



VISIT *Casper*

2024 MARKETING PLAN



EXECUTIVE SUMMARY

The Natrona County Travel & Tourism Council is a joint powers council whose mission is to enhance the economic base of Natrona County through tourism. DBA Visit Casper, its primary objective is to encourage more and longer visitor stays through marketing programs aimed at conventions and meetings, individual, motorcoach and special events markets.

After the successful passing of the Natrona County Lodging Tax in 2022, Visit Casper looks forward and presents a fully integrated, strategic marketing plan to adeptly take Visit Casper through 2024 and lay a strong foundation for the future of Natrona County's marketing efforts.

One of Visit Casper's strategic imperatives for 2023-2026 is to develop and execute strategic marketing and communication efforts. The marketing strategies and calendar outlined in this plan are the essential steps to meeting that imperative.

Note: Throughout this strategic plan, for ease of reading, we reference the destination as Casper. Please note that Visit Casper markets all of Natrona County as a destination. For the ease of identifying the area for a visitor, we simply refer to Natrona County as Casper or the Casper area.

MISSION

VISIT CASPER IS A DRIVING FORCE THAT DRAWS VISITORS TO NATRONA COUNTY IN SUPPORT OF OUR LOCAL ECONOMY AND QUALITY OF LIFE.

VISION

A MORE DYNAMIC CASPER THAT VISITORS WANT TO RETURN TO & RESIDENTS WANT TO BRAG ABOUT.

ORGANIZATIONAL POSITION

Visit Casper benefits tourism-related organizations and our community, promoting tourism in Natrona County through:

- Delivering strategic marketing, advertising and sales in targeted feeder markets
- Delivering on the brand promise by developing the product for our visitors and facilitating experiences and events for them when they arrive
- Building support for tourism in the Casper area through education and active development of advocates



BRAND POSITION & PROMISE

VISIT CASPER BRAND POSITION

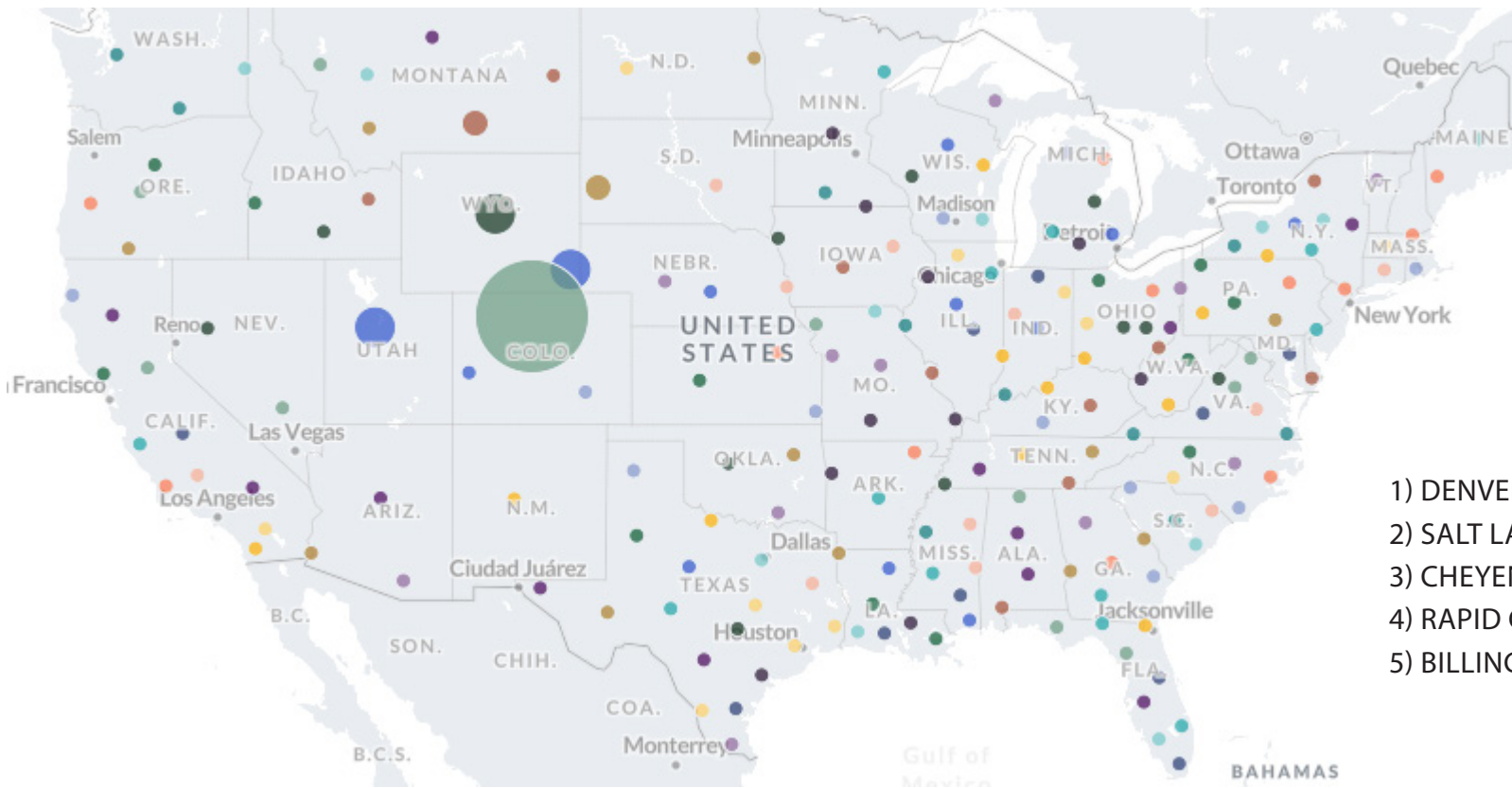
Casper is the place where the boundaries between natural and urban landscapes blur, offering unparalleled access to recreational, cultural and commercial opportunities.

VISIT CASPER BRAND PROMISE

Nestled in the North Platte River Valley at the base of Casper Mountain, Casper, Wyoming, is home to world class outdoor recreational opportunities, an urban lifestyle and a friendly, welcoming attitude. Established at the confluence of several historical trails, the city remains Wyoming's hub of commerce, culture, creativity and competition that beckons the adventurous to immerse themselves in our brilliant blue skies and wide-open spaces.



CASPER'S TOP MARKETS



- 1) DENVER, CO
- 2) SALT LAKE CITY, UT
- 3) CHEYENNE, WY - SCOTTSBLUFF, NE
- 4) RAPID CITY, SD
- 5) BILLINGS, MT

LEISURE MARKETING STRATEGY

DEVELOP FULLY INTEGRATED, TARGETED MARKETING CAMPAIGNS TO ATTRACT VISITORS TO CASPER YEAR-ROUND. CONVERT DAYTRIP VISITORS TO OVERNIGHT VISITORS TO INCREASE INCREMENTAL SPEND AND ECONOMIC IMPACT TO THE DESTINATION.

1. Owned Media - Implement a strategic content build-out strategy highlighting our year-round outdoor recreation access, touchable history, arts & culture, and our local dining and brewery scene. We will leverage this content across our multitude of platforms to grow our owned audience and generate new daytrip and overnight visitor inquiries and leads.
 - a. Collaborate with *Simpleview to continually optimize VisitCasper.com for usability, search engine optimization and relevance. This includes maintaining a robust events calendar, a monthly blog featuring things to do and experience in Casper, up-to-date business listings, and updated visuals that showcase the beauty of Casper.
 - b. Partner with *Madden Media on a consumer lead optimization project to improve customer lead gathering and workflows through form improvements, website usability and interest segmentation via email.
 - c. Along with our monthly blog, we will build out an extensive portfolio of content, including but not limited to, long & short form video, additional *Bandwango Experience Passes for visitors and residents, interactive 360 walkthroughs for our stakeholders, and downloadable itineraries.
 - d. Deploy content across all of our owned media platforms to increase awareness, drive engagement and grow our following. This includes monthly leisure-focused emails, current social media platforms (Facebook & Instagram) and new social media platforms (YouTube Shorts & LinkedIn).
 - e. Prioritize our bi-annual content audit and continue to update website content, blogs, partner listings, etc, to ensure content and information is relevant and accurate for the current state of the destination.
 - f. Continue to invest in the Official Casper Guide as a premier tool for trip planners as well as a resource for visitors and residents in the area.



2. Paid Media: In partnership with Madden Media, deploy seasonal and year-round paid advertising under the One & Only campaign to drive awareness and visitation to Natrona County.
- a. Utilize paid social advertising on Facebook, Instagram & YouTube as appropriate to support key campaign build outs, grow our audience, increase engagement, and drive conversions (website sessions, visitor guide requests, email sign ups, Bandwango pass downloads, *RTY kit orders, etc.).
 - b. Utilize programmatic display and remarketing tactics to promote Casper as a unique and diverse destination.
 - c. Deploy a year-round *SEM & Google Prospecting campaign to increase website visitation, visitor guide requests, email sign ups, etc. Utilize remarketing tactics for high-value keywords targeting users who have previously visited VisitCasper.com.

Reference next slide for proposed campaign schedule and timeline.



TENTATIVE PAID MEDIA BUDGET & CALENDAR

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	Deliverable
Search Engine Marketing (CPC)														Est. 56k clicks
SEM - Near Me (CPC)														Est. 22k clicks
Google Prospecting (CPM)														Est. 7.5m+ imp
Mindset Targeting (CPM)														Est. 1.6m+ imp
Meta Prospecting (CPC)														Est. 10k+ clicks
Meta Remarketing (CPC)														Est. 9k+ clicks

2. Continued

- d. Deploy an OTT campaign through iHeart Media from July through September in the Denver, SLC, Austin and Houston markets highlighting year-round travel to Casper.
- e. Strategically run locally targeted paid social and digital campaigns in-house to increase awareness for and drive traffic to local signature events such as CNFR, NIC Fest, Visit Casper Marathon, etc.

- 3. Invest in strategic PR outreach to increase awareness for Casper as a travel destination. Garner coverage for Casper through distinct story angles and grow occupancy through year-round public relations efforts.
 - a. Host small media/influencer groups (or individual press trips) to reach atypical audiences to promote Casper as a destination year-round.
 - b. Targeted pitches: Summer road trips, history, outdoor recreation, fall travel and winter training to regional and national media to introduce Casper to new audiences.
 - d. Issue consumer facing news releases nationally, regionally and locally to targetted media to garner coverage and awareness for Casper as a year-round destination, especially in shoulder seasons.





4. Utilize updated campaign elements to continue the Road to Yellowstone Campaign which encourages travelers planning a vacation to Yellowstone National Park to consider Casper as an overnight stop on their way to and/or from the park. The campaign drives users to online and direct mail resources to plan their trip to the park through Casper.
 - a. Utilize a segment of the previously mentioned paid search campaign to target visitors in the planning stages of a YNP vacation.
 - b. Continue our Road to Yellowstone paid media campaign to drive traffic to VisitCasper.com YNP Trip planning resources including the Onramp Kit.
 - c. Employ digital retargeting of leads who have shown interest in YNP content on the Visit Casper website.
 - d. Utilize paid and organic social media to drive awareness, site traffic and kit orders.
 - e. Leverage print, digital and social opportunities through YellowstoneJournal.com to increase visitation on the way to Yellowstone and overnight stays.

5. Develop and deploy an in-state specific campaign which targets Wyomingites and highlights our unforgettable experiences that are available so close to home as well as to support in-state meetings/sporting events.
 - a. Partner with Madden Media to develop a campaign concept, design and supporting content.
 - b. Utilize similar owned and paid media tactics in previous slides to support the campaign build out, drive engagement and increase conversions (website sessions, itinerary downloads, email signups, etc.)
 - c. Implement PR tactics to garner media coverage on a local level as a key supporting element to the campaign launch and execution.



6. Execute on new strategic partnerships with the goal of leveraging new audiences and increasing brand awareness.

- a. Logan & Morgan Wilson will be Casper ambassadors this year. Along with featuring them in our marketing efforts, they have committed to sharing our message on their platforms, helping us reach a social audience of 100k+.
- b. Infinite Outdoors, a Casper-based startup company that connects landowners with outdoorsmen looking to access private land for day lease hunting and fishing trips. Natrona County will be the only free land that app users can view and interact with before paying for the subscription. Visit Casper will also be featured throughout their marketing efforts as a sponsor.
- c. Carvertise is an industry leader in transit advertising and will help us get our brand in front of an estimated six million people. Starting in August through October, a total of 10 wrapped cars with Visit Casper branding will be used as Uber, Lyft and food delivery vehicles across the Denver area. We are also excited to have our wrapped cars in the middle of all the action at the following events, taking place in the metro-Denver area as well.

- 1. Colorado Rockies vs. Arizona Diamondbacks
- 2. Ed Sheeran Concert at the Mile High Theater
- 3. Great American Beer Fest
- 4. University of Colorado Football vs. Southern California University
- 5. Denver Broncos game (opponent tbd)



2024 LEISURE MARKETING PERFORMANCE MEASURES + GOALS

100% DISTRIBUTION OF VISITOR GUIDES (50K TOTAL)

10% INCREASE IN YELLOWSTONE KIT ORDERS

15% INCREASE IN CONTACTS IN LEISURE
EMAIL DATABASE

5% OVERALL INCREASE IN FOLLOWING ACROSS
SOCIAL MEDIA PLATFORMS

REDUCE OVERALL WEBSITE BOUNCE
RATE TO UNDER 55%

GARNER PR DESIGNATION(S) THAT AMPLIFY
NEWS COVERAGE AND MAKE CASPER A
DESTINATION OF NOTE



CHEAT SHEET

Zartico: Geolocation data provider that helps destinations better understand where visitors are coming from, when they are coming, why they are coming, and what they spend their money on when they are in destination.

Simpleview: Industry leading website development and maintenance agency.

Madden Media: Industry leading digital marketing agency.

Bandwango Experience Passes: A destination experience tool which allows us to digitize itineraries and seamlessly connect visitors with community partners & businesses.

RTY kits or Road to Yellowstone kits: Free to order package filled with Visit Casper branded items that encourage road trippers to stop and stay in Casper on their way to the Nation's first National Park.

SEM: Search Engine Marketing, a form of digital marketing on search engine platforms, like Google, that targets visitors as they are searching for keywords and phrases.

OTT: Over-the-top marketing/advertising refers to streaming ads across a variety of online streaming platforms/networks such as Hulu, ESPN, Peacock, etc.






MEETINGS, SPORTS + GROUP TRAVEL MARKETING STRATEGY

DEVELOP FULLY INTEGRATED, TARGETED MARKETING CAMPAIGNS TO APPEAL TO PLANNERS OF MEETINGS, CONVENTIONS, SPORTS TOURNAMENTS AND TOUR OPERATORS WITH THE GOAL OF BOOKING A VARIETY OF EVENTS IN CASPER IN 2024 AND BEYOND.

1. Utilize owned channels and staff resources to develop new business, maintain relationships with existing planners and nurture leads.
 - a. Leverage business development activities including tradeshow, site visits and FAM tours that result in new meetings, sports and events business.
 - b. Use familiarization tours and site visits to drive interest in the destination.
 - c. Utilize tradeshow contacts, purchased lead gen lists and industry partner referrals in coordination with business development staff as appropriate to communicate with new business leads and contacts.
 - e. Deploy monthly emails to database of sales leads to keep Casper top-of-mind, keeping relevant segment(s) up-to-date about new and noteworthy happenings, seasonal offerings and deals.
 - g. Utilize organic LinkedIn as appropriate to share relevant updates and drive awareness of Casper.
 - h. Deploy and manage a client relationship management strategy to keep Casper top-of-mind. Includes annual care packages to key leads and clients with swag from Casper to nurture the relationship.

2. Partner with Sports Destination Management & WYO Sports Ranch to launch a paid media campaign that positions Casper as the best sports destination in the Rocky Mountain West and echoes the WYO Sports Ranch's message to bring sports out West.
 - a. Invest in static and video ads on SportsDestinationManagement.com
 - b. Strategically place Casper & the WYO Sports Ranch in Sports Destination Management print magazines throughout FY24.
 - c. Advertise Casper as a premier sports destination to a look-alike audience of sporting event planners created by Sports Destination Management's digital team
3. Strategically utilize local, regional and targeted media to drive awareness of Casper as a destination and Visit Casper's efforts to drive business to Casper.
 - a. When appropriate, deploy press releases, newswire stories and MAT releases to regional and targeted media to drive awareness of Casper as a meeting, event and sports destination.
 - b. When appropriate, deploy news releases locally and in targeted markets about upcoming, committed business in Casper.
4. Implement a collaborative bi-annual content audit process with the Visit Casper sales team to update and expand upon the hub of content on VisitCasper.com that houses itinerary ideas, group-friendly establishments and attractions and resources for regional and national operators.





2024 MEETINGS, SPORTS+ GROUP TRAVEL MARKETING PERFORMANCE MEASURES + GOALS

5,000 NEW ROOM NIGHTS ANNUALLY

5 SITE VISITS ANNUALLY

5 LOCAL REFERRALS

AN INCREASE IN PARTNER PERCEPTION SCORES YEAR OVER YEAR

5 NEW SPORTING EVENTS HOSTED AT WYO SPORTS RANCH

CASPER RESIDENT MARKETING STRATEGY

CASPER RESIDENTS ARE AN IMPORTANT INFLUENCE IN GROWING OUR VISITOR ECONOMY. BY CONNECTING LOCALS TO OUR BRANDS AS WELL AS WITH THE PLACES THEY LOVE, THEY ARE MORE LIKELY TO HOST THEIR OWN MEETINGS AND EVENTS, ADVOCATE FOR THE DESTINATION AND INVITE FRIENDS AND FAMILY TO VISIT AND SHARE THEIR COMMUNITY.

1. Continue to build authority and community with Casper residents, industry partners and elected officials as Visit Casper team and brand.
 - a. Work with local media to regularly share what is new in the industry, information about CTA, Visit Casper's wins and general "things residents should know about what's happening in the community."
 - b. Utilize our new events calendar to curate a robust list of local events, activities and things to do on VisitCasper.com for visitors and locals. Encourage event submissions from local organizations online.
 - c. Leverage access to visitation data about key points of interest to assist partners in meeting their business objectives. Set annual meetings with select partners to review trends, visitation to their business and insights about travel for the coming season.





2. Leverage the Visit Casper grant program & Marketing Co-op to connect with residents and create recognition and understanding for the mission/value of Visit Casper.
 - a. Promote grant cycle to partners and stakeholders encouraging them to apply for funding.
 - b. Create formal deliverables for grant dollars expended and follow-up to ensure compliance.
 - c. Collect testimonials from local event holders to share the value of the grant program and how it changes the landscape of events and tourism in Natrona County.
3. Be a source of entertainment, not just information and data, for locals to drive ambassadorship and love of place.
 - a. Continue to leverage the 5150' Local brand to build ambassadorship among residents and connecting locals with content and resources that positions Casper as a top place to live, work and play.
3. Continue to create and launch unique initiatives for 307 day to encourage local stewardship and appreciation for Casper and the state of Wyoming

5. Be the go-to source for providing community marketing assets. This includes photos, videos, PowerPoint presentations, social posts and other content as created and available.
 - a. Continue to promote Barberstock asset library for partner use.
 - b. Update the library 2x year with new assets (or as available) and notify partners of updates.
6. Update about, industry and resource pages on VisitCasper.com for advocacy and industry needs.
 - a. Include budgets, marketing, strategic and master plans to increase the transparency of our work as well as to continue to be a resource for local and regional industry.
7. Partner with Advance Casper to launch a relocation specific campaign that positions Casper as a great place to visit and then relocate to.
 - a. Continue fulfillment and local distribution of a printed relocation guide.



8. Continue to recruit residents to participate in the Certified Tourism Ambassador™ program to deepen their understanding of the tourism economy and provide excellent customer service to Casper area visitors.

- a. Refresh the Casper CTA brand and launch an integrated, year-long marketing campaign to promote the CTA program to the general public of Casper. Leverage owned, paid and earned media to drive awareness and participation.
- b. Target new industries in the tourism economy (Casper College, realtor offices, etc.) to increase participation and build a stronger hospitality culture in Casper.
- c. Send news release to local media when program reaches milestones (e.g. 1,000 CTAs certified).
- d. Celebrate and acknowledge all current CTAs during National Travel & Tourism Week and/or at the annual event.
- f. Utilize team resources to make the CTA program feel like a VIP experience from the beginning to end. (Swag box, discounts, “insider” experiences, etc.)
- g. Send monthly emails from Casper CTA Headquarters updating CTAs about what’s happening in the community, industry, showing appreciation for them/their appreciation message.





RESIDENT MARKETING PERFORMANCE MEASURES + GOALS

15% INCREASE IN PAGE VIEWS TO THE EVENTS PAGE ON
THE VISITCASPER.COM SITE

AN INCREASE IN MARKETING CO-OP APPLICATIONS

AN INCREASE IN THE NUMBER OF PARTNER ACCOUNTS &

DOWNLOADS OF ASSETS ON BARBERSTOCK

CERTIFY 150 NEW CTAS ANNUALLY

MAINTAIN A RENEWAL RATE OF AT LEAST 50%