



VISIT *Casper*
2022 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 2018, Visit Casper looks forward and presents a fully integrated, strategic marketing plan to adeptly take Visit Casper through 2021 and lay a strong foundation for the future of Natrona County's marketing efforts.

One of Visit Casper's strategic imperatives for 2018-2021 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 VIBRANT CASPER CELEBRATED BY RESIDENTS AND VISITORS ALIKE.

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.

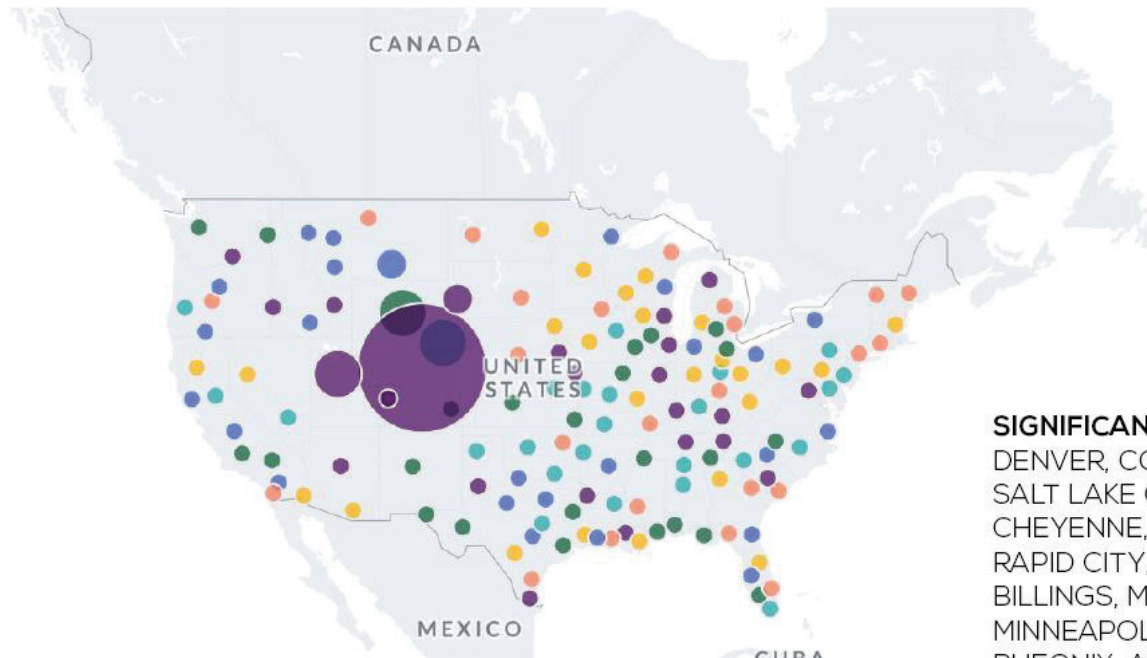
VISIT CASPER BRAND PROMISE

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

CASPER'S TOP MARKETS



SIGNIFICANT MARKETS(2021)

DENVER, CO
SALT LAKE CITY, UT
CHEYENNE, WY
RAPID CITY, SD
BILLINGS, MT

SIGNIFICANT MARKETS(2021)

DENVER, CO
SALT LAKE CITY, UT
CHEYENNE, WY
RAPID CITY, SD
BILLINGS, MT
MINNEAPOLIS- ST. PAUL, MN
PHOENIX, AZ
COLORADO SPRINGS - PUEBLO, CO
HOUSTON, TX
CHICAGO, IL
ST. PAUL, MN
WILLISTON, ND

An aerial photograph of a winding asphalt road that curves through a dense, green forest on a mountain slope. The scene is captured during the "golden hour" of sunset, with warm, low-angle light illuminating the landscape. In the background, more forested ridges are visible against a clear sky. The road starts from the bottom left, curves upwards and to the right, then loops back towards the left. A small building and a tennis court are visible in the lower right corner.

THE ONE & ONLY

IN 2020, VISIT CASPER LAUNCHED THE ONE & ONLY CAMPAIGN THAT FOCUSES ON UNIQUE EXPERIENCES IN CASPER AND HOW TO BEST EXPERIENCE THE DESTINATION. THE ONE & ONLY SERVES AS A CAMPAIGN PLATFORM FOR ALL VISIT CASPER CONSUMER-FACING MARKETING AND ADVERTISING.

SEGMENTS, EXECUTIONS AND MARKETING TACTICS OF THE ONE & ONLY CAMPAIGNS ARE DETAILED ON THE FOLLOWING PAGES.

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. Employ marketing activities on owned platforms that generate new daytrip and overnight leisure visitor inquiries and leads across multiple platforms. Content pillars include year-round outdoor recreation access, arts and culture, history and the Road to Yellowstone.
 - a. Deploy monthly leisure-focused emails promoting Casper as a destination from multiple vantages.
 - b. Utilize paid and organic tactics on social channels including Facebook, Instagram, TikTok et. al. as appropriate to support key campaign build outs and drive engagement.
 - c. Continue to invest in the Official Casper Guide as a resource for trip planners as well as visitors and residents in-market.
 - d. Work in-house and with Simpleview to continually optimize VisitCasper.com for usability, search and relevance. This includes maintaining a robust events calendar, a bi-monthly blog featuring things to do and experience in Casper, accurate trip planning information and up-to-date business listings.
 - e. Utilize the Bandwango platform to drive traffic to local businesses and attractions with themed savings passes.
 - f. Create ongoing social campaigns in key Wyoming markets in shoulder seasons to drive visitation. Top markets for day trip visitors include Douglas, Gillette, Lander, Rawlins and Riverton.
 - g. Deploy a bi-annual content audit to update website content, blogs, listings, etc. to ensure content and information is relevant and accurate for the current state of the destination.




2. Deploy seasonal and year-round paid advertising under the One & Only campaign to drive awareness and visitation to Natrona County.

- a. Deploy a year-round SEM 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. If available and appropriate, use WOT SEM Co-op to optimize and deepen SEM campaign.
- b. Employ programmatic display and remarketing tactics to promote Casper as a destination.
- c. Utilize paid advertising on Facebook and Instagram as appropriate to support key campaign build outs, to grow community and engagement as well as drive conversions (website sessions, visitor guide requests, email signs ups, Bandwango pass downloads, RTY kit orders, 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. As possible, 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.



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4. 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 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. If available, remarket to visitors of travelwyoming.com YNP related pages.
 - e. Utilize paid and organic social media to drive awareness, site traffic and kit orders.
 - f. Leverage print, digital and social opportunities through YellowstoneJournal.com to increase visitation on the way to Yellowstone and overnight stays.
 - g. In 2022, Visit Casper will leverage the coverage of the 150th Anniversary of Yellowstone National Park and update creative elements of the campaign to promote the anniversary.

2022 LEISURE MARKETING PERFORMANCE MEASURES + GOALS

5% INCREASE IN VISITOR GUIDE REQUESTS

10% INCREASE IN YELLOWSTONE KIT ORDERS

30% INCREASE IN CONTACTS IN LEISURE
EMAIL DATABASE

REDUCE OVERALL WEBSITE BOUNCE
RATE TO UNDER 50%

15% INCREASE IN YELLOWSTONE RELATED
PLANNING PAGES ON VISITCASPER.COM

GARNER PR COVERAGE MAKES CASPER A
DESTINATION OF NOTE





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 2022 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 social channels (LinkedIn, YouTube) as appropriate to share relevant updates and drive awareness of Casper.
 - h. Manage a client relationship management strategy to keep Casper top-of-mind. Includes multiple touch points to key leads and clients to nurture the relationship.

2. Leverage paid media where appropriate to build awareness of Casper as a meetings and sports destination.
 - a. Invest in paid social media on LinkedIn, targeting planners in geographic markets and industries that show potential for Casper.
 - b. Engage in digital and social (Facebook and LinkedIn) retargeting of leads who have visited visitcasper.com/sports, visitcasper.com/meetings and any other campaign related pages.
 - c. Leverage print, social and digital opportunities through media publications and third-party vendors to drive awareness for Casper.
 - d. Implement a paid search campaign to target meeting planners with a goal to drive awareness and generate leads.
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. Develop and execute "Casper Champions" to inform residents and industry on the value and economic impact of meetings and events.
 - a. Leverage access to service organizations, professional networks and industry leaders to share the value of meetings and events and how residents can be involved.
 - b. Utilize social media, video, radio, direct mail and other local digital and print outlets as appropriate.
5. Maintain a landing page and hub of content on VisitCasper.com that houses itinerary ideas, group-friendly establishments and attractions and resources for regional and national operators.





2022 MEETINGS, SPORTS+ GROUP TRAVEL MARKETING PERFORMANCE MEASURES + GOALS

5,000 NEW ROOM NIGHTS ANNUALLY

5 NEW SITE VISITS ANNUALLY

5 LOCAL REFERRALS

AN INCREASE IN PARTNER PERCEPTION SCORES YEAR OVER YEAR

10 NEW BUSINESS RFPS FOR MEETINGS AND CONVENTIONS

25% INCREASE ON MEETINGS-RELATED PAGE VIEWS ON VISITCASPER.COM

\$4 MILLION IN NEW BUSINESS ECONOMIC IMPACT

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. Continue 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 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 impacts jobs, earnings and quality of life.
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 destination place to live, work and play.

(see more details in the 5150' Local Marketing plan on page 20)

4. 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.
5. Launch Casper's Guide to the 307 on 307 Day (March 7, 2022)
 - a. Build a local resource for things to do, eat, drink, see and love about Casper, with input from the general public. Launch on March 7, 2022 with a limited print run for exclusivity.
 - b. Distribute online and locally through city-wide visitor guide locations.
6. Update about, industry and resource pages on VisitCasper.com to support transparency goals of the organization.
 - 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. Continue to leverage success of the Choose Casper relocation platform as a resource for employers recruiting talent to Casper.
 - a. Continue paid media for Choose Casper to drive awareness of Casper as a prime option for consumers who are interested in relocating.
 - b. Begin 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-round marketing campaign to promote the CTA program to the general public. Leverage owned, paid and earned media to drive awareness and participation.
 - b. Target new industries in the tourism economy (realtors, medical facilities, etc.) to increase participation and build a stronger hospitality culture in Casper.
 - c. Send news release to local media when program reaches milestones.
 - d. Celebrate and acknowledge all current CTAs during National Travel & Tourism Week and/or at the annual event.
 - e. Acknowledge and thank CTA employers when they send staff through the CTA program.
 - 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.
 - h. Develop and launch a CTA Coupon book offering deals and discounts around town.





RESIDENT MARKETING PERFORMANCE MEASURES + GOALS

25% INCREASE IN PAGE VIEWS TO THE EVENTS
PAGE ON THE VISITCASPER.COM SITE

AN INCREASE IN THE NUMBER OF PARTNER
ACCOUNTS AND DOWNLOADS OF ASSETS ON
BARBERSTOCK

INCREASED PARTNER PERCEPTION SCORES

CERTIFY 150 NEW CTAS ANNUALLY

MAINTAIN A RENEWAL RATE OF AT LEAST 50%

INCREASED RESIDENT PERCEPTION SCORES

COVID-19 RESPONSE PLAN

Visit Casper staff will monitor data points to determine if, when and how to shift messaging. Data sources include Zartico, STR, American Traveler Sentiment, and website engagement.

Factors that might impact our ability to effectively keep selling Casper include planners' willingness to plan in an uncertain environment, budget reductions impacting corporate travel for the short and long term and international and domestic travel restrictions.

Visit Casper will continue to promote Casper as a future destination for meetings, sports and group travel regardless of the current COVID-19 situation. Since the lead time for most events is 1-2 years in advance, we will continue to share updates, changes and protocols with our contacts to establish authority in the space.

As the authoritative expert on our destination, it is our duty to give travelers the most up-to-date status of COVID restrictions and protocols as it relates to the visitor experience. We will maintain a landing page on VisitCasper.com that will be prominently displayed for the duration of the pandemic.

As it becomes appropriate, Visit Casper will utilize the dynamic content module on VistiCasper.com to serve residents important information as it relates to COVID updates in the community. This may include travel restrictions, curbside and takeout offerings, free and safe activities, COVID-19 response by the community and travel industry as well as ways that locals and others in Casper can experience the best of Casper's offerings while practicing safe habits and social distancing.





5150' *Local*

2022 MARKETING STRATEGY



EXECUTIVE SUMMARY

5150' Local is a sister brand to Visit Casper who's mission is to establish and encourage a sense of belonging within the local community. Our primary objective is to instill pride within the citizens of Casper, native and new, so that the people of this place not only open their hearts to one another but to visitors of Natrona County. In turn making the 5150' a better place to adventure, work, live and come back to time and time again.

5150' Local looks forward and presents a fully integrated, strategic marketing plan to adeptly take 5150' Local and Visit Casper through 2022 and lay a strong foundation for the future of both organizations' marketing efforts.

One of 5150' Local's imperatives for 2022 is to develop and execute strategic marketing and communication efforts. The marketing strategies and calendar outlined in this plan are the first, essential steps for meeting that imperative.

A person wearing a green jacket and goggles is shown from the chest up, partially obscured by a thick spray of white snow. The background is a snowy, hazy landscape with some evergreen trees visible in the distance.

mission:

5150' LOCAL IS A COMMUNITY DRIVEN BRAND
DESIGNED TO ESTABLISH AND ENCOURAGE A SENSE OF PRIDE
AND BELONGING AMONGST CASPER RESIDENTS - MAKING THE
5150' A BETTER PLACE TO VISIT, WORK AND LIVE.

vision:

BUILDING A LOCAL CULTURE THAT
IS SUPPORTIVE AND PROTECTIVE OF CASPER'S TRADITIONS,
REPUTATION AND FUTURE. ELEVATING THE QUALITY OF LIFE
FOR RESIDENTS AND PROVIDING THE MOST AUTHENTIC
EXPERIENCE FOR VISITORS.



ORGANIZATIONAL POSITION

5150⁺ Local benefits our residents and fuels tourism efforts in Central Wyoming, promoting community through:

- Delivering on the brand promise by representing the people and spirit of Casper and facilitating experiences and events for community members year round.
- Building support for local artists, businesses and residents through storytelling and strategic marketing.

BRAND POSITION

& promise

5150' LOCAL BRAND POSITION

5150' is the place we call home. It's where Casper locals come together to weather harsh storms, ride for the brand and share their love for "Forever West" in Casper and beyond.

5150' LOCAL BRAND PROMISE

From our friendly, welcoming spirit and give a damn attitude to the familiar western landscapes that hold us, there is no place we would rather be than the 5150'. Built from tradition and grit, we will always strive to bring our community together to not only elevate the quality of life for residents but provide the best experience for visitors.



CASPER RESIDENT MARKETING STRATEGY

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

- 7.** Be a progressive, reliable resource that not only entertains and educates but drives ambassadorship and love of place for 5150' residents.
 - Continue to drive engagement with 5150' local on social sites including Facebook, Instagram and Tik Tok to build community, promote Visit Casper and local efforts and keep-the platform viable.
 - Write and publish bi-monthly blogs about entertaining topics that matter uniquely to locals.
 - Deploy a bi-monthly newsletter - The Local Insider - to build a resident email list, grow an engaged, loyal following and entertain and educate locals.
 - Deploy out of home marketing tactics to drive awareness for and conversation around the brand.
 - Send direct mail welcoming new residents to the area and connecting them with our brands and platforms.





2. Host and participate in community events that not only boost the visitor economy and experience, but build lasting relationships and community shared value in Casper.

- Sponsor and collaborate with David Street Station in hosting 5150th Festival annually. Connect with residents through Love Letters of 5150th and a physical booth presence.
- Host restaurant week annually to support local businesses and restaurants.
- Continue 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.
- Be the face of 5150th Local at year round community events to build lasting relationships and a loyal following who will in turn support us and our efforts at 5150th and Visit Casper. I.e. Casper Art Walk, DSS events, art exhibit, etc.

3. Leverage the Visit Casper grant program and business challenge to connect with residents and create recognition and understanding for the mission/ value of Visit Casper.

- Promote grant cycle and business challenge to partners and stakeholders encouraging them to apply for funding.
- Create formal deliverables for grant dollars expended and follow-up to ensure compliance.
- Collect testimonials from local event holders to share the value of the grant program/ business challenge and how it impacts quality of life in Natrona County.

An aerial photograph of a city street, likely in a downtown area. The street is lined with multi-story brick buildings. On the right side, a building features a large, colorful sign that reads "Better Together" in a stylized font. Below this, a sign for "Lou Taubert" is visible. The street has a yellow center line and is flanked by sidewalks with trees and parked cars. The sky is overcast and grey. The text "NO PLACE WE'D RATHER BE." is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

NO PLACE WE'D RATHER BE.