



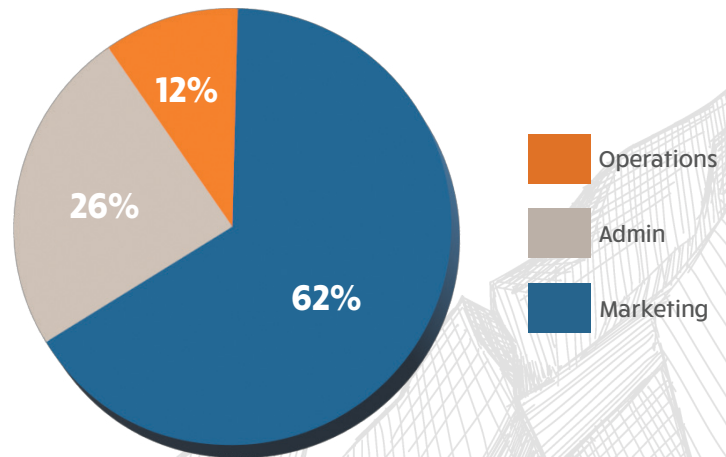
2022-23 Annual Report

Budget Overview

Albany County Lodging Tax Revenue:

\$1,286,556

3.5%↑ YOY



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

f Total Reach: Over 2.1 Million in 2022

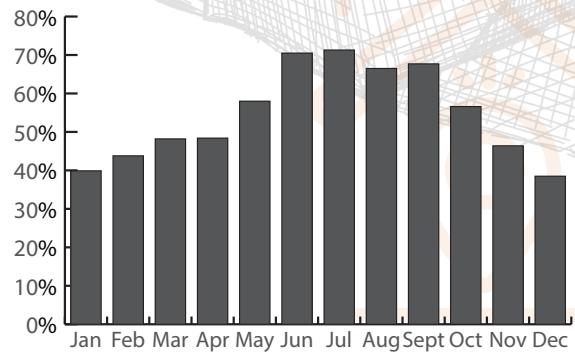
e Email Reach: Nearly 1 Million Readers

Website Traffic

Total Pageviews: 964,305, Ave. 80,000/Month

Bookdirect Hotel Referrals: 13,701, 7%↓ YOY

2022 Hotel Occupancy Rates



Economic Overview

Information Distribution

- Total Visitor Guides & Brochures: Over 60K
- Visitor Center Inquiries: 14%↑ YOY
- Visitor Center Foot Traffic: 29%↑ YOY

Top Out-of-State Visitors

1. Colorado
2. Texas
3. California

In July 2021, Visit Laramie moved the Visitor Center to a new location at 800 S. 3rd Street. In our second full year in the new space, we were able to finish an interior remodel and add a mural on the outside. Foot traffic increased again in year two: 29% YOY.



Travel Impact in 2022

- Albany County welcomed roughly **765,000 visitors**, of which approximately 635,270 spent the night for an average length of stay of 3.2 nights.
- Travel spending supported **1,740 jobs** in Albany County.
- Direct travel spending in Albany County was \$198.9 million, which generated \$11.4 million in tax revenue. Of that revenue, **\$4.6 million remained in Albany County**, and without it, the average household would have paid \$693 more annually in taxes for existing government services.
- Of the total sales collected in Albany County, **18% was paid for by travelers**.

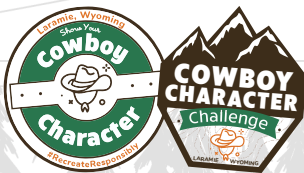
Marketing Overview

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

In 2022, the Albany County Tourism Board launched an innovative challenge based on the **Cowboy Character** destination management campaign from the prior year. This expanded the marketing reach to implement real-life strategies to incentivize crowd dispersion in the National Forest using a mobile trails pass. This all centered around the 2021 Cowboy Character campaign, blending **Leave No Trace Ethics** and the **Cowboy Code of the West**. In 2022, a winter version of the Cowboy Code was launched with messaging based around winter safety. In 2022, we reached over 3 million people, and our goal in 2023 is to expand the Challenge from a trail pass into a trails app, giving people offline functionality in the forest as they recreate.



Market Segments

Each year, the Visit Laramie team reviews the prior year's visitor traffic to determine where to run campaigns for the year ahead. In 2022, 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 continued to focus 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**. Of these areas, Chicago has seen the strongest growth and ROI from our marketing investment. New for 2022, the team decided to **reintroduce marketing in Colorado** in the fall beyond the Cowboy Character campaign after an 18-month hiatus to prioritize slower and more sustainable growth over growth itself. Additionally, we have continued to include the **Dallas-Fort Worth metro area** in our marketing plan for the second year in a row.



Grants & Events Overview

Cowboy Picklebrawl
Cowboy Turf Wars
Family Fun Night for the Eppson Center for Seniors
High Altitude Invitational
GEOPASS
Laramie Jubilee Days
Laramie Range Epic Bike Race

Laramie Regulators Baseball Tournament
Outlaw Trail Dinner & Show
Tom Horn Days Cowboy Rendezvous
Western Research Institute
Wyoming Association of Municipalities
Wyoming Game Wardens Association
WY High School Football Championship Tournament

**Total Granted to Albany County Events:
Over \$90,000**



Partnership Programs

New for 2023, Visit Laramie launched the **Certified Destination Expert Program** in partnership with UW's **ORTM program** after working on the development of the program in 2022. This program, dubbed CDX for short, is designed for front-line staff members who interact with visitors across Albany County to help them build and share their knowledge about everything there is to offer in the area. The course includes information on hospitality and customer service, outdoor recreation, sports and education, art and cultural attractions, history and Western life, special events, food and beverage options, and lodging.

The course is online, self-paced, and offers access to resources that help participants learn best practices for the ultimate visitor experience. To learn more about the program and how you or your business can enroll, please contact the Laramie Area Visitor Center.



Haub School of Environment
and Natural Resources
**Outdoor Recreation and
Tourism Management**



Destination Development

Also, new for 2023, the Albany County Tourism Board was able to benefit from **Destination Development Funding** provided by the **Wyoming Office of Tourism**. This money is a benefit that originates from the statewide lodging tax that was introduced in 2020, and each lodging tax board in Wyoming is eligible for a certain amount based on criteria established by the state. Albany County applied for the full \$300,000 that we were allotted with a long list of tourism infrastructure-related projects. **In 2023, these new projects include:**

- The new Outlaw Trail Dinner & Show event
- Support for murals at Vedauwoo in partnership with USFS and LPAC
- Staffing the Centennial Visitor Center for the summer and fall through partnerships with USFS, COG, and UW
- Purchasing credit card data for improved analysis of visitor spending behavior
- Updating our website to include new web accessibility and inclusivity standards

Future projects include working towards improved transit service for visitors to Albany County, support for new and existing winter events, and improving support for historic tours and signage for self-guided tours throughout Albany County.

Annual Retreat Overview

Each year, Visit Laramie's staff sets aside time to determine what the individual and team goals are for the next fiscal year. During the 2023 annual retreat, Visit Laramie established the following vision statement, mission statement, and core values.

Mission Statement

Visit Laramie's mission is to create sustainable economic growth through tourism that helps our businesses and communities thrive together.

Vision Statement

Visit Laramie is the driving force combining the success of travel and tourism with community quality of life throughout all of Albany County.

Core Values

1. Innovation

Think Big. Think Often. Think Outside the Box.
Challenge the status quo as a proactive leader.
Take calculated risks.

2. Purposefulness

Be representative of all that Albany County is.
Take accountability for our tourism impacts.
Be efficient. Be persistent. Be effective.

3. Collaboration

Ask for and provide help.
Leverage strengths to seek win-win solutions.
Build and value lasting relationships.

4. Sustainability

Prioritize long-term benefit over short-term gain.
Intentionally define growth by market.
Focus on and educate the ideal traveler.

