

Wyoming Office of Tourism

Strategic Clarity Overview
2018-2019 (FY19-FY20)



OUR STRATEGIC ANCHORS	
<p>VISION: Lead the industry in innovative and competitive methods that inspire travel for the sustainable economic and social benefits tourism brings to Wyoming communities and residents.</p> <p>OUR MISSION: We promote and facilitate increased travel to and within the state of Wyoming.</p> <p>OUR UNIQUE VALUE: WOT is the only statewide organization dedicated to growing Wyoming's visitor economy.</p>	
WOT BRAND INTENTION	
<p>High-Quality Essential Passionate VISIONARY</p> <p>We are</p>	
OUR VISION-IN AND VALUES	
<p>DEDICATION</p> <p>We are proud of our upbeat, innovative and inspiring atmosphere. We care about one another, not just as co-workers, but as people.</p> <p>We are united by our passion for Wyoming, our dedication to excellence and our belief in building strong and enduring relationships.</p> <p>At the Wyoming Office of Tourism, our ideas are as big as our landscapes.</p>	
RELATIONSHIPS	EXCELLENCE
<p>ADAPTABLE</p>	

STRATEGIC AREAS OF FOCUS			
Grow Wyoming's visitor economy.	Maximize the impact of our partnerships.	Champion the destination and the brand.	Ensure organizational excellence.
KEY OBJECTIVES			
<ul style="list-style-type: none"> Increase total campaign influenced trips by 10% Increase tourism-related campaign ROI tax collections by 10%. Increase travel generated direct spending by 3%. 	<ul style="list-style-type: none"> Grow industry partner engagement by 10%. Achieve 4.25 out of 5 star or greater overall partner satisfaction rating. 	<ul style="list-style-type: none"> Increase intent to travel metrics by 20%. Increase destination familiarity to 45%. Establish a relevant method to measure consumer conversion paths across the trip planning cycle. 	<ul style="list-style-type: none"> Establish the best measure for employee engagement. Establish organization-wide use of data to track and inform our decisions.
KEY STRATEGIC INITIATIVES			
<ul style="list-style-type: none"> Grow visitor traffic to off-the-beaten path destinations by increasing return visitors. Grow visitation during shoulder seasons. Grow length of stay. 	<ul style="list-style-type: none"> Create scalable partner programs and co-ops across multiple budget levels with ample lead times. Ensure partner opportunities deliver a return on partner investment. Realign partner offerings with stakeholder budget planning cycles. 	<ul style="list-style-type: none"> Strengthen internal integrated PR, strategic partnerships, and marketing efforts to further extend Wyoming's brand reach. Utilize new media trends and channels to ensure strong brand experience. Implement evolved KPI's among all vendors for shared goals and accountability. 	<ul style="list-style-type: none"> Cultivate a work environment that inspires collaboration and leadership principles among all team members to deepen engagement. Improve operational and organizational efficiencies.
BOLD BOX	BOLD BOX	BOLD BOX	BOLD BOX
Support tourism industry efforts to secure sustainable funding.	Grow regional outreach by working across borders.	Secure national sponsorship that elevates campaign efforts.	WOT Brand Ambassador development (street teams, in-state outreach, WOT social channel engagement, etc