

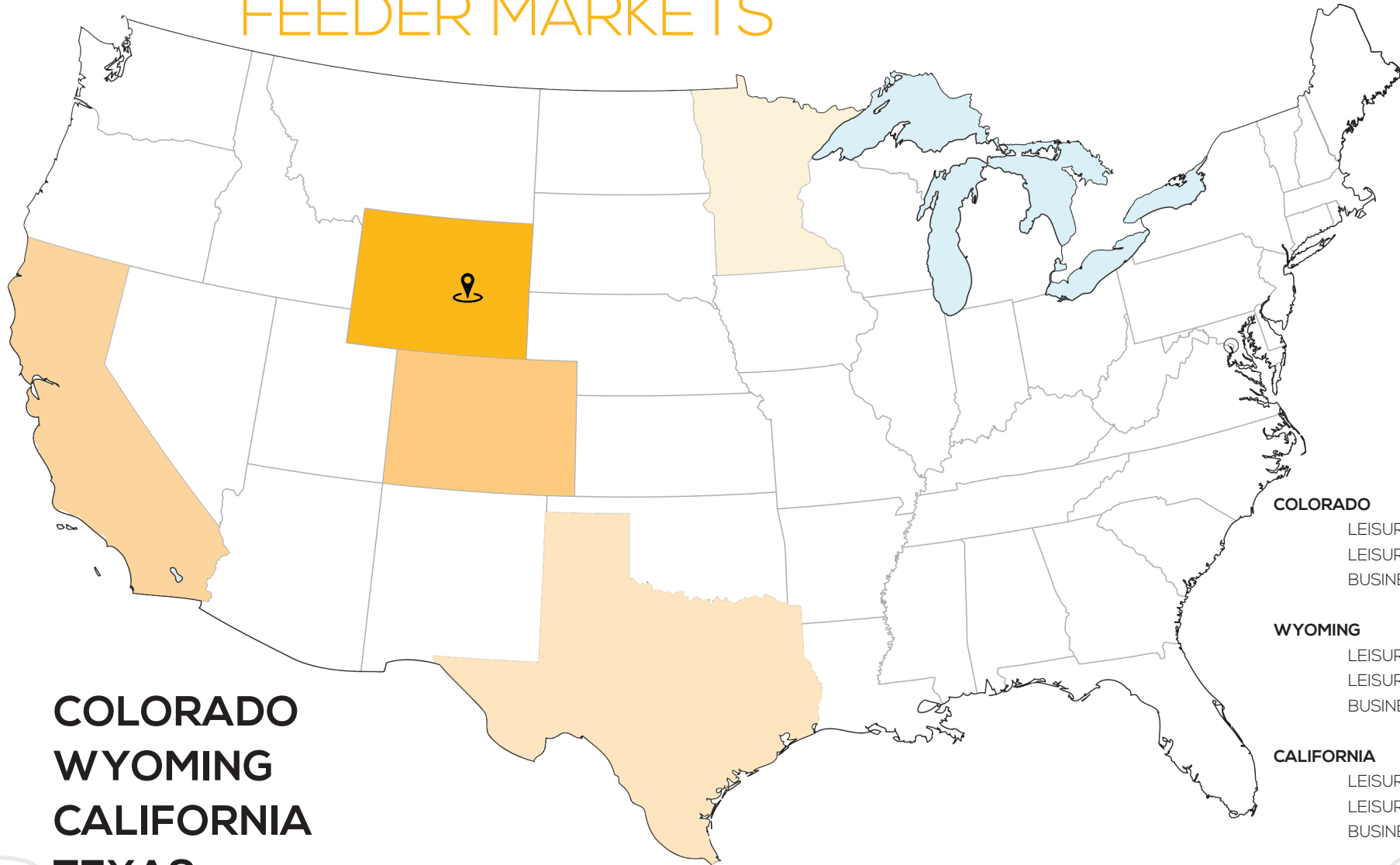
A white line-art topographic map overlay is positioned on the left side of the image, featuring several concentric, irregular contour lines that suggest a hilly or mountainous terrain.

VISIT *Casper*

2019 VISITOR PROFILES +
MARKETING STRATEGIES



CASPER'S TOP 5 FEEDER MARKETS



COLORADO
WYOMING
CALIFORNIA
TEXAS
MINNESOTA

COLORADO

LEISURE OVERNIGHT: 15%
LEISURE DAY TRIP: 6.5%
BUSINESS: 20.4%

WYOMING

LEISURE OVERNIGHT: 13.8%
LEISURE DAY TRIP: 44.4%
BUSINESS: 46.9%

CALIFORNIA

LEISURE OVERNIGHT: 7.6%
LEISURE DAY TRIP: 5.9%
BUSINESS: 2.4%

TEXAS

LEISURE OVERNIGHT: 4.9%
LEISURE DAY TRIP: 3.3%
BUSINESS: 2.0%

MINNESOTA

LEISURE OVERNIGHT: 3.5%
LEISURE DAY TRIP: 2.6%
BUSINESS: N/A

CASPER VISITOR PROFILES

In order to effectively market Casper, it is vital to know our audience and how they engage with the destination and the brand. In an effort to best reach these markets, Visit Casper has identified five target personas. The range of these personas showcase the diversity of Casper's offerings for different markets. Effectively communicating with each market helps them discover the aspects of Casper that resonate the most with them.

To effectively communicate with each, we've identified three key elements of each persona: target demographic and psychographic details; Casper-based behavior and perception; and media consumption. Each persona has been crafted based on past-traveler data. Target demographic and psychographic details include the age, sex, household income and travel related personalities, values, interests and lifestyle of travelers to Casper.

IN THE FOLLOWING PAGES, PROFILES AND CORRESPONDING MARKETING STRATEGIES ARE DEFINED FOR:

AVID ANGLER

CASPER LOCAL

THE CONVENTIONEER

THE EXCURSIONIST (DAYTRIP VISITORS)

THE ADVENTURER (OVERNIGHT VISITOR)

WYOMING ROAD TRIPPER



CASPER IS ONE OF THE TOP FISHING DESTINATIONS IN THE WORLD AND WHILE MANY ANGLERS KNOW OF OUR BLUE-RIBBON WATERS, THERE IS ROOM FOR GROWTH IN AWARENESS OF CASPER AS A TOP-TIER FISHING DESTINATION.

DEMOGRAPHIC

PRIMARILY MALE

37+ YEARS OF AGE

HOUSEHOLD INCOME OF \$100K+

ON AVERAGE, TAKES TWO OUT-OF-STATE, OVERNIGHT FISHING TRIPS PER YEAR.

WHEN VISITING AN OUT-OF-STATE FISHING DESTINATION, HE SEEKS OUT CAMPING, DINING, BIG GAME HUNTING, VISITING NEARBY NATURAL ATTRACTIONS AND SIGHTSEEING.

MARKETING STRATEGY

1. Employ marketing activities that drive awareness for Casper as a world-class fishing destination including SEM, email, retargeting, content marketing and sponsorships when available.
2. Host group fly-fishing press and influencer trips in Casper to garner earned media coverage of fly fishing in Casper
3. Work with DMOs throughout the state to drive awareness for Wyoming as an ideal fishing destination by having a larger presence at the International Sportsman's Expo in Denver.
4. Proactively cultivate and manage relations with local guides and industry partners.



AVID ANGLER

CASPER RESIDENTS ARE AN IMPORTANT INFLUENCE IN GROWING OUR VISITOR ECONOMY. RESIDENTS REPORT FAVORABLE IMPRESSIONS OF CASPER, AND A MAJORITY HAVE A SOMEWHAT OR MUCH MORE FAVORABLE PERCEPTION OF CASPER THAN THEY DID A YEAR AGO. BY CONNECTING LOCALS TO OUR BRANDS AS WELL AS WITH THE PLACES THEY LOVE, THEY ARE MORE LIKELY TO HOST THEIR OWN MEETINGS AND EVENT AS WELL AS INVITE FRIENDS AND FAMILY TO VISIT AND SHARE THEIR COMMUNITY.

DEMOGRAPHIC

WOMEN, AGES 35-60

32,422 HOUSEHOLDS (JULY 2016)

61% OF RESIDENTS REPORT HOSTING 1-10
GUESTS ANNUALLY (1-5 GUESTS, 36%; 6-10 GUESTS, 25%)

MARKETING STRATEGY

1. Continue to establish the 5150 Local brand voice and build out content platforms to grow awareness and engagement on and offline.

2. Continue to curate a robust list of local events, activities and things to do on VisitCasper.com for visitors and locals.

3. Orchestrate an annual “State of Tourism” presentation to elected, partners and civic organizations to share the value and economic impact of tourism.

4. Use the Visit Casper grant program to connect with residents and create recognition and understanding for the mission/value of Visit Casper.

5. Use PR efforts to grow earned media exposure and authority for Visit Casper locally.

6. 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 through a media library easily accessible to partners.

7. Continue to recruit residents to participate in the Certified Tourism Ambassador™ program.



CASPER LOCALS



THE CONVENTIONEER

MEETING PLANNERS PLAN THEIR CONVENTIONS AND EVENTS WITH THEIR ATTENDEES IN MIND. BY OFFERING THEIR ATTENDEES AN APPEALING DESTINATION, THEY HELP GUARANTEE ROBUST ATTENDANCE AND OVERALL SUCCESS. WITH THAT IN MIND, THE FOLLOWING IS A PROFILE OF THE CONVENTIONEERS THAT COME TO CASPER.

DEMOGRAPHIC

MEN & WOMEN, AGES 35-62

MOST CONFERENCE ATTENDEES ARRIVE TO CASPER BY CAR

MOST BOOK THEIR TRIP 1 - 3 WEEKS IN ADVANCE AND STAY AN AVERAGE OF 3.1 NIGHTS.

THE AVERAGE TOTAL SPEND BY TRAVEL PARTY IS \$512.72.

TYPICAL TRAVEL PARTY CONTAINS 2 PEOPLE

MARKETING STRATEGY

- 1.** Employ marketing activities that generate new meeting and convention leads using multiple platforms including SEM, retargeting, email, social media and strategic partnerships as appropriate.
- 2.** Leverage business development activities including tradeshow, sales blitz's, FAM tours and cold calls that result in new meeting and convention business
- 3.** Champion non-traditional revenue opportunities to build out tourism infrastructure.
- 4.** Proactively cultivate and manage relations with hotel and industry partners.



LEISURE VISITORS

THE EXCURSIONIST

DAY TRIP TRAVELERS ARE THOSE WHO REPORT SPENDING TIME IN CASPER FOR LEISURE ACTIVITIES, BUT DO NOT STAY THE NIGHT. THERE IS OPPORTUNITY TO CONVERT SOME OF OUR LEISURE DAY-TRIP TRAVELERS INTO OVERNIGHT VISITORS BY POSITIONING CASPER AS AN OVERNIGHT DESTINATION.

DEMOGRAPHIC

WOMEN, AGES 35-65

AN OVERWHELMING NUMBER OF THESE VISITORS TRAVEL WITH FAMILY.

THE MAJORITY TRAVEL BY CAR

THE AVERAGE TOTAL SPEND BY TRAVEL PARTY IS \$307.78

THE ADVENTURERS

OVERNIGHT VISITORS ARE THE MOST VALUABLE TO THE DESTINATION FROM AN ECONOMIC PERSPECTIVE, DIRECTLY CONTRIBUTING TO THE BOTTOM LINE OF THE CASPER ECONOMY.

DEMOGRAPHIC

WOMEN 45-60

TYPICAL PARTY SIZE: TWO

40% OF TRAVELERS ARE WITH THEIR SPOUSE AND 35% ARE WITH THEIR SPOUSE AND CHILDREN

TYPICAL LENGTH OF STAY: 2 NIGHTS. AND THEY BOOK THEIR STAY 2-3 MONTHS IN ADVANCE

THIS SEGMENT SPENDS AN AVERAGE OF \$716.84 PER TRIP

OVER HALF OF OVERNIGHT VISITORS STAY IN HOTELS

WYOMING ROAD TRIPPERS

CASPER HAS A BROAD REACH AMONG OTHER COMMUNITIES ACROSS THE STATE OF WYOMING. CASPER HAS AN OPPORTUNITY TO CONTINUE TO POSITION ITSELF AS AN ECONOMIC AND RECREATIONAL HUB AMONG WYOMING RESIDENTS.

DEMOGRAPHIC

WOMEN 45-60

TYPICAL PARTY SIZE: TWO

24% OF TRAVELERS ARE WITH THEIR SPOUSE AND 33% ARE WITH THEIR SPOUSE AND CHILDREN

TYPICAL LENGTH OF STAY: 3.4 NIGHTS

THIS SEGMENT SPENDS AN AVERAGE OF \$445.86 ON THEIR TRIP



LEISURE VISITORS

MARKETING STRATEGY

- 1.** Leverage marketing opportunities to target Yellowstone National Park Visitors including paid search, email, welcome centers, print, digital and social.
- 2.** Employ marketing activities that generate new daytrip and overnight leisure visitor inquiries and leads across multiple platforms including paid search, email, welcome centers, print, digital and social.

- 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 visitor occupancy through year-round public relations efforts.



SPORTS & EVENTS

MARKETING STRATEGY

- 1.** Employ marketing activities across multiple platforms to grow participation in all Casper Sports Alliance events including regular communication with attendees, strategic PR messaging to drive awareness and participation, social, web and other platforms as appropriate.
- 2.** Leverage business development activities including tradeshows, site visits and FAM tours that result in new sports and events business.
- 3.** Champion non-traditional revenue opportunities for the Casper Sports Alliance including sponsorships, partnerships, etc.
- 4.** Proactively cultivate and manage relations with sport grant recipients and venue owners/managers, sponsors and partners.