



2023-
2024

INDUSTRY INSIGHTS
& UPDATES

VISIT *Casper*

A scenic forest trail with two hikers in the distance. The trail is a dirt path winding through a dense forest. The trees are tall and thin, with some showing yellowing leaves, suggesting autumn. The lighting is soft and dappled, filtering through the canopy. Two hikers are seen from behind, walking away on the path. One is wearing a dark shirt and shorts, the other a light-colored shirt and dark pants with a backpack. The overall mood is peaceful and natural.

HELLO!

Thanks for joining us for our Travel & Tourism Week Annual Breakfast. On behalf of the entire Visit Casper team, we are happy you're here and we're excited to share some industry updates with you! Tyler, our CEO, will be presenting on behalf of what we've been up to lately, but inside this booklet you'll find just a few high-level performance metrics we wanted to share.

MEET THE STAFF



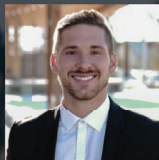
**TYLER
DAUGHERTY**

CHIEF EXECUTIVE
OFFICER



**TERRI
WEINHADL**

OPERATIONS
MANAGER



**LUKE
GILLIAM**

DIRECTOR OF SALES
& DEVELOPEMENT



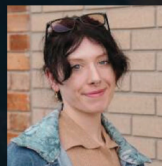
**WAYNE
STEWART**

DIRECTOR OF
MARKETING &
COMMUNICATIONS



**LIZ
BOWERS**

ANALYTICS &
SOCIAL
MARKETING
COORDINATOR



**SYDNEY
WALLACE**

CREATIVE
COORDINATOR



**LANA
PERROTTI**

DIRECTOR
OF FIRST
IMPRESSIONS



**KELLY
EASTES**

FILM CASPER
LIAISON

OUR DEDICATED BOARD MEMBERS



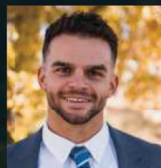
**TIFFANY
GAMBLE**

CHAIR



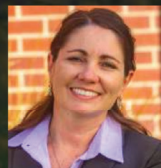
**RENEE
PENTON-JONES**

VICE-CHAIR



**COLE
MONTGOMERY**

TREASURER



**SABRINA
KEMPER**

SECRETARY



**MIKE
CEVASCO**



**LISA
ENGBRETSEN**



**TASSMA
POWERS**



**KATIE
ARNOLD**



**KIRK
GOODMAN**

AUDIENCE AWARENESS

A key part of our marketing efforts is making people aware of everything that Casper has to offer and increasing our audience. One of the few tactics we use to do this is social media. Below is an overview of how we're performing across our main social media platforms!

'23 CALENDAR YR FACEBOOK PERFORMANCE



REACH	PAGE VIEWS	NEW LIKES
3,843,426	16,997	553
YoY : +87.5%	YoY : +152.56%	YoY : -27.14%

'24 CALENDAR YR Q1 FACEBOOK PERFORMANCE



REACH	PAGE VIEWS	NEW LIKES
929,002	5,907	148
YoY : +4.74%	YoY : +219.13%	YoY : +1.37%

'23 CALENDAR YR INSTAGRAM PERFORMANCE



REACH	PROFILE VISITS	NEW FOLLOWERS
333,896	8,704	685
YoY : +235.54%	YoY : +35.9%	YoY : +44.82%

'24 CALENDAR YR INSTAGRAM PERFORMANCE



REACH	PROFILE VISITS	NEW FOLLOWERS
21,582	2,113	71
YoY : -58.57%	YoY : +29.5%	YoY : -8.2%



FUN FACT!

When you see significant year-over-year changes, it's likely because of when we ran paid campaigns. Let's say we spent \$5k on a social campaign in Q1 of 2023 but only \$2k in Q1 of 2024. That will significantly impact our year-over-year numbers as we'll obviously reach more of an audience the more money we spend.

Crowdriff is a new tool we've invested in that helps us curate content from our locals and visitors when they tag us in posts about events, activities, and experiences here in Casper. We are able to use this content on our own social channels and in galleries across our website to help drive additional traffic to partner listings & websites.



SEPTEMBER 2023 - TO DATE CROWDRIFF PERFORMANCE

GALLERY VIEWS	INTERACTIONS	ENGAGEMENT RATE
30,727	4,537	14.8%

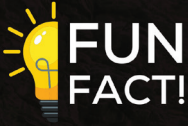


FUN FACT!

Our first CrowdRiff Gallery was added to the website September 6th, 2023. We now have 10 CrowdRiff Galleries that contain a total of 404 assets!

PAID DIGITAL ADVERTISING

We work with a digital marketing agency where the experts on their team help us reach new and unique audiences through paid digital advertising tactics such as *paid social, *display, and *SEM. As we focus on *impressions, we also focus on driving users to our website so they can learn more about Casper and plan their trip.



Want to compare us to other destinations in the industry? Here are the CTR industry benchmarks for each tactic outlined above !

SEM CTR: 2.18%, Display CTR: 0.4%, Paid Social CTR: 0.9%

*please reference the “cheat sheet” on the back to learn more about clicks & CTR

CAMPAIGN DATES: 07/01/23 - 04/30/24

SEM

2,060,586

IMPRESSIONS

97,343

CLICKS

10.32%

CTR

00:01:23

AVG. SESSION DURATION

2.57

AVG. PAGES PER SESSION

DISPLAY

13,436,196

IMPRESSIONS

41,071

CLICKS

.31%

CTR

00:00:33

AVG. SESSION DURATION

1.10

AVG. PAGES PER SESSION

SOCIAL

3,738,897

IMPRESSIONS

40,050

CLICKS

1.98%

CTR

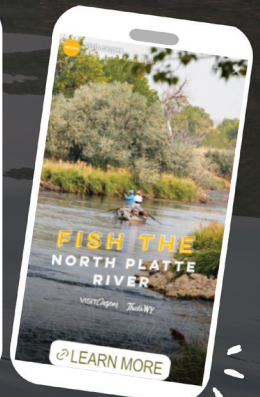
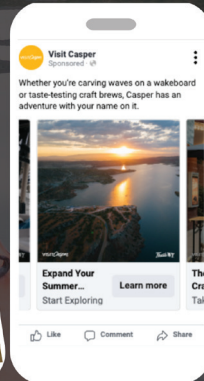
00:00:18

AVG. SESSION DURATION

1.12

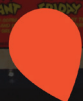
AVG. PAGES PER SESSION

CHECK OUT
SOME OF OUR
CREATIVES
WE ARE
CURRENTLY
RUNNING!



CONSIDERATION

Once we've reached our desired audience and they've clicked on one of our ads, they are now in the consideration phase of our marketing funnel, but also in their trip planning process! In this part of the process, we report on our website users and our other trip planning resources such as our travel guide and *Road to Yellowstone kit.



TOP 10 REGIONS FOR WEBSITE VISITATION MARKETS FISCAL YEAR 2023 VIA GOOGLE ANALYTICS



2022 TOTAL *USERS: +325K

2023 TOTAL USERS: +353K

TOP 10 CITIES

- | | | |
|--------------|------------|-------------------|
| 1. CASPER | 4. DALLAS | 7. SALT LAKE CITY |
| 2. DENVER | 5. PHEONIX | 8. LOS ANGELES |
| 3. ENGLEWOOD | 6. CHICAGO | 9. NEW YORK |
| | | 10. ATLANTA |



**FUN
FACT!**

Looking at our top regions and cities from the previous fiscal year helps us decide who to target the following fiscal year.

TRAVEL GUIDE REQUESTS

VISITOR GUIDE ORDERS

FISCAL YEAR 2023

2,278

FISCAL YEAR 2024
(07/1/22 - 04/30/23)

1,956



ROAD TO YELLOWSTONE KIT ORDERS

FISCAL YEAR 2023

695

FISCAL YEAR 2024
(07/1/22 - 04/30/23)

804

ACTION

After we analyze our marketing numbers, we look at the impact that visitors who ended up visiting our destination had on our local economy. How many hotel rooms ended up getting booked? How much did our visitors spend in our community and what did they spend it on? Answering these questions helps us better understand the overall impact that the visitor economy has on Casper.

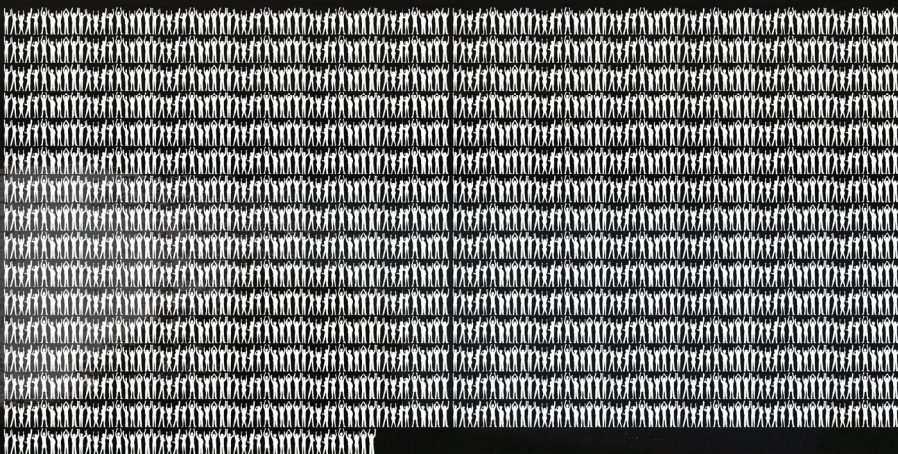
2023 STATE & COUNTY IMPACT NUMBERS **WYOMING STATE**



In 2023, Wyoming welcomed an estimated **8.7 million visitors**. A 2.58 % year-over-year increase.



Those visitors spent **\$ 4.8 billion** buying goods & services from Wyoming businesses. A 6.5 % year-over-year increase.



The visitor economy, which supports more than 33,000 jobs, **gained 840 jobs**. An increase of 2.6 %.

NATRONA COUNTY

In 2023, we welcomed 831,500 overnight visitors who spent \$ 375.2 million, up 4.6 % from 2022.



That \$ 375.2 million spent in Natrona County generated \$ 18.3 million in state and local taxes.



Each household in Natrona County would have to write a check for \$ 541 to make up that \$ 18.3 million in taxes collected from tourists while they're here.

Travel generated 2,890 jobs in Natrona County !



INFLUENCER REPORTS

& LOGAN WILSON AMBASSADOR CAMPAIGN

In partnership with Fly Casper Alliance, we hosted two Salt Lake City based influencers who helped us promote the SLC to CPR flight to their Utah audiences. Their sponsored content highlighted the accessible and affordable direct flight from SLC to Casper, along with all the incredible things to do in our destination. Their campaigns performed well above the industry standards for influencer content, which tend to see engagement rates of 3-5%.

MAHALA SOANE @MissMahala 18k Followers



February 1-4, 2024 Instagram Posts: 3

REACH	IMPRESSIONS	ENGAGEMENT
6,960	9,094	14.6%

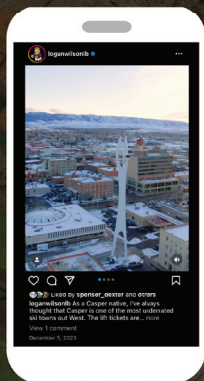
JONNY HILL @JonnyRoams 112k Followers



February 22-25, 2024 Instagram Posts: 3

REACH	IMPRESSIONS	ENGAGEMENT
22,294	31,421	8.7%

LOGAN'S POSTS



POST 1

INSTAGRAM REACH 32,247
POST INTERACTIONS 3,840
LIKES 3,646
COMMENTS 27
SHARES 142
SAVES 25

POST 2

INSTAGRAM REACH 40,023
POST INTERACTIONS 5,996
LIKES 5,762
COMMENTS 1
SHARES 184
SAVES 49

MORGAN'S POST



INSTAGRAM REACH 12,881
POST INTERACTIONS 975
LIKES 944
COMMENTS 1
SHARES 12
SAVES 7



FUN FACT!

Logan was in town in early May. Logan

joined Infinite Outdoors, a Casper-based digital mapping app and booking platform that aims to connect landowners with outdoorsmen looking to access looking to access private land or day-lease hunting and fishing trips, for a turkey hunt. Look for his Instagram post to see if he got a turkey or not!

THE ONLY

BRAND REFRESH

📍 VISIT CASPER

VISIT *Casper*

THE ONLY

ALL-INCLUSIVE MOUNTAIN

From the exhilaration of mountain biking and trail hiking in summer to the adrenaline rush of shredding fresh powder on snowshoeing, Nordic, and downhill skiing trails in winter, Casper Mountain is the ultimate *all-inclusive* mountain experience. Amidst the lush forestation, discover an awe-inspiring waterfall and setup camp beneath Wyoming's iconic starlit skies. The connection to the great outdoors you've been longing for is calling you to the One & Only Casper, Wyoming.

CHEAT SHEET

***Paid Social Media:** Running ads on social media platforms such as Facebook or Instagram.

***Display:** Have you ever seen an ad on the side of your screen while reading a news article or a blog? That's a display ad! They are generally banners on the top or on the side of the screen that will display on third-party websites.

***SEM:** Let's pretend your sink is leaking and you need a plumber, what do you do? Most people would go to Google and search 'plumbers near me' and click on one of the first two or three results. Well, those first couple of results are usually paid advertisements, that's why they say 'sponsored'! Search Engine Marketing is a method of advertising on search engines, like Google!

***Impressions:** This is just a fancy word to categorize someone who has seen one of our ads. As you scroll through Facebook and see several different advertisements over the course of 10-15 minutes, each one of those companies categorize you as an impression. If you see that ad twice, you count twice!

***Clicks:** The goal of most of our ads is to educate our impressions on Casper and everything that we have to offer, which is why most of our ads direct to our website. Whenever someone clicks on one of our ads, we make a note of it. Keeping track of the amount of clicks we receive allows us to ensure we are advertising to the right people, in the right places, at the right times, and are sending the right messages to our audience.

***Click Through Rate (CTR):** Clicks divided by impressions x 100. Having this percentage to reference helps us identify how we stack up against other destinations in the industry and areas of improvement.

***Road to Yellowstone Kit:** Visitors who are planning a road trip to Yellowstone can order one of our free kits which includes Visit Casper branded items like a car air freshener, luggage tag, koozies and an itinerary filled with exciting things to do in our area so that they can make sure to stop and stay for a night or two on their way to the Nation's first National Park.

***Users:** Anytime a new visitor ends up on our website, Google Analytics assigns them a unique user ID and counts them as a user.