



VISIT *Casper*

2025 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 2025 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

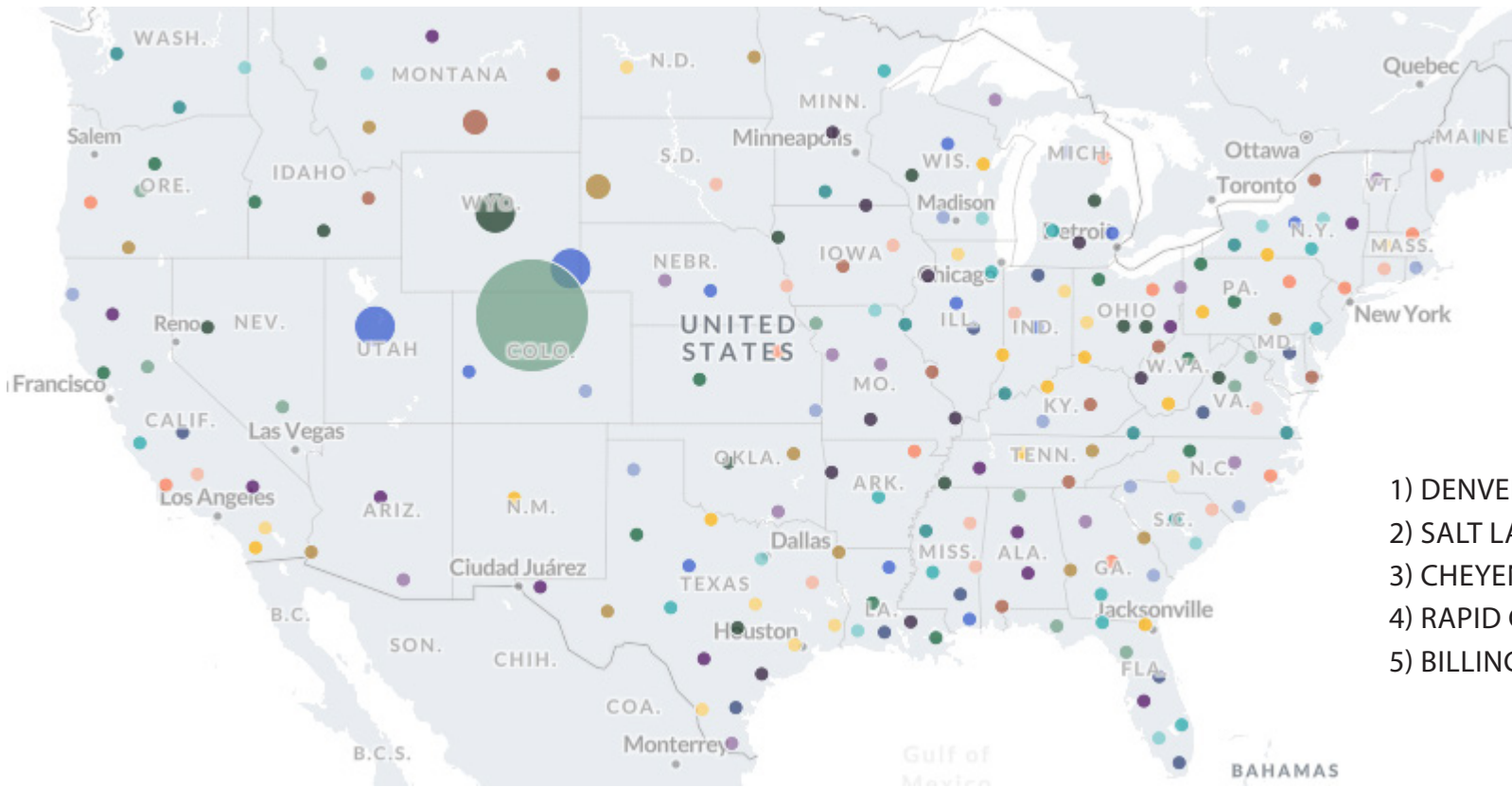
Casper is the place where the boundaries between natural and urban landscapes blur, offering unparalleled access to recreational, cultural and commercial opportunities.

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

CONTINUE OUR 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 - Continue strategically creating & pushing content that highlights 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 day trip 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. Optimize our consumer lead generation 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 walk-throughs 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 (TikTok & 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

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Apr	May	June	
Google SEM (CPC)													56k clicks
Meta Prospecting (CPC)													18k clicks
Meta Remarketing (CPC)													16k clicks
Google Performance Max (CPC)													7k clicks
Google SEM - Near Me (CPC)													29k clicks
Mobilefuse (CPM)													1.8m+ imp
Connected TV (CPV)													300k imp
In-state campaign													
Meta Prospecting (CPC)													9.4k clicks
Near (Azira) Banners (CPM)													800k+ imp

2. Continued

- d. Deploy an international campaign in partnership with Hermann Global to reach audiences in the UK & Germany.
- 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 & winter travel to regional and national media to introduce Casper to new audiences.
 - d. Issue consumer facing news releases nationally, regionally and locally to targeted 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 re-targeting 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. 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 launch our newly developed in-state campaign,
 - b. Utilize similar owned and paid media tactics in previous slides to support the campaign launch, 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. Dave Zoby - local fishing & hunting expert and creative writer. Partnership will focus on the build out of new long-form fly fishing and hunting content with the goal of leveraging this content to reach new audiences and further engage existing audiences.

b. Collaborate with local stakeholders to create a working board for our annual Casper International Film Fest & continue to develop this event into a state & regional leading film festival. Work with local film makers to strategically include films that showcase the uniqueness found in Casper.

c. Partake in new Wyoming Office of Tourism Co-op opportunities that align with our brand and current strategies to help reach outdoor recreational enthusiasts on Strava and All Trails.

d. Unveil new in-destination kiosks at partnering locations to offer visitors an elevated customer experience and help spread their economic impact more effectively throughout our destination.



2025 LEISURE MARKETING PERFORMANCE MEASURES + GOALS

100% DISTRIBUTION OF VISITOR GUIDES (50K TOTAL)

5% INCREASE IN YELLOWSTONE KIT ORDERS

FULLY AUDITED AND SEGMENTED 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.

