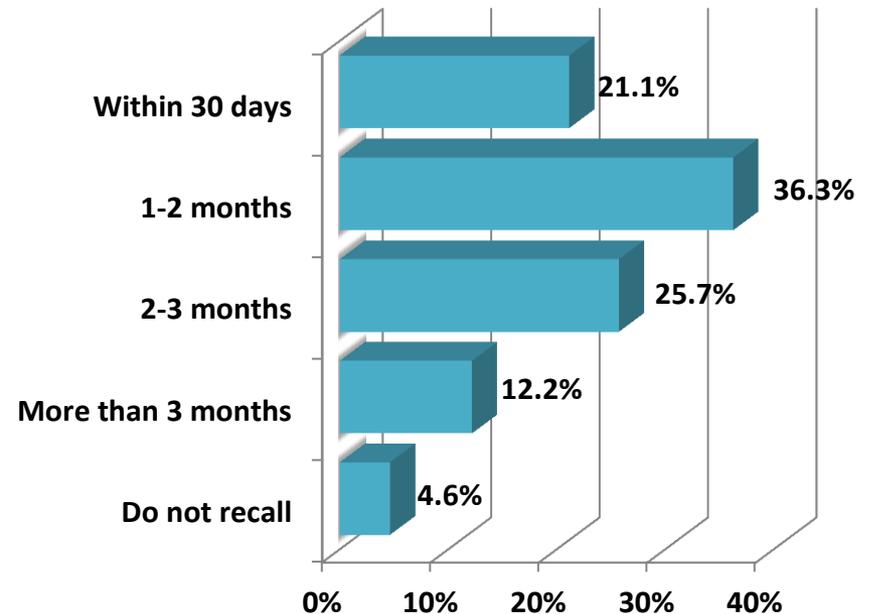


Question: When do you plan to visit Wyoming? Base: Journal users who did not travel to Wyoming after receiving the Journal, but have firm plans for a future Wyoming trip. 1,415 completed surveys.

Wyoming Visit After Receipt of Journal

Journal users who visited Wyoming after receiving the Journal were asked how long after receiving the Journal they traveled. The majority of Journal users who ultimately visit Wyoming take their trip within three months of receiving the Journal. One in five (21.1%) traveled within 30 days of receipt. Over one third traveled between one and two months after receiving the Journal (36.3%) and one quarter traveled between two and three months (25.7%). Just 12.2 percent traveled to the state more than three months after receiving the Journal.

Chart 6: Wyoming Visit After Receipt of Journal

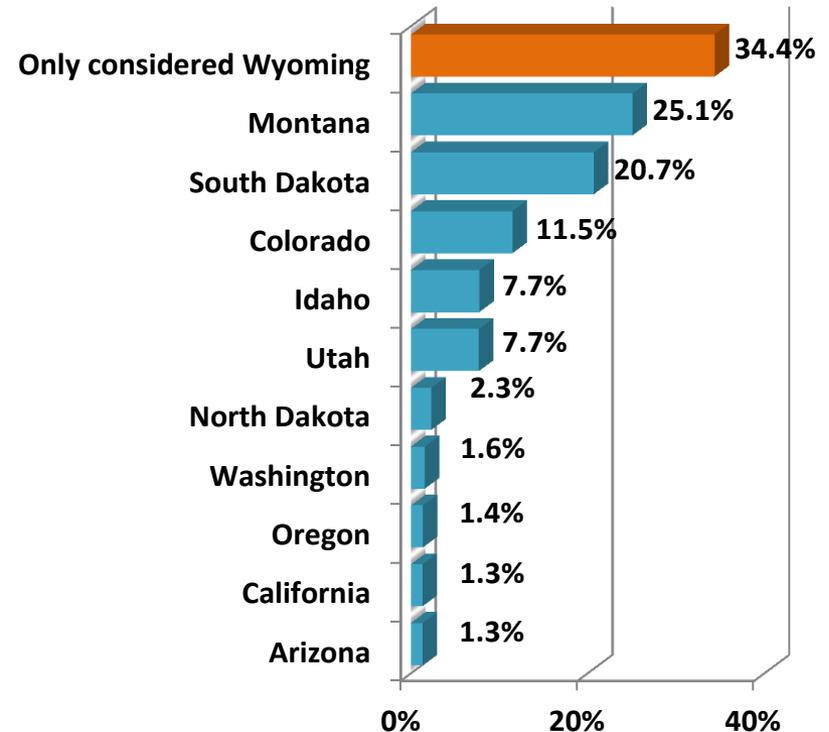


Question: How long after receiving your 2014 Wyoming Official Travelers Journal did you visit Wyoming? Base: Journal users who visited Wyoming after receiving the Journal. 4,574 completed surveys.

Other States Considered for Trip

Journal users who visited Wyoming after receiving the Journal were then asked what other states they considered when planning their trip. Over one-third of these Journal users reported that Wyoming was the only state they considered for their trip (34.4%-- up from 22.1% in 2013). The other states most often considered by survey respondents when planning a trip to Wyoming were Montana (25.1%), South Dakota (20.1%) and Colorado (11.5%).

Chart 7: Other States Considered for Trip

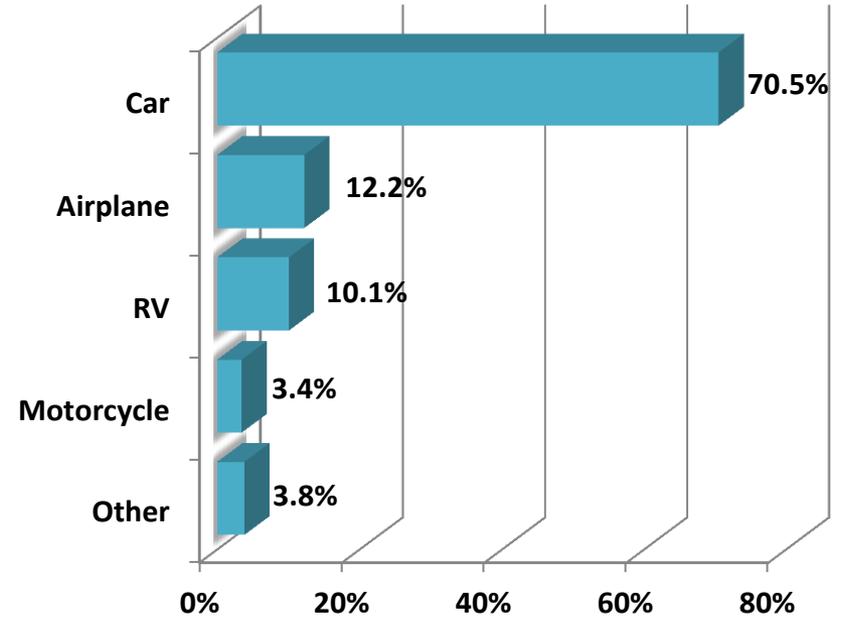


Question: Which other states did you consider for this trip? Base: Journal users who visited Wyoming after receiving the Journal. 4,557 completed surveys.

Method of Arrival

Seven in ten Journal users who visited Wyoming after receiving the Journal arrived via automobile (70.5%). Another 12.2 percent arrived via airplane. In total, 10.1 percent arrived in the state in an RV.

Chart 8: Method of Arrival

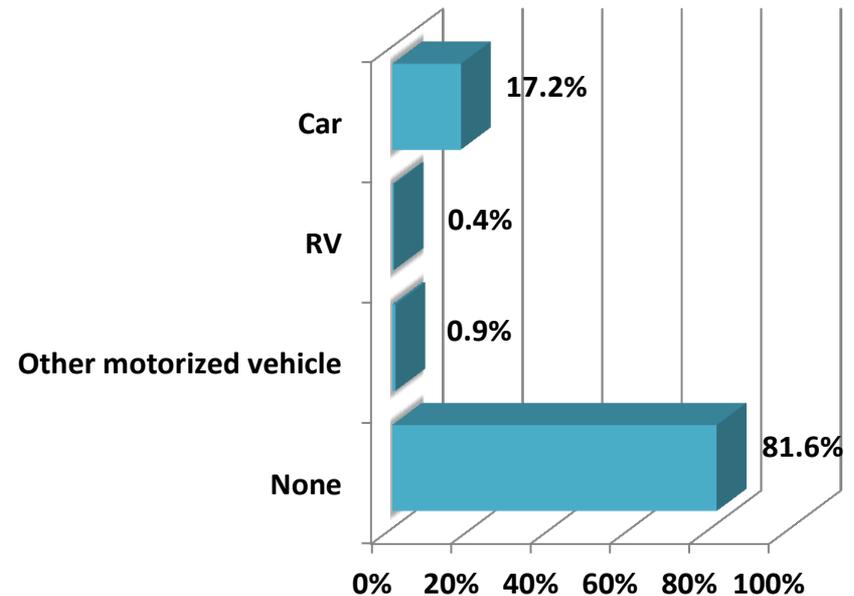


Question: How did you arrive in Wyoming? Base: Journal users who visited Wyoming after receiving the Journal. 4,557 completed surveys.

Car Rental in Wyoming

Given the large proportion of Journal users who traveled to Wyoming via automobile and RV (Chart 8), the significant majority did not rent any vehicle during their Wyoming trip (81.6%). 17.2 percent reported renting a car in Wyoming. Few reported renting an RV (0.4%) or other motorized vehicle (0.9%) in Wyoming.

Chart 9: Car Rental in Wyoming

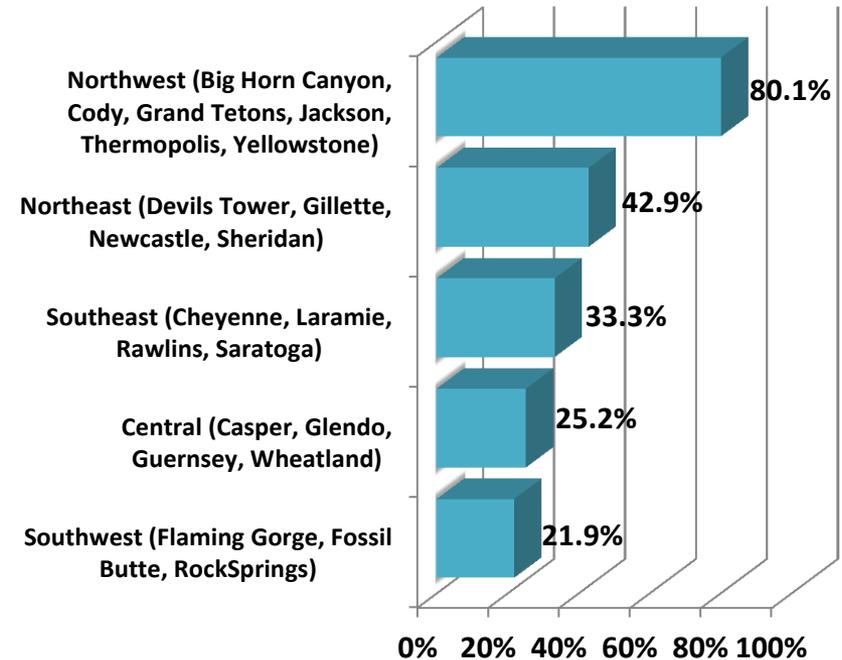


Question: Did you rent a car, RV or other motorized vehicle in Wyoming? (Select all that apply) Base: Journal users who visited Wyoming after receiving the Journal. 4,559 completed surveys.

Wyoming Regions Visited

The Northwest region of Wyoming is the most commonly visited area of the state by Journal users (80.1%), followed by the Northeast (42.9%) and Southeast (33.3%). One quarter of Journal users visited Wyoming's Central region (25.7%), while approximately one in five went to the southwest region of the state (21.9%).

Chart 10: Wyoming Regions Visited

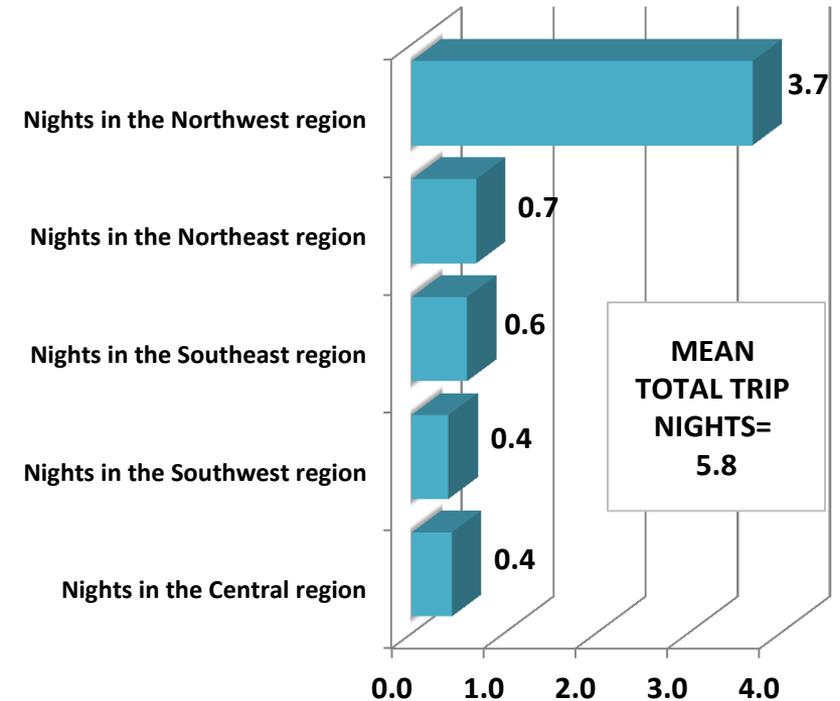


Question: Which of the following regions did you travel to during your most recent visit to Wyoming? (Select all that apply) Base: Journal users who visited Wyoming after receiving the Journal. 4,516 completed surveys.

Number of Nights in Wyoming Regions

The average length of stay in Wyoming amongst Journal users who visited the state is 5.8 nights (up from 4.8 in 2013). Considering that Wyoming's Northwest region is the most visited area of the state by Journal users, these visitors also spend the most number of nights in the region. Journal users who visited the state in 2014 spent an average of 3.7 nights in Northwest Wyoming.

Chart 11: Number of Nights in Wyoming Regions

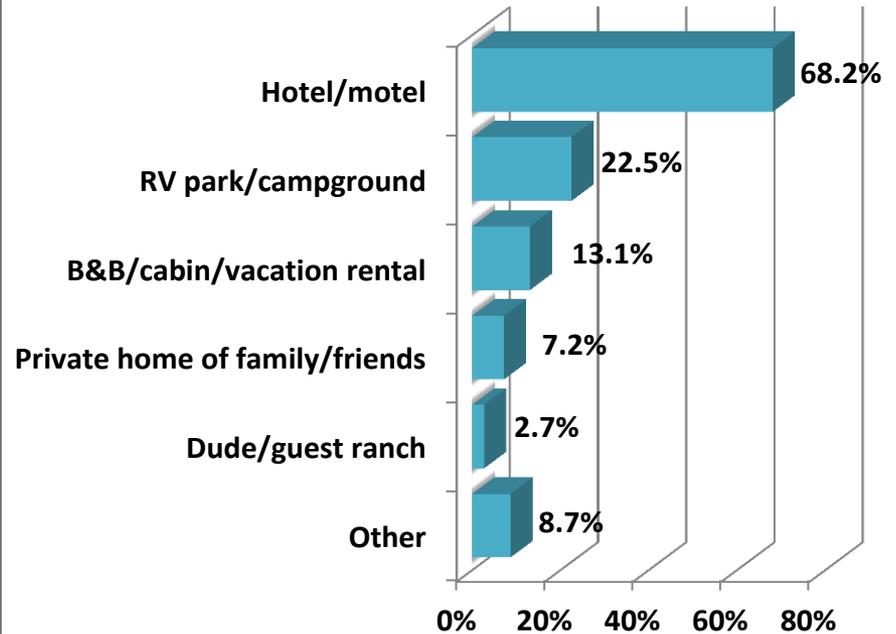


Question: How many nights did you spend in the following Wyoming regions during your most recent visit? Base: Journal users who visited Wyoming after receiving the Journal. 4,516 completed surveys.

Types of Trip Lodging

Hotels and motels continue to be the most patronized type of lodging amongst Journal users who visit Wyoming after receiving the Journal, with over two-thirds staying in this type of accommodation (68.2%). Another 13.1 percent reported staying in a B&B, cabin and/or vacation rental. One in five stayed one or more nights in a campground or RV park (22.5%). Less than 10 percent stayed in a dude/guest ranch (2.7%) or the private home of family or friends (7.2%).

Chart 12: Types of Trip Lodging

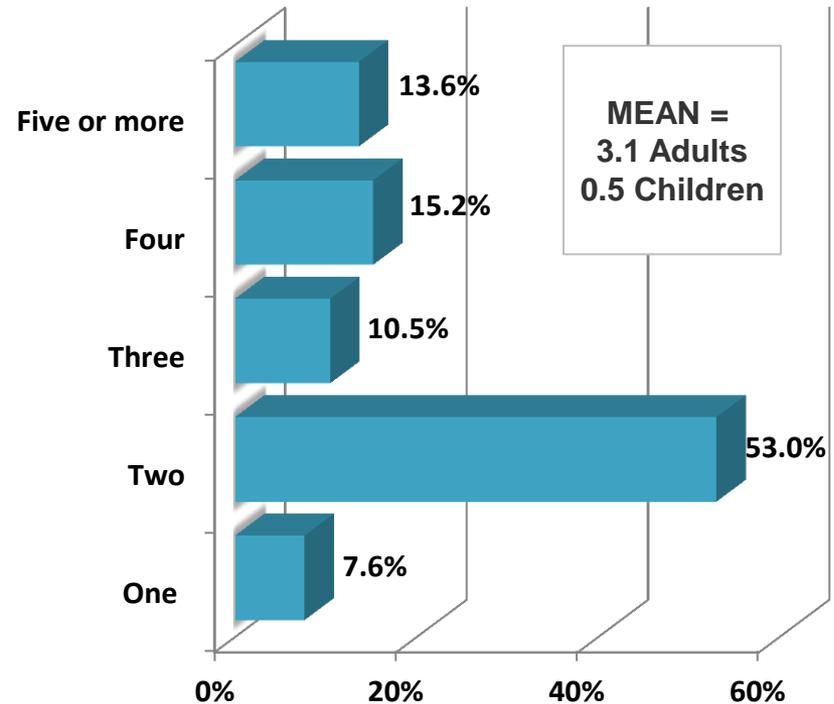


Question: While on this trip, where did you stay in Wyoming? (Select all that apply) Base: Journal users who visited Wyoming after receiving the Journal. 4,516 completed surveys.

Travel Party Size

The average travel party amongst Journal users who visited Wyoming after receiving the Official Travelers Journal was comprised of 3.1 adults and 0.5 children. These visitors were most commonly in pairs (53.0%). One in five travel parties had one or more children under 18 (21.0%).

Chart 13: Travel Party Size

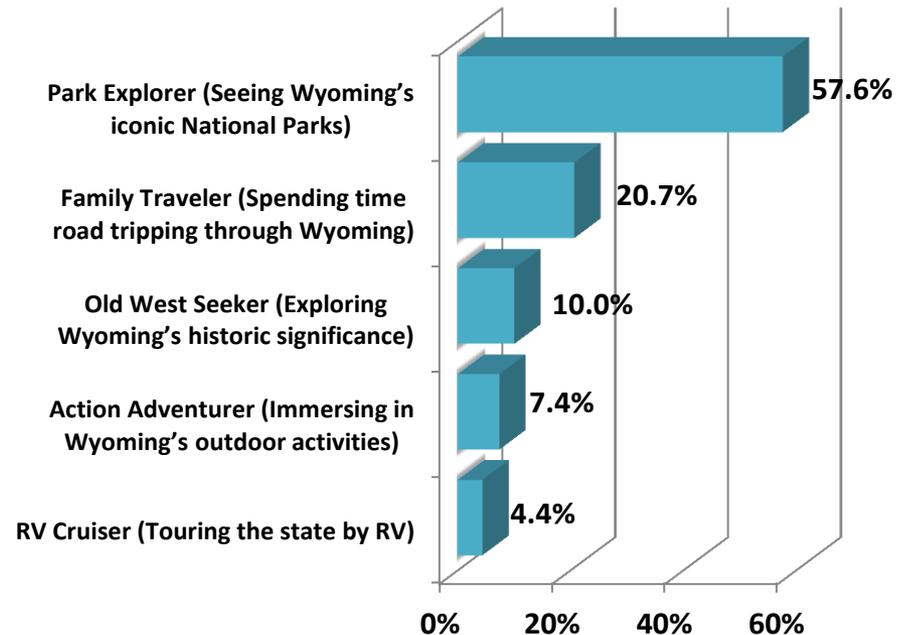


Question: How many people were in your immediate travel party, including yourself? Base: Journal users who visited Wyoming after receiving the Journal. 4,516 completed surveys.

Focus of Trip Experience

Journal users who traveled to Wyoming after receiving the Journal were shown a list of visitor experiences and asked which best described the focus of their Wyoming trip. By far, the greatest proportion (57.6%) identified themselves as a “Park Explorer,” whose primary focus was to visit the state’s iconic National Parks. The next most common visitor type was the “Family Traveler” (20.7%), who focused on spending time road tripping through Wyoming. One in ten felt they are an “Old West Seeker” focused on Wyoming’s historic significance, while 7.4 percent was an “Action Adventurer” who immersed themselves in Wyoming’s outdoor activities. Despite 10.1 percent arriving via RV, just 4.4 percent considered themselves an RV Cruiser.

Chart 14: Focus of Trip Experience

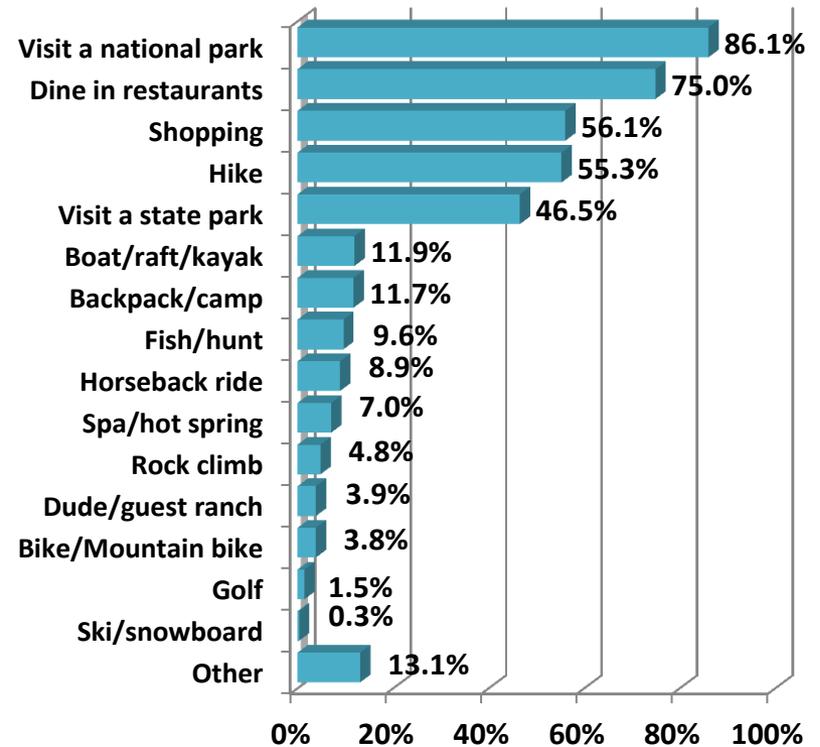


Question: Which best describes the focus of your Wyoming trip experience? Base: All Respondents. 4,443 completed surveys.

Wyoming Activities

Journal users who visited Wyoming after receiving the Journal were presented a list of activities and asked which ones they participated in during their Wyoming trip. Visiting a national park (86.1%) is top amongst these visitors; in addition, 46.5 percent reported visiting a state park. Three-quarters of these visitors reported dining in restaurants (75.0%). Other common visitor activities included shopping (56.1%) and hiking (55.3%). The percent of these visitors who reported engaging in outdoor activities like boating, backpacking, fishing, hunting, rock climbing, etc. was similar to the percent who identified the focus of their trip as Action/Adventure.

Chart 15: Wyoming Activities

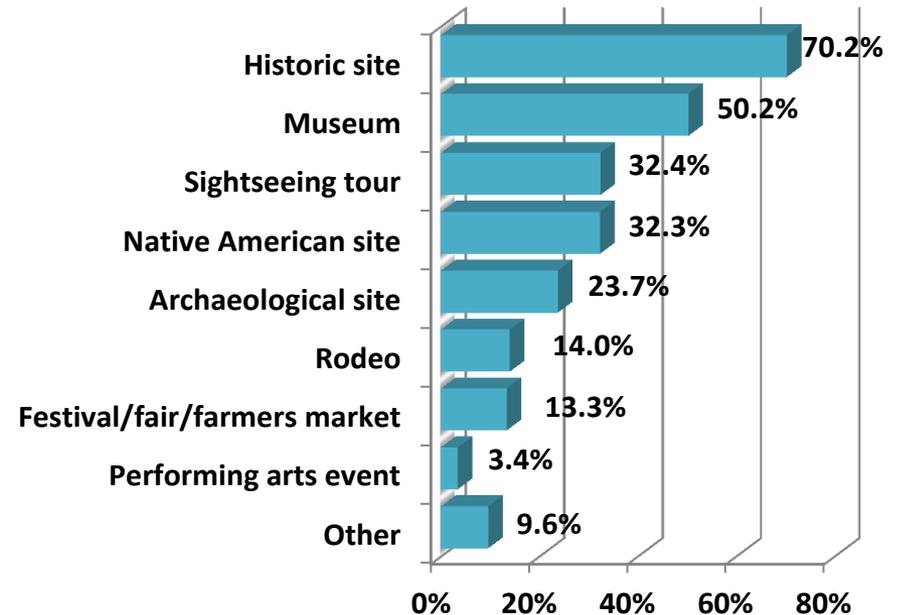


Question: In which of the following activities did you participate during your Wyoming trip? Base: Journal users who visited Wyoming after receiving the Journal. 4,500 completed surveys.

Attractions Visited During Wyoming Trip

Journal users who traveled to Wyoming after receiving the Wyoming Official Travelers Journal were most apt to visit historic sites (70.2%) during their trip. Significant percentages of these visitors went to museums (50.2%), took sightseeing tours (32.4%), and/or visited Native American sites (32.3%), as well.

Chart 16: Attractions Visited During Wyoming Trip

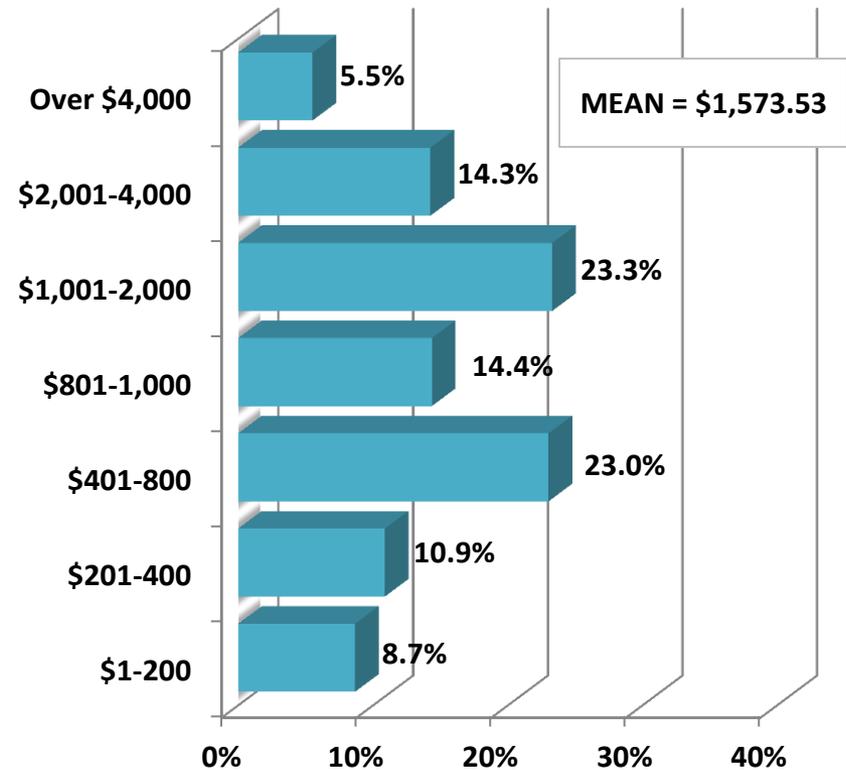


Question: Which of the following attractions did you visit during your Wyoming trip? (Select all that apply) Base: Journal users who visited Wyoming after receiving the Journal. 4,500 completed surveys.

Spending in Wyoming

Journal users who traveled to Wyoming after receiving the Journal spent a total of \$1,573.53 on average during this most recent trip to Wyoming (up from an average total trip spend of \$1,409.30 reported in 2013).

Chart 17: Spending in Wyoming

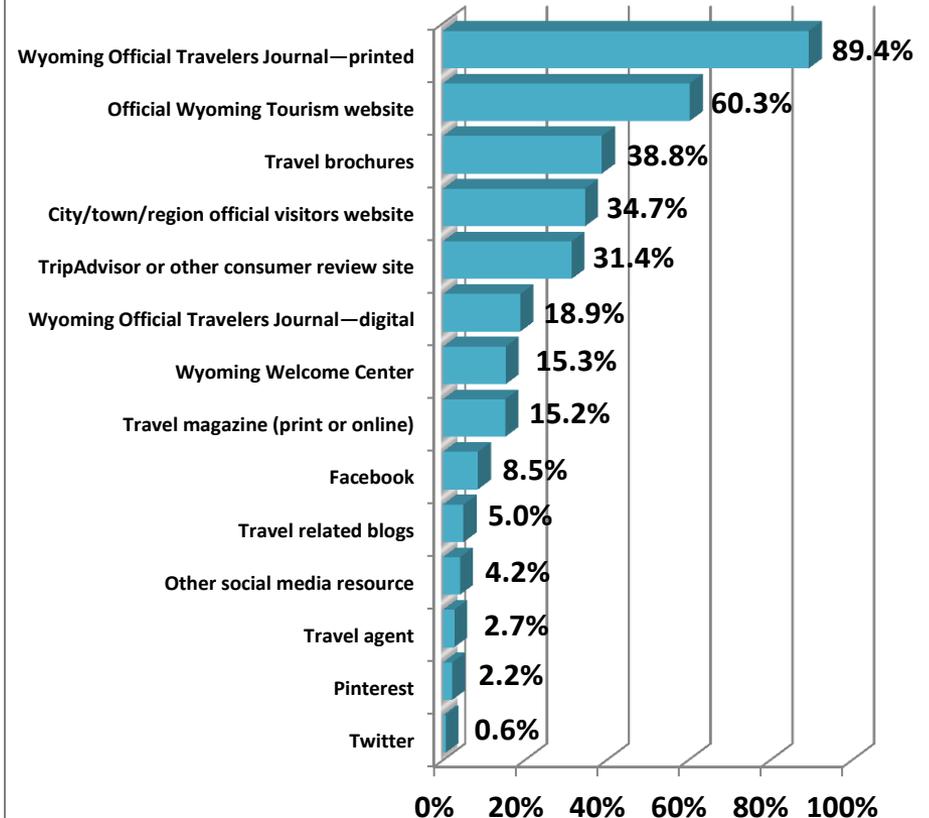


Question: Approximately how much did you spend IN TOTAL while on your most recent trip to Wyoming? Base: Journal users who visited Wyoming after receiving the Journal. 4,399 completed surveys.

Travel Planning Resources Used Before Arrival

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 to before arriving in the state. The Wyoming Office of Tourism’s marketing assets were chief amongst this group. Nine in ten reported using the printed Wyoming Official Travelers Journal to plan their trip (89.4%), while one in five accessed the digital version of the Journal (18.9%). 60.3 percent used the Official Wyoming Tourism website prior to arriving in the state. to help plan their trip. Amongst other resources, travel brochures (38.8%), local DMO websites (34.7%) and consumer review sites were most widely utilized.

Chart 18A: Travel Planning Resources Used Before Arrival



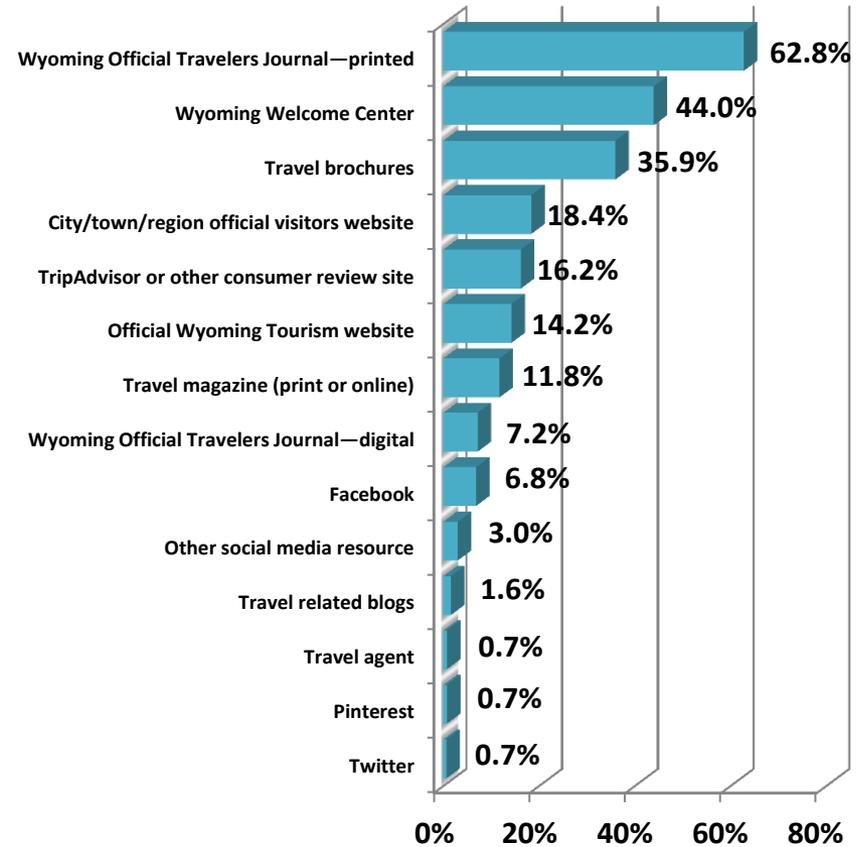
Question: Which of the following resources did you use to plan your Wyoming trip before it began, and which did you use while on your trip to Wyoming? (Select all that apply) Base: Journal users who visited Wyoming after receiving the Journal. 4,447 completed surveys.

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 (62.8%). Wyoming Welcome Centers are also significant amongst this group, with 44.0 percent reporting using them during their trip. and travel brochures (35.9%). Once in-market, these visitors are much less likely to use the official Wyoming Tourism website (14.2%), the online version of the Journal (7.2%), and other digital resources.

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 to Wyoming? (Select all that apply) Base: Journal users who visited Wyoming after receiving the Journal. 4,447 completed surveys.

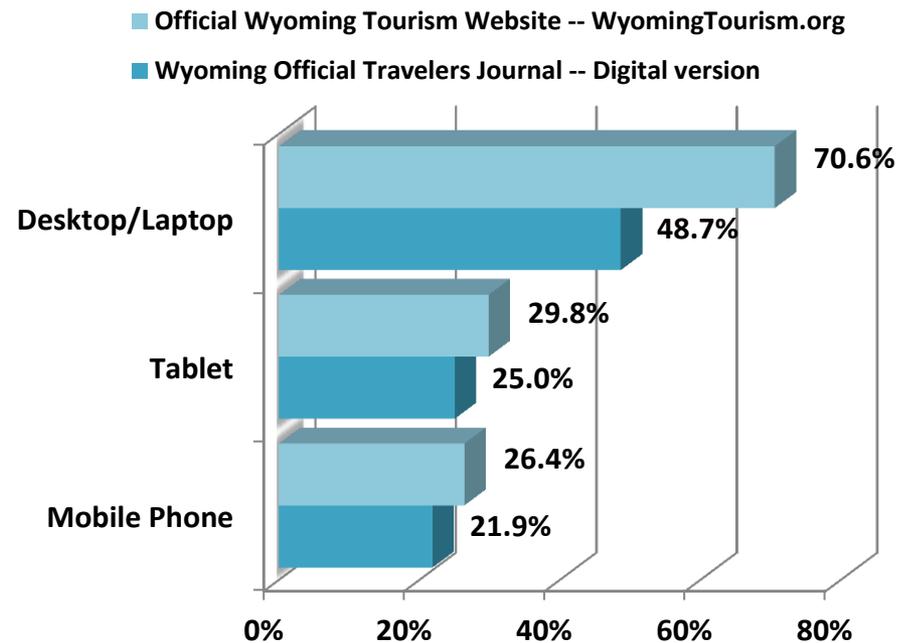
Chart 18B: Travel Planning Resources Used In-Market



Devices Used to Access Digital Journal or Website

Journal users who visited Wyoming after receiving an Official Travelers Journal and who reported using either or both the digital version of the Wyoming Official Traveler Journal or the Official Wyoming Tourism Website were asked which devices they used to access these resources. This group was likeliest to access both the website and the digital Journal on their desktop/laptop (particularly the website). Similar percentages used these resources on their tablets and/or mobile phones.

Chart 19: Devices Used to Access Digital Journal or Website

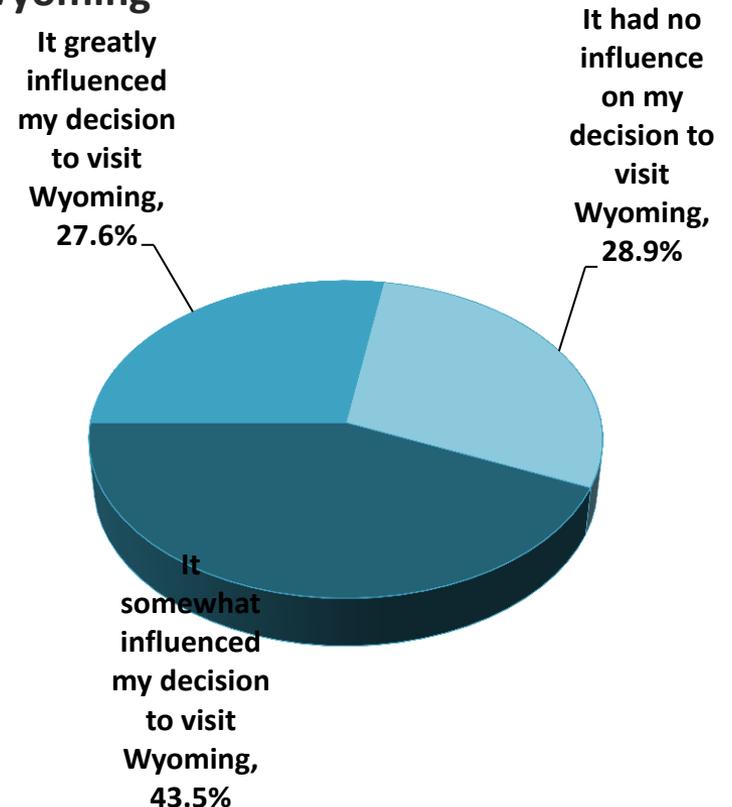


Question: Which of the following devices did you access the digital version of the Wyoming Official Traveler Journal and/or the Official Wyoming Tourism website (WyomingTourism.org)? (Select all that apply)
Base: Journal users who visited Wyoming after receiving a Journal and who accessed the digital Official Travelers Journal. 2,994 completed surveys.

Journal's Influence on Decision to Visit Wyoming

Nearly 30 percent of Journal users that traveled to Wyoming agreed that the 2014 Wyoming Official Travelers Journal “greatly influenced” their decision to visit the state (27.6%). Another 43.5 percent reported that the Journal was “somewhat” influential in their decision to visit. 28.9 percent report that the Journal had no influence on this decision.

Chart 20: Journal's Influence on Decision to Visit Wyoming

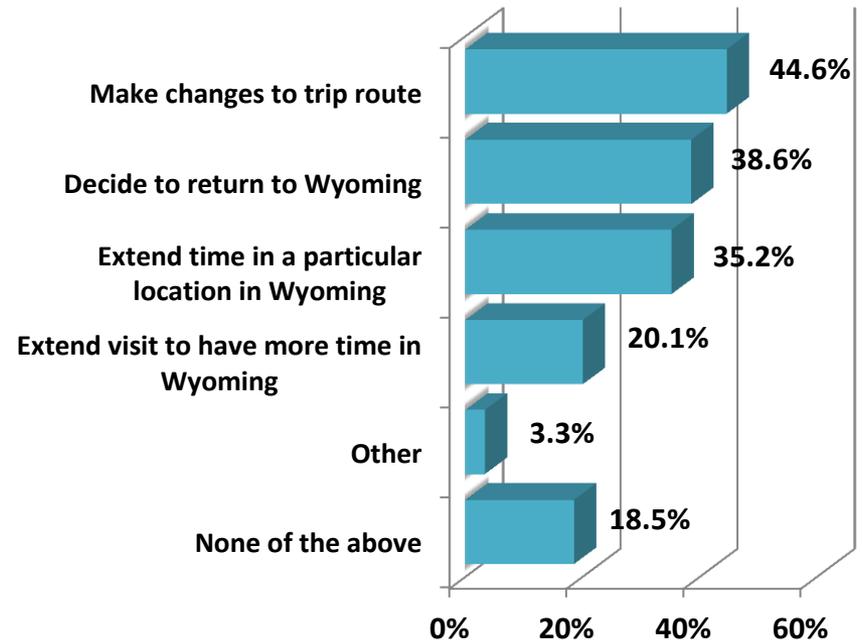


Question: How did the Wyoming Official Travelers Journal influence your decision to visit Wyoming? Base: Journal users who visited Wyoming after receiving the Journal. 4,320 completed surveys.

Journal's Influence on Trip Behaviors

Information accessed in the 2014 Wyoming Official Travelers Journal clearly had an impact on Journal users' Wyoming travel plans. Nearly half of Journal users who traveled to Wyoming decided to make changes to a trip route based on content from the Journal (44.6%), while 38.6 percent decided to return to Wyoming. These Journal users who visited the state post-receipt of the Journal were also influenced to extend their time in a particular location in Wyoming (35.2%) and to extend their length of stay to spend more time in the state (20.1%).

Chart 21: Journal's Influence to Change Trip



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. 4,324 completed surveys.

Trip Decisions Made Using Journal Content

Specific content within the 2014 Wyoming Official Travelers Journal influenced Journal users' trip decisions during their stay. The maps available in the Journal appear to be the most useful content. 61.4 percent of Journal users who visited the state after receiving the Journal used maps to select a region, city or town to visit, while 53.1 percent reported using maps to select attractions or activities. In addition, 46.8 percent of these Journal users selected attractions or activities based on articles, stories and/or itineraries in the Journal.

Chart 22: Trip Decisions Made Using Journal Content

	Map	Article/ Story/ Itinerary	Ad	Business Listings	N/A
Selected attractions, tours, recreational activities or other things to do	53.1%	46.8%	26.5%	8.6%	13.4%
Selected region/city/town to visit	61.4%	36.1%	16.7%	6.9%	19.3%
Selected lodging/place to stay	47.0%	16.6%	22.8%	18.6%	29.9%
Selected restaurant(s)	16.1%	15.0%	34.6%	19.6%	41.0%
Selected place(s) to shop	18.0%	15.5%	27.8%	14.6%	48.6%

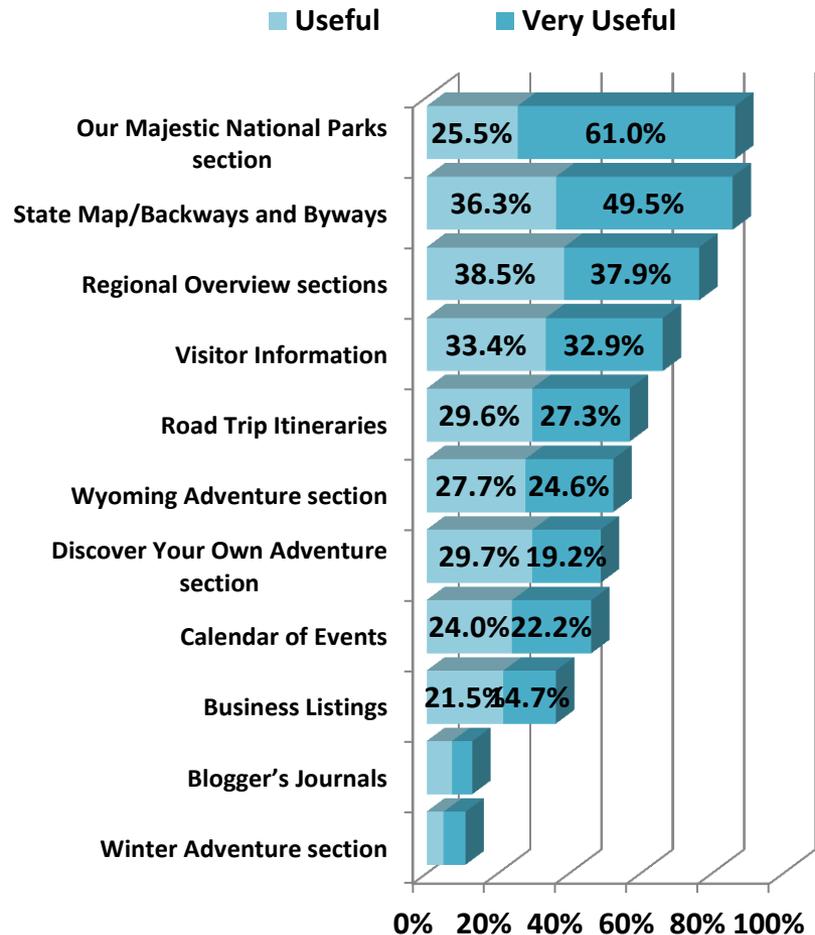
Question: Which of the following trip decisions did you make using the maps, advertisements, business listings, articles, sample itineraries and/or other content from the Wyoming Official Travelers Journal?
 Base: Journal users who visited Wyoming after receiving the Journal.
 4,324 completed surveys.

Usefulness of Journal's Content

Journal users who traveled to Wyoming after receiving a Journal were asked to rate the usefulness of various content sections in the Journal. Chart 23 at right shows the percent rating each content section as “useful” or “very useful.” Nearly 90 percent consider the “Our Majestic National Parks” section to have been either “Useful” (25.5%) or “Very useful” (61.0%). The “State Map/Backways and Byways” was rated similarly (85.8%). Three-quarters rated the “Regional Overview” as useful (76.4%)

Question: In general, how useful did you find the following item 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. 4,137 completed surveys.

Chart 23: Usefulness of Journal's Content

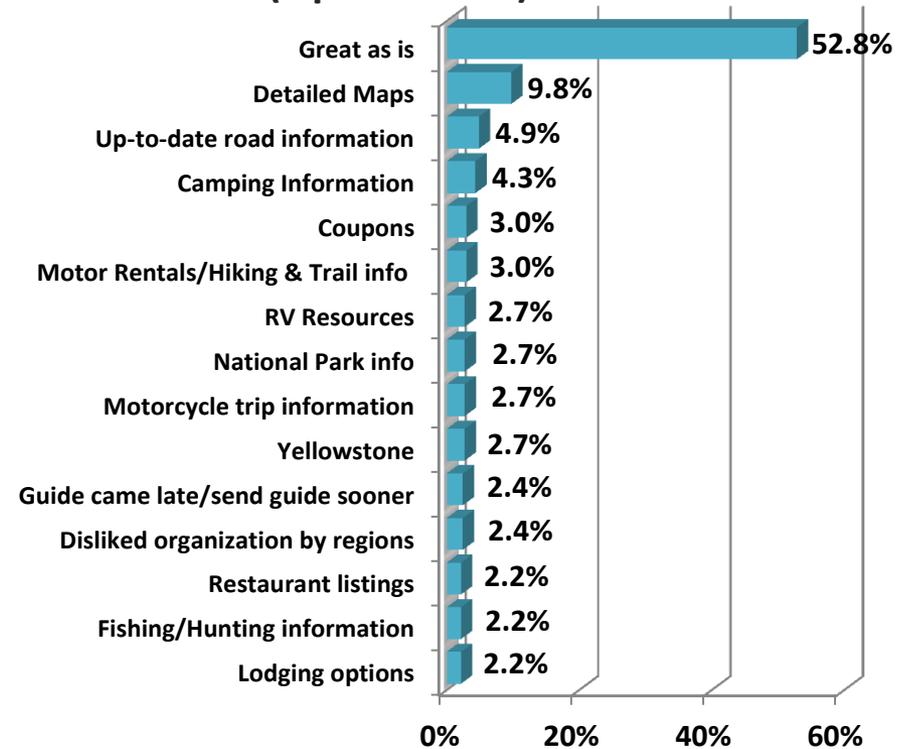


Suggestions for Additional Useful Information (Open-ended)

In an open-ended question, survey respondents were asked if there was any content or information they felt should be added to the guide to make it a more useful trip resource. Over half of these respondents said the guide was “Great as is.” Of the actual suggestions provided, nearly 10 percent suggested including more detailed maps (9.8%). Up-to-date road information (4.9%) and camping information (4.3%) were also suggested by a number of respondents.

Note: The verbatim responses to this question are available as an appendix at the end of this report.

Chart 24: Suggestions for Additional Useful Information (Open-ended)

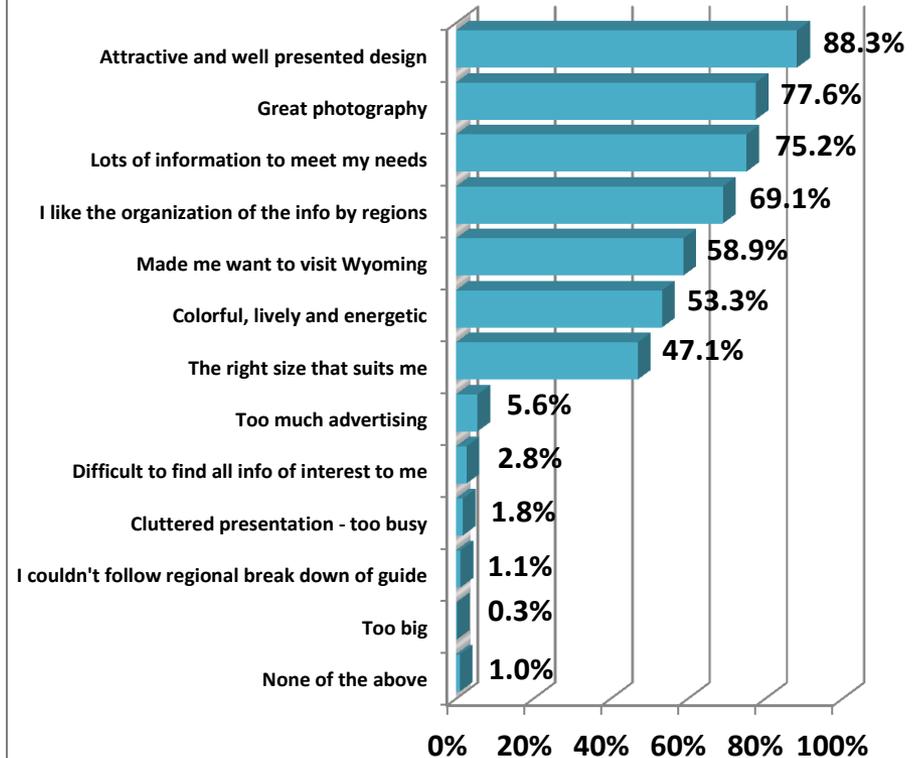


Question: Is there any content or other information that could be added to the guide to make it more useful as a trip resource? Please specify. Base: Journal users who visited Wyoming after receiving the Journal. 369 completed surveys.

Journal Descriptions

Journal users who traveled to Wyoming after receiving the Journal were presented with a list of statements and asked to select those that they felt described the 2014 Official Travelers Journal. These Journal users most commonly agreed that the Journal has an “attractive and well presented design” (88.3%), “great photography” (77.6%), “lots of information to meet my needs” (75.2%), and that they liked “the organization of the info by region” (69.1%).

Chart 25: Journal Descriptions

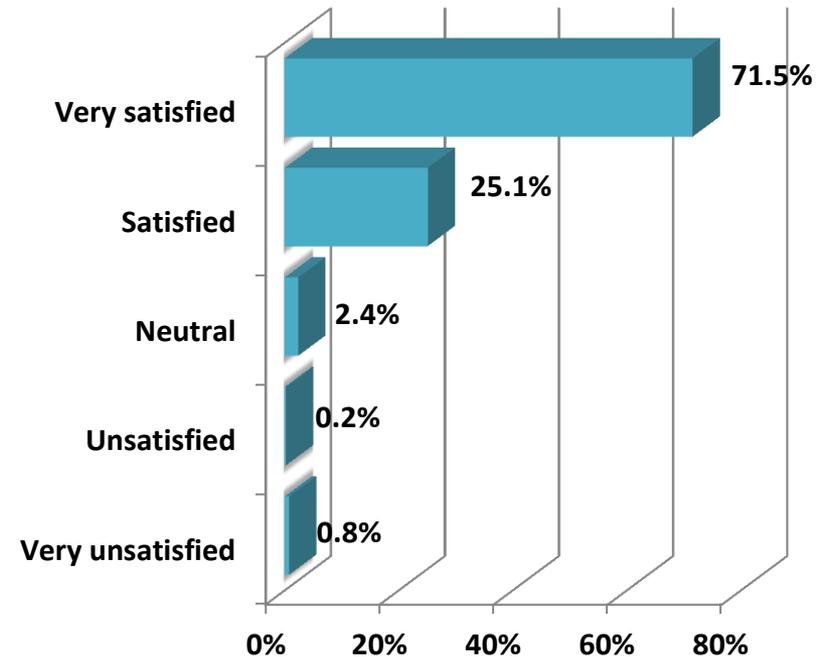


Question: Which of the following statements describe the 2014 Wyoming Official Travelers Journal? (Select all that apply) Base: Journal users who visited Wyoming after receiving the Journal. 4,197 completed surveys.

Satisfaction with the 2014 Official Travelers Journal

As suggested in how they evaluated the Journal, nearly all Journal users (96.6%) who traveled to Wyoming after receiving the Journal reported being either “Satisfied” (25.1%) or “Very satisfied” (71.5%) with the 2014 Wyoming Official Travelers Journal. Only 2.4 percent felt neutrally, while 1.0 percent reported any dissatisfaction.

Chart 26: Satisfaction with the 2014 Official Travelers Journal

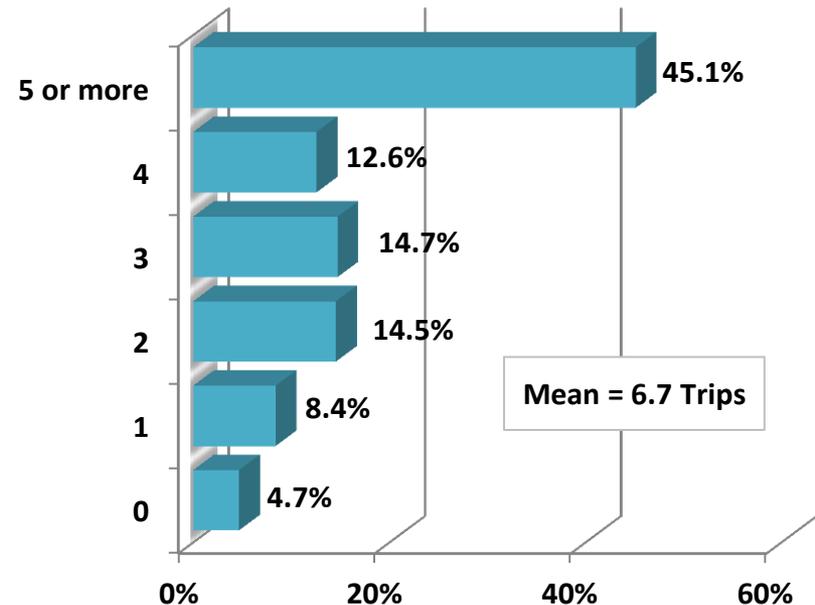


Question: In general, how satisfied were you with the 2014 Wyoming Official Travelers Journal? (Select one) Base: Journal users who visited Wyoming after receiving the Journal. 4,195 completed surveys.

Overnight Leisure Trips in the Past 12 Months

Journal requestors are avid travelers. On average, Journal requestors reported taking 6.7 leisure trips in the last 12 months—two trips more than the average American leisure traveler (*The State of the American Traveler Survey*, July 2014).

Chart 27: Overnight Leisure Trips in the Past 12 Months



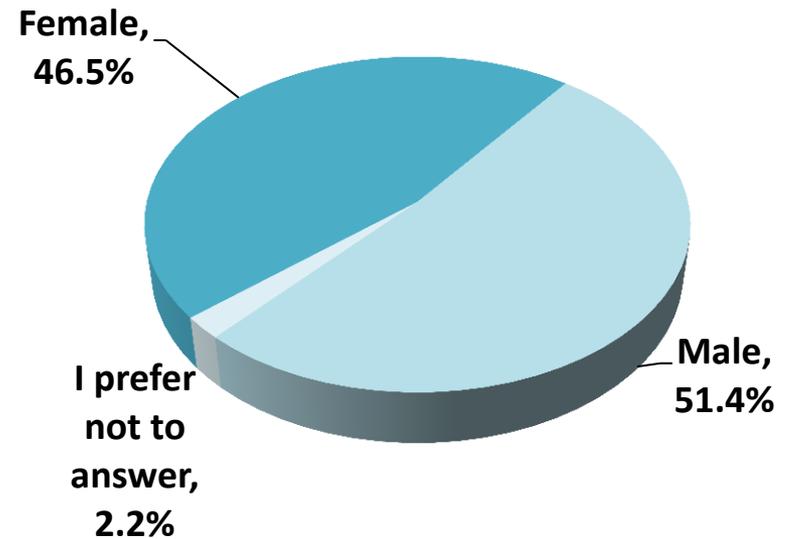
Question: In the past 12 months, how many overnight trips (to destinations 50 or miles away from home) have you taken for purely leisure reasons? (Select one) Base: All Respondents. 10,446 completed surveys.

Sample Demographics

Gender

Survey respondents skewed male (51.4% versus 46.5%).

Chart 28: Gender

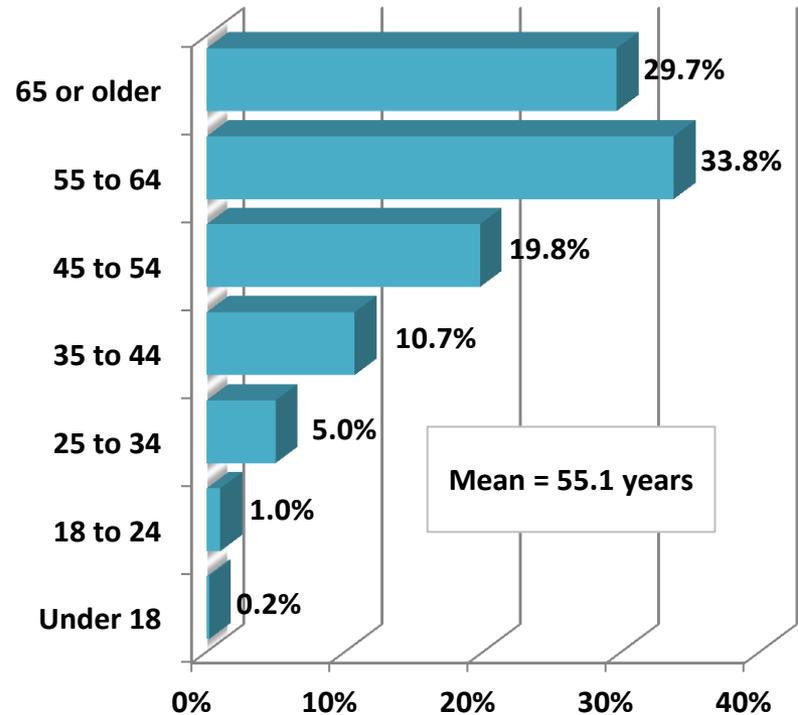


Question: What is your gender? Base: All Respondents. 10,450 completed surveys.

Age

Survey respondents are most likely to be Baby Boomers. Nearly two-thirds of survey respondents are 55 years of age or older (63.4%). The average age of survey respondents is 55.1 years.

Chart 29: Age

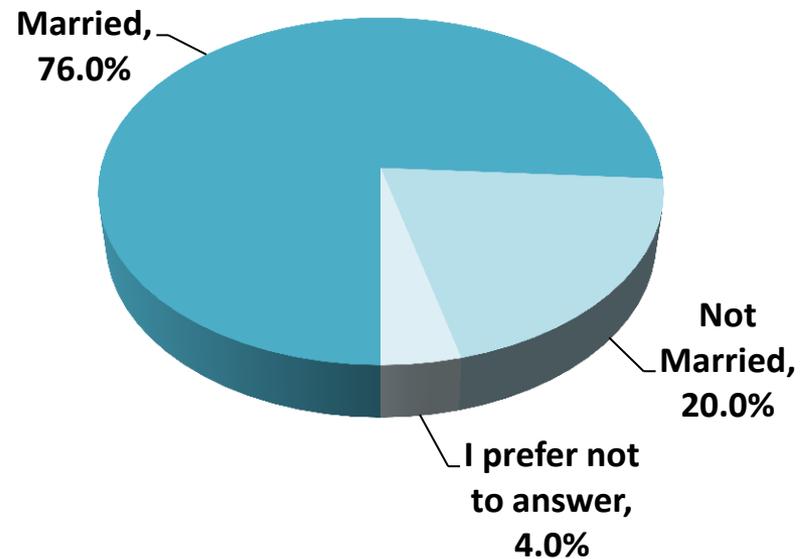


Question: What is your age? (Select one) Base: All Respondents. 10,100 completed surveys.

Marital Status

Three-quarters of respondents report being married (76.0%).

Chart 30: Marital Status

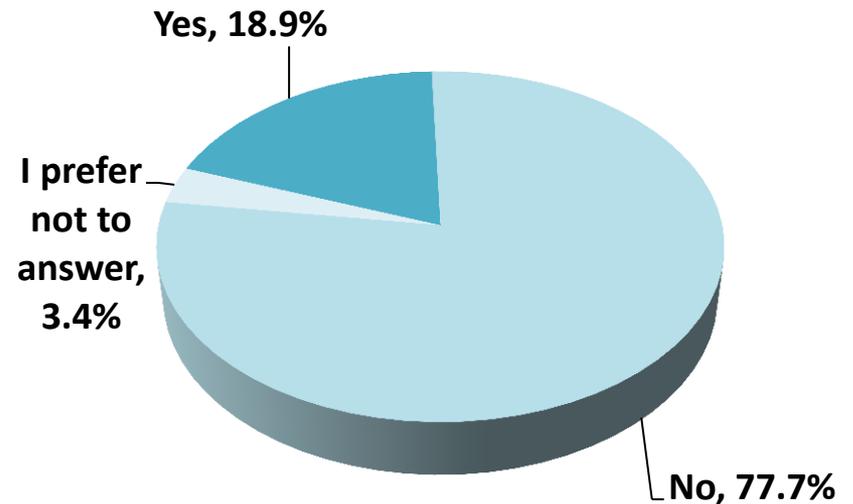


Question: Which of the following best describes your current marital status? (Select one) Base: All Respondents. 10,450 completed surveys.

Children Living at Home

Nearly one in five survey respondents report having children under the age of 18 living in their home (18.9%).

Chart 31: Children Living at Home

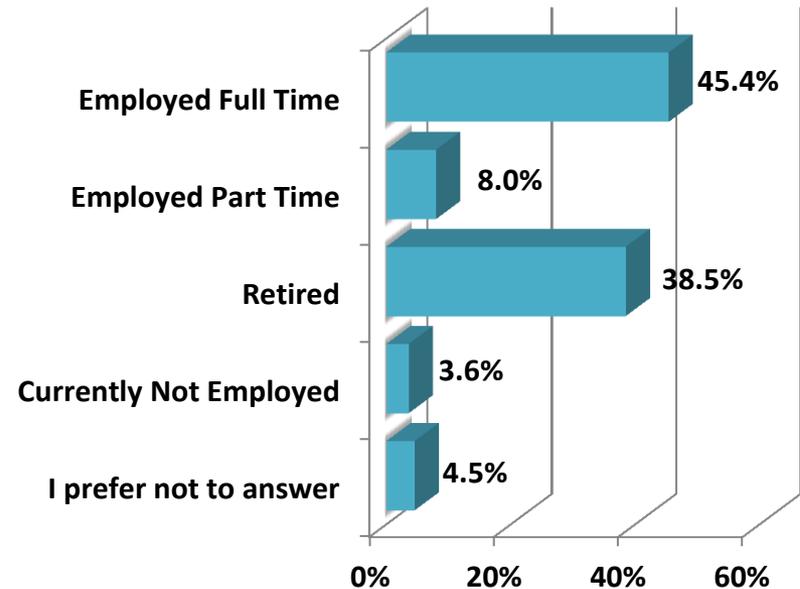


Question: Do you currently have any children under age 18 years old living at home with you? (Select one) Base: All Respondents. 10,450 completed surveys.

Employment Status

Over half of respondents are employed in some capacity, either full-time (45.4%) or part-time (8.0%). Given the average age of survey respondents, 38.5 percent are retired.

Chart 32: Employment Status

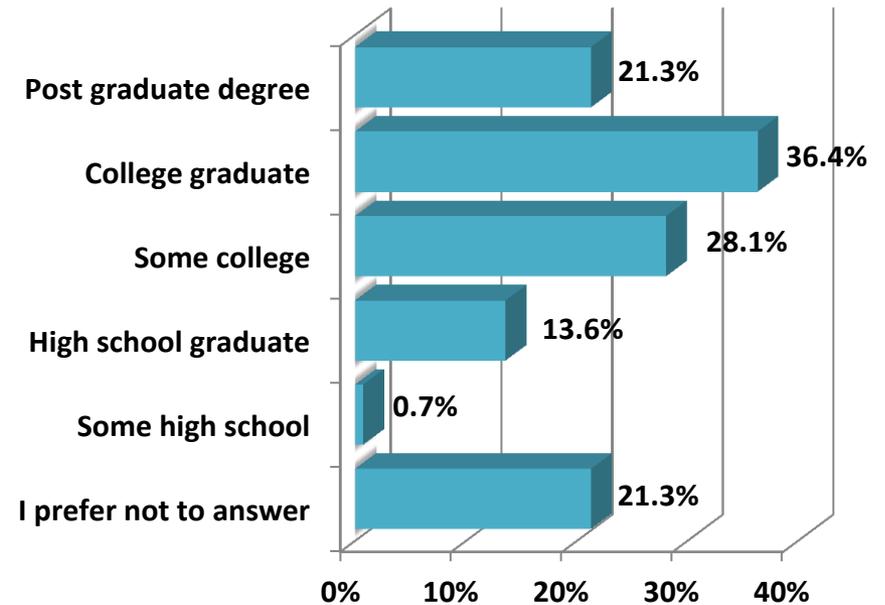


Question: Which of the following best describes your current employment status? (Select one) Base: All Respondents. 10,450 completed surveys.

Education

Survey respondents are an educated group. 57.6 percent of have at least a bachelors degree, including 21.3 percent who hold a graduate degree.

Chart 33: Education

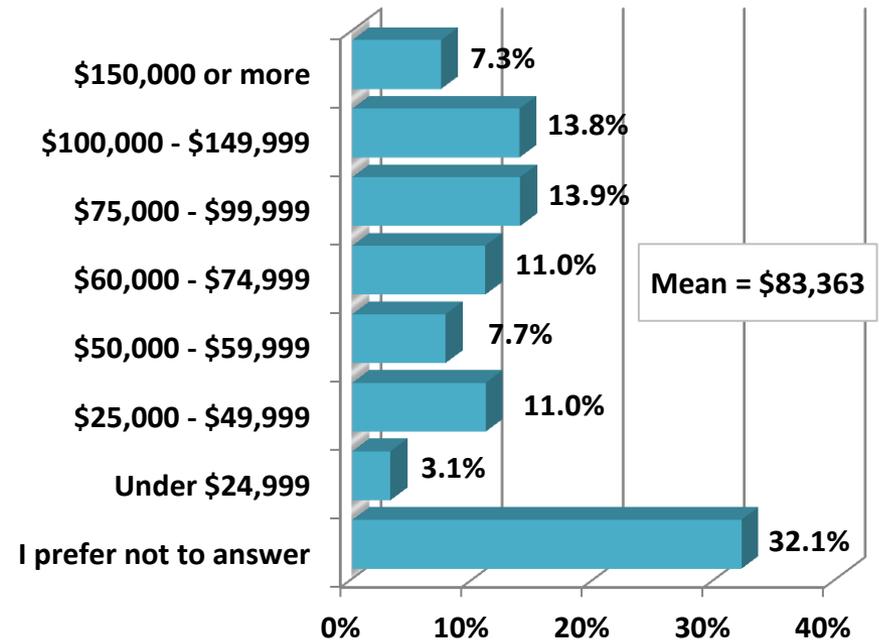


Question: What is your highest level of formal education? (Select one)
Base: All Respondents. 10,026 completed surveys.

Annual Household Income

Survey respondents reported an average annual household income of \$83,363.

Chart 34: Annual Household Income

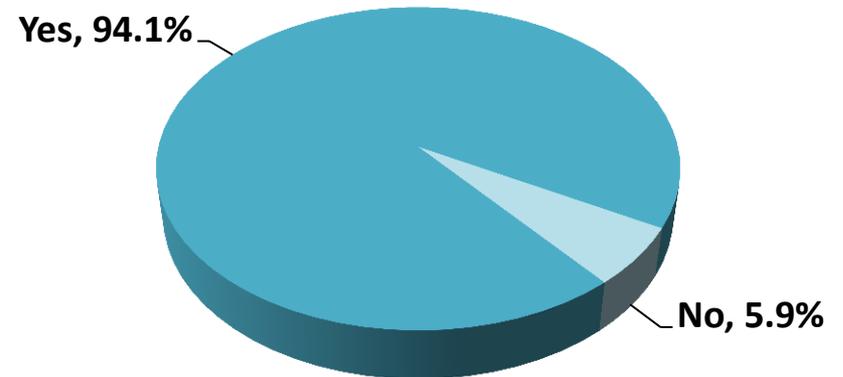


Question: Which of the following best describes the combined annual income of all members of your household? (Select one) Base: All Respondents. 10,449 completed surveys.

United States Residence

Survey respondents are primarily domestic residents (94.1%). 5.9 percent live outside the United States. Note that the survey was only available in English.

Chart 35: United States Residence



Do you live in the United States? (Select one) Base: All Respondents.
10,449 completed surveys.

Appendix of Verbatim Responses

The following slides present the verbatim responses to the open-ended question “Is there any content or other information that could be added to the guide to make it more useful as a trip resource?”

Additional Useful Information (Open-ended)

In an open-ended question, survey respondents were asked if they felt any additional content or other information could be added to the guide to make it more useful as a trip resource. The positive verbatim responses to this question are presented at right, as well as on the following ten slides.

Question: Is there any content or other information that could be added to the guide to make it more useful as a trip resource? Please specify. Base: Journal users who visited Wyoming after receiving the Journal. 301 completed surveys.

Positive Verbatim Responses

- Actually I loved it. Read it over and over to prepare, and took it with me.
- Add Cody shooting complex as one of the best in the USA. Great folks!
- All the information that is need for a perfect state to visit.
- All was so inviting. Added to my visit in that I was prepared for the various sights of this wonderful USA area, thank you.
- Beautiful guide!
- Beautiful state. Will highly recommend.
- Can't think of anything! It was very useful and helpful!
- Covered the information that I was hoping to find.

Additional Useful Information (Open-ended)

Positive Verbatim Responses

- Every thing was good. We were visiting several states to have been to all 50 states. Now that we have done that I would like to go back to some and spend more time. We didn't have enough time on this trip.
- Everything I needed to know is all there.
- Everything was great.
- Excellent trip helper.
- Felt it was very complete.
- Found it very helpful overall.
- Found the Wyoming Journal to be the most attractive, useful, and informative of the several state journals we requested and received. Especially liked the information on outdoor festivals, etc.
- Found your guides, both paper and internet, very complete and plan on returning to visit areas we did not have time to see on this trip.

Positive Verbatim Responses

- Good info.
- Gorgeous state! Loved every minute.
- Great guide!!!!
- Guide & map were extremely helpful throughout trip.
- Guide is useful and informative.
- Had a wonderful time.
- Had plenty of info.
- Has all that we need.
- Have lot of fun.
- I actually thought that the guide was an excellent resource, the weather made us fall a bit behind on our trip (we spent part of our time in Cheyenne waiting out a tornado warning) so we were not able to stay longer. I will refer to it again on a future trip when I come back to check out the western part of the state!

Additional Useful Information (Open-ended)

Positive Verbatim Responses

- I could not have had such a wonderful experience without the guide. Thank you.
- I don't know if I can rightfully say! This was great in helping me find everything that I needed.
- I don't think so. We lived in Southwest Wyoming for 13 years, we go through every year on our way from Nebraska to Oregon where my father still lives. He's aged and I only get to see him once a year. I love the scenery in Wyoming and look forward to driving through every year, taking slightly different routes depending on how much time we have.
- I feel that the Travelers Journal was written very well! We love visiting Wyoming and the Travelers Guide was very helpful.

Positive Verbatim Responses

- I found everything I needed plus some to make our trip a great one usually we are driving through this time we took our time to enjoy.
- I found the Travelers Journal to be quite helpful in planning and during our trip.
- I had an amazing tour guide, my new husband. However after looking through the guide book there was many things he hasn't done so we did them. Thanks it was so helpful.
- I know it sounds cheesy, but we knew we were making a summer vacation to WY. When we stuck the sticker on our car, all during the spring it reminded us of the cool trip we had coming up ahead.
- I like all your printed and online materials and especially like your "western" them for your TV commercials!

Additional Useful Information (Open-ended)

Positive Verbatim Responses

- I loved it. Based a weekend on it. Found it very helpful and full of information.
- I loved the Travelers Journal - very helpful.
- I personally found it to be all inclusive.
- I think it is wonderful and informative..
- I think it was well put together.
- I thought it was a beautiful publication and very useful as it was.
- I thought it was a very useful guide and read it all for the area I was visiting, browsed the other areas that I was not visiting.
- I thought it was fine just like it was a lot of information and very nice pictures. I love traveling Wyoming, Montana and Idaho so Wyoming has always been a nice attraction for me. Thank you goodbye.

Positive Verbatim Responses

- I thought it was very comprehensive.
- I thought it was well put together.
- I was born in Wyoming So it's my Home State. I will always LOVE wyoming
- I'm planing another trip to Wyoming :)
- It covered my questions and left room to explore more than I thought.
- It gave us everything we were looking for. Used it every day of the trip---numerous times a day. Very good.
- It had good information.
- It is great as it is now.
- It is very informative. For me it covered all I was interested in doing. Advertisement was awesome pictures were beautiful.

Additional Useful Information (Open-ended)

Positive Verbatim Responses

- It only made me want to come back again and see the things that I didn't have time for.
- It really had what I wanted to see this trip already planned out. I looked through it but I planned my trip based on the Sheridan area and online searches.
- It seemed very thorough to me.
- It was a good resource for our trip.
- It was a pretty good guide.
- It was an excellent resource for shopping, restaurants, and hotels. Very well organized (by regions -- great idea) and devoted to the adventurer as well as the family traveler and rodeo lover. Thank you!
- It was fine the way it was.
- It was good.
- It was great.

Positive Verbatim Responses

- It was one of the best I've seen. Very informative & easy to plan with the separate sections.
- It was pretty comprehensive, so I can't think of anything to add.
- It was very complete.
- It was very good!
- It was very helpful & greatly appreciate it.
- It was very useful. We are not winter folks so the section on winter activities wasn't useful for us but would be for someone wanting to do winter activities.
- It was wonderful and very useful.
- It was wonderful.
- It worked for me and those I traveled with.
- It's fine the way it is. We will see you again!!!
- Keep it the way it is!

Additional Useful Information (Open-ended)

Positive Verbatim Responses

- Liked the interactive map online.
- Loved Sheridan - decided it visit after viewing travelers journal--will go back sometime again.
- Loved the pictures.
- Loved the state map! Very readable and useful.
- Loved the sticker collecting.
- No - good information tool.
- No all good.
- No complaints!
- No I found what I needed in the book.
- No information was needed - great trip resource!
- No it had all that I need for a wonderful trip and adventure.
- No it is a perfect guide, appreciate the effort and knowledge.

Positive Verbatim Responses

- No it was a great help.
- No it was a great Info. Thank you. I am saving it to go with the pictures I took.
- No nicely done. Stagecoach inn was nice near Yellowstone.
- No, content was fine.
- No, covers all the aspects of trip planning.
- No, I can't think of anything that needs to be added.
- No, I found the information provided very helpful.
- No, I used resources that pertained to our vacation plan. If there wasn't enough info, I would contact that location, or activity directly.
- No, I will use again for a future trip.
- No, it seemed to be very informational and well put together.

Additional Useful Information (Open-ended)

Positive Verbatim Responses

- No, it was well done
- No, it's just a great travel guide.
- No, overall it was a very good source of information.
- No, the guide offered the right amount of information for us.
- No, the information we searched for seemed to be there.
- No, this a very nice guide and needs no changes.
- No, we were happy with the information.
- No. It was a great guide!
- None - Found it very helpful
- None at all. The guide was VERY helpful.
- None, this guide and the beautiful pictures and information convinced us to include Wyoming in our trip to S. Dakota.

Positive Verbatim Responses

- None. I was very impressed with the booklet you sent me and so was my son who has a condo in Big Sky.
- None...the magazine is fantastic and very well done...thank you.
- None--thank you well done.
- Nope found it all good.
- Not in my opinion....the guide was very thorough.
- Not really although any additional info would always be helpful. Your tourism materials are already superior to what I received from other states and is much appreciated.
- Not really, just keep trying to improve.
- Not really. Really nice travel guide and was much appreciated to have your lovely state send that to us!
- Not really.. Very good as is..

Additional Useful Information (Open-ended)

Positive Verbatim Responses

- Not sure, we found what we were looking for.
- Not that I can think of. We found a lot of useful info in the guide.
- Of all of the western states we have visited, your travel maps are by far the best.
- Overall, I found the guide to be quite useful.
- Please make it available every year as it is a great resource. And I would like to get the 2015 edition since we are returning to WY in the summer.
- Pretty good as is - we got everything we needed to plan & book well in advance of our trip.
- Really useful to plan our two days in Yellowstone Park to maximize what we could see in short time.
- The bigger the better- read it all.

Positive Verbatim Responses

- The guide is great. We have been to Wyoming many times but this past trip was mainly to attend the rally. We have seen most of the sites previously.
- The guide was very helpful.
- The highway map was extremely useful.
- The information was excellent for an overview and plans to visit the beautiful state of Wyoming.
- The information we got from the places we stayed gave us helpful directions to find the best and most interesting places to visit. We really enjoyed the whole trip. And would love to visit again going different directions.
- The Journal for us was intended as a reference medium to educate away ignorance of available documented information of things/activities to participate in.

Additional Useful Information (Open-ended)

Positive Verbatim Responses

- The pictures really helped getting the kids excited to go.
- The Wyoming electronic travel itinerary section was the best travel web site in the US. I have visited many states website, but Wyoming's web site was the very best. Keep it up and online!! The on-line itinerary guide was better than the Traveler's journal. The traveler's journal was too cluttered, whereas the on-line guide was succinct and to the point.
- There is so much to see and do in Wyoming, you may need two guides! I found everything in the one to be helpful, but did skim over blogs and testimonials. Not all ads were useful, but I realize they are needed.
- This guide is one of the most useful that I have received.
- This was my second trip through Wy and I plan to come back. I saved the magazine because I thought it was beautifully produced and had valuable information.

Positive Verbatim Responses

- Very helpful for our trip.
- Very helpful information, no changes necessary. I love Wyoming.
- Very helpful.
- Very informative.
- Very nice guide.
- Very nice travelers journal thank you!
- Very useful as is.
- Very useful for us!
- Very useful resource in planning and conducting trip.
- Very well done.
- Very well put together.
- We found the guide book very informative and used it throughout the trip.

Additional Useful Information (Open-ended)

Positive Verbatim Responses

- We had a great time in your state! Wonderful people!
- We only had a short time to spend but will be use the guide hopefully in next few years to return and stay longer. Your guide is very informative.
- We only visited Yellowstone, so most of the information was not applicable to our trip. It is a great guide, though!
- We received maps from 5 of 6 states on our road trip. WY was by far the best for us in that it listed Forest Service campgrounds. Thanks for doing a great job with it..
- We think you covered everything.
- We thought the guide was well laid out and we used it a lot.

Positive Verbatim Responses

- We used the book from cover to cover several times. We had planned to see the whole state since we had a month and had never been there before. Have no idea what we spent on campgrounds, (we have a 17 foot camper) gas (15 miles to gallon) food from your grocery stores, admissions, etc. So only put down \$1 as we had to answer that question. Your guess is as good as ours.
- We used the Gaper Guide for two days to tour the Grand Tetons and Yellowstone Park. It was very informative and helpful. We loved it.
- We were satisfied with the information in the magazine.
- We were very satisfied. Thank you.
- Well thought out.
- Wonderful resource.

Additional Useful Information (Open-ended)

Positive Verbatim Responses

- Wonderful, informative information. Beautiful Travel Journal. See you again soon! Gorgeous state and very nice residents!
- Worked pretty well for us.
- Wyoming is beautiful. The travelers guide gave us history and site we might have missed just traveling through. It was very useful.
- You did an exceptional job of giving us the info that we needed.

Additional Useful Information (Open-ended)

In an open-ended question, survey respondents were asked if they felt any additional content or other information could be added to the guide to make it more useful as a trip resource. The remaining verbatim responses to this question are presented at right, as well as on the following twenty-one slides.

Question: Is there any content or other information that could be added to the guide to make it more useful as a trip resource? Please specify. Base: Journal users who visited Wyoming after receiving the Journal. 301 completed surveys.

Verbatim Responses

- A complete map of Yellowstone, all of its attractions and locations, we missed several key places.
- A listing of all motel/hotels in each area.
- A little more information about the Oregon Trail.
- A more interactive way to view trails and ways to get around Yellowstone better.
- A section on traveling with pets and exact location of kennels to locations. Which parks allow pets.
- A specific section just for motorcycling.
- Adventure should be your main goal. Locals guided us to places not in your information sites. 'Off the beaten path' is a great place to be. More camping/campgrounds would be nice instead of RV parks. Hope this helps.
- Advertise the off-peak season prices--at businesses!

Additional Useful Information (Open-ended)

Verbatim Responses

- An insert about what roads are closed would have been helpful.
- Antique and thrift shopping places. Loved the 'Yellowstone or bust' sticker!
- Antique shops/fairs/markets guide. We realize shops come-and-go but it would be helpful for listings by town with addresses and telephone numbers (by which to verify if currently in business).
- As a craft brew/distillery fan I would like a few more mentions either in the business listings or perhaps a highlighted article, etc.
- ATV rental listings, mountain bike rental listings and hiking trail maps for trailhead locations.
- ATV trails

Verbatim Responses

- Auto and haul info. We didn't get to finish our vacation, our transmission went out outside of Rocksprings so we never made it to Yellowstone. We stayed in Rocksprings and had to look up digitally to find places to call for help. Stranded motorist section is needed.
- Bank office and ATM, car repair, medical resource(doctor, hospital and pharmacy) and local transport (bus, train etc.) information.
- Because it was broken up into regions, and not being familiar with the state, it was confusing. Also, the private ads detracted from/and used up valuable space in the booklet.
- Being more specific where certain points of interest are in the map, or really all points of interest.
- Best motorcycle routes.

Additional Useful Information (Open-ended)

Verbatim Responses

- Best places to get beer. Best places to hike with a dog.
- Better fishing information.
- Better guide for campgrounds for tenting sites.
- Better map.
- Better maps.
- Better regional road maps
- Bicycle trails (paved), ATV trails (wilderness) and small town festivals.
- Bigger more detailed maps.
- Bike routes or bike info.
- Campgrounds and facilities. We are not so much interested in private campgrounds and RV parks, but state, local and federal campgrounds.
- City maps.

Verbatim Responses

- City maps with attractions/restaurants/museums, etc. marked to plan a trip/itinerary.
- Comments of other experienced travelers and hints from experts would be welcome.
- Conditions of secondary and improved gravel roads.
- Coupons
- Coupons
- Coupons for lodging and dining.
- Coupons to local attractions/eateries.
- Coupons to save money.
- Coupons would be nice for lodging and restaurants, etc.
- Detailed maps of Yellowstone.
- Discount coupons.

Additional Useful Information (Open-ended)

Verbatim Responses

- Dividing state by regions is confusing to 'out of staters'; perhaps listings based around major interstates/highways might be easier to follow.
- Edit the road trips.
- Exit information for some of the main roadways. How far is the next gas station? What is available at each exit (food, gas, lodging, etc.).
- Expand campground listings.
- Explicitly tell vacationers the distance from Wilson/Moose to Yellowstone. We didn't realize the drive was so long and would have rented closer to the park.
- Fold out tabs marking regions.
- For general aviation pilots, please make available and/or provide WY airport directory and aeronautical chart with guide.

Verbatim Responses

- For me a following of routes would have made it easier, however I am aware of how hard it is to make those decisions.
- For me it would be an expanded camping section.
- Forest service info
- Good map on town and park. Map to include location of hotel/restaurant, etc.
- Good state road map
- GPS values for some of the rural areas and points of interest.
- Hard to find year published on state map.
- Have more information/cost pertaining to hunting and fishing in your state.
- Highway information for RV travel, especially in and around the national parks.

Additional Useful Information (Open-ended)

Verbatim Responses

- Hiking trail maps would be a nice add on like at Sinks Canyon and Shosini National Forest.
- Horse back trails section would be helpful.
- How about something giving ideas for handicapped or elderly. A lot is given for those that are physically fit but not much for others.
- How to get info on highway grades & road conditions for RVs
- How to make park reservations, how far in advance, etc. when is best time to visit.
- How to save money.
- I actually did not receive the travel journal before my trip. It took so long to arrive that I completed my trip prior to its arrival. I was surprised at how long it took to receive after I requested it.

Verbatim Responses

- I am a shopper. I would like to see more info on the best stores to shop, what they specialize in and store hours for the different locations. Other than that I found the guide very useful. Can't wait to come back!
- I am disabled so some more info on accessible sites would be appreciated.
- I am moving to Wyoming within 12 months, to retire there. Why not add in a section aimed at an audience interested in moving to WY. That section would add a lot of new advertisers and be a boost to the state long term also.
- I didn't like your regions, specifically I didn't like your lumping the Big Horns in with the Tetons and Yellowstone.

Additional Useful Information (Open-ended)

Verbatim Responses

- I felt it had a whole lot on winter activities (I understand that is a big tourist time) it overshadowed the summer activities.
- I had to use other sources to find restaurants that were vegan-friendly or vegetarian-friendly, something of great importance to us.
- I had trouble figuring out the different regions in relation to an overall trip. A WY map with all regions together in different colors would have been helpful.
- I knew where I was going. It was hard to find info about a particular area. Maps, roads and scenic highways could be improved. It helped us, but could have been more helpful.
- I learned about the Gaper Guide through a friend, and found that incredibly useful. Recommend adding mention of it to the guide.

Verbatim Responses

- I like to visit small community and county museums. I would like to see more articles on these items.
- I need to go thru it more but important to note, I didn't receive the guide till after we got back from Wyoming and I ordered it two-three weeks prior.
- I really wish I could get a set of all the stickers. They were great! Less ads and more practical information. Lists of "must-do's" in an area -- helpful to visitors but won't make the locals happy if not chosen. WY is a big state. Make sure we understand.
- I think it's very useful. It'd be nice if we got more motel/hotel listings & maybe a review of the hotels/motels would be nice.

Additional Useful Information (Open-ended)

Verbatim Responses

- I think Sheridan needs an expanded description of the town. I was disappointed . I felt I never got a good feel for the town. I stayed at the Mill Inn. We were supposed to stay a second night in this town. My husband had me change our plans to avoid Sheridan. Maybe I just missed the good part of the town. I like to research where I'm staying but I never quite got it right for Sheridan. It was my only disappointment for a great trip out west.
- I waited 3 or 4 weeks to get it and thought I was forgotten.
- I wanted information specifically to Jackson and Tetons. Would love to see you keep the current design but with an index for a specific area that includes things to do.

Verbatim Responses

- I was a little frustrated that I could not get more detailed information on the national parks, downtown Jackson, etc. It only provided links to more specific information. If this was the intent, then it was successful.
- I would enjoy more background stories about historical figures or events. I really enjoyed the city tour of Cheyenne and would have enjoyed more suggestions about educational programs in Laramie and Cheyenne.
- I would have liked on the website to be able to map a route and tell mileage and driving time. I had to switch back and forth between Mapquest to figure out distances to determine how far I could go in a day, where to stay, etc.

Additional Useful Information (Open-ended)

Verbatim Responses

- Identify where camping using a hard sided vehicle is required. We had tents and could not camp in some sites due to the bear issues.
- Include a listing of fun or unique bars and restaurants to stop at.
- Include GPS longitude and latitude information.
- Include lodging prices so we don't have to spend time eliminating / choosing places \$\$\$\$ are nice but really too generic and not seasonal.
- Include more relocation information!
- Include the official Wyoming road map with the journal.
- Include the WY state highway map in the package.
- Index by city so I did not have to skim a region to find a particular city's info.

Verbatim Responses

- Info and education warnings of altitude sickness. one of our party was seriously afflicted. We were told it's quite common for visitors but totally news to us.
- Info on other paved back roads for motorcycles.
- Information about more sporting events.
- Information for tourists with disabilities would be useful.
- Information on tolls.
- It came almost too late, more than a month after we asked for it, if I remember correctly, but we changed our plans and went to Devil's tower because of it!
- It could have been sent to my address sooner. It took a long time to get to me and I wanted to plan the trip!

Additional Useful Information (Open-ended)

Verbatim Responses

- It could specify good motorcycle riding roads like Chief Joseph Highway, Bear Tooth Pass and, Bear Tooth Highway. We did not find any other exceptional roads but there must be more of them. My wife and I will look again when we are out there next year.
- It felt more like an add than an info magazine.
- It took a very long time to receive this info after requested online and it almost did not arrive in time for our departure.
- It would be nice to be able to get a travelers journal on an individual region. It could be more detailed on that specific region. Very helpful if you only have time to visit a part of the state.
- It would help if each area had its own more detailed packet.

Verbatim Responses

- Itinerary for visiting Tetons & Yellowstone - in a day-by-day form by number of days. Wasn't able to find that anywhere else online, so it was difficult to judge amount of time to spend in each, when we only had 6 days.
- List more info on the lakes in the Tetons.
- List of private hunting locations.
- List/show more historical attractions and museums on the road map. Mostly used road map to visit Devils Tower from the Bad Lands.
- Listing of more places to stay.
- Listing of private campgrounds by region - not just RV parks.
- Local emergency contact information.
- Longitude and latitude for most addresses is more accurate.

Additional Useful Information (Open-ended)

Verbatim Responses

- Make search material more relevant.
- Map for back roads, all or many county parks for camping/fishing opportunities/site seeing, gas stations, dining, wildlife, hidden gems, ect. vacant land for sale, homes for sale, from low to high end.
Seasonal/permanent jobs needed currently. More detailed access to stream/river/lake spots to fish/boat. More detailed exploring opportunities a person could rent ATVs, boats, horses, motorcycles, personal guides from novice to professional.
- Maps and parks info
- Maps of the information provided in articles.
- Maybe a larger, more detailed map
- Maybe a trip planner with a suggested checklist?

Verbatim Responses

- Maybe some differentiation between Jackson the town and Jackson Hole, the ski area. I thought Jackson Hole was the town! Also, I stayed in Alpine, which was quite a distance from Jackson, but it was very much a good cost-saving decision for lodging.
- Missing information on fishing without an outfitter. Information on traffic congestion.
- More about fishing
- More about the Southwest area.
- More about wildlife viewing aka best times if year etc.
- More about winter travel.
- More about Yellowstone facility.
- More articles on those places less well known--Bighorn Canyon was stumbled upon by chance and we loved it!

Additional Useful Information (Open-ended)

Verbatim Responses

- More articles that take you off the beaten path... explore, explore, explore.... the parks are nice, but what is north of Cody?? Anything worth seeing? Small town or hiking areas that the locals use??
- More back road drives.
- More business listings.
- More camp site listings.
- More campground information.
- More car trip itineraries.
- More content for motorcycle riders and maybe popular off road trails and roads. I did not see anything about the Bear Tooth Highway. It should be in the guide or the Chief Joseph scenic byway.
- More detailed descriptions of businesses and shops in historic downtowns and in the national parks.

Verbatim Responses

- More detailed hiking information or recommendations would have been good, although I realize there are hiking route guide books available. We were very casual about hiking--just doing short walks--so we didn't really want to invest in the books.
- More detailed maps with things to do and places to see.
- More extensive restaurant guide or links to other restaurants.
- More history of Wyoming articles.
- More hotel/motel listings other than the ones that paid to be advertised in there. That goes for restaurants too. A lot of things listed gave us ideas where to look but we were looking for cheaper than what was actually listed.
- More individual town info, available services etc.

Additional Useful Information (Open-ended)

Verbatim Responses

- More info about activities in our national forests.
- More info about campgrounds and things to do in the parks & monuments.
- More info on geology; info on road conditions such as which roads are narrow, mountainous (not good for beginning rv drivers/campers).
- More info on hiking.
- More info on lead time for bookings in park inns.
- More info on lodging.
- More info on securing accommodations in Yellowstone National Park.
- More info on Yellowstone.
- More information about camp sites: number, reservations, amenities, etc.

Verbatim Responses

- More information about public campgrounds such as first come first serve section, hookups, amount of use at different times of year.
- More information about rest stops. More short day trip loop drives.
- More information about tent camping and backpacking.
- More information about the national forests and forest camping.
- More information in regards to places to stay in our RV.
- More information on birds & wolves.
- More information on hunting around the state.
- More information on rodeos.
- More information on RV services.
- More information on scenic routes and also restaurants.
- More information on sites within national parks.

Additional Useful Information (Open-ended)

Verbatim Responses

- More information on state parks.
- More information on the smaller towns and cities would be great.
- More interesting facts and activities for children!!! More golf course information.
- More listing of "local" town events.
- More listing of outdoor equipment stores.
- More lodging near Yellowstone park information.
- More lodging options.
- More mapping and phone #s
- More maps
- More motor home specific information.
- More on ATV trails and places to ride with maps.
- More on fishing and hunting and campgrounds.

Verbatim Responses

- More on hiking and canoeing.
- More on national parks and back country and/or county roads.
- More pictures
- More prices/price ranges to help plan better - also, a coupon or two may help! :)
- More restaurant information, especially that the locals go to.
- More road biking maps, friendly areas and access.
- More road/route maps.
- More route mileage references. Check accuracy of adds.
- More RV camping resources.
- More RV info
- More seasonal information.

Additional Useful Information (Open-ended)

Verbatim Responses

- More serious content, less fluff and advertising. Don't arrange my region.
- More specific dates that activities/museums open and close during the year. We were there in September and were disappointed a few times that places were closed for the season.
- More specific directions for the out of the way places.
- More specific info on motor trips and off the beaten path options. Info on how much time to spend if one has 1 week or 10 days to spend in one region.
- More specific information about location of attractions.
- More state park information.
- More thorough info on RV accommodations.
- More western history in the area such as ghost town locations or a list of!

Verbatim Responses

- Mostly advertising rather than truly useful info. I go to see the land, not shop and eat.
- Motorcycle friendly, rides, special inserts for motorcycles.
- Motorcycle friendly access for cruiser and road bikes.
- Motorcycle riding trips and tips.
- Motorcycle routes and rides.
- Motorcycle traveler guide.
- Much better maps.
- Off the beaten path adventures.
- "Off the beaten path" for each region. Quirky things to add amusement along the way, like the Virginian Hotel and the house made of fossils.
- Off-roading information for Jeeps

Additional Useful Information (Open-ended)

Verbatim Responses

- Our next trip to Wyoming will most likely be in an RV so we will look to the guide for places to stay with an RV.
- Paper roadmap showing camp spots is very important for us.
- Parks and recreation activities for kids contact information or summer activities list would be great.
- Perhaps coupons for some of the businesses.
- Pet friendly lodging.
- Pet friendly sites/attractions, restaurants, and lodging.
- Pet policy
- Photos are a great help. The journal was a huge help as we traveled from Devil's Tower south to Sheridan and back home. It brought to our attention many things.
- Places to eat for people with dietary restrictions.
Example: gluten free due to medical restrictions.

Verbatim Responses

- Please add more suggested itineraries/road trip schedules.
- Please expand the park section. We stayed at Curt Gowdy and the information on the park was limited.
- Please include all festivals and celebrations. The rendezvous in Pinedale was not in your journal. Gladly we found it on tourist website otherwise, journal was very helpful. Our intent was to spend a week visiting Yellowstone and Grand Teton National parks. Obviously your journal kept us up there for a few more days and we enjoyed every minute of our time in Wyoming.
- Please send it sooner, it arrived after my trip!!!
- Please send out a paper state highway map too.
- Please specify where the photos are taken - we would love to add some of those locations to our next trip.

Additional Useful Information (Open-ended)

Verbatim Responses

- Please tell us where the slab cement roads are. They shook the hell out of us, had to disconnect sway bars on trailer that didn't help much came into Casper off the freeway at 25mph other people hated us!!! Will not visit med states again.
- Prefer attractions to be listed by cities not regions similar to AAA travel guides. It is easier to look up when traveling thru and area by city
- Price guide
- Price listings
- Pricing range
- Probable construction delays on highways.
- Put in directions to put in towns or small city maps with site location.
- Quilt/fabric shops and shows.

Verbatim Responses

- Retirement information.
- Road schedules for all areas.
- Road trip routes / best way to see entire state.
- Road trip suggestions (i.e., town x to town y to town z, stay in town z, then town a to town b, etc.) with realistic travel times.
- Rockhounding sites
- Rodeo section with dates for all towns.
- RV information about dump stations and RV park list could be more extensive. Please label all pictures.
- RV parking.
- RV parks section showing all RV parks and a rating system showing the quality of each.
- Senior resources in towns and parks.

Additional Useful Information (Open-ended)

Verbatim Responses

- Since I only know the basics of Wyoming geography, sometimes I didn't have a good sense for where things are relative to each other as I read the journal, but I don't really know how you could fix that. Seems like it's mostly my fault!
- Since my interests revolve around archaeology, rock art and Native American culture, I'd like to see more emphasis on those.
- Since we were only interested in one area it would have been nice to just get a small booklet on that section.
- Some of parks were closed that were listed open so I had to shorten my time.
- Some of the hikes suggested did not have miles listed or a clear map/directions to get to trailhead.

Verbatim Responses

- Some outdoor information including hunting and fishing. Maybe some guide/outfitter information. I would love to come back on a hunting trip.
- Suggestions for handling crowded areas. Best times to avoid so many crowds. Yellowstone was so crowded in July that we will never return there again at that time.
- Suggestions for sight seeing and photographing.
- The digital guide can make improvements to the scenic byways section. There are a few broken links. It would be an improvement to indicate the actual byway route as opposed to only indicating the general town or area locale in the explorer map window.
- The guide could use more information on ATV and snowmobile rentals.

Additional Useful Information (Open-ended)

Verbatim Responses

- The main thing we needed was the paper map. We had a fixed plan - driving from meeting in SD to Little Big Horn (stayed in Sheridan) w/ Devils Tower en route.
- The map helped me the most in planning the trip.
- The map was hard to find! The "how to use this guide" page should have been on the right, not the left. I missed it; looked like an ad.
- The mountain bike trails that I visited in the northwest region are first class. I drove from San Diego to ride these trails and was not disappointed at all. I tell everyone exactly how great these trails really are and where to find them. More input should be included in the state tourism guidebook because these trails are incredibly challenging and beautiful. I plan on coming back soon. Next trip I'll visit Yellowstone and bike in Cody. Love it.

Verbatim Responses

- The only thing I would say is that if you are advertising the stickers again to please include the date you are going to start giving them out. It was quite a let down to get to the first visitor's center only to find the stickers weren't going to be available until right before we left the state. We partially planned our route to obtain as many stickers as possible and consequently changed it again when we found out that they stickers weren't available.
- The regional maps were very helpful as well as the links to national park sites.
- There should be a consistency in the formatting and content the various regional guides and there was not. This made some of them very useful while others were not as useful.

Additional Useful Information (Open-ended)

Verbatim Responses

- This is the first time that I went in the fall. Would be nice to have more information about local activities going on in the communities.
- To have a restaurant section that would be for people with food allergies. I have celiac disease and have to have a gluten free menu, sometimes it is hard to find traveling. That would be nice!!
- Travel book suggestions; Fodors, Lonely Planet, Frommers, etc. other maps of areas; national geographic trail maps, etc.
- Travel distances/times between cities and locations with guidance on how much time is required to visit and explore various places.
- Truck broke down, could have used a list of honest repairman instead of the one that patched it up to get us out of their garage.

Verbatim Responses

- Unfortunately, I applied for the travelers journal online 2 weeks before I left on my trip and did not receive it until 6 weeks later. I had already returned home from a 21 day trip before the journal arrived.
- Updated road work if possible.
- Up-to-date road construction info on interstate HWY systems, on radio or way in advance on interstate signs.
- Usefulness of binoculars.
- Visitors should be advised to make hotel reservations. We had difficulty finding hotels.
- Warn people about the Sturgis Bike Rally and all the congestion and room limitations that exist for those couple of weeks (especially in the Buffalo, Sundance areas).
- Warning of limited services in national park end of season.

Additional Useful Information (Open-ended)

Verbatim Responses

- We did not know that parts of Yellowstone nat'l park had closed the road leading to Old Faithful and other important areas until we reached the park.
- We enjoyed reading through the guide before planning our trip - I used to live there years ago, and it's good to see Wyoming becoming more of a tourist destination. I would have liked to have more info on camping in the national forests between Riverton and Jackson Hole. I had a hard time finding info on that, even online - such as what was open when we visited in May.
- We had no true appreciation the time and distances we would be driving. Seems like we spent more time driving than we ever imagined.
- We have a broad interest in camping, fishing, hiking as a family, but we also like to visit historic towns and buildings for food, snacks, or shopping.

Verbatim Responses

- We saw a cool photo of a couple in a hot spring. I knew I had to go there but there was no way to find a reference to where the photos were taken. After a lot of research we figured it must have been the boiling river.. which was hard to find, but glad we did! (cold cold hot hot!) Also, this was definitely our mistake, but we didn't realize how big the spaces are! Once we realized how long some of the scenic drives would be realistically on roads (not as the bird flies!) We rearranged some lodging plans while already in Wyoming.
- We visited this past fall and finding food was sometimes difficult. Need to emphasis this.

Additional Useful Information (Open-ended)

Verbatim Responses

- We wanted to see actual wild horses that were running basically free. Your book told only of ranches that charged you to see "wild" horses on their property. We finally found a man in Cody that took us to the gov. land where the horses roam..."our" horses. Why don't you tell more about these?
- We were looking for places to swim in Yellowstone, it was very difficult to locate any areas for swimming. They were mentioned briefly, but not pointed out on the maps.
- We weren't expecting road closures in the upper part of the park in Sept and weren't able to go into the northern area of the park.
- Weather during times of year... wanted to go horseback riding but didn't realize it would still be so cold in May and horseback riding wouldn't be open yet.

Verbatim Responses

- Weather for Yellowstone for certain times of year. I wasn't expecting snow in June.
- Weather, local law enforcement offices, where to obtain local road conditions (i.e. - county offices).
- While my husband hunted, I spent 5 days exploring the Evanston, WY area. I did not have specific enough info about attractions north of Evanston nor did I have any tri-state information about attractions in Utah (across the border). I also needed more info about scenic roads through the snow-capped mts. I was told not to drive there in Oct.
- Wildlife watching information, wolves, mustangs etc. are one of our main interests in Wyoming.
- Wolf, or wildlife viewing.
- Would have been nice to know about the off-site car rental.

Additional Useful Information (Open-ended)

Verbatim Responses

- Would have liked more info on Vedauwoo.
- Would have liked senior citizen offerings, but realistically that is an unreasonable request. Your travel guide is phenomenal.
- Wyoming roadwork guide. This was great to have on our trip this past July.
- Yes, please add back road type trips...the undiscovered country.
- Yes, try getting it to someone within 3 months of when it was ordered instead of a bunch of lame excuses such as problems with our website.
- You could have separate in depth digital specialty editions such as Yellowstone or fishing for me.
- You could include excerpts from recent travelers experiences to each area in guide.

Verbatim Responses

- You need to make the stickers that accompanied this promotion available throughout the state at all visitor and information. Very disappointing to stop and not have them available i.e. Torrington, Lusk and Newcastle, for starters...