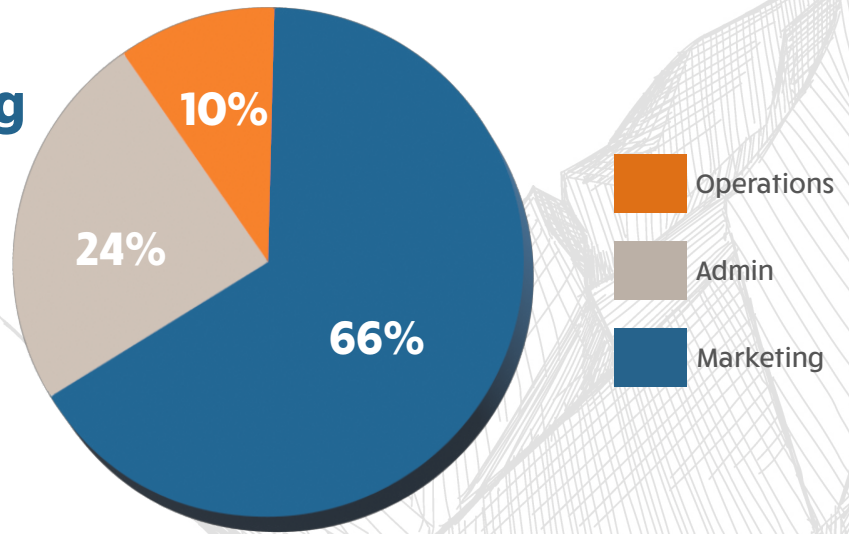


# 2021-22 Annual Report

## Budget Overview

### Albany County Lodging Tax Revenue:

**\$1,243,421**



The Albany County Tourism Board is funded by the 4% county-wide lodging tax. The tax is paid by visitors who stay in paid accommodations excluding campgrounds. Activity outfitters also pay the lodging tax.

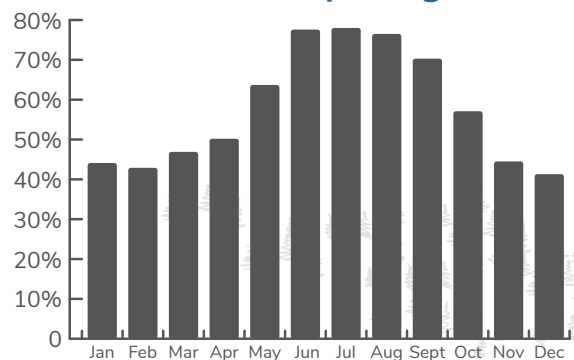
## Lodging Overview

### Digital Marketing

 Total Reach: Over 2 Million in 2021

 Email Reach: 750K Readers

### 2021 Hotel Occupancy Rates



### Website Traffic

- 953,372 Total Pageviews, Average of 80,000 per Month
- Bookdirect Hotel Referrals: 14,768, 36.9%↑ YOY

Visit Laramie rebranded and created a new website which launched in 2020. As a result, Visitlaramie.org won the Davey Awards silver award in the travel website category.



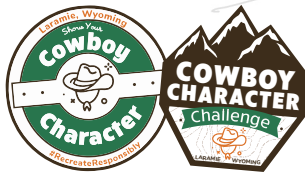
# Marketing Overview

## Media Tactics

The Visit Laramie team executed a range of strategic marketing tactics throughout the year to reach our target customers. This included a small paid media campaign with most campaigns being managed internally. Our mixed media tactics included but were not limited to things like **digital, print, out of home, TV, radio, hosting travel writers, co-ops with the Wyoming Office of Tourism, and more.** Whenever possible, local partners and vendors were chosen to support these efforts.

## Destination Management

New in 2021, the Albany County Tourism Board began efforts to work on growing a destination management campaign to promote but protect our outdoor recreation areas. Dubbed **Cowboy Character**, our team worked with the University of Wyoming, the USFS, and many other local businesses to develop and distribute campaign materials that blend Leave No Trace ethics with the Cowboy Code of the West. Our team launched a mixed media campaign to support the effort, generating over 2 million impressions in its first year. Our goal is to continue to grow these efforts in future years through additional marketing campaigns and innovative tactics like the **Cowboy Character Challenge**.



## Market Segments

Each year, the Visit Laramie team reviews prior year visitor traffic to determine where to run campaigns for the year ahead. In 2021, we continued to focus on some of our key geographic markets including the Midwest and other areas of the Rocky Mountain West. Specifically, our team focused on growth opportunities created by shifts in the travel market during the covid pandemic. This included targeted marketing to **Chicago, Kansas City, Lincoln and Omaha, and the Minneapolis-St. Paul metro area.** The team chose not to run any marketing in Colorado in 2021 with the Cowboy Character campaign being the lone exception as we focus on education and destination management in that market. These markets and strategies have remained the same for 2022 while adding the Dallas Fort Worth metro area into the mix this year.

# Economic Overview

## Information Distribution

- Total Visitor Guides & Brochures: Over 100K
- Conference Packets: 212.0%↑ YOY
- Visitor Center Inquiries: 43.3%↑ YOY

## Top Out-of-State Visitors

1. Colorado
2. Texas
3. Utah

In July 2021, Visit Laramie moved to a new location which has increased walk-in traffic.





## Travel Impact in 2021

- Albany County welcomed over **1 million visitors**, of which approximately 683,460 spent the night.
- Travel spending supported **2,130 jobs** in Albany County.
- Direct travel spending in Albany County was \$194.8 million, which generated \$12.4 million in tax revenue. Of that revenue, **\$4.6 million remained in Albany County**, and without it, the average household would have paid \$753 more annually in taxes for existing government services.
- Of the total sales collected in Albany County, **18% was paid for by travelers**.

## Grants & Events Overview

307 Film Festival  
AgWISE Conference  
Cowboy Picklebrawl  
Cowboy Turf Wars  
Elevation Celebration  
Family Fun Night for the Eppson Center for Seniors  
Laramie Jubilee Days  
Laramie Range Epic Bike Race

Laramie Regulators Baseball Tournament  
Pilot Hill Project  
Tom Horn Days Cowboy Rendezvous  
Western Research Institute  
WY Association of Municipalities  
WY Game Wardens Association  
WY High School Football Championship Tournament

### Total Granted to Albany County Events:

# \$87,250

