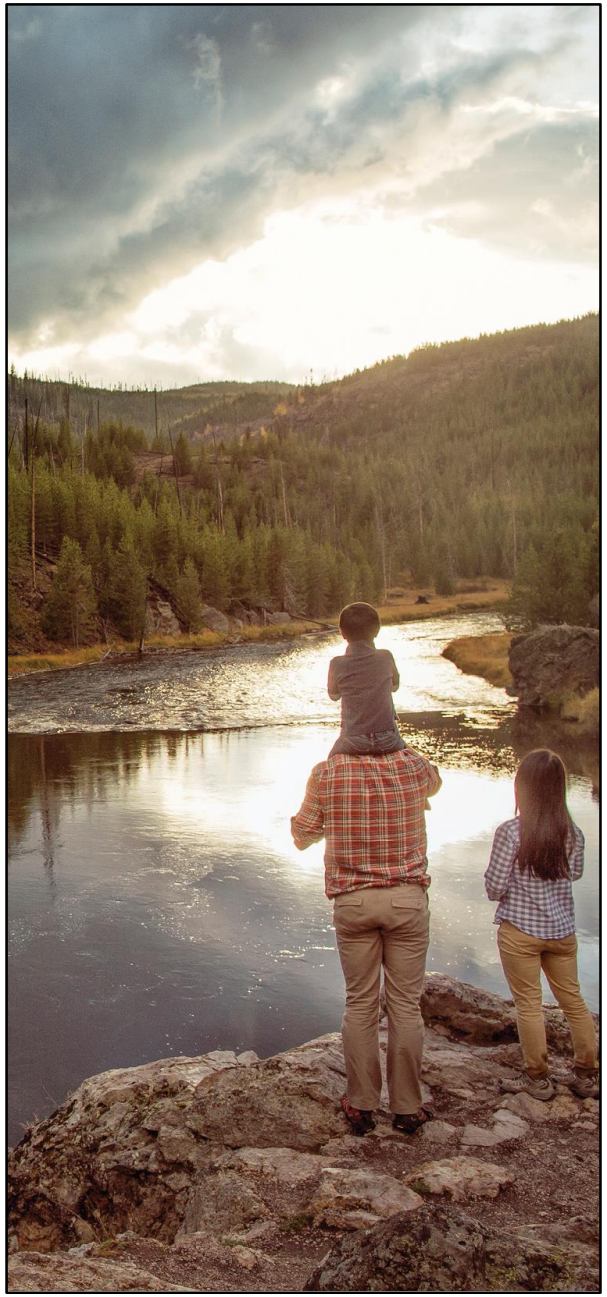
Wyoming

Office of Tourism

Diane Shober, Executive Director

2016 Fall Hospitality & Tourism Summit



Insights on the State of the Wyoming Tourism Industry

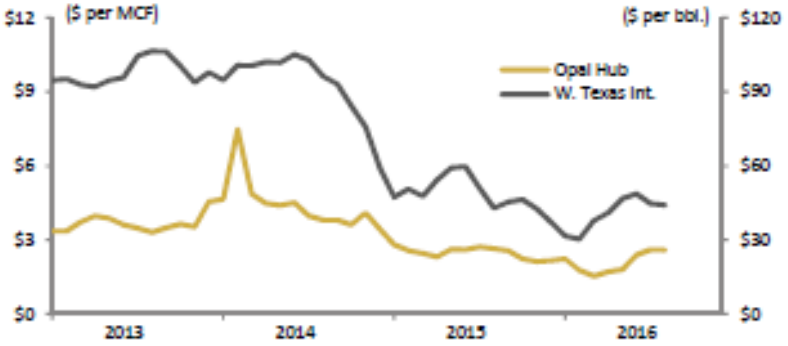
Wyoming Insight

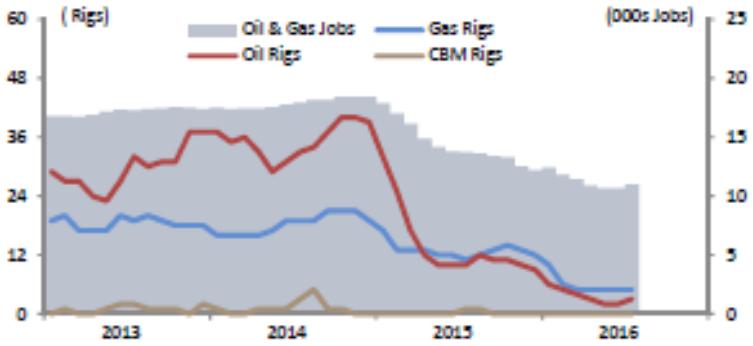
WYOGOV

ECONOMIC ANALYSIS DIVISION • AUGUST 2016

Wyoming Insight

▸ Energy index: natural gas and crude oil prices, rig counts, and oil & gas employment.[1,3,8]



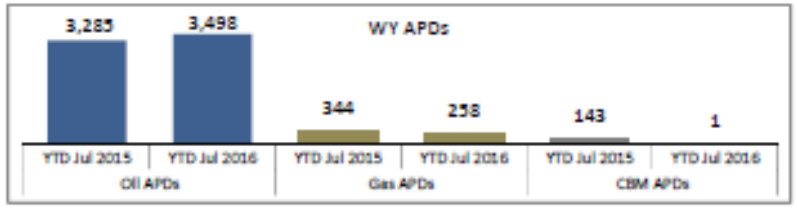


The Opal Hub natural gas price averaged $2.59 per mcf in August, a decrease of 0.4% compared to July and $0.06 per mcf lower than a year ago. WTI crude oil price decreased by 1.3% in August (compared to July) but was $1.25 per bbl. higher in a year-over-year comparison.

Oil & gas jobs numbered 11,000 in July, 2,700 fewer when compared to a year ago. Active oil rigs were 3 in July while the conventional gas rig count was 5. *Note: Oil & gas jobs includes both the NAICS 211 (oil and gas extraction) and NAICS 213 (support activities for mining) subsectors.*

NATURAL GAS	[$/mcf]		
Historical Spot Prices[2]	**Jun 2016**	**Jul 2016**	**Aug 2016 TD**
Opal Hub	$2.38	$2.60	$2.59
Cheyenne Hub	$2.33	$2.53	$2.53
Henry Hub	$2.57	$2.79	$2.76
Futures[2] *(As of 8.23.16)*	**Oct 2016**	**Nov 2016**	**Dec 2016**
NYMEX - Henry Hub	$2.79	$2.92	$3.12
Jan 2016 CREG[5]	**CY 2015**	**CY 2016-17**	**CY 2018-20**
CREG - All Gas	$2.75	$2.85-$3.00	$3.30-$3.40

RIGS & APDs*[3]	May 16/15	Jun 16/15	Jul 16/15
Oil Rigs	2/10	2/10	3/10
Conventional Gas Rigs	5/12	5/12	5/11
Oil APDs	508/565	480/549	562/561
Conventional Gas APDs	30/114	8/19	17/55



*Active conventional drilling rigs and applications for permits to drill (APDs).

CRUDE OIL	[$/bbl.]		
Historical Spot Prices[2]	**Jun 2016**	**Jul 2016**	**Aug 2016 TD**
WY Sour	$37.67	$34.05	$33.47
WY Sweet	$44.84	$40.99	$40.41
W.Texas Int.	$48.75	$44.69	$44.11
Futures[2] *(As of 8.23.16)*	**Oct 2016**	**Nov 2016**	**Dec 2016**
NYMEX - WTI	$48.12	$48.76	$49.40
Jan 2016 CREG[5]	**CY 2015**	**CY 2016-17**	**CY 2018-20**
CREG - All Oil	$40.00	$42.00-$50.00	$55.00
Differential $/bbl.[4]	**Jun 2016**	**Jul 2016**	**Aug 2016 TD**
WY Sour vs. WTI	($11.08)	($10.64)	($10.64)
WY Sweet vs. WTI	($3.91)	($3.70)	($3.70)

COAL - PRB*	[$/ton]		
Historical Spot Prices[2]	**Jun 2016**	**Jul 2016**	**Aug 2016 TD**
PRB* 8800 btu	$8.80	$8.70	$8.70
Jan 2016 CREG[5]	**CY 2015**	**CY 2016-17**	**CY 2018-20**
CREG Surface Coal	$13.50	$13.50	$13.50
WY Coal Production[11]	**May 16/15**	**Jun 16/15**	**Jul 16/15**
Millions of Tons	21.4/28.2	23.7/26.8	27.8/32.1

*Powder River Basin

That's WY

Mining & Logging (10%)

Construction (2%)

Manufacturing (3%)

Wholesale Trade (9%)

Retail Trade (36%)

Wyon Transport. & Utilities (3%)

Information (2%)

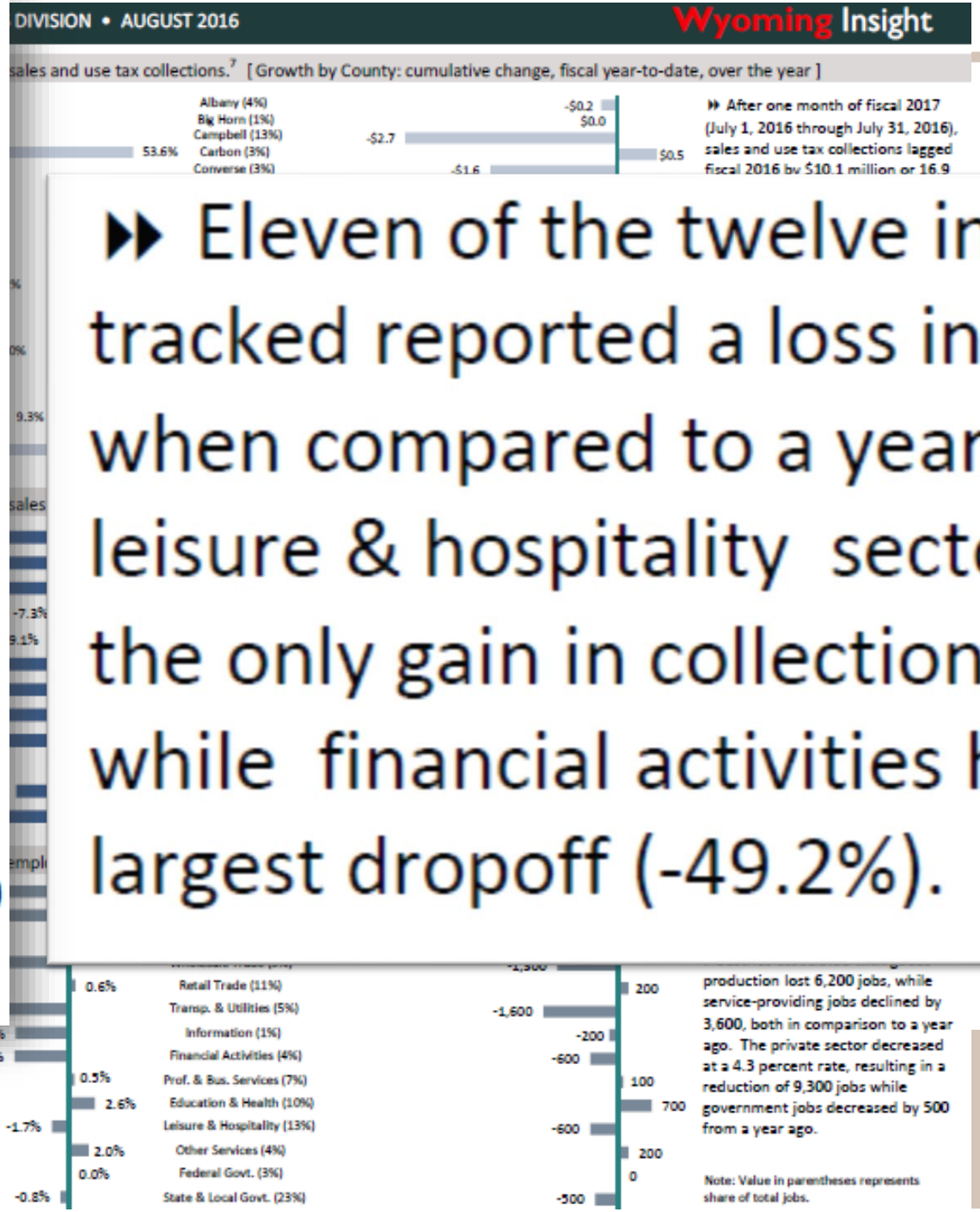
Financial Activities (3%)

Prof. & Bus. Services (1%)

Leisure & Hospitality (15%)

Public Administration (11%)

Educ., Health, & Other (4%)



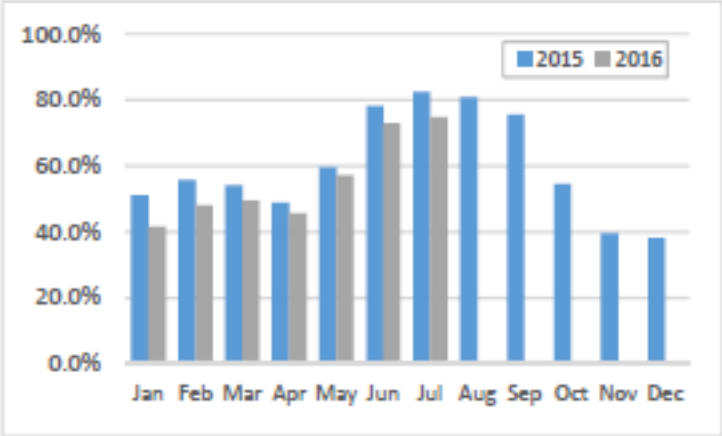
▸▸ Eleven of the twelve industries tracked reported a loss in collections when compared to a year ago. The leisure & hospitality sector recorded the only gain in collections (+1.2%) while financial activities had the largest dropoff (-49.2%).

Wyoming Office of Tourism Dashboard - September 2016

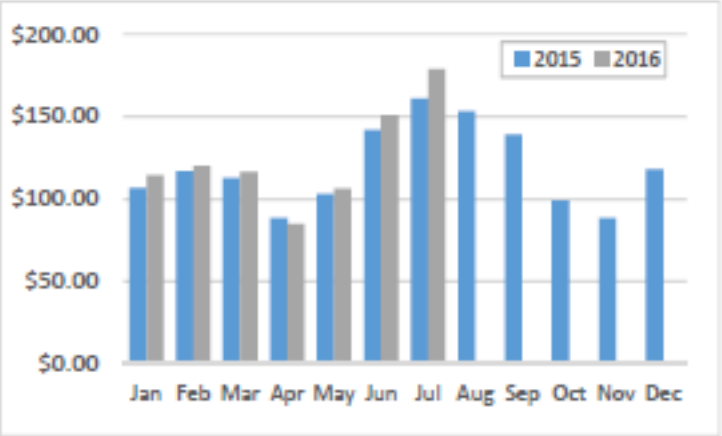
(reflecting the most up-to-date data available from data sources)

Wyoming Lodging

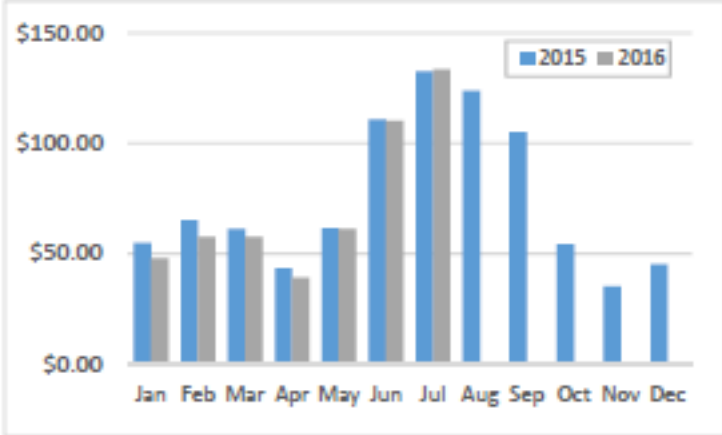
Lodging Occupancy - Monthly YTD (%)



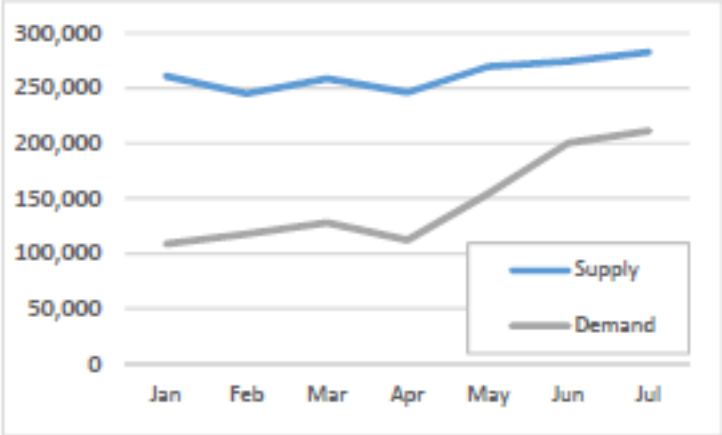
Lodging Average Daily Rate - Monthly YTD ($)



Wyoming Lodging RevPAR - Monthly YTD ($)



2016 Lodging Room Supply/Demand - Monthly YTD



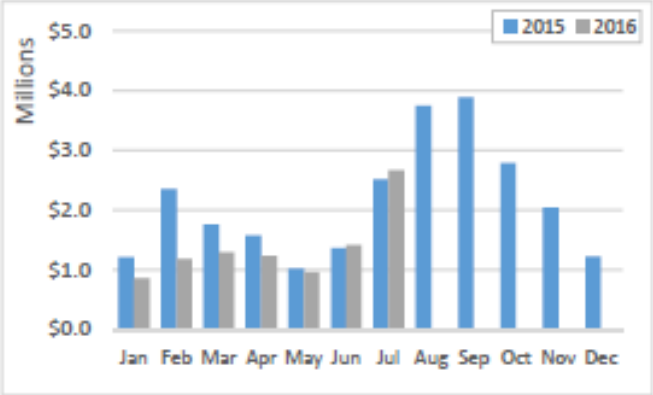
Source: Rocky Mountain Lodging Report

Coming soon!

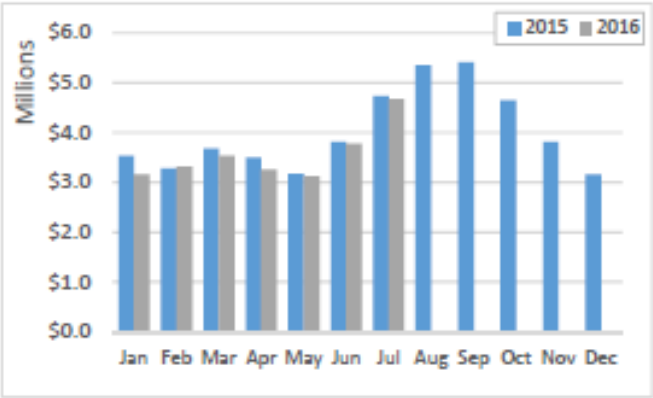
[WOT Dashboard]

Wyoming Tourism State Sales Tax

Accommodations Sales Tax - Monthly YTD ($millions)



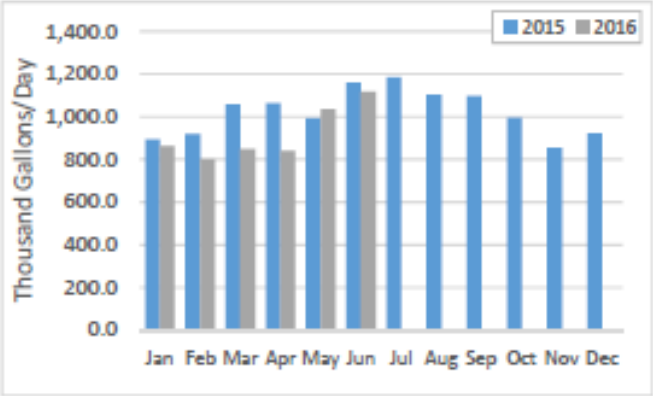
Restaurants/Eating/Drinking Sales Tax - Monthly YTD ($millions)



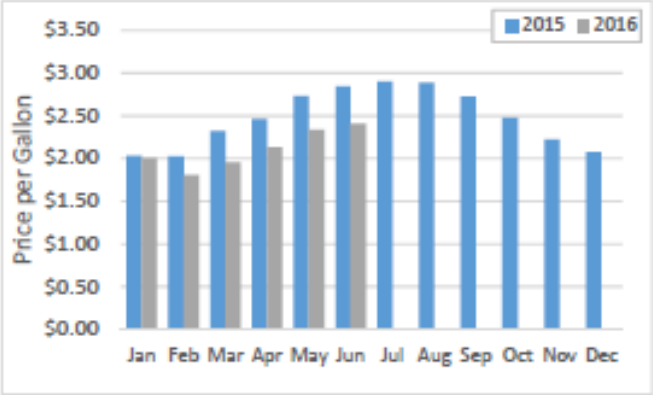
Source: Wyoming Department of Revenue

Wyoming Gas Volume/Rocky Mountain Regional Gas Prices

Wyoming Gas Volume - Monthly YTD (thousands gallons/day)



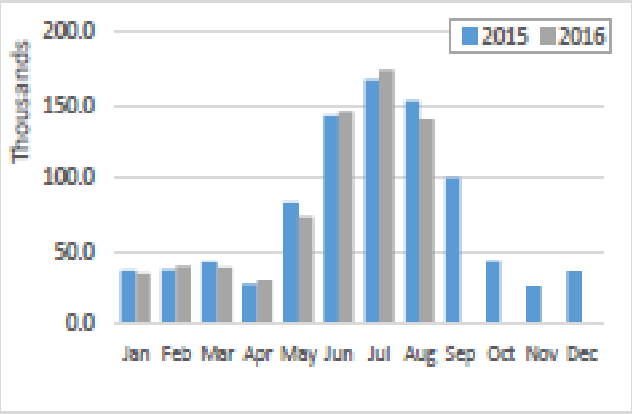
Rocky Mtn Regional Gas Prices - Monthly YTD ($ per gallon)



Source: U.S. Energy Information Administration

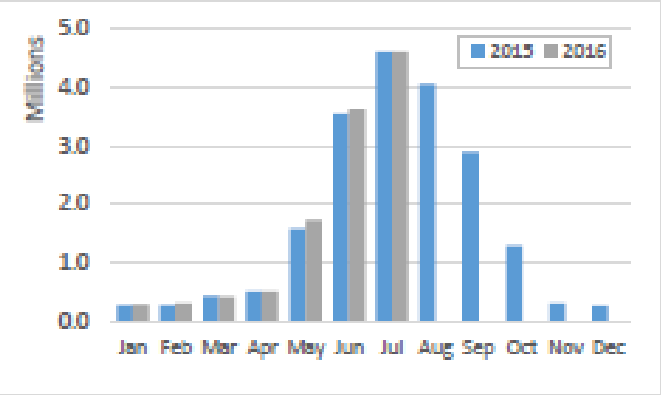
Wyoming Welcome Centers

Wyoming Welcome Center Attendance - Monthly YTD (thousands)



Source: Individual Welcome Centers

Wyoming National Parks Visitation - Monthly YTD (millions)



Source: National Park Service

Preliminary Results of the Summer Campaign

That's WY™

12%

Total Inquires YTD
2,179,296

31%

Total Visits to Website
1,869,853

18.6%

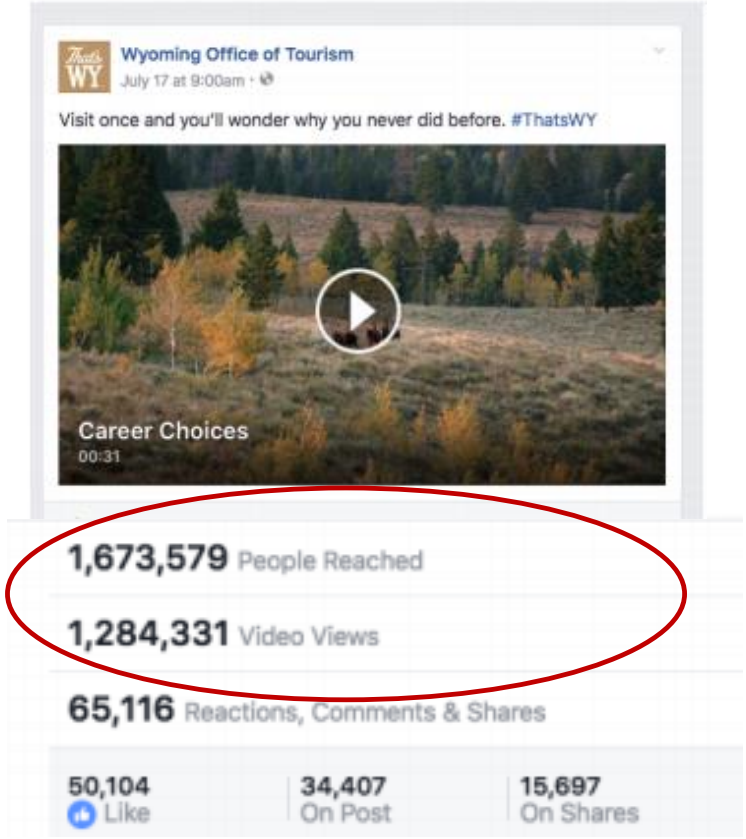
Total Fulfillment YTD
134,317 (Jan-July)

76%

New Visitors To Site

That's WY™

	2016 Goals	2016 Performance	Industry Average
RFI TV	40,000	48,688	N/A
Digital Display			
GumGum	CTR - .20%	CTR - .68%	CTR - .20%
LiveIntent	CTR -.20%	CTR – 3.22%	CTR - .12%
Kargo	CTR - .20%	CTR – 1.34%	N/A
Pandora	CTR - .57%	CTR – 1.09%	CTR - .40%
Native Content	CTR - .08%	CTR – 2.45%	CTR - .08%
Social	CPC – $0.38 AER – 2.63%	CPC - $0.16 AER – 3.05%	CPC – $0.38 AER – 2.63%



Navigating Budget Reductions

Biennium 17/18 Budget and Reductions

Governor's Memo - 10/15		$315,000
JAC Global Reductions		$953,460
Penny Plan Reductions		$373,637
		$1,642,097
	per year	$821,049
8% Reductions – 5/16		$1,992,728
	per year	$996,364

BUDGET SUMMARY - TOURISM FUNDS
FY15 Comparison FY17

	FY15	FY17
Personal services	$2,155,977	$2,394,026
Support services	$871,670	$906,525
Central data services	$49,681	$48,047
Grants	$0	$0
Professional services	$11,499,521	$11,486,705*
TOTAL	$14,576,850	$14,835,303

+ $2,200,000 advertising*
+ $1,000,000 international*

	FY15	FY17
Personal services	$2,155,977	$2,394,026
Support services	$871,670	$906,525
Central data services	$49,681	$48,047
Grants	$0	$0
Professional services	$11,499,521	$10,490,341
TOTAL	$14,576,850	$13,838,938

8%

Forecast for 2017

Externally

Accelerated pace of innovation

- Co- creation of the story
- Augmented Reality

Demographic shifts

- Millennials (18-34) surpass Baby Boomers (51-69)
  - Ethnically diverse
  - Highly educated
- Denver – fastest growing city in the US
- Diversity of US population
- Urban – need to educate how to experience these wild places

Consumers spending shifts

- Experiences vs things
- Huge growth in the outdoor recreation industry

Global shifts

- Emerging markets – China and India
- Political/Economic – Brexit (UK)and currency (Canada)

Equals = Product positioning and how we tell our story

Internally

Continued emphasis on our iconic assets – Leveraging to our greatest benefit

Elevating the relevance of our industry

Strengthening our partnerships on all levels

Content remains king – create, curate, collaborate

More with less – anticipating further budget reductions

Leadership Abounds – Wyoming Tourism Board

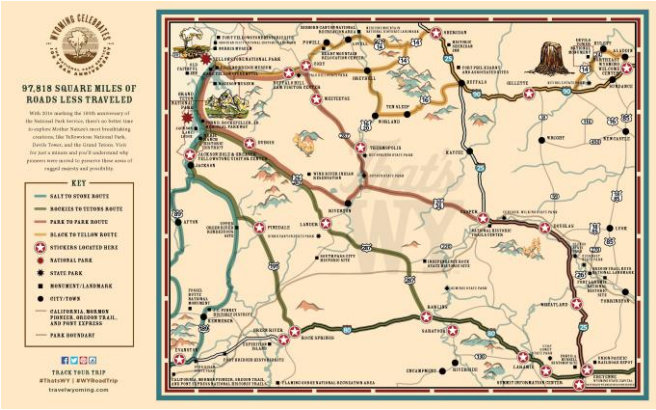
- District 2 - Platte, Goshen, Niobrara, Converse and Natrona
- District 4 - Lincoln, Uinta and Sweetwater
- District 5 - Park, Big Horn, Hot Springs and Washakie

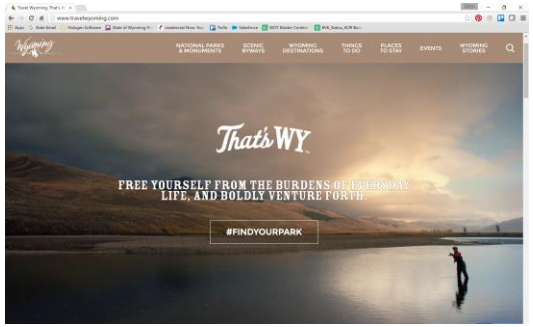
PROJECT:TIME OFF

That's WY

Leveraging the That's WY Brand Platform

Kristin Phipps, Sr Manager of Brand Integration





Website

1.8 million visits

Visitor Engagement Programs

Social Media

400k Followers

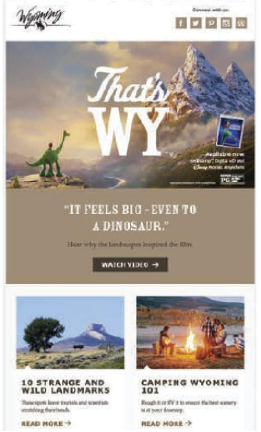
That's WY™

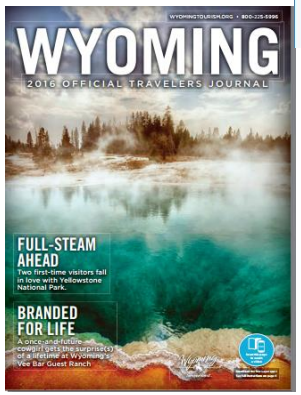
E-newsletter

244,000 subscribers

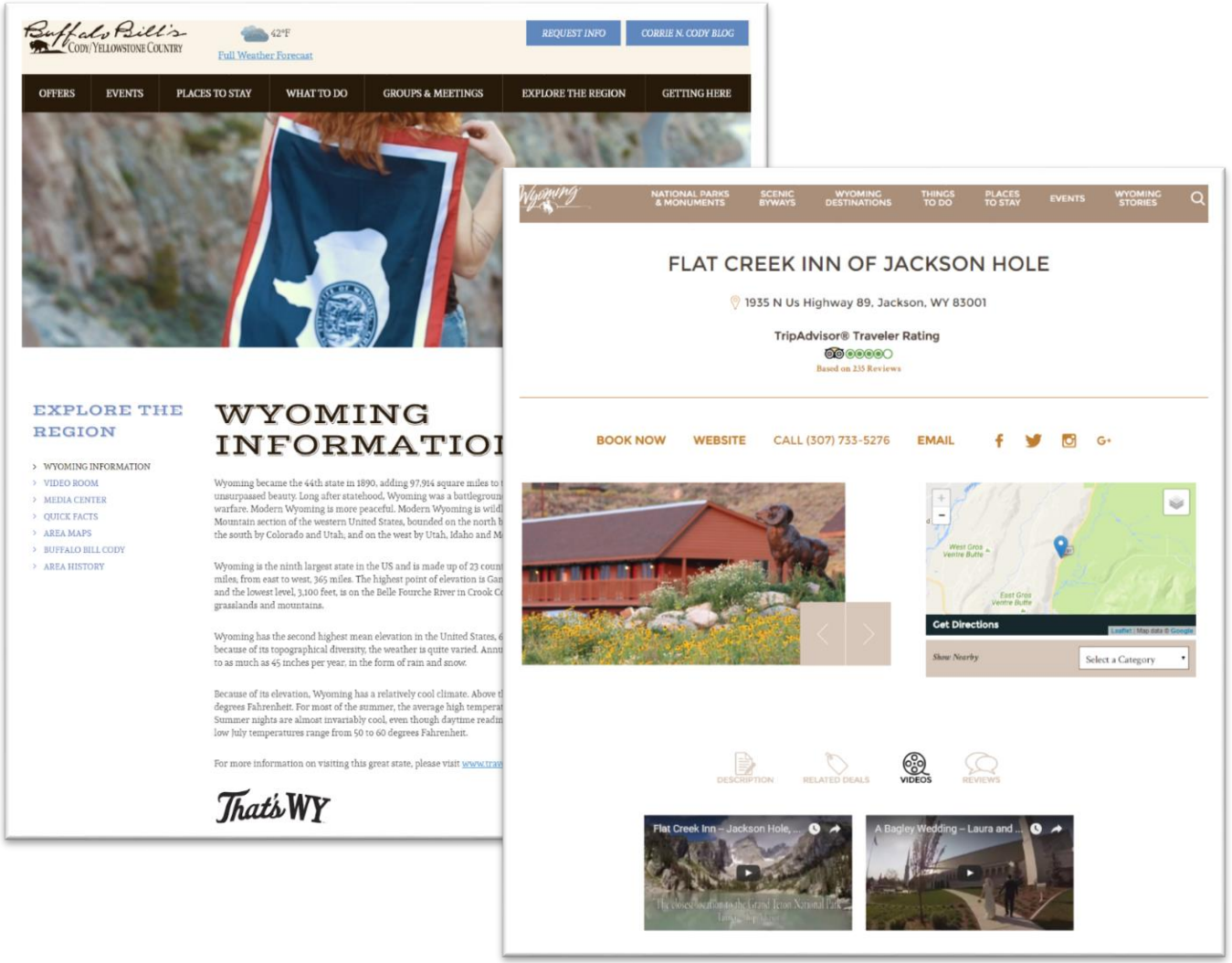
Official Travelers Journal

400k distribution





That's WY™

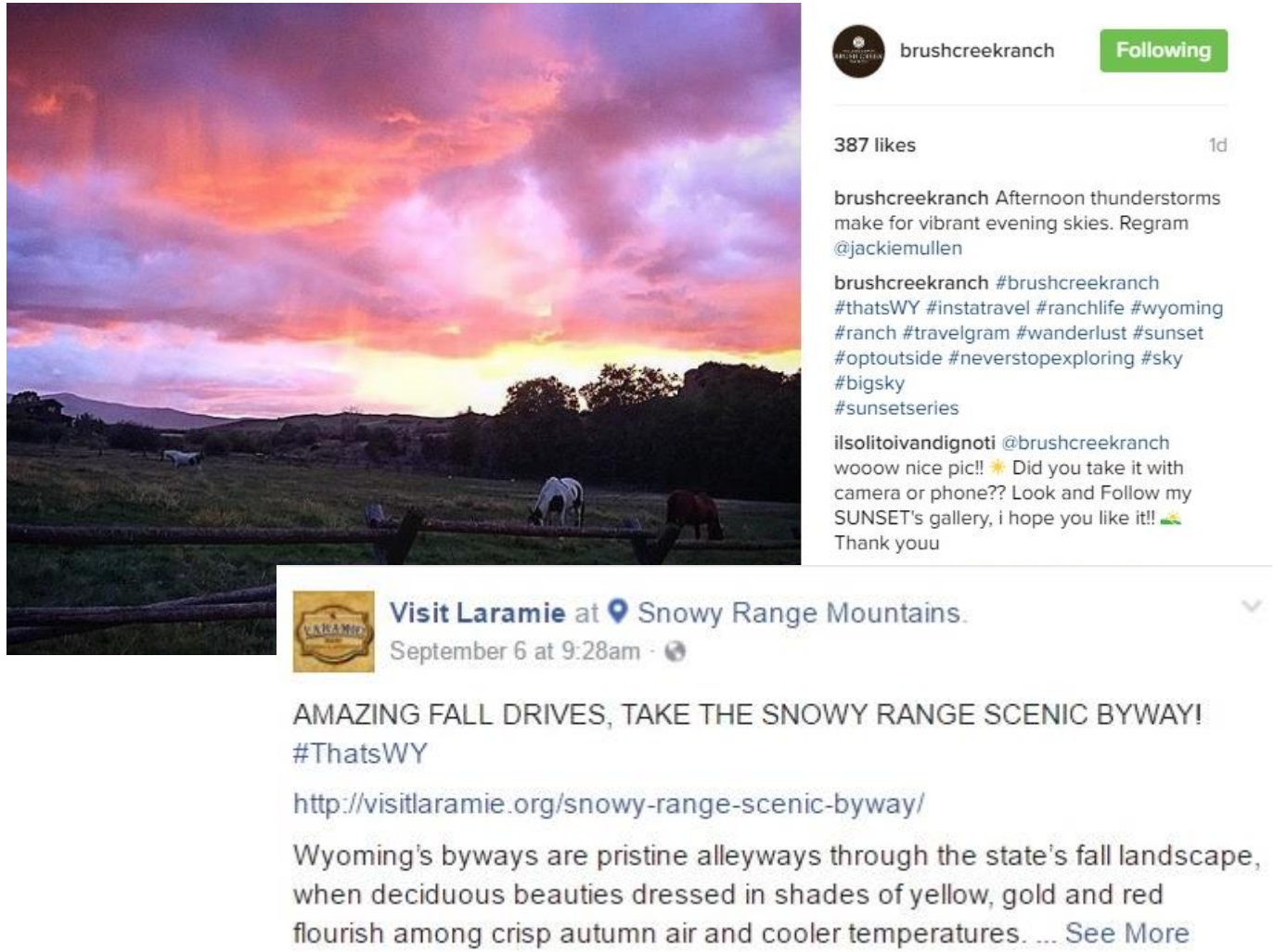


TravelWyoming.com

- Over 1.8 million visits YTD

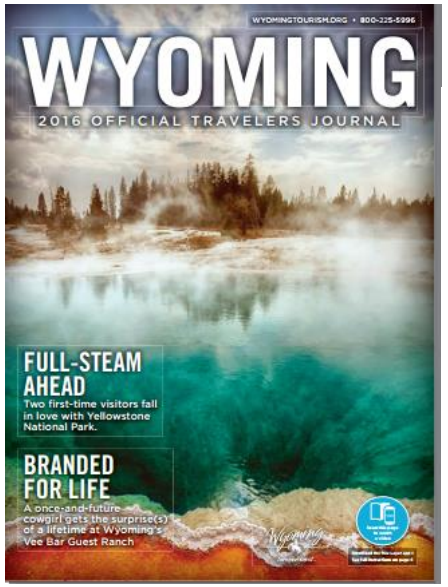
- Enhanced Business and Event Listing Capabilities
  - Trip Advisor Integration
  - YouTube Integration
  - Map View with Nearby Amenities

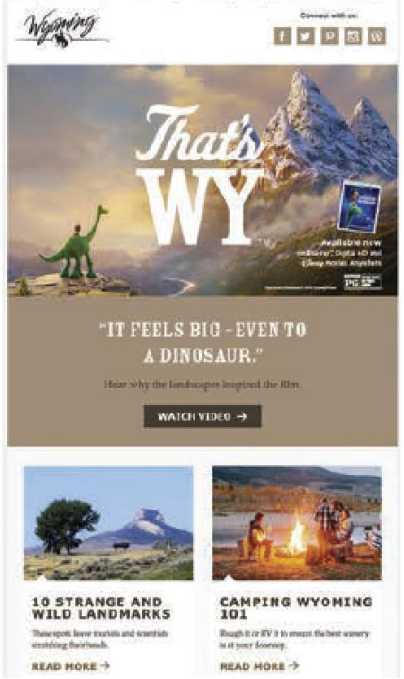
- Link to TravelWyoming.com to increase your own Search Engine Optimization (SEO)



Social Media Engagement

- Over 400,000 followers
- Include **#ThatsWY** in all social posts to increase exposure.
- Share Visit Wyoming content on your own social channels for diversified messaging.
- Utilize approved campaign images in your own social posts





Official Travelers Journal and E-newsletter

- Over 400,000 OTJ distributed
- Over 240,000 E-newsletter subscribers

- Events and Listings are populated from the website
- OTJ Industry Review
- All articles available on TravelWyoming.com for relinking

PALEO TOOLKIT INSTRUCTIONS

SINCLAIR PARTNERSHIP

The Wyoming Office of Tourism has partnered with Sinclair Oil Corporation to reach Wyoming's millions of annual visitors with planning tools and collectible stickers this summer. The partnership celebrates the centennials of both Wyoming's iconic National Park Service sites and Sinclair while also paying homage to the Sinclair Dinosaur and the state's numerous paleontology sites.

Visitors will be able to pick up a custom themed map, and paleontology sticker at participating visitors centers and Sinclair stations, and select paleo sites throughout the state. Visitors can use this map to plan road trips throughout the state to eighteen paleo-related museums, dig sites and trails.

PALEO MAP AND ROAD TRIP STICKER

Additional information can be found at
http://travelwyoming.com/map.
Include this link on your website, or social media platforms to help drive visitors to sites near your destination.

FEATURE CONTENT VIDEO

Paleontologist Andrew Rossi from the Wyoming Dinosaur Center discusses how dinosaurs like Arlo, from Disney/Pixar's The Good Dinosaur ©2015, once roamed the Wyoming landscapes.
Share this video on your own websites and social media channels by linking to:
http://travelwyoming.com/thegooddinosaur.

SOCIAL MEDIA

Join the social conversation, and promote your local sites by using #ThatsWY in all paleo
Need some inspiration? Here are a few suggested taglines:

Dig into Wyoming's prehistoric past in (enter destination). #ThatsWY
Become awestruck by gargantuan dinosaur bones, fossils & fossil footp
Imagine a prehistoric past, or experience it in (enter destination). #Th
Discover the land that inspired the film. #ThatsWY

PHOTOGRAPHY

Found in the "Photography" Folder
Include on your website, email communications or social media and link to:
http://travelwyoming.com/thegooddinosaur.

WEBSITE

Include links on your own site to WOT's dedicated paleontology landing pages:
http://travelwyoming.com/thegooddinosaur and http://www.travelwyoming

Industry Toolkits

Designed specifically for industry partners to help maximize involvement in WOT campaigns.

- Social Media Strategy
- Photography
- Logos
- Sample Press Releases
- Visitor Engagement Activation Ideas

WOT Master Content Calendar

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 1 hour ago by Kacey Caldwell

Content Themes

Content Themes	Parks and Nature (PN)	Cowboy Culture (CC)	Arts/Culture/ Entertainment (ACE)	Outdoor Adventure/ Recreation (OAR)	Family Travel (FT)	Wildlife (W)											
	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17
Campaigns																	
That's WY	Summer National Magazine																
	Summer Regional Magazine																
	Summer - Spot Radio																
	Summer - Regional Internet Radio																
	Summer - Social																
	Summer - Digital																
Special Campaigns	NPS Centennial: #FindYourPark								Eclipse								
Events																	
National/International			NPS (26), Olympics (5-21)	Octoberfest 9/11 - Labor Day		Presidential Election											
Media Events				Longmire Season 5 release (28)	JHMR in NYC				NYC Media Mission								
Industry Events	IPW (19-22)		ESTO (28-30), DMAI (1-4	Fall Summit (21-22)				Gov Con (29-31)					IPW (22)				
Produced Content																	
Campaign/Paid	Next 100 Years (PN)	Cara (OAR)	NPS Anniversary Dedicated Email (PN, ACE)		Bighorn sheep (W)	George Baumann: Winter in Yellowstone (PN,W)	Hot Springs (FT)	Frank Teasly: Dogsledding (OAR), Travels With Darley		King's Saddlery video, Eaton's Ranch video, Devils Tower video							
Why Not?		NOLS - outdoor leadership (OAR)		Breweries / Distilleries (ACE)		Winter Snowmobiling in the snowys (OAR)											
Why Now?		Cheyenne Frontier Days (CC)		JH Arts Festival (ACE)		Skiing - off the beaten path (or cross country skiing)(OAR)											
Why Indeed				Fall Dude Ranch (FT)													
Why Am I Here?		Mountain Man Rendezvous (ACE)	Quinn's- Yellowstone, A Love Story (PN)	Steve Moulton (CC, ACE)													
Website Content																	
Homepage Theme	#FindYourPark		Fall			Winter											
Additional Content Needs		Eclipse Landing Page Launch	City Pages	City Pages	City Pages												
Homepage Essentials			Steinley Cup Event	Need New event													
Interactive HWY Display				Need Winter Video													
Earned Media																	
New Release		Summer in Wyoming	2017 Eclipse	Fall in Wyoming		New in 2017								AR Wyoming Cowboy Tough :: World Championships 2017			
Long Lead Pitch	Winter Escapes / Dude Ranches					Hiking Tips from the Pros		Powwow Guide									
Short Lead Pitch			Centennial Events	Longmire Premiere													
			Cowboy Bars	Fall Festivals and Events, Scenic Drives													
Email/E-newsletter Content																	
Dedicated Emails			NPS Centennial (Fall Focus)							Eclipse							
Feature	NPS Centennial – The Next 100 Years.	Cara Liberatore, Exum Guide (WY indeed)	6 Amazing Fall Drives in Wyoming (WY indeed)	10 Ways to Experience Wyoming History (WY indeed)	6 Wyoming Weekend Getaways (WY indeed)	George Bumann, sculptor/wildlife caller (WY indeed)	Wyoming's Best Ice Fishing Spots (WY not?)	Frank Teasly: Dogsledding				Eaton's Ranch: Dude Ranch Experience	Eclipse?	Kings' Saddlery: Rope Making/Rodeo			Devils' Tower: Iconic Site/Close Encounters Film
Content Piece 1	Quintessential Wyoming Places to Stay (WY not?)	Traditional Ranches landing page (WY indeed)	Fishing landing page (WY not?)	Experience Wyoming's Best Rock Climbing Destinations (WY indeed)	Cowboy music-Steve Moulton (WOT to write)	10 Must-Have Wyoming Food Experiences (WY not?)	Winter Wildlife in Wyoming (WY not?)										
Alts		*NOLS article (if available in time) (WOT to write)*	Quins article		Cross country or hot springs		Frank Teasely, Iditarod champ (WY am I here?)										
Content Piece 2	Visit Grand Teton National Park's Jenny Lake (WY indeed/WY not?)	Float Trips & Rafting landing page (WY not?)	Wyoming's Best Birding Spots (WY not?)	Hidden Gems Road Trip (WY not?)	Bed & Breakfasts landing page (WY not?)	Simple Snowy Range (WY not?)	Hot Springs landing page (WY indeed)										
Event 1	**Cheyenne Frontier Days (7.22-7.31)**	Wyoming's Big Show-Sweetwater County Fair	Jackson Hole Fall Arts Festival	The SHIFT Festival	Events TBD once new listings are up	Events TBD once new listings are up	Events TBD once new listings are up										
Event 2	International Climbers Festival	Steinley Cup Official State Microbrew Competition	Jurassic Classic Mountain Bike Race	Events TBD once new listings are up													
Event 3	Bighorn Mountain Festival	Cody Air Fair	35th Annual Buffalo Bill Art Show & Sale														
Social Media focus																	
	National Great Outdoors Month	G.R. Rendezvous-Mountain Man Article	NPS 100	Fall push- Activities	Start of Winter Push	Wyoming Gift Guide		Travels With Darley									

Content Collaboration

- Review WOT's master content calendar
- Gather content contributors in your destination that can share unique perspectives on:
  - WY NOT?
  - WY NOW?
  - WY AM I HERE?

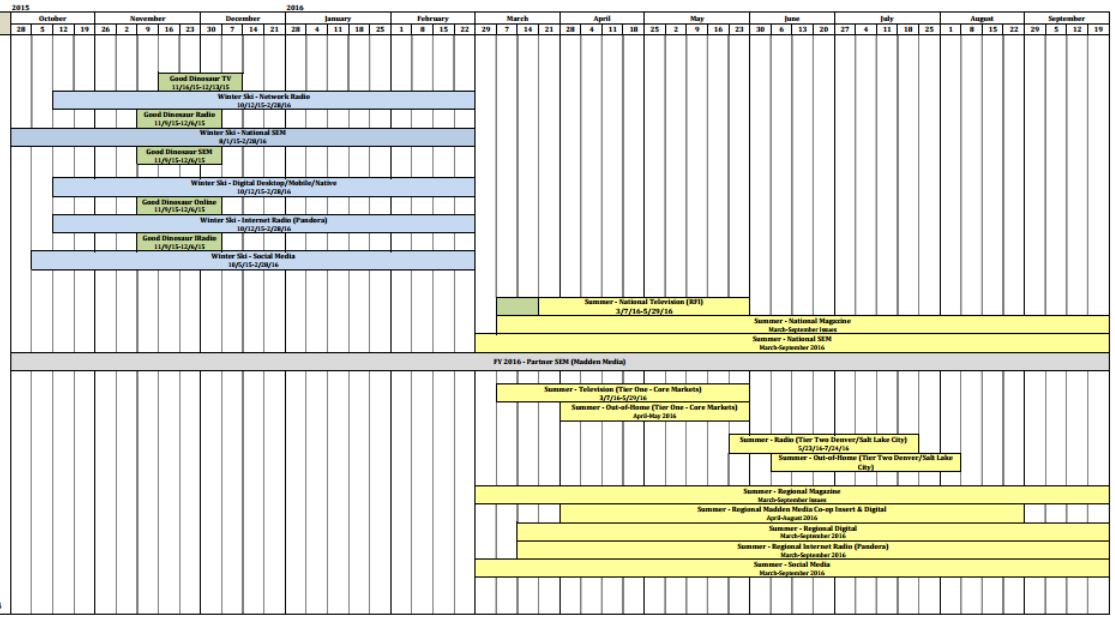
mediavalet™

Leveraging That’sWY Creative Assets

- Incorporate the official That's WY logo on your website, and link back to TravelWyoming.com
- Include approved That’sWY images and logos across your own marketing materials and platforms.
- Digital Asset Management (DAM) platform available to industry partners in early 2017.

Wyoming Office of Tourism
FY2016 Media Plan Summary

FY 2016 Media Summary	Total Spend ($)	Impressions
Winter Campaign		
• National Media		
AT&T U-Verse / Comcast Network Cable (RFI)	$ 300,000	36,191,283
SiriusXM Radio	$ 67,000	81,386,125
	$ 33,000	40,693,184
Search Engine Marketing	$ 227,405	12,000,000
	$ 33,833	1,800,000
• Regional Media		
Online (Desktop / Mobile / Native)	$ 223,520	15,516,984
	$ 51,480	6,236,814
Internet Radio (Pandora)	$ 50,250	7,788,863
	$ 24,750	3,894,370
Social Media	$ 50,000	6,100,000
Summer Campaign		
• National Media		
AT&T U-Verse / Comcast Network Cable (RFI)	$ 400,000	68,800,000
Magazine	$ 529,591	82,234,270
Search Engine Marketing	$ 241,833	12,000,000
Partner SEM (Madden Media)	$ 50,000	n/a
• Tier One (1) Media		
Television (Seat, Port, Minn, KanCity)	$ 587,000	32,000,000
Out-of-Home (Chic, Seat, Port, Minn)	$ 793,900	206,500,000
• Tier Two (2) Media		
Radio (Denver / Salt Lake City)	$ 184,500	11,920,000
Out-of-Home (Denver / Salt Lake City)	$ 73,815	43,500,000
• Tier Three (3) Regional Media		
Magazine	$ 198,437	33,039,870
Newspaper Insert (Madden Media)	$ 275,000	25,255,000
Online (Desktop / Mobile / Native / Video)	$ 627,853	68,252,000
Internet Radio (Pandora)	$ 100,000	10,700,101
Social Media	$ 250,000	30,500,000
Total	**$ 5,373,167**	**836,308,864**



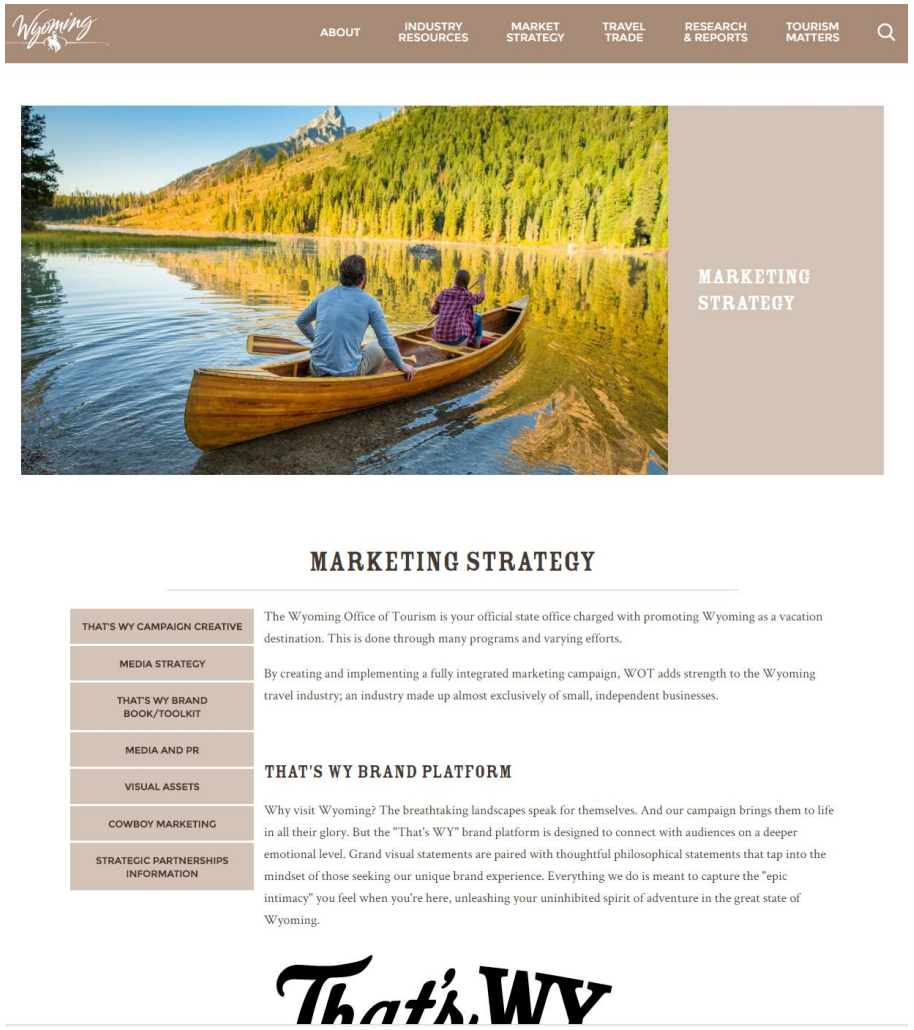
Collaborative Media Planning

- Media Summaries Available prior to every campaign
- Agency integration

PROGRAM CONTACTS AND DEADLINES			
	CONTACT	EMAIL	DEADLINE
Paid Advertising			
TravelWyoming.com Digial Advertising	Jim Wilkinson, Miles Sr. Account Executive	jim.wilkinson@milespartnerships.com	Ongoing
2017 Official Traveler's Journal Advertising	Jim Wilkinson, Miles Sr. Account Executive	jim.wilkinson@milespartnerships.com	September, 2016
E-newletter Native Advertising	Jim Wilkinson, Miles Sr. Account Executive	jim.wilkinson@milespartnerships.com	Ongoing
Co-Op Advertising			
2017 Integrated Print and Digital Program	Jeff Polley, Madden Regional Account Manager	jpolley@maddenmedia.com	January, 2017
Retargeting Program	Jeff Polley, Madden Regional Account Manager	jpolley@maddenmedia.com	Ongoing
SEM Co-Op	Jeff Polley, Madden Regional Account Manager	jpolley@maddenmedia.com	Ongoing
Media and PR			
2017 New York Media Mission	Chris Mickey, WOT PR/Media Manager	chris.mickey@wyo.gov	January, 2017
PR/Media FAM Tour Development	Chris Mickey, WOT PR/Media Manager	chris.mickey@wyo.gov	Ongoing
Media Lead Email Program	Chris Mickey, WOT PR/Media Manager	chris.mickey@wyo.gov	Ongoing
International			
Translated Guide	Mitch Knothe, Miles Global Sales Executive	Mitch.knothe@milespartnerships.com	September 23, 2016
In-Language Videos	Mitch Knothe, Miles Global Sales Executive	Mitch.knothe@milespartnerships.com	Ongoing
Enhanced City Pages	Mitch Knothe, Miles Global Sales Executive	Mitch.knothe@milespartnerships.com	Ongoing
Travel USA Inspiration Guide	Mitch Knothe, Miles Global Sales Executive	Mitch.knothe@milespartnerships.com	September 30, 2016
Visitor Engagement			
2017 Sticker Program	Monica Taylor-Lee, WOT Visitor Engagement Sr. Manager	monica.lee@wyo.gov	February, 2017

Paid and Co-Op Marketing Opportunities

- Ongoing and evolving based on industry feedback and objectives



Kristin Phipps
Brand Integration Sr. Manager
Kristin.Phipps@wyo.gov
307-777-2887

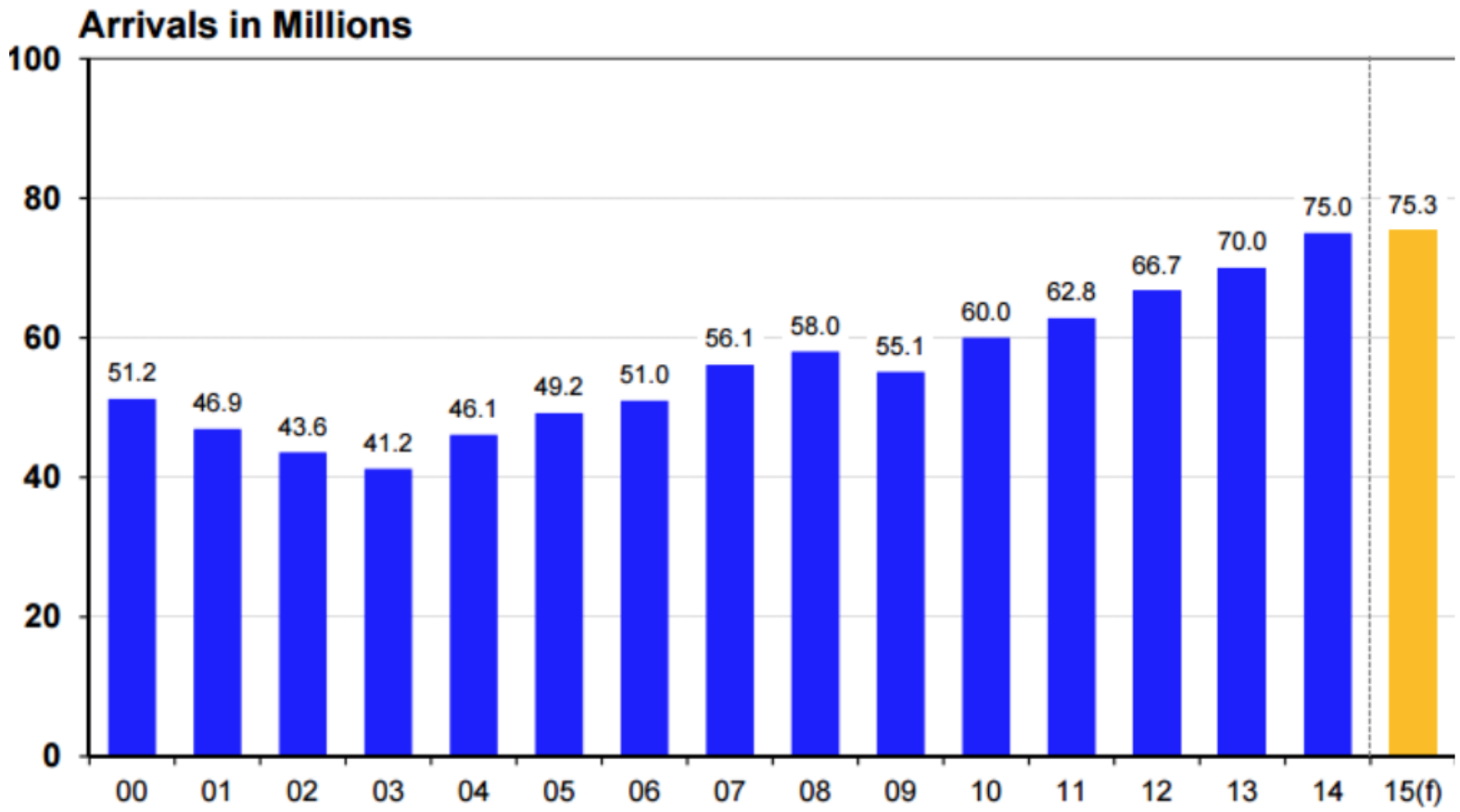
That's WY™

Global Marketing: Increasing WY's International Footprint

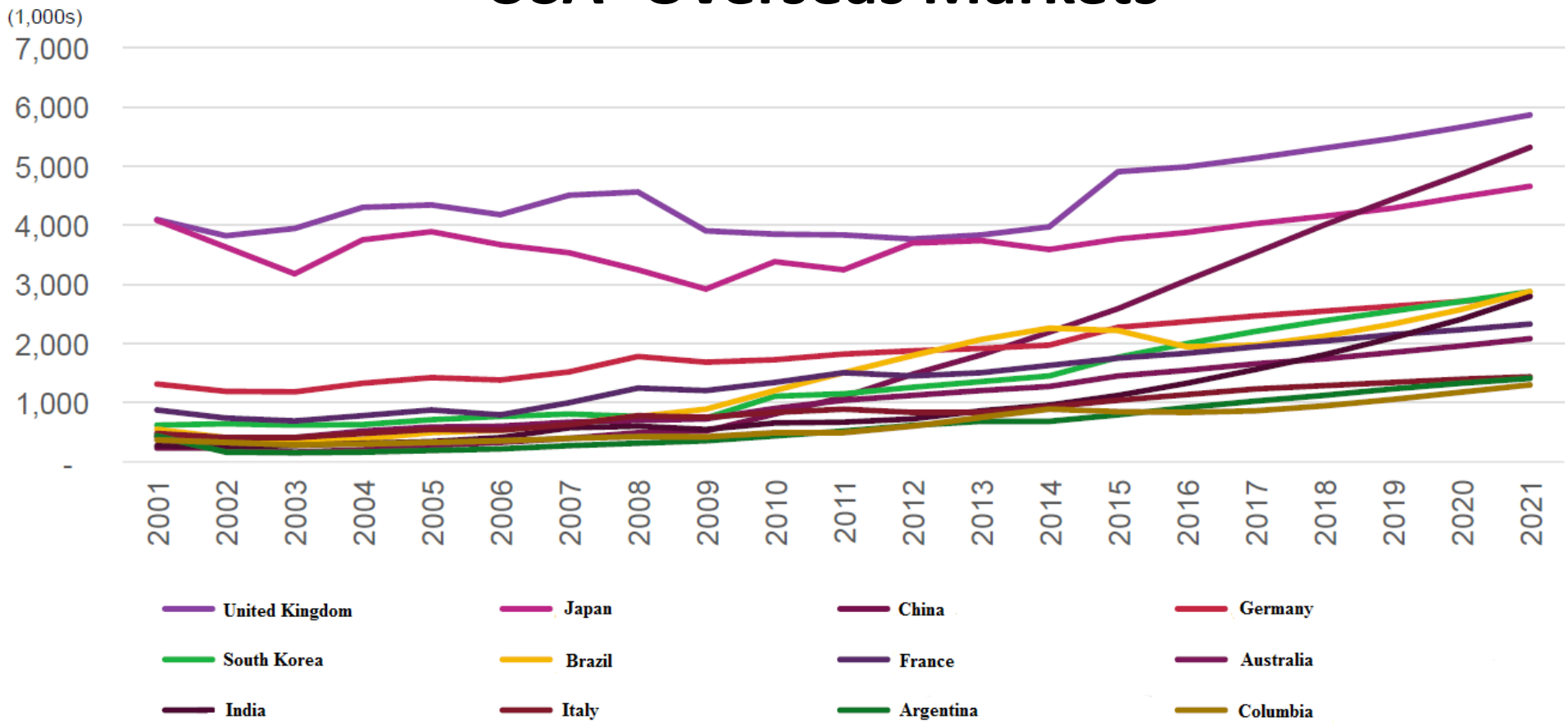
James Scoon, Director of Global Sales & Services

That's WY™

NTTO Annual Forecast



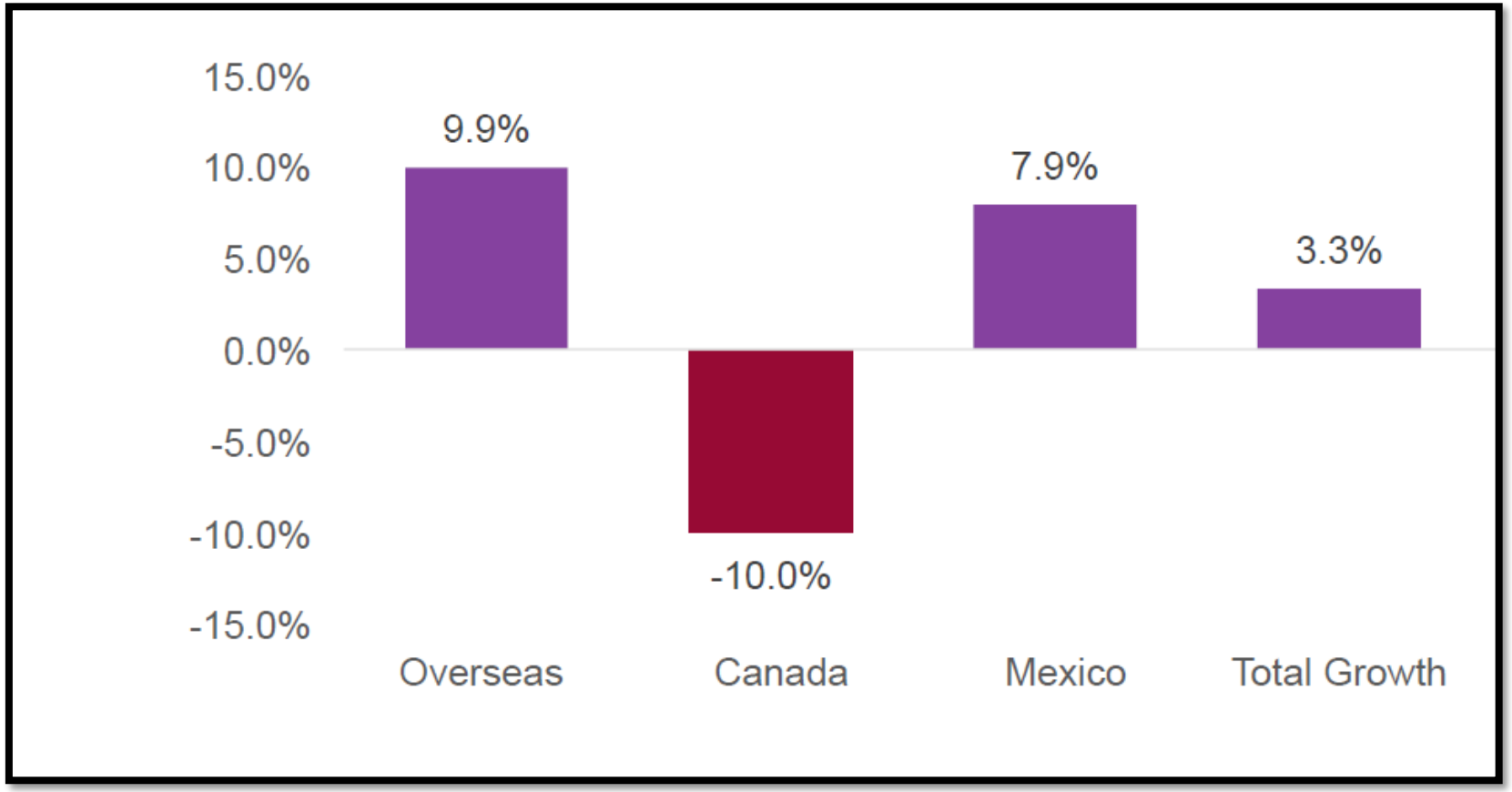
USA- Overseas Markets



*Provided by Brand USA

We don't operate in a vacuum
Currency exchange drove a 3.1% decline in arrivals in 2015, equating to a loss of 2.6 million visitors compared to a scenario of no exchange rate shifts.
Source: Oxford Economics

2015 International Arrivals Growth Forecast



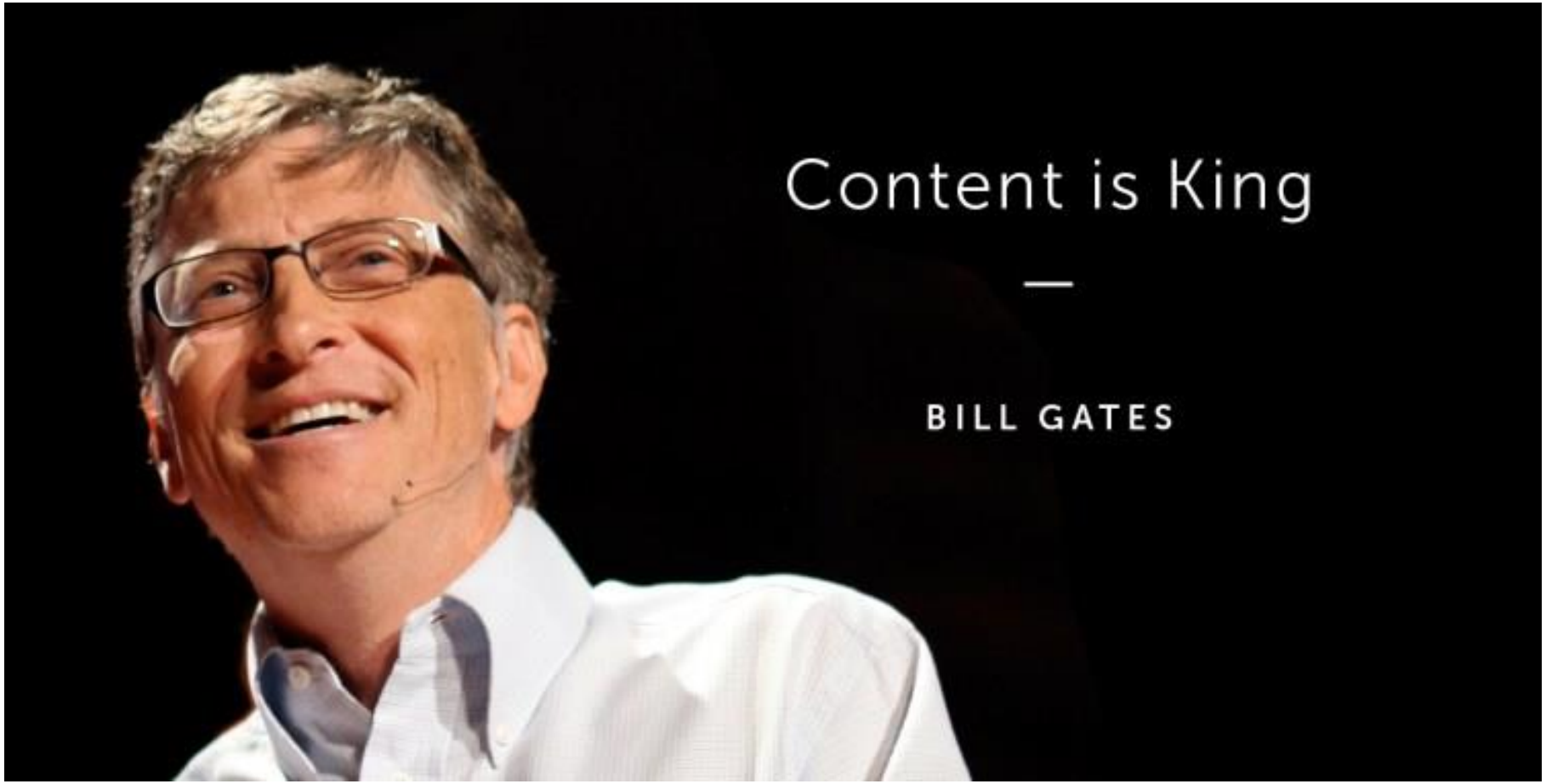
*Provided by Brand USA

Upcoming WY Specific Research

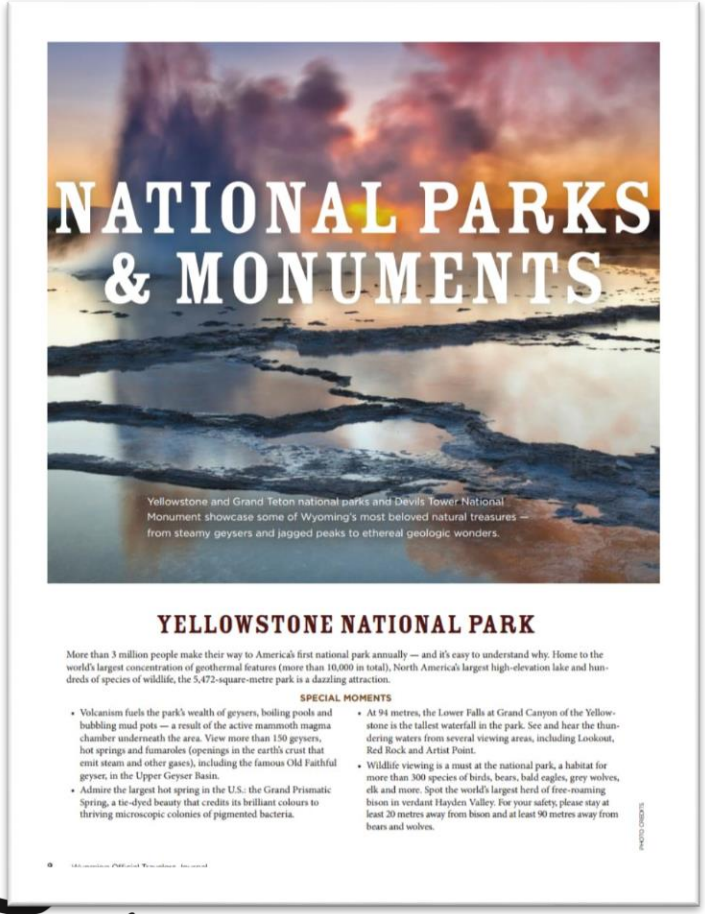
- Canada
- Mexico
- UK
- Japan
- Germany
- France
- Australia
- China

Objectives: Create a Traveler Profile

-Overall Interest in WY
-Group vs. Individual Bookings
-Appeal/Interest
-Most Desirable Elements of Brand
-Likelihood to visit
-Length of stay
-Booking Methods
-Other Destinations Visited


Content is King
—
BILL GATES

Wyoming Adventure Guide – In-Language Guide to Exploring WY



NATIONAL PARKS & MONUMENTS

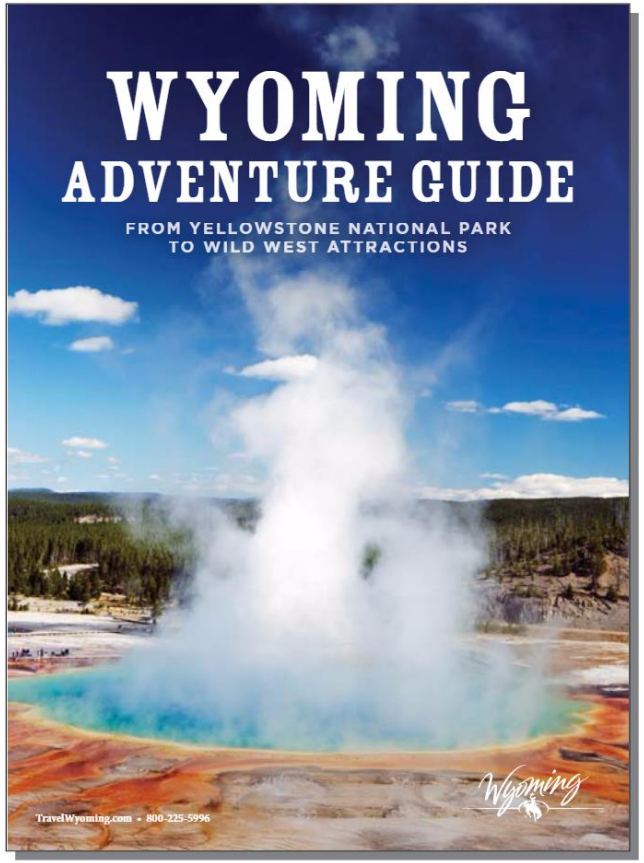
Yellowstone and Grand Teton national parks and Devils Tower National Monument showcase some of Wyoming's most beloved natural treasures — from steamy geysers and jagged peaks to ethereal geologic wonders.

YELLOWSTONE NATIONAL PARK

More than 3 million people make their way to America's first national park annually — and it's easy to understand why. Home to the world's largest concentration of geothermal features (more than 10,000 in total), North America's largest high-elevation lake and hundreds of species of wildlife, the 5,472-square-metre park is a dazzling attraction.

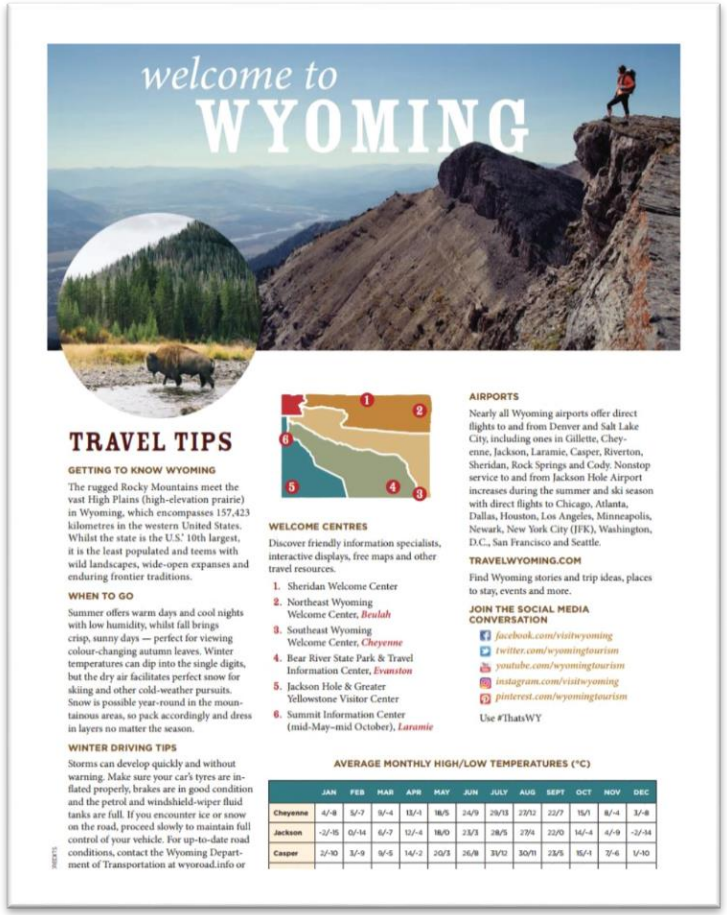
SPECIAL MOMENTS

- Volcanism fuels the park's wealth of geysers, boiling pools and bubbling mud pots — a result of the active mammoth magma chamber underneath the area. View more than 150 geysers, hot springs and fumaroles (openings in the earth's crust that emit steam and other gases), including the famous Old Faithful geyser, in the Upper Geyser Basin.
- Admire the largest hot spring in the U.S.: the Grand Prismatic Spring, a tie-dyed beauty that credits its brilliant colours to thriving microscopic colonies of pigmented bacteria.
- At 94 metres, the Lower Falls at Grand Canyon of the Yellowstone is the tallest waterfall in the park. See and hear the thundering waters from several viewing areas, including Lookout, Red Rock and Artist Point.
- Wildlife viewing is a must at the national park, a habitat for more than 300 species of birds, bears, bald eagles, grey wolves, elk and more. Spot the world's largest herd of free-roaming bison in verdant Hayden Valley. For your safety, please stay at least 20 metres away from bison and at least 90 metres away from bears and wolves.



WYOMING
ADVENTURE GUIDE
FROM YELLOWSTONE NATIONAL PARK TO WILD WEST ATTRACTIONS

TravelWyoming.com • 800-225-5996



welcome to WYOMING

TRAVEL TIPS

GETTING TO KNOW WYOMING

The rugged Rocky Mountains meet the vast High Plains (high-elevation prairie) in Wyoming, which encompasses 157,423 kilometres in the western United States. Whilst the state is the U.S.' 10th largest, it is the least populated and teems with wild landscapes, wide-open expanses and enduring frontier traditions.

WHEN TO GO

Summer offers warm days and cool nights with low humidity, whilst fall brings crisp, sunny days — perfect for viewing colour-changing autumn leaves. Winter temperatures can dip into the single digits, but the dry air facilitates perfect snow for skiing and other cold-weather pursuits. Snow is possible year-round in the mountainous areas, so pack accordingly and dress in layers no matter the season.

WINTER DRIVING TIPS

Storms can develop quickly and without warning. Make sure your car's tyres are inflated properly, brakes are in good condition and the petrol and windshield-wiper fluid tanks are full. If you encounter ice or snow on the road, proceed slowly to maintain full control of your vehicle. For up-to-date road conditions, contact the Wyoming Department of Transportation at wyoroad.info or

WELCOME CENTRES

Discover friendly information specialists, interactive displays, free maps and other travel resources.

1. Sheridan Welcome Center
2. Northeast Wyoming Welcome Center, *Beulah*
3. Southeast Wyoming Welcome Center, *Cheyenne*
4. Bear River State Park & Travel Information Center, *Evanston*
5. Jackson Hole & Greater Yellowstone Visitor Center
6. Summit Information Center (mid-May–mid October), *Laramie*

AVERAGE MONTHLY HIGH/LOW TEMPERATURES (°C)

	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC
Cheyenne	4/-8	5/-7	9/-4	13/-1	18/5	24/9	29/13	27/12	22/7	15/1	8/-4	3/-8
Jackson	-2/-15	0/-14	6/-7	12/-4	18/0	23/3	28/5	27/4	22/0	14/-4	4/-9	-2/-14
Casper	2/-10	3/-9	9/-5	14/-2	20/3	26/8	31/12	30/11	23/5	15/-1	7/-6	1/-10

AIRPORTS

Nearly all Wyoming airports offer direct flights to and from Denver and Salt Lake City, including ones in Gillette, Cheyenne, Jackson, Laramie, Casper, Riverton, Sheridan, Rock Springs and Cody. Nonstop service to and from Jackson Hole Airport increases during the summer and ski season with direct flights to Chicago, Atlanta, Dallas, Houston, Los Angeles, Minneapolis, Newark, New York City (JFK), Washington, D.C., San Francisco and Seattle.

TRAVELWYOMING.COM

Find Wyoming stories and trip ideas, places to stay, events and more.

JOIN THE SOCIAL MEDIA CONVERSATION

facebook.com/visitwyoming
twitter.com/wyomingtourism
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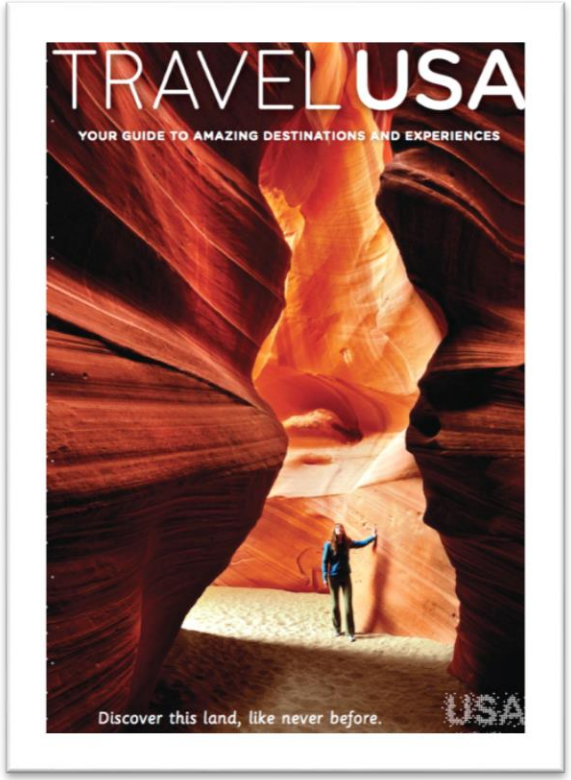
Use #ThatsWY

That's WY™

In Language Videos

Brand USA’s Inspiration Guide “Travel USA”



That’s WY

Brand USA City Pages on VisitTheUSA.com

Upcoming Opportunity

是您的公司準備好中國
Is your Business China Ready?

WeChat微信

UnionPay 银联

Have **UnionPay Card merchant payment facilities** (where banking relationships allow)

Chinese Tourist Welcome
Quality City
城
欢迎中国游客城市标签

That's WY

Leads Online

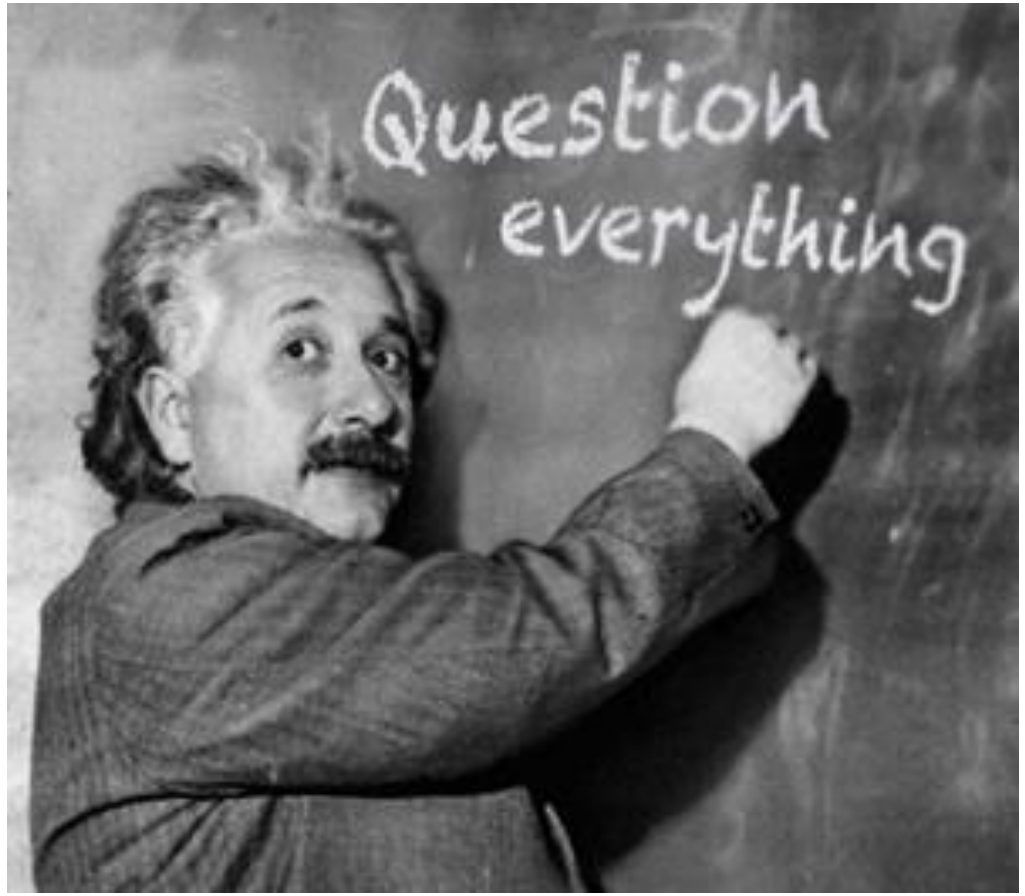
Aireka Reisorganisatie
IPW 2016

“Developing new Indian Motorcycle tours throughout Rocky Mtn region. Interested in Devils Tower to YNP with special interest in lodging in/around Sheridan.”

Global Sales & Services Team Adjustments

Jenny McCullough, Global Sales & Services Integration Manager
-Focus on in-market strategies
-Expand partnership opportunities with Brand USA and their programs
-Serve as the primary contact in the Asian Markets
-Develop and integrate WY partner education programs

Jenn Adu, Global Sales & Services Partner Activation Manager
-Execute a winning strategy with domestic travel trade
-Coordinate WY's trade FAM Tours
-Activates WY stakeholder outreach programs
-Partner with WY stakeholders to maximize product offerings


Question
everything

Thank you
Tak
Dziękuję
Ευχαριστώ
Kiitos
Hvala
有り難う
Obrigado
谢谢
Merci
Danke
Tack
תודה
Gracias
Grazie
Thank you
شكرا
謝謝
감사합니다
ありがとう
Спасибі
Спасибо
Mulţumesc
Благодаря
Asante