



VISIT *Casper*

Business Plan

FY25-26



CONTENTS

Letter from the CEO & Board	2	Marketing & Sales	15
Executive Summary	3	Destination Stewardship	23
Organizational Overview	5	Financial Projections	24
• Governance • Board of Directors • Staff • Mission • Vision • Values • Leadership • Culture		Goals & Key Performance Indicators	25
Organizational Management	9	FY26 Timeline	26
Market Intelligence	11	Appendix Items	30
Products & Services	12	• Destination Business Plan Market Insights • Strategic Blueprint • Brand Kits, Creative Samples & Community Education Plan: Tourism Keeps The Lights On	
Branding	13		

LETTER

FROM THE CEO & BOARD CHAIR

Dear Partners, Stakeholders, and Friends of Visit Casper,

It is with immense pride and optimism that we present Visit Casper's FY2025-2026 Destination Business Plan. As we continue our goal to elevate Natrona County as a premier destination for visitors, we remain grounded in our core values – preserving community quality of life, collaboration, innovation, and stewardship.

Casper is a place where the spirit of the American West lives on – where wide-open spaces, rich history, and genuine hospitality come together to create experiences that are both meaningful and memorable. Over the next two years, Visit Casper will continue to champion strategic marketing, destination stewardship, and tourism education that support our local economy, enhance quality of life, and ensure that the story of Casper continues to be told far and wide.

This plan outlines clear priorities that align with both regional needs and broader travel trends. It reflects our commitment to evidence-based decision-making, measurable outcomes, and partnerships that move our industry forward. Whether it's attracting new sports events and meetings, increasing leisure travel, or expanding outdoor recreation opportunities, every goal is designed to strengthen Casper's position as a must-visit Wyoming destination.

As we look to the future, we are energized by the opportunities ahead and deeply grateful for the support of our stakeholders, public and private partners, and the incredible people who make up our tourism community. Your collaboration and shared vision are what make our continued success possible.

Thank you for believing in the power of tourism – and the promise of Casper.

With appreciation,



Annette Pitts, CEO, Visit Casper
Cole Montgomery, Chair, Visit Casper Board of Directors

EXECUTIVE SUMMARY

Pg. 3



Our Goals Are Clear –

Increase visitation, extend average length of stay, distribute economic benefits across seasons, and foster a deeper sense of pride among residents.



In FY26 –

Visit Casper will amplify Natrona County's story, uniting strategic branding, targeted marketing, and destination stewardship to grow tourism, strengthen the local economy, and enrich quality of life for residents. Our approach builds on a refreshed brand foundation – anchored by the core Visit Casper identity and expressed through three thematic campaign – **The ONLY**, **The Wild Side**, and **Tourism Keeps The Lights On**.



Through paid, earned, and owned media strategies, we will connect with leisure travelers, corporate travelers, group/conference attendees, and sports and amateur athletics participants – each with messaging tailored to their unique motivations. We will leverage compelling storytelling, partnerships, and data-driven marketing to inspire first-time visits, repeat stays, and year-round engagement with Casper’s cultural, commercial, and recreational offerings. This plan also emphasizes destination stewardship, securing funding and partnerships that protect and enhance the assets that make our community distinctive.



THE WILD SIDE

TOURISM KEEPS THE LIGHTS ON

For the people & places you rely on.

ORGANIZATIONAL OVERVIEW

Governance

Visit Casper, the Natrona County Travel & Tourism Council (NCTTC), is a joint powers council that represents the tourism-related interests of Natrona County, the Cities of Casper and Mills, and the towns of Evansville, Bar Nunn, Midwest, and Edgerton. Wyoming Joint Powers Boards are authorized under Wyoming Statutes, Title 16 – City, County, State and Local Powers, Chapter 1 – Intergovernmental Cooperation, Section 16-1-101 through 16-1-111. This set of laws is commonly referred to as the “Wyoming Joint Powers Act.”

Board of Directors & Officers

- | | | |
|--|---|--|
| • Cole Montgomery
Chairman – Representing
the City of Casper | • Tiffany Gamble
Treasurer – Representing
Natrona County | • Renee-Penton Jones
Vice Chair – Representing
Natrona County |
| • Tassma Powers
Secretary – Representing
the Town of Evansville | • Mike Cevasco
Board Member – Representing
the Town of Midwest | • Dan Foote
Board Member – Representing
the Town of Bar Nunn |
| • Pat Sweeney
Board Member – Representing
the City of Casper | • Ashley Aars
Board Member – Representing
the Town of Edgerton | • Morgan Covert
Board Member – Representing
the City of Mills |



Staff



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- **Kelly Eastes**
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- **Lana Perrotti**
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MISSION

Statement

To connect travelers with the unforgettable experiences of Natrona County – driving economic impact through tourism while preserving the quality of life locals love.

VISION

Statement

Casper will be recognized as Wyoming's premier destination for outdoor adventure and cultural discovery hosting small-to-mid-sized meetings and conferences, sporting events, and authentic Western hospitality.

LEADERSHIP

Visit Casper is committed to playing a leadership role in the community and industry, conducting all activities with transparency, adaptability and accountability with a crystal-clear commitment to stewarding Natrona County for future generations to come.



CORE VALUES

CULTURE

Visit Casper is a people-centered culture. We prioritize employee development, well-being, and engagement. We encourage collaboration, inclusivity, and recognition. Our operational style embraces continuous improvement and innovation. We welcome change, learning, and new ideas. We employ feedback loops, performance metrics, and agile methodologies throughout our scope of work to adapt and grow. We actively refine the systems in place to measure our performance and hold ourselves accountable. We strive to maintain open, timely, and honest communication at all levels, in an effort to facilitate the flow of information between departments, stakeholders and the community. Technology and systems are leveraged effectively to support organizational goals. Our scope of work aligns short-term actions with long-term goals. Our approach emphasizes data-informed decisions and measurable outcomes. Our office operates with clear roles, responsibilities, and expectations.



EXCELLENCE
AUTHENTICITY
STEWARDSHIP
COLLABORATION
COMMUNITY PRIDE

ORGANIZATIONAL MANAGEMENT

After a year of transformation – new leadership, new board voices, and a realigned team – Visit Casper is poised for a new chapter. The changes of FY25 have strengthened our foundation, sharpened our focus, and prepared us to deliver even greater impact for Natrona County.

In 2025, we're turning stability into strength. By listening closely to residents and stakeholders, we'll ensure our work reflects community priorities, protects the funding that fuels our mission, and unlocks new revenue opportunities.

With fresh vision, a unified team, and strong community partnerships, Visit Casper will champion tourism, grow our economy, and enhance quality of life through bold, targeted marketing and sales initiatives. The years ahead are about connection, collaboration, and creating lasting value – together.



**"In 2025 we're turning
stability into strength."**

MARKET INTELLIGENCE

Tourism Industry Trends

Wyoming continues to benefit from strong demand for outdoor recreation, heritage tourism, and authentic Western experiences. Nationally, travelers are seeking destinations with wide-open spaces, cultural depth, and strong local identities – qualities that align perfectly with Casper’s offerings.

Target Audience

Leisure Travelers –

Individuals, couples, and families seeking outdoor adventure, cultural attractions, authentic Western experiences and a direct, memorable route to Yellowstone National Park.

Corporate Travelers –

Professionals visiting for meetings, conferences, or work who can extend their stay for leisure activities.

Group/Conference Attendees –

Associations, trade groups, and corporate teams hosting events or meetings in Casper.

Sports & Amateur Athletics –

Event participants, fans, and families attending tournaments, rodeos, and competitions.

Competitive Landscape

Peer destinations include other Wyoming hubs, Rocky Mountain small cities, and Western Heritage towns that blend outdoor recreation with urban amenities including sports and convention facilities. Casper’s advantage lies in its central location, ease of access, and balance of culture and adventure.

Evidence-Based Approach

Visit Casper operates with a data-driven mindset, ensuring that all marketing, sales, and destination development decisions are grounded in credible research and actionable insights. By leveraging a robust suite of research tools and analytic platforms, the organization can identify opportunities, allocate resources efficiently, and measure the impact of our efforts with precision. (See *Appendix Items: Destination Market Insights*)

PRODUCTS & SERVICES

VISIT CASPER'S OFFERINGS INCLUDE:



- **Destination Marketing**

Strategic advertising, public relations, social media & content development.

- **Event Promotion & Support**

Marketing and sponsorship for major events such as the College Nationals Finals Rodeo (CNFR) and the Central Wyoming Fair & Rodeo (CWFR).

- **Visitor Services**

Website, Destination Guide, itineraries, trip-planning resources, and welcome bags for local events and meetings.

- **Sales Efforts**

Corporate, meetings/conferences, groups including weddings and other gatherings, and sports tourism lead generation and relationship building.

- **Community Engagement**

Partnerships, sponsorships, and education on tourism's economic value.

VISIT *Casper* BRANDING

Visit Casper's FY26 branding strategy is built to protect, strengthen, and amplify the core Visit Casper brand – anchored in our brand position as the place where the boundaries between natural and urban landscapes blur, and our brand promise of world-class outdoor recreation, vibrant urban culture, and authentic Wyoming culture. This foundations ensures every campaign, asset, and partnership communicates Casper's unique blend of adventure, culture, and connection. Our brand serves as the unifying voice across all marketing, messaging, and visitor touchpoints, with consistent standards applied organization-wide to ensure clarity and recognition in every channel.

The central identity is expressed and extended through three thematic campaigns – The Only, The Wild Side, and Tourism Keeps the Lights On – each designed to reach specific emotional and motivational drivers among our audiences.

Overarching Brand –

The Visit Casper brand unified all marketing under a single voice & visual identity, emphasizing the seamless blend of natural beauty, outdoor adventure & cultural vibrancy.

Brand Position

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

Brand Promise

Nestled in the North Platte River Valley at the base of Casper Mountain, Casper is home to world-class outdoor recreation, a vibrant 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 – beckoning the adventurous to immerse themselves in our brilliant blue skies and wide-open spaces.

Thematic Campaigns

THE ONLY

Showcasing experiences unique to Casper, building market differentiation & pride.

The Only positions Casper as a one-of-a-kind, spotlighting experiences and qualities travelers can't find anywhere else.

THE WILD SIDE

Capturing Casper's adventurous spirit, outdoor recreation & untamed beauty.

The Wild Side taps into Casper's adventurous spirit, inviting visitors to immerse themselves in the rugged beauty, outdoor recreation & unfiltered Wyoming lifestyle.

TOURISM KEEPS THE LIGHTS ON
For the people & places you rely on.

Educating residents & legislators about tourism's essential role in the economy & community services.

Tourism Keeps The Lights On underscores the essential role tourism plays in sustaining Natrona County's economy, services & quality of life.

MARKETING & SALES

**Marketing sparks the interest –
Sales closes the deal.**

Together, Visit Casper turns curiosity into contracts through inspired promotion, personal relationships, and an unwavering commitment to exceptional experiences. By transforming awareness into action, Visit Casper's sales team prospects and confirms bookings, fills hotel rooms, and generates the visitor spending that fuels Natrona County's economy and enhances quality of life for its residents.

Marketing builds awareness, inspires interest, and generates demand through targeted campaigns, compelling storytelling, and strategic brand positioning. These efforts spark curiosity and drive qualified leads – whether from meeting planners, tournament organizers, corporate travel managers, or leisure visitors-- into the hands of the sales team. From there, Visit Casper's sales staff takes the lead, engaging prospects through personalized outreach, industry networking, and site visits that showcase the community's facilities, hospitality, and unique experiences. They cultivate trust and rapport, tailor proposals to client needs, and address logistical details to remove barriers to booking. This direct, relationship-driven approach – combined with marketing's ability to keep Casper top-of-mind – ensures the destination not only secures immediate business but also fosters repeat bookings, long-term partnerships, and sustainable growth.



Visit Casper's marketing & sales departments operate as a unified front - each amplifying the other's impact.

Promotions & Paid Media

Visit Casper will execute robust promotions and a paid media program designed to inspire, influence, and convert high-value audiences across leisure, group, corporate, and sports travel segments. Leveraging a diversified budget that spans social media, programmatic display, print, content production, website development, and strategic partnerships, we will deploy campaigns that balance broad brand awareness with measurable visitation impact. Social media will be revitalized to capture real-time conversations, brand ambassadorship, and shareable vertical video/photo content featuring authentic local voices and experiences. Expanded programmatic display advertising – pixelated and tracked for in-market visitor attribution – will allow us to identify which campaigns build early interest versus those that directly drive overnight stays at local lodging properties. Investments in high-quality content production, updated destination guides, and partner co-ops with BVK, Madden Media, Miles Partnership, and others will ensure cohesive messaging and competitive marketing positioning.

Visit Casper will execute a robust media plan that combines social media, programmatic display, paid search, print, co-op campaigns, influencer partnerships, and owned media.





Earned Media/Public & Community Relations

in FY26, Visit Casper's Public & Community Relation two core principles strategy will focus on elevating Casper's profile through compelling, credible storytelling that inspires travel, strengthens community pride, and reinforces tourism's value to Natrona County. Centered on two core priorities – expanding regional and national media coverage and educating residents and legislators about the hospitality industry's essential role – this strategy leverages proactive media outreach, immersive press and influencer visits, and strategic in-market activations. Storytelling will be anchored in five key pillars – **Western Way of Life, Outdoor Recreation, Cultural, Sports/Meetings/Conventions and Signature Events** – aligning content with both visitation trends and emerging consumer interests. By integrating PR with marketing campaigns, supporting high-profile events, and delivering memorable media experiences, Visit Casper will cultivate trusted relationships with journalists, influencers, and stakeholders, generating awareness that translates into visitation, economic impact, and enduring community support.

With a refreshed branding strategy as our foundation, Visit Casper will unite paid media, earned media, and strategic storytelling to reach and inspire our core audiences – **leisure, corporate, groups/meetings, and sports**. By aligning data-driven advertising, targeted PR, and authentic content under one cohesive identity, we'll spark interest, drive bookings, and create memorable experiences that bring visitors back again and again – strengthening Casper's tourism economy and enhancing life for our community year-round.

"5 Key Pillars: Western Way of Life, Outdoor Recreation, Cultural, Sports/Meetings/Conventions and Signature Events."

Leisure Traveler Marketing

Leisure travelers are the heartbeat of Casper's tourism economy.

They are seeking personal enjoyment whether that's a solo escape into the mountains, a romantic weekend along the river, a family adventure packed with outdoor fun, or a getaway with friends filled with laughter and discovery. These visitors bring energy to our community, supporting local businesses, dining in our restaurants, staying in our hotels, and exploring the attractions that make Natrona County unique.

Their trips may be quick weekend escapes or extended vacations, with Casper serving as either their main destination or an unforgettable stop along a broader Western journey. By inspiring and attracting leisure travelers, we not only drive economic impact but also share the stories, experiences, and natural beauty that keep them – and their friends and families – coming back year after year.

Solo Adventurers

Independent & curious, solo travelers come to Casper to immerse themselves in the wild outdoors, explore historic sites, and enjoy the freedom of charting their own course. They seek experiences that feel authentic, memorable, and personally rewarding.

Couples

From quiet walks along the river to stargazing under Wyoming's vast skies, couples look to Casper for romantic escapes that blend natural beauty, cozy accommodations, and moments worth sharing.

Families & Multigenerational Groups

Families, whether parents with young kids or grandparents traveling with grandchildren – choose Casper for its safe, welcoming atmosphere, kid-friendly attractions, and opportunities to experience Wyoming's wild outdoors together.

Friends on a Getaway

Groups of friends visit Casper to reconnect & recharge – whether that means live music at David Street Station or the Gaslight Social, comedy at the Rialto, fishing at Alcova, or hiking the Bridle Trail on Casper Mountain. These trips are about laughter, shared memories, and the thrill of exploring someplace new together.

Corporate Travelers Marketing & Sales

Corporate travelers are a vital part of Casper's year-round tourism economy.

They come for business meetings, industry conferences, training session, and site visits – often representing sectors such as energy, healthcare, manufacturing, and government. While their primary purpose is business, these visitors contribute significantly to the local economy, book lodging, dine in our restaurants, and explore our community during their downtime. For many, Casper's easy access, short commutes, and welcoming hospitality create a stress-free business travel experience. Others extend their stay to enjoy the area's outdoor recreation, cultural attractions, and events, turning a work trip into a memorable blend of productivity and leisure. By attracting and serving corporate travelers, we not only drive consistent economic impact but also introduce new audiences to the people, places, and possibilities that make Natrona County a destination worth returning to again and again.

Corporate travelers include...

- *Individual Business Travelers* – visiting for client meetings, training, or site visits
- *Corporate Groups* – attending conferences, meetings, or team-building events
- *Industry Professionals* – visiting regional facilities, energy companies & service providers
- *Travel Planners* – responsible for booking lodging & transportation for employees

SAMPLE CAMPAIGN CONCEPT

Visual Approach: Split-screen or carousel ad showing half of the image as a professional, well-equipped meeting environment & the other half as an iconic Casper experience.

Placement: LinkedIn carousel ads, YouTube bumper ads and/or Google display ads.

Call to Action:

Meet in Casper. Stay for the Adventure!



Group Meetings & Conference Marketing & Sales

Meetings & Conferences bring together attendees from across the region & beyond, making them a cornerstone of Casper's tourism & economic landscape.

From intimate board meetings to large-scale conventions, these gatherings fill our hotels, energize our restaurants, and showcase the capabilities of our venues and hospitality partners. Attendees often arrive focused on business, but Casper's central location, ease of travel, and welcoming atmosphere make it easy for them to explore in-between sessions – whether that means a morning walk along the North Platte River, a group dinner downtown, or an evening event under Wyoming's expansive skies. For many, the experience extends beyond the agenda as they discover the area's natural beauty, cultural offerings, and vibrant community. By hosting successful meetings and conferences, Visit Casper not only supports immediate economic gains but also sparks future leisure travel, corporate bookings, and return visits from attendees who experience all our destination has to offer.

Core Messaging Themes to Consider for FY26

- **Only in Casper:** Your Meeting, our wild Wyoming backdrop.
- **Ease & Access:** Central state accessibility and convenient proximity to Denver International Airport.
- **Budget-Friendly Excellence:** High-quality venues at competitive rates.
- **Beyond the Ballroom:** Outdoor adventures, cultural experiences, and local flavor for attendees.

Placement: LinkedIn carousel ads, YouTube pre-roll, Google Display Ads



Sports/Amateur Athletics Marketing & Sales

Sports tourism is one of Casper's most dynamic & high-energy visitor segments, drawing athletes, coaches, families, & fans from across Wyoming & the nation.

From youth tournaments and high school championships to rodeos, marathons, and elite competitions, these events fill hotel rooms, drive restaurant traffic, and bring a celebratory energy to our community. Participants and spectators alike often extend their stays in Natrona County – fishing on the North Platte River, hiking on Casper Mountain, or enjoying local shops and attractions. Our central location, quality facilities, and reputation for exceptional hospitality make Casper a natural choice for hosting competitive events of all sizes. By attracting and delivering memorable sports experiences, Visit Casper not only fuels immediate economic impact but also cultivates a lasting connection that inspire athletes and their families to return for both future competitions and leisure travel.

Core Messaging Themes to Consider for FY26

- *Only in Casper:* Play here, stay here, and experience the wild heart of Wyoming.
- *Central & Accessible:* Easy to reach for regional and national tournaments.
- *Facilities + Adventure:* Pairing world-class sports venues with unmatched outdoor recreation.
- *Team-Friendly Value:* Affordable lodging, family dining, and group-friendly activities.

Placement: LinkedIn carousel ads, YouTube pre-roll, Google Display Ads

SAMPLE CAMPAIGN CONCEPT

Call to Action:

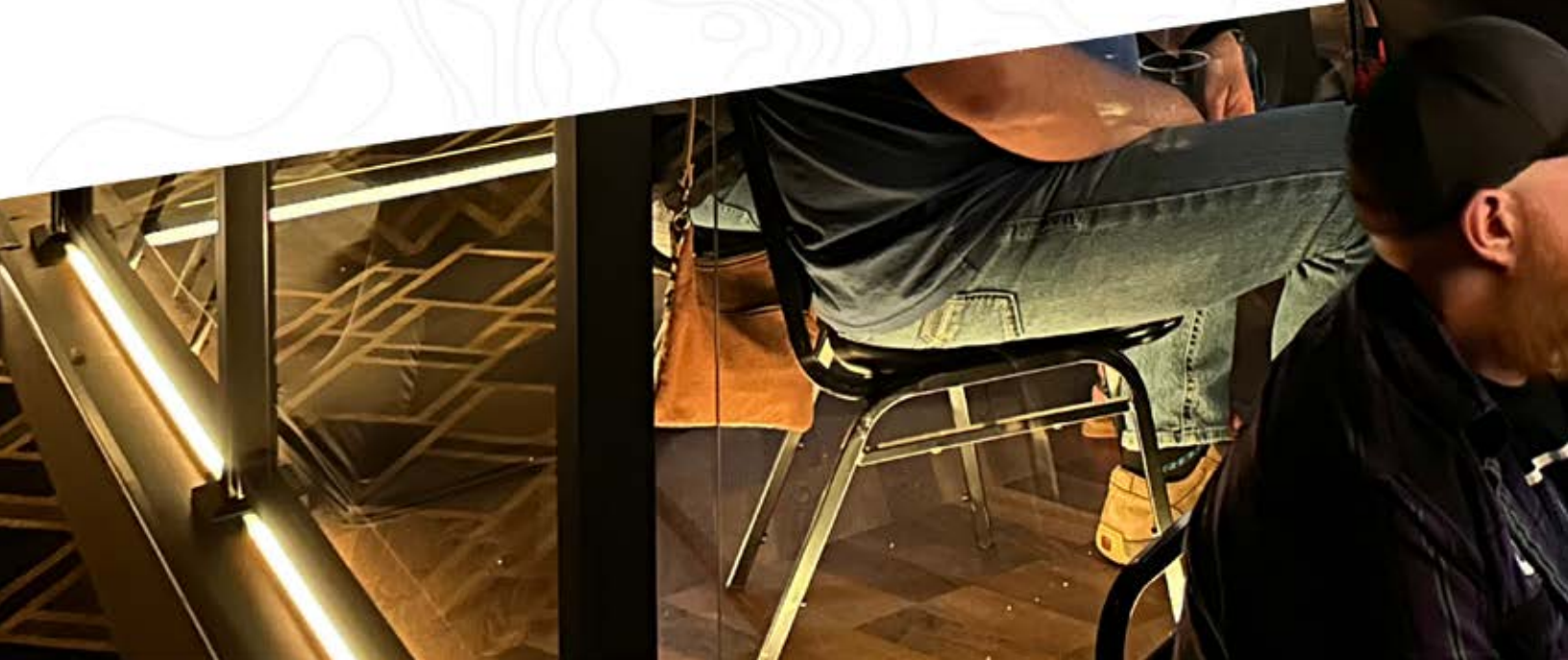
*Bring Your Game to Casper.
We'll Take Care of the Rest.*

Visual Approach: Hero shot of a packed sports venue (CNFR, basketball, wrestling, or youth tournament) overlaid with action shots of local outdoor recreation – fly fishing, mountain biking, skiing, etc.

Placement: Programmatic ads targeting sports event organizers, Meta carousel ads for parents/coaches, trade show booth graphics/decks

DESTINATION STEWARDSHIP

Visit Casper will continue to embrace our role as both a promoter and a steward of this destination – ensuring that the tourism economy not only grows but also enriches the lives of Natrona County residents. A key part of this commitment will be actively seeking and leveraging Destination Development funds from the Wyoming Office of Tourism to invest in projects that enhance visitor experiences while supporting community needs. By identifying initiatives that comply with the use cases set forth by the Wyoming Office of Tourism – projects not normally funded through lodging tax, focusing on those that improve infrastructure, preserve natural and cultural assets, and create new opportunities for residents and guests alike, we will align economic growth with long-term sustainability. Just as importantly, we will share these resources and outcomes with our partners and stakeholders, reinforcing the understanding that when tourism is thoughtfully developed, it uplifts the entire community and protects what makes Natrona County special for generations to come.





FINANCIAL PROJECTIONS

TOTAL INCOME
\$ 3,057,989.15

TOTAL EXPENSE
\$ 2,895,104.34

EXPENSE ALLOCATIONS

Administration-Operations	\$ 338,654
Administration-Personnel	\$ 837,799.08
Sales	\$ 239,444.24
Marketing	\$ 1,068,207.02
Destination Development	\$ 411,000.00

FY26 GOALS &

KEY PERFORMANCE INDICATORS

MARKETING GOALS

10% year-over-year growth in unique website users

25% growth in consumer e-newsletter opt-in subscriptions

5% year-over-year growth in unique website users

5% growth in local resident e-newsletter opt-in subscriptions

5% year-over-year growth in Road To Yellowstone Kit Requests

25% growth in combined Visit Casper + 5150' Local Instagram audiences

25% growth in combined Visit Casper & 5150' Local FB audiences

35% growth in LinkedIn audience

60% growth in combined Visit Casper & 5150' Local TikTok audiences

10% growth in out of area earned media placements

150 VCA Certifications

10% growth in attendance/representation at local events with Visit Casper booth

SALES GOALS

1

Prospect

at least 10 new leads per month per sales manager

2

Generate

5 new leads per month per sales manager

3

Confirm/Convert

12 leads per year per sales manager

FY26 VISIT CASPER

TIMELINE | VISIT CASPER OPERATES ON A JULY 1 - JUNE 30 FISCAL YEAR

(2025) July

MARKETING – 1. Indian Relay Race Marketing Begins 2. CWFR Influencer Campaign 3. Via Madden Media: Google SEM, Google SEM ‘Near Me’, Google Pmax, Azira Programmatic, Meta Prospecting & Remarketing, YouTube Video Ads 4. Datafy Summer Drive Market Campaign 5. Content Production in Partnership with Stengel Media 6. WOT Email Leads Program via Miles Partnership 7. Tourism Keeps The Lights On local Education Campaign 8. Casper Area Young Professionals Q3 Event

SALES – 1. Follow-up with Cvent leads from June 2. Prospecting using: Cvent, Sports Tourism Index 3. Quarterly round table with hotel partners 4. Process event/meeting economic impact reports 5. Start of new fiscal year for Compete Casper (establishing budget) 6. Economic Impact Reports

August

MARKETING – 1. Indian Relay Race Marketing Continued 2. Via Madden Media: Google SEM, Google SEM “Near Me”, Google Pmax, Azira Programmatic, Meta Prospecting & Remarketing, YouTube Video Ads 3. Datafy Summer Drive Market Campaign 4. Meta Campaign Promoting Art In The Park 5. Content Production in Partnership with Stengel Media 6. WOT Email Leads Program via Miles Partnership 7. Tourism Keeps The Lights On local Education Campaign 8. Visit Casper Advocate (VCA) Class

SALES – 1. Follow up with Cvent leads 2. Prospecting using: Cvent, Sports Tourism Index 3. Process event/meeting economic impact reports

September

MARKETING – 1. Indian Relay Races Marketing Cont. 2. Via Madden Media: Google SEM, Google SEM “Near Me”, Google Pmax, Azira Programmatic, Meta Prospecting & Remarketing, YouTube Video Ads 3. Datafy: Winter Fly Market Campaign, Fall Drive Market Campaign 4. Content Production in Partnership with Stengel Media 5. WOT Email Leads Program via Miles Partnership 6. Tourism Keeps The Lights On local Education Campaign

SALES – 1. Attend Small Market Meetings 2. Attend S.P.O.R.T.S. 3. Prospecting using: Cvent, Sports Tourism Index 4. Process event/meeting economic impact reports 5. Compete Casper sponsorship sales 6. CNFR Meetings/support starts

FY26 VISIT CASPER

TIMELINE CONT.

October

MARKETING – 1. Via Madden Media: Google SEM, Google SEM “Near Me”, Google Pmax, Azira programmatic, Meta prospecting & remarketing, YouTube video ads 2. Datafy: Winter Fly Market campaign, Fall Drive Market campaign 3. Content production in partnership with Stengel Media 4. WOT email leads program via Miles partnership 5. Tourism Keeps the Lights On local education campaign 6. VCA class

SALES – 1. Destination Guide 2026 & Downtown Pocket Map ad sales 2. Prospecting using: Cvent, Sports Tourism Index 3. Teams 25 Conference 4. Follow-up from S.P.O.R.T.S. 5. Follow-up from small market meetings 6. Process event/meeting economic impact reports 7. Compete Casper sponsorship sales 8. CNFR support/meetings

November

MARKETING – 1. Via Madden Media: Google SEM, Google SEM ‘Near Me’, Google Pmax, Azira programmatic, Meta prospecting & remarketing, YouTube video ads 2. Datafy: Winter Fly Market campaign, Fall Drive Market campaign 3. Content production in partnership with Stengel Media 4. New Visit Casper website launch 5. WOT email leads program via Miles partnership 6. Tourism Keeps the Lights On local education campaign

SALES – 1. Destination Guide & Downtown Pocket Map ad sales 2. Prospecting using: Cvent, Sports Tourism Index 3. Quarterly round table with hotel partners 4. Further follow-up for Teams 25 Conference 5. Process event/meeting economic impact reports 6. Compete Casper sponsorship sales 7. Wyoming High School Athletics Association (WHSAA) state volleyball

December

MARKETING – 1. Via Madden Media: Google SEM, Meta prospecting & remarketing, YouTube video ads 2. Datafy: Spring Fly Market campaign, Winter Drive Market campaign 3. Content production in partnership with Stengel Media 4. WOT email leads program via Miles Partnership 5. Tourism Keeps the Lights On local education campaign

SALES – 1. Destination Guide & Downtown Pocket Map ad sales 2. Prospecting using: Cvent, Sports Tourism Index 3. Process event/meeting economic impact reports 4. Additional follow-up on tradeshow

(2026) January

MARKETING – 1. Via Madden Media: Google SEM, Meta prospecting & remarketing, YouTube video ads **2.** Sojern programmatic via BVK & WOT co-op **3.** Datafy: Spring Fly Market campaign, Winter Drive Market campaign **4.** WOT 2026 Travel Guide print ad placement **5.** Content production in partnership with Stengel Media **6.** WOT email leads program via Miles partnership **7.** Tourism Keeps the Lights On local education campaign

SALES – 1. Destination Guide 2026 & Downtown Pocket Map ad sales **2.** Prospecting using: Cvent, Sports Tourism Index **3.** Quarterly round table with hotel partners **4.** Teams 25 Conference **5.** Follow-up from S.P.O.R.T.S. **6.** Follow-up from small market meetings **7.** Process event/meeting economic impact reports **8.** Compete Casper sponsorship sales **9.** CNFR support/meetings

February

MARKETING – 1. 2026 Destination Guide released **2.** Via Madden Media: Google SEM, Meta prospecting & remarketing, YouTube video ads **3.** Sojern programmatic via BVK & WOT co-op **4.** Datafy: Spring Fly Market campaign, Winter Drive Market campaign **5.** Content production in partnership with Stengel Media **6.** WOT email leads program via Miles Partnership **7.** Restaurant Week 2025 **8.** Tourism Keeps the Lights On local education campaign

SALES – 1. Follow-up with Cvent leads **2.** Prospecting using: Cvent, Sports Tourism Index **3.** WHSAA state wrestling **4.** CNFR meetings

March

MARKETING – 1. Casper Area Impact Grant applications open **2.** Via Madden Media: Google SEM, Meta prospecting & remarketing, YouTube video ads **3.** Via BVK & WOT co-op: Sojern programmatic, programmatic pre-roll **4.** Datafy: Summer Fly Market campaign, Spring Drive Market campaign **5.** Content production in partnership with Stengel Media **6.** WOT email leads program via Miles Partnership **7.** Tourism Keeps the Lights On local education campaign **8.** VCA class

SALES – 1. Prospecting using: Cvent, Sports Tourism Index **2.** WHSAA State Basketball 1A/2A & 3A/4A

FY26 VISIT CASPER

TIMELINE CONT.

April

MARKETING – 1. CNFR Marketing begins 2. Via Madden Media: Google SEM, Google SEM “Near Me”, Google Pmax, Azira Programmatic, Meta Prospecting & Remarketing, YouTube Video Ads 3. Datafy: Summer Fly Market, Spring Drive Market 4. Content Production in Partnership with Stengel Media 5. WOT Email Leads Program via Miles Partnership 6. Tourism Keeps The Lights On local Education Campaign 7. 2026 WOT Governors Conference Sponsorship 8. VCA Class

SALES – 1. Prospecting using: Cvent, Sports Tourism Index 2. Quarterly round table with hotel partners 3. Attend International Roundup (IRU) 4. Attend DI Sales Summit 5. Attend Women in Sports Conference through Sports ETA (if dates are possible) 6. CNFR event planning support 7. Attend Sports ETA

May

MARKETING – 1. CNFR marketing cont. 2. Via Madden Media: Google SEM, Google SEM “Near Me”, Google Pmax, Azira Programmatic, Meta Prospecting & Remarketing, YouTube Video Ads 3. Datafy: Summer Fly Market, Spring Drive Market 4. Content Production in Partnership with Stengel Media 5. WOT Email Leads Program via Miles Partnership 6. Tourism Keeps The Lights On local Education Campaign

SALES – 1. Prospecting using: Cvent, Sports Tourism Index 2. Tourism Academy 3. CNFR event planning support 4. Follow-up from Sports ETA

June

MARKETING – 1. CNFR: Influencer Campaign, Marketing cont. 2. Via Madden Media: Google SEM, Google SEM “Near Me”, Google Pmax, Azira Programmatic, Meta Prospecting & Remarketing, YouTube Video Ads 3. Content Production in Partnership with Stengel Media 4. WOT Email Leads Program via Miles Partnership 5. Tourism Keeps The Lights On local Education Campaign

SALES – 1. Cvent Connect 2. CNFR support 3. End of Fiscal Year wrap-up for Compete Casper 4. Start prep for CNFR contract negotiations (August 1st, 2026)

APPENDICES

SCAN THE QR CODES TO LEARN MORE



Destination Business
Plan Market Insights &
Strategic Blueprint



Brand Kits, Creative Samples
& Community Education Plan:
Tourism Keeps the Lights On

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