



## 2016/2017 PARTNER MARKETING OPPORTUNITIES



### TRAVELWYOMING.COM DIGITAL ADVERTISING

The launch of the new consumer website brings new and refreshed opportunities for partners to reach over 2.45 million interested travelers each year. A variety of advertising options are available including Featured Business Listings, Native Advertising, and Email Lead Generation.



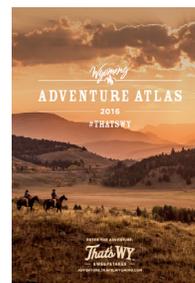
### E-NEWSLETTER NATIVE ADVERTISING

With over 210,000 actively engaged subscribers, the monthly E-newsletter is a great opportunity to reach an engaged and active planning audience. In addition to monthly content, keep an eye out for dedicated email opportunities around key events and campaigns throughout the year.



### 2017 OFFICIAL TRAVELERS JOURNAL ADVERTISING AND DIRECT MAIL INSERT

With a circulation of nearly 400,000, the Official Travelers Journal is a great opportunity to reach targeted potential visitors who are actively planning their Wyoming vacation. In addition, partners have the opportunity to reach 30,000 travelers during the key summer travel-planning window with the direct mail insert program.



### 2017 INTEGRATED PRINT/DIGITAL CO-OP

Back by popular demand, the 2017 Spring Insert Program has been refreshed to include additional enhancements including a digital-only edition and amplified storytelling opportunities.

### RETARGETING AND SEM CO-OP PROGRAMS

**New in 2017!** Partners will have the opportunity to drive qualified traffic from TravelWyoming.com to your site through retargeting capabilities. WOT will also continue to offer the popular SEM Co-op throughout the year.



Consumers visit TravelWyoming.com; retargeting pixels gather information

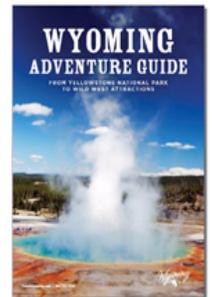
While continuing to browse, consumers are served with partner ads.



Consumers are driven to the partner's site to further explore/convert

### TRANSLATED GUIDES

WOT has teamed up with Miles to create WY specific in-language guides. These guides will feature general information, climate and travel tips, national parks, itineraries and maps; and will be produced in both a printed version and digital version for download. With over 280,000 printed guides for distribution, this is a high impact opportunity for destinations looking to target the international audience.



### IN-LANGUAGE VIDEOS

Create a 2-1/2 minute in-language video to be featured on WOT's international pages, BrandUSA's consumer website and across your own media channels. Along with the video, partners receive a 400-500 word in-language travel article and all B-roll footage. A 50% match will be provided by WOT for participating partners.



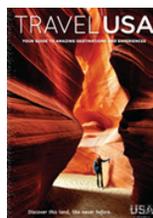
### ENHANCED CITY PAGES

Located on Brand USA's primary fulfillment piece www.visittheusa.com: This program takes copy points that partners provide to create a 500 word article, along with 10 photos and a video that are translated into multiple languages. A 50% match will be provided by WOT for participating partners.



### TRAVEL USA INSPIRATION GUIDE

Brand USA's "Travel USA" Inspiration Guide helps U.S. destinations attract valuable international visitors through a mix of online and print exposure. In addition to the global print distribution strategy, each language-specific guide also has a dedicated digital campaign.



### 2017 NEW YORK MEDIA MISSION

The Wyoming Office of Tourism (WOT) will return to New York City in March 2017 for desk-side meetings with key media outlets, freelancers and influencers. The mission is designed to put Wyoming tourism representatives and industry partners in direct, individual contact with gatekeepers for editorial and social content.

### 2017 STICKER PROGRAM

Beloved by visitors and industry alike, WOT will be bringing back the Road Trip Sticker Program in 2017. As we build on the momentum of the That's WY campaign, we are looking at ways to continue to evolve the program to support the brand and visitor engagement goals and objectives alike. More information on the 2017 program to come!

### MEDIA LEAD EMAIL PROGRAM

Throughout the year, WOT and agency partners uncover or receive media opportunities that are relevant and timely for industry partners. To enhance the efforts of industry partners and provide media contacts with direct resources, WOT is developing a statewide media leads program.

## PROGRAM CONTACTS AND DEADLINES

	CONTACT	EMAIL	DEADLINE
Paid Advertising			
TravelWyoming.com Digital 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-newsletter 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

### TECHNICAL ASSISTANCE CO-OP PROGRAM

Funding for the 2016/2017 Technical Assistance Co-op Program (TACP) is now available. This program is designed to support and facilitate projects that contribute to the development of the tourism industry statewide. The intent of the TACP is to fund a larger variety of projects that directly support WOT's strategic areas of focus.

WOT will award up to \$5,000 per project based on eligibility. The Co-op requires a 50% cash match on behalf of the applicant and will be awarded on a reimbursable basis. Applications are accepted between August 1, 2016 - April 1, 2017 and projects are evaluated upon receipt and awarded until TACP funds are expended.

(Examples of eligible projects include, but are not limited to: visitor way-finding signage, marketing research initiatives to drive tourism development strategies and the implementation of visitor service or customer service training).

### FOR ADDITIONAL INFORMATION ON WOT PROGRAMS, CONTACT:

Britney Butler, Industry Relations Manager  
britney.butler@wyo.gov | 307-777-6706