

That's WY[™]

Upcoming Wyoming Office of Tourism Campaigns

Michell Howard, Sr Director of Brand Strategy





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sledwyoming.com



SLEPTHENWINDS.COM



JACKSON HOLE

PASSION
YOU CAN'T LEARN IT,
YOU CAN ONLY DISCOVER IT.

SKI FREE Christmas!
12/24 - 12/25

FLY TO JACKSON HOLE AND RECEIVE UP TO \$500 AIRLINE CREDIT*
Combine with Jackson Hole Ski Free Christmas offer and save MORE!
*Offer valid on one-way flights to Jackson Hole from participating airlines.

JACKSONHOLE.COM | (888) 838-6606

TGR'S OFFICE
FOR
21 YEARS

PUNCH THE CLOCK AT JACKSONHOLE.COM

JACKSON HOLE

SKI FREE Christmas!
12/24 - 12/25

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JACKSONHOLE.COM | (888) 838-6606

6,000 hearts
BEATING AS ONE. YOURS.

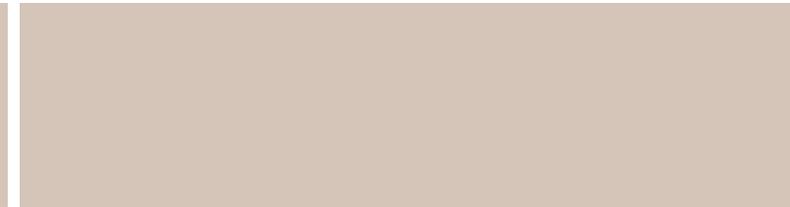
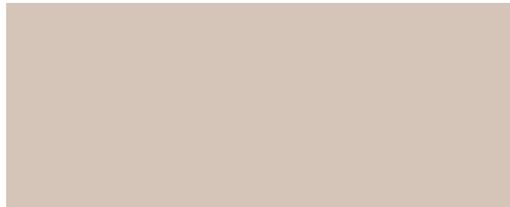
Your Inner Wild Is Calling.

JACKSON HOLE

The thundering sound you'll experience in the National Elk Refuge comes not from the largest elk herd on Earth, but from your own beating heart. Immerse yourself in wild by simply going to visitjacksonhole.com.

Content Curation

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Content Collaboration



- Partnership with Red Bull Media House and Brain Farm Cinema with support from the Wyoming Office of Tourism
- Iconic snowboarder Travis Rice's highly-anticipated return in *The Fourth Phase*



- Potential collaboration with WZRDmedia, Jackson Hole Mountain Resort (JHMR) and the Wyoming Office of Tourism
- Content video and digital campaign on Brolin Mawejje, Ugandan snowboarder

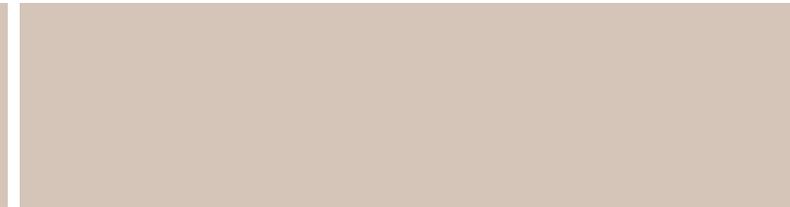
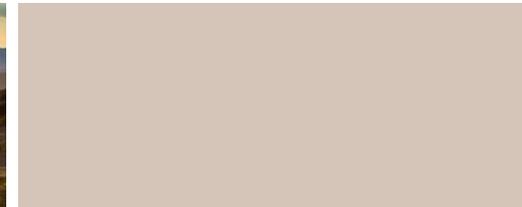
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Content Creation

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That's WY //The Frank Teasley Story



“It’s the adventure that keeps me in it.”

For eight-time Iditarod veteran Frank Teasley, mushing dogs isn’t a job. It’s a lifestyle. For 23 years, Frank has mushed through the Alaskan and Wyoming wilderness and guided many followers on grand adventures.

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That's WY //The George Bumann Story



“Nature has things to tell you, things to teach you.”

Nature told George Bumann to leave a promising, lucrative career on the East Coast for a spartan existence in the wild of Wyoming. An accomplished sculptor and naturalist, George spends his days getting inspired by the landscapes and wildlife of Yellowstone National Park, and creating artwork that captures its essence.



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2016/17 Winter Media Buy October 17th – February 5th

Broadcast

Print

Online/Digital

Social

SEM

Sirius XM

Pandora/ADARA
Native Content
In-Stream Video
Standard Banners

Facebook
Instagram
Promoted posts

Google.com
Yahoo.com

*111M Impressions
19% of Total Media*

*32.3M Impressions
66% of Total Media*

*25.1M Impressions
15% of Total Media*

12.0M Impressions



Partner Campaigns

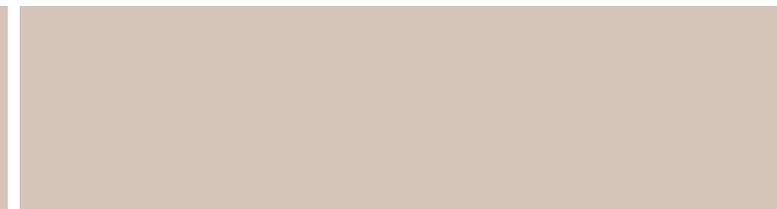
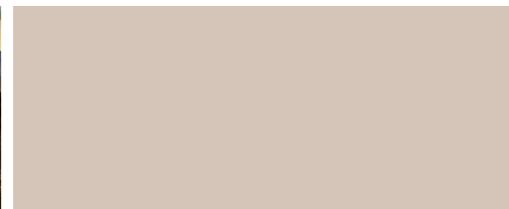
In-Flight Channels

SKI
Mountain
Skiing
Powder
Freeskier

Display Banners
Native Content
In-Stream Video

Facebook
Instagram
Promoted posts

SledWyoming.com
SledtheWinds.com

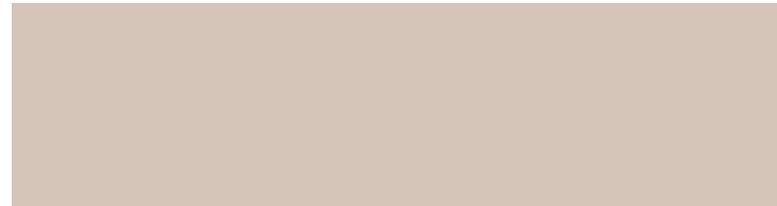
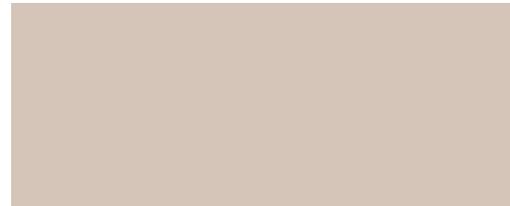




2017 Planning Objectives

- Leverage learning from 2016
- More integration of local industry partners
- Move visitors around the state
- Exposure to new and unexpected places
- Strategic partnerships
- Integration with WOT programs and agency partners

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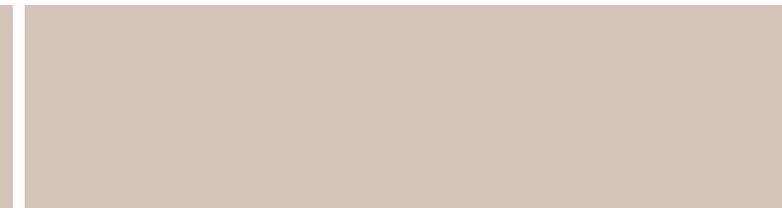
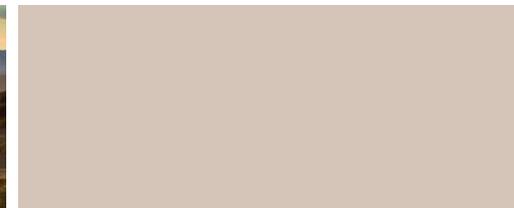


2016/17 Summer Production Content Stories

- Devils Tower – From climbers and adventurers to tribe members and locals, this content piece will explore the sacred power of Devils Tower.
- Eaton’s Ranch –Explore the history and culture of dude ranches and how the Eaton family connects with families who travel the dusty trail from all over the world.
- King’s Saddlery – The people and the process behind these truly authentic works of functional art– and what that means to preserve the culture and adventure that is uniquely Wyoming.



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2017 Solar Eclipse

- Eclipse 2017 – General information about the eclipse with Wyoming resources and map.
- Plan Your Trip – Regional itineraries including a statewide map highlighting the path of totality.
- Local Events & Info – Community events and local celebrations
- WY Night Skies – Night sky guide & gear, stargazing and astro experiences along with Astronomy clubs and resources.

www.travelwyoming.com/eclipse



VIEW THE ECLIPSE

- ECLIPSE 2017
- PLAN YOUR TRIP
- LOCAL EVENTS & INFO
- WY NIGHT SKIES

Total Eclipse Countdown

3 4 2 : 0 9 : 5 3 : 0 6
 Days Hours Minutes Seconds

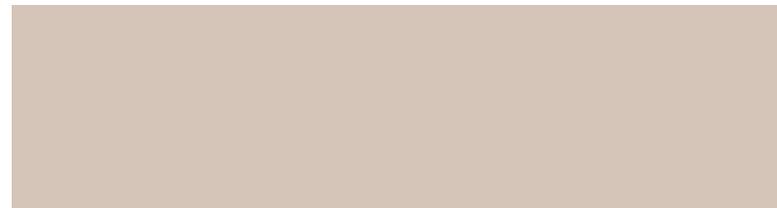
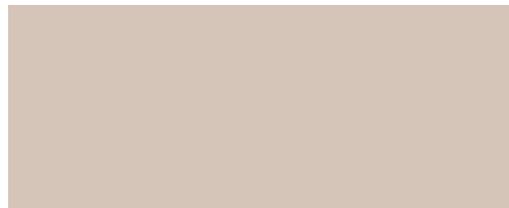




“Tiny House, Big Living” – HGTV partnership

- Cable and digital proposal to leverage Tiny House popularity
- HGTV, with its current “Tiny House” programming and aspirational on-air content aligns well with our target
 - 31% of our audience watches HGTV
- Earned media potential through public relations efforts

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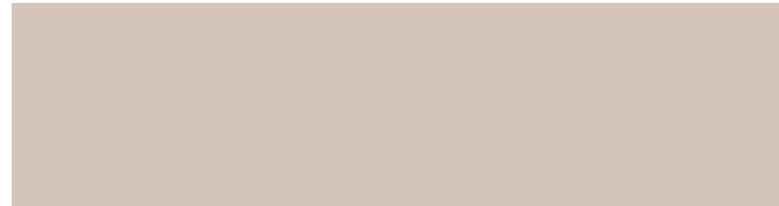
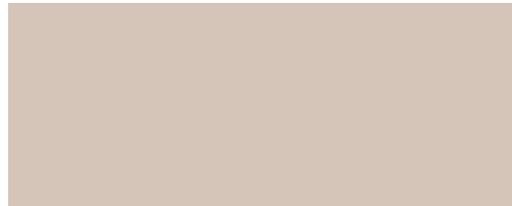




Looking Forward

- Women of the West content stories
 - Supporting the 19th amendment anniversary
- Highlighting Wyoming tribes & Native Stories
 - Supporting the Treaty of Fort Laramie (1868)

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2017 Partner Opportunities

BVK – Fahlgren Mortine – Miles

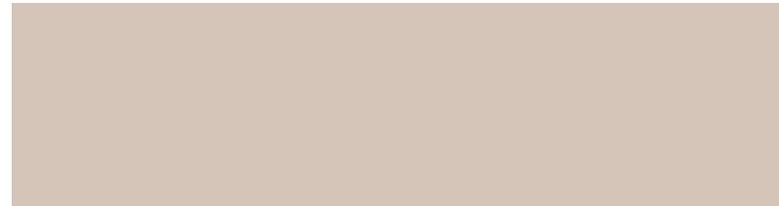
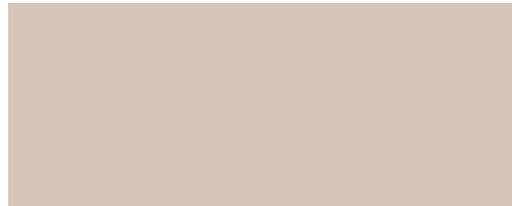




Technical Assistance Co-op Program (TACP)

- Designed to support and facilitate projects that contribute to the development of the tourism industry in WY.
- \$5,000 per project based on eligibility & a 50% cash match
- Applications accepted until April 1, 2017 or until TACP funds are expended.

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Paid Advertising

- TravelWyoming.com Digital Advertising
- 2017 Official Traveler's Journal Advertising
- E-Newsletter Native Advertising

 Jim Wilkinson, jim.wilkinson@milespartnership.com

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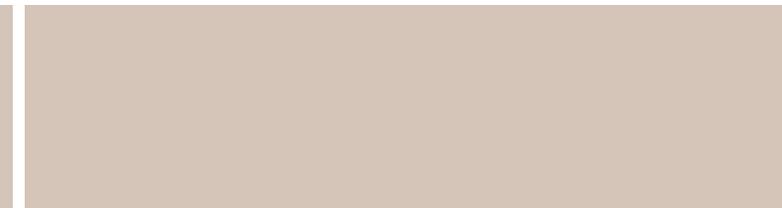
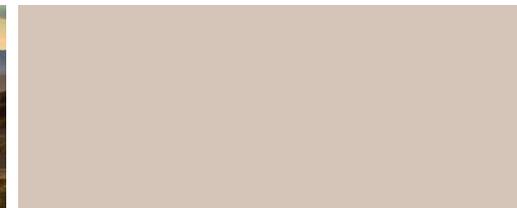
Co-Op Advertising

- 2017 Summer Print/Digital Co-op Program
- Retargeting Program
- Search Engine Marketing (SEM) Co-Op



Jeff Polley, jpolley@maddenmedia.com

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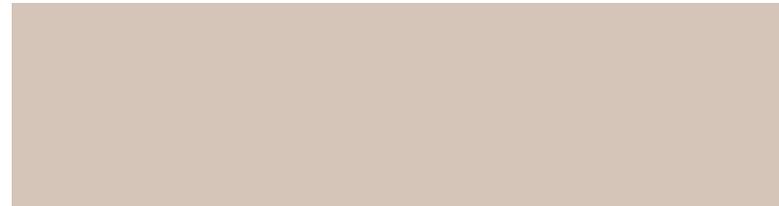
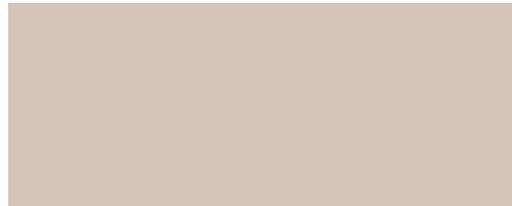
Media & PR

- 2017 New York Media Mission
- PR / Media Fam Tour Development
- Media Lead Email Program



Chris Mickey, chris.mickey@wyo.gov

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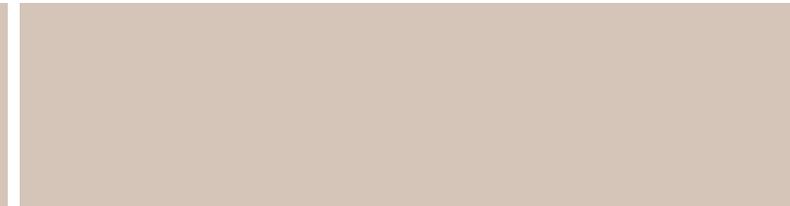
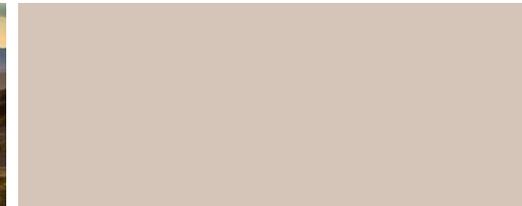


Visitor Engagement

- Sticker Program
- Local Engagement Strategies



Monica Taylor-Lee, monica.lee@wyo.gov





International Opportunities

- Wyoming Adventure Guide
- In-Language Video
- Travel USA Inspiration Guide

 Mitch Knothe, mitch.knothe@milespartnership.com

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