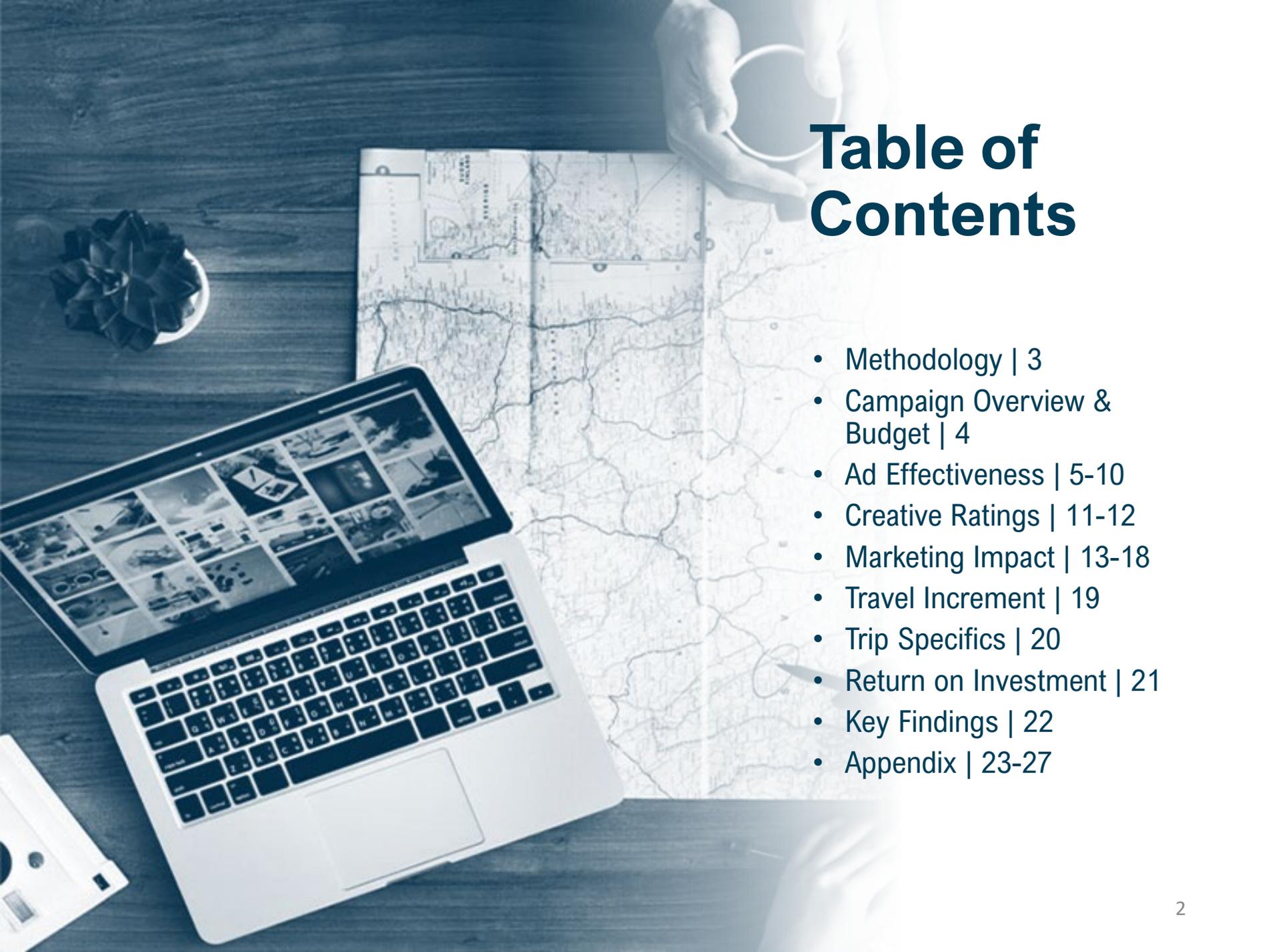


# 2024 Advertising Effectiveness & ROI Study

November 2024

SMARInsights

*That's*  
**WY**™



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# Methodology

## Advertising Effectiveness & Return on Investment Calculations (ROI)

The methodology used by SMARInsights to conduct advertising effectiveness research is recognized throughout the tourism industry as the standard for measuring the impact advertisements have on aware consumers. Our research methods rely heavily on primary research in target markets. Representatives of each target market are sought out and asked to share their thoughts and opinions on advertisements, which help determine awareness.

In turn, we can determine the profitability of an advertising campaign using incremental travel to calculate the return on investment (ROI).



SMARInsights, in collaboration with Wyoming Office of Tourism's Advertising Agency, BVK, developed a survey to gain feedback on the effectiveness of the *That's WY* advertising campaign.



The survey was programmed and disseminated using multiple national sample vendors to ensure a representative sample of each market area.



To qualify for the survey, respondents had to:

- Be a travel decision maker for the household
- Be at least 18 years old
- Be a regular leisure traveler



Data collection spanned from October 1, 2024 – October 9, 2024. A total of 4,059 surveys were recorded. Upon the completion of data collection, the results were cleaned, coded, and weighted to be representative of the population.



After the culmination of this data collection, the project team conducted analysis to determine levels of awareness, efficiency, campaign ratings, and overall campaign effectiveness.



Ultimately, the results of our analysis will inform actualized travel. SMARInsights also utilizes travel spend to calculate the return on investment made from promotional advertising.

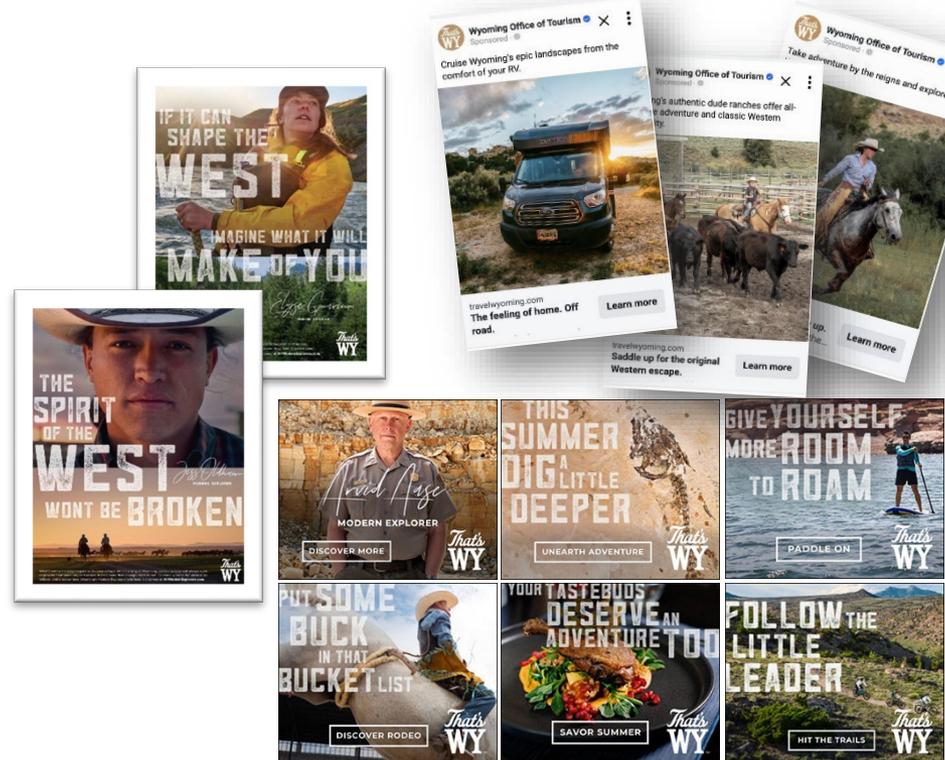
# Campaign Overview & Budget

The *That's WY* campaign has run for multiple years in varying spot markets across the country. Most recently, advertising efforts focused on Denver, CO, Salt Lake City, UT, Chicago, IL, Dallas, TX and San Francisco, CA. Collectively, these markets have been targeted by the Wyoming Office of Tourism since 2023.

The Wyoming Office of Tourism invested \$4,880,500.00 in paid media advertisements for these five spot markets in the 2024 fiscal year. An additional \$105,000.00 was invested in a nation-wide print component for a total of \$4,985,500.00 spent on the *That's WY* Campaign for the 2024 fiscal year (4% less than 2023).

Included in the spending is \$1.5 million dedicated to partnerships with key media outlets and influencers for destination promotion via print and digital media.

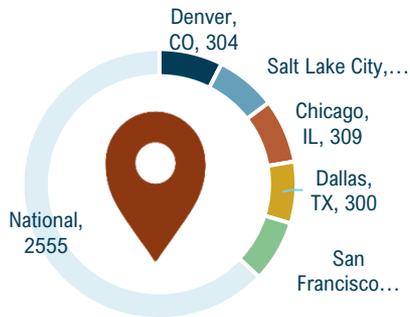
Year	Spend	% Change
2019	\$ 4,686,076.00	
2020	\$ 3,467,579.00	-35%
2021	\$ 3,751,013.00	8%
2022	\$ 3,603,610.00	-4%
2023	\$ 5,184,838.00	30%
<b>2024</b>	<b>\$ 4,985,500.00</b>	<b>-4%</b>



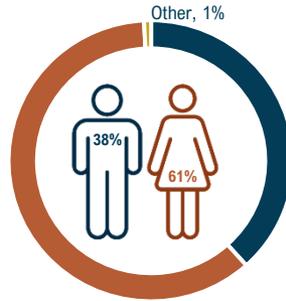
# Ad Effectiveness & ROI Results

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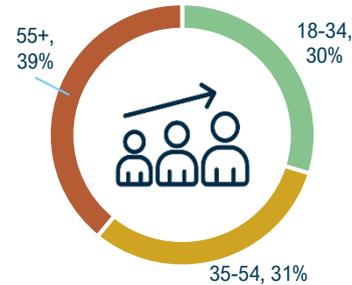
# Respondent Demographics



A total of 4,059 interviews were completed



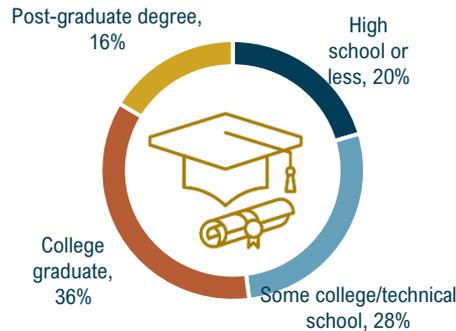
Of the total respondents, 1,554 were male and 2,466 were female.



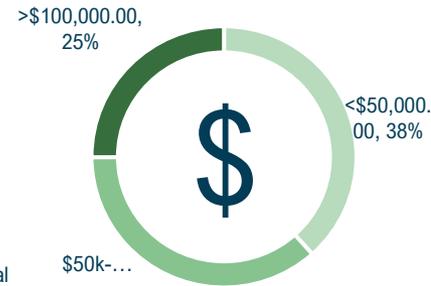
Respondents were screened to ensure there was an even age distribution.



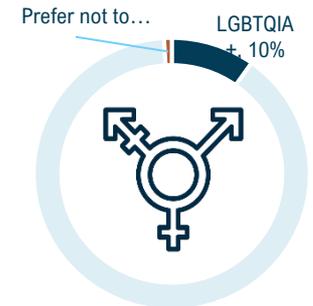
Slightly less than 50% of respondents were married.



2,107 respondents have earned a college diploma or higher



1,555 respondents earn an annual household income less than \$50,000.00.



398 people identify as LGBTQIA+.

# Paid Media Recall by Market

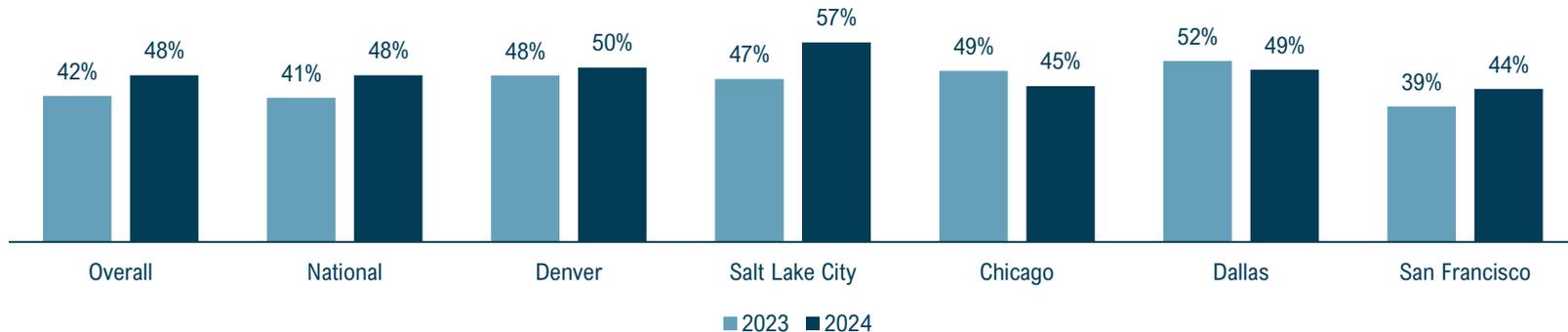
The results of our 2024 research show that 48% of the targeted population, or an estimated 45,500,000 households, recall one or more component of the *That's WY* paid media campaign.

**The recall rate is up 6% over last year, which is a testament to the campaign's effectiveness.**

With last year's retargeting, SMARInsights can compare 2024 awareness-by-market results to 2023 results.

All target markets experienced a year-over-year increase in awareness except Chicago, IL.

Salt Lake City, UT experienced the most notable increase in awareness, rising 10-points over 2023.

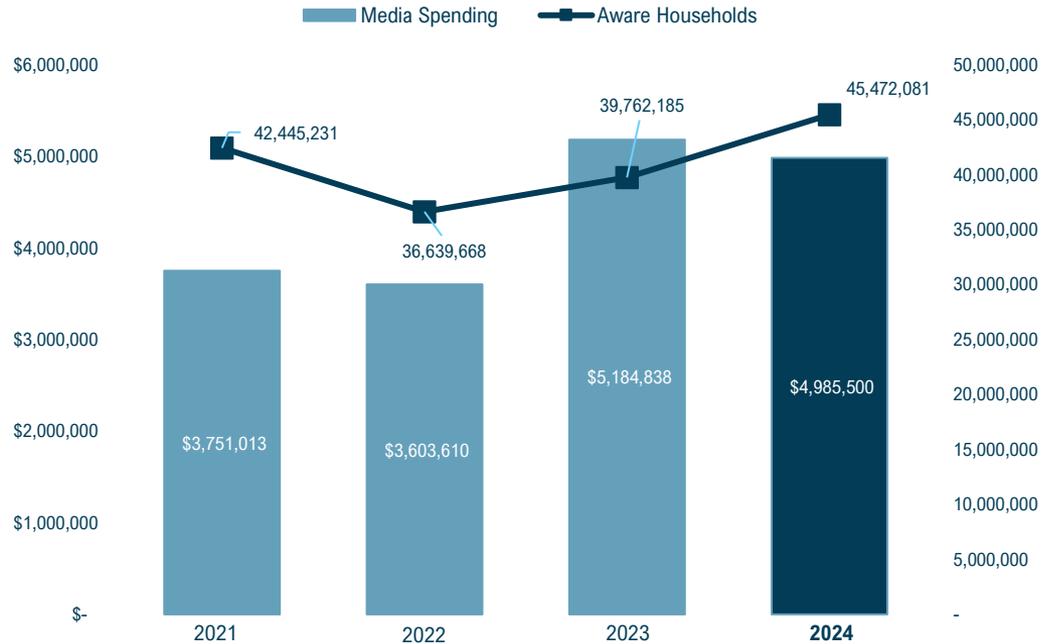


# Cost-Per-Aware Household

The number of aware households is up 13% at nearly 6 million households. Spending decreased by 4% or roughly \$500,000.00. The campaign has surpassed its 2023 efficiency with a Cost-Per-Aware Household of \$0.11/household.

From 2021-2023, the Cost-Per-Aware Household has increased by 1¢ – 3¢ each year. However, given the increase in awareness and decrease in spend, there was a 2¢ decrease in Cost-Per-Aware Households in 2024.

Keeping in mind SMARInsights' \$0.29/household cost among other state DMOs of similar size and spend, the efficiency of the campaign not only bests 2023 figures, but also continues to best the national average.



	2021	2022	2023	2024
Target Households	90,309,002	91,599,169	95,064,308	<b>95,188,230</b>
Paid Media Awareness	47%	40%	42%	<b>48%</b>
Aware Households	42,445,231	36,639,668	39,762,185	<b>45,472,081</b>
Paid Media Spending	\$3,751,013	\$3,603,610	\$5,184,838	<b>\$ 4,985,500</b>
Cost-Per-Aware Household	\$0.09	\$0.10	\$0.13	<b>\$0.11</b>

# Recall by Paid Media Type

To better understand the types of media consumers recalled, we looked at recall by paid media type – Video, Digital, Social, Print and Radio – in comparison to monies invested.

The awareness level of different media types aligns with what SMARInsights traditionally sees, with video ads being the most recalled media and radio being the least. Given the nature of consumers, it is far easier to reach a person via digital ads than it is via print or radio ads.

Results are reflective of the additional \$1.5 million invested in both print and digital partnership efforts by the Wyoming Office of Tourism, specifically in relation to print awareness nationally and in Dallas, TX.

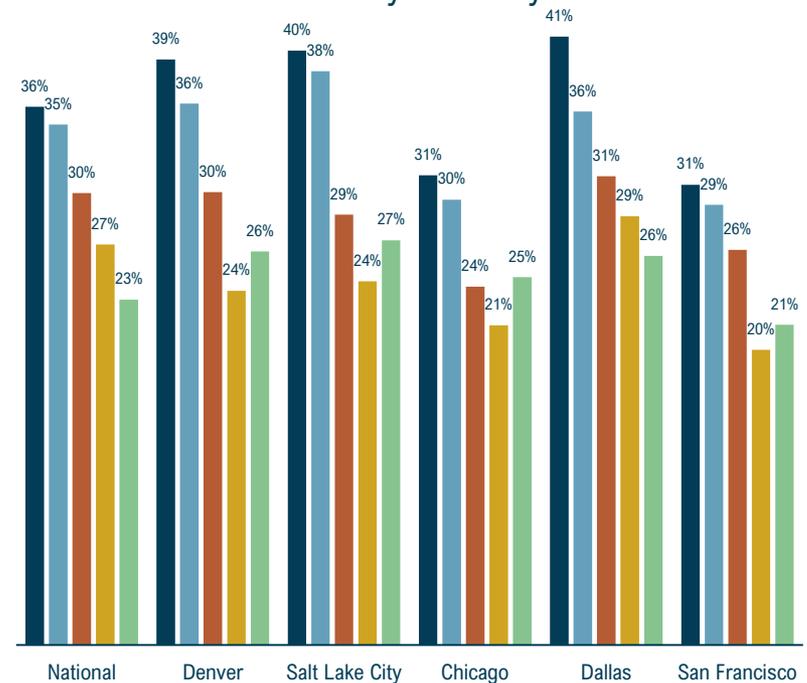
Media Type	Spend	% of Budget
Video	\$ 704,714.00	14%
Digital	\$ 1,060,786.00	21%
Social	\$ 1,190,000.00	24%
Print	\$ 105,000.00	2%
Radio	\$ 425,000.00	9%
Partnerships*	\$ 1,500,000.00	30%

\*\$1.5 million in partnerships was allocated towards both print and digital media efforts

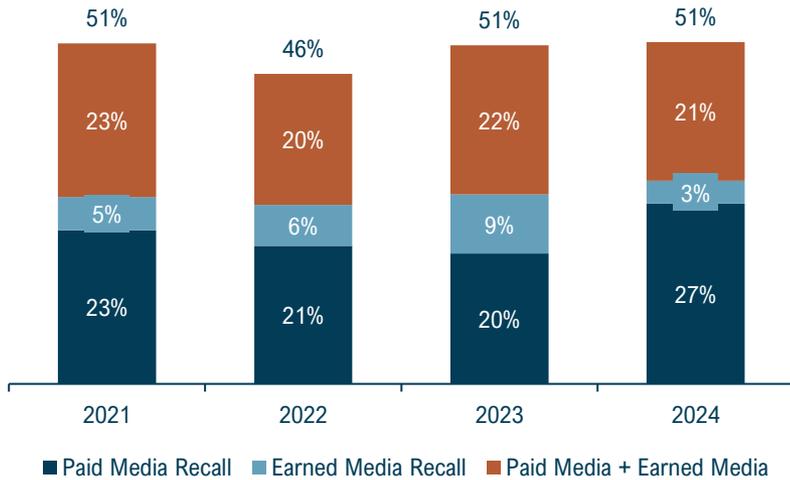
## Overall Recall by Media



## Overall Recall by Media by Market



# Earned Media Recall



SMARInsights tested five articles/stories to determine the additional awareness generated by earned media. Overall, 24% of consumers recalled seeing one or more PR element.

The addition of the PR campaign brings overall awareness up to 51% and adds an additional 3.3 million aware households.

The Travel & Leisure article *“This Underrated Northern Wyoming Town in One of the Coziest Western Destinations in the U.S.”* received the highest recall rate of 10%. However, all PR articles/stories had similar recall rates, with only 1-2 percentage point differences.



	2021	2022	2023	2024
Targeted Households	90,309,002	91,599,169	95,064,308	95,188,230
Paid/Owned + Earned	51%	46%	51%	51%
Aware Households	46,057,591	42,540,097	48,190,364	48,731,496
Earned Media Awareness	3,612,360	5,900,430	8,428,179	3,259,415

# Communication Ratings

## Communication Ratings

Marketing advertisements are intended to communicate a specific message to consumers with the hope of generating action. Messages could be in relation to promoting a destination's tangible offerings or conveying its "vibe". Regardless, the end goal is to impress upon consumers the desire to visit your destination.

To test the effectiveness of the message intended to be communicated, SMARInsights has developed benchmarks to measure a destination's creative and determine if the intended message was conveyed successfully. These benchmarks are based on the evaluation of hundreds of campaigns conducted by SMARInsights.

**Based on a 5-point scale, the average communication rating is a 3.8, with campaigns in the top 10% generating ratings of 4.2 or higher.**

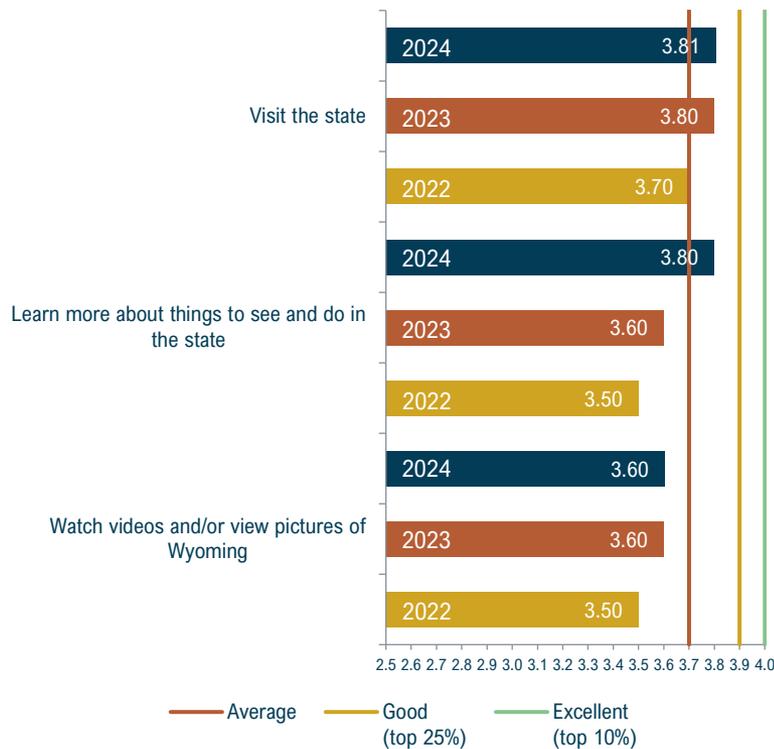
Wyoming Office of Tourism's *That's WY* campaign was best at communicating that the state has "...diverse landscapes full of endless natural beauty," but was less successful in relaying that responsible travel is encouraged. Overall, the campaign was above average in all that it was attempting to communicate.

## Communication Ratings (5-point scale)



# Impact Ratings

## Impact Ratings (5-point scale)



## Impact Ratings

In addition to testing how effectively a message is communicated, determining if the advertisements successfully generated action also contributes to the effectiveness measure of a campaign.

Because it is more difficult to motivate a consumer to act than it is to communicate a message, the impact ratings SMARInsights developed are reflective of this slightly more difficult goal.

**Based on a 5-point scale, the average rating for impacting consumer attitudes and behavior is 3.7, with campaigns in the top 10% generating a rating of 4.0.**

Keeping in mind that it is difficult to generate action, the *That's WY* campaign exceeded the average rating of prompting consumers to want to visit Wyoming and generally made them want to learn more about what it has to offer.

# Impact on Destination Attributes

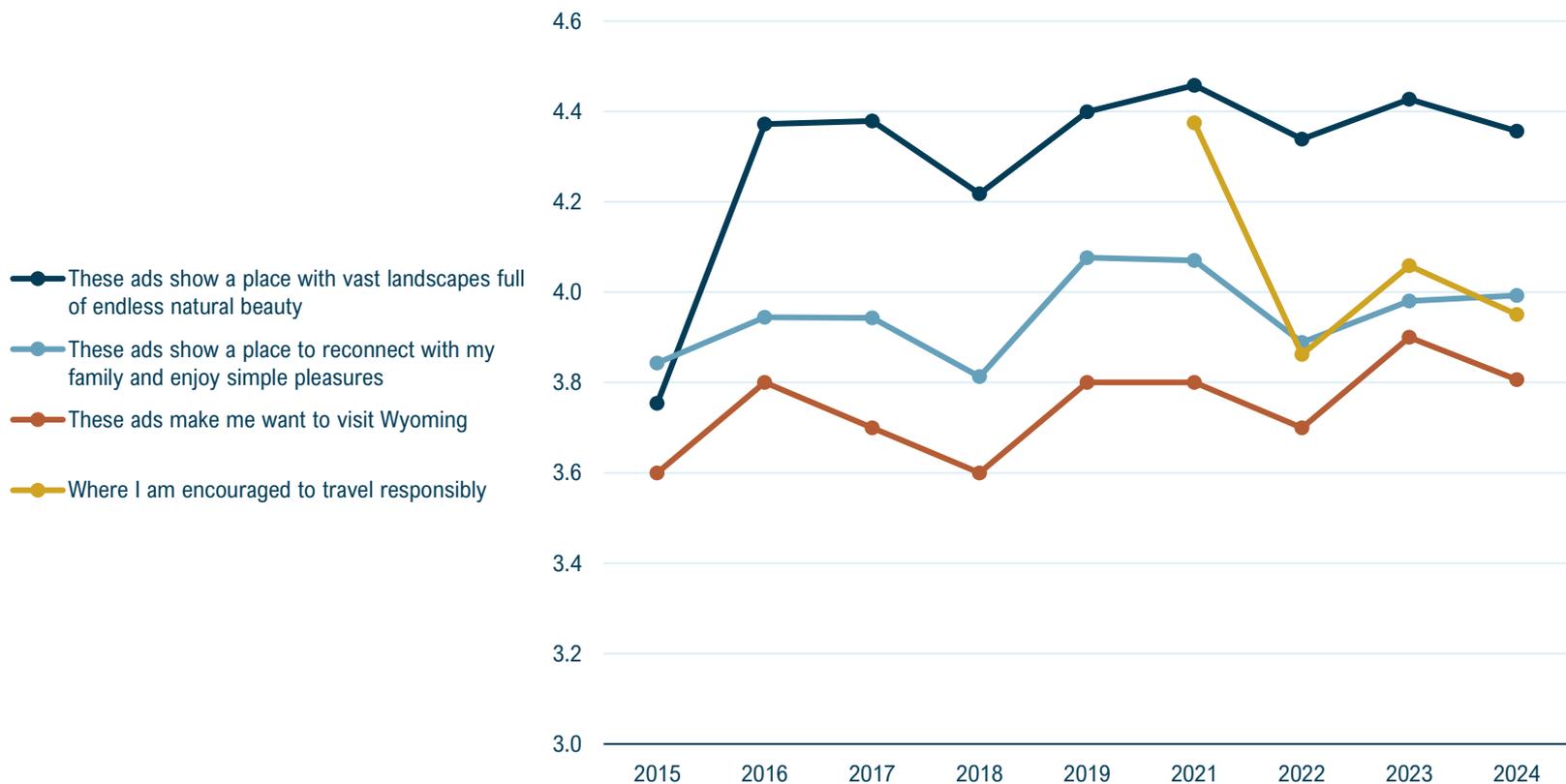
The advertising positively impacted consumers' perceptions of the state of Wyoming. Each measured attribute saw a lift between those who were unaware of the campaign and those who were aware.

Attributes most impacted by the ads were those which are innate for the destination – *An easy to get to destination, A year-round destination, and A winter destination*. All are attributes that are in relation to the geographic location and weather conditions, whereas the attributes that are not as strongly impacted are those that are more subjective and based on consumer preferences and experiences, such as *Where I can find adventure or is a place to have new experiences*.

Wyoming...	Unaware	Aware	Lift
Is a good year-round destination	3.39	3.75	0.37
Is an easy to get to destination	3.35	3.71	0.36
Is great for a winter destination	3.39	3.74	0.35
Is a good value for the money	3.53	3.86	0.33
Makes me feel welcome	3.60	3.92	0.33
Is a place that accommodates people with physical disabilities	3.31	3.62	0.31
Provides a variety of dining choices	3.57	3.88	0.31
Is accepting and inclusive	3.48	3.77	0.29
Ignites curiosity and learning	3.66	3.95	0.28
Is a good place for a road trip	3.74	4.02	0.28
Is a place with a bold spirit	3.71	3.97	0.27
Is home to Yellowstone National Park	3.25	3.51	0.26
Is a good place for family vacations	3.77	4.03	0.26
Offers leisure activities for all levels	3.74	3.99	0.25
Has interesting historical sites and museums	3.73	3.97	0.24
Has a vitality to it	3.65	3.88	0.23
Is where the Old West lives on	3.59	3.81	0.22
Is a place to experience cowboy culture	3.69	3.90	0.21
Offers great camping and RVing options	3.79	4.00	0.21
Where I can find adventure	3.87	4.08	0.21
Is a place to discover American Indian culture	3.63	3.82	0.20
Is a place to have new experiences	3.93	4.12	0.19
Has exceptional wildlife viewing	3.91	4.09	0.18
Offers abundant outdoor recreation options	3.98	4.14	0.16
Has diverse natural landscapes and scenery	4.00	4.14	0.14
Has wide-open roads to explore	3.95	4.05	0.10

# Year-Over-Year Ad Ratings

Key ad ratings over time



# Product Perception - Outdoor

	WY Aware	Montana	WY Unaware	Colorado	South Dakota	Idaho	Utah	Nebraska	Texas
Has exceptional wildlife viewing	4.22	4.17	4.11	4.11	3.89	3.84	3.78	3.62	3.60
Is home to Yellowstone National Park	4.14	3.50	4.15	2.71	2.64	2.94	2.71	2.59	2.25
Offers abundant outdoor recreation options	4.20	4.15	4.07	4.34	3.93	3.88	3.99	3.61	3.92
Has diverse natural landscapes and scenery	4.22	4.16	4.10	4.33	3.97	3.90	4.02	3.60	3.91
Has wide-open roads to explore	4.15	4.02	4.04	4.00	3.92	3.81	3.91	3.73	3.97
Offers great camping and RVing options	4.08	4.00	3.88	3.98	3.85	3.80	3.85	3.58	3.66
Is a place to have new experiences	4.19	4.01	4.01	4.24	3.94	3.82	3.92	3.66	4.04
Where I can find adventure	4.12	4.05	3.95	4.18	3.92	3.77	3.84	3.60	3.93
Is a place to experience cowboy culture	4.05	3.93	3.90	3.48	3.58	3.46	3.38	3.37	4.08
Is a good place for family vacations	4.08	3.96	3.83	4.13	3.82	3.69	3.82	3.48	3.88
Is a good place for a road trip	4.09	3.92	3.81	4.02	3.79	3.73	3.84	3.52	3.85

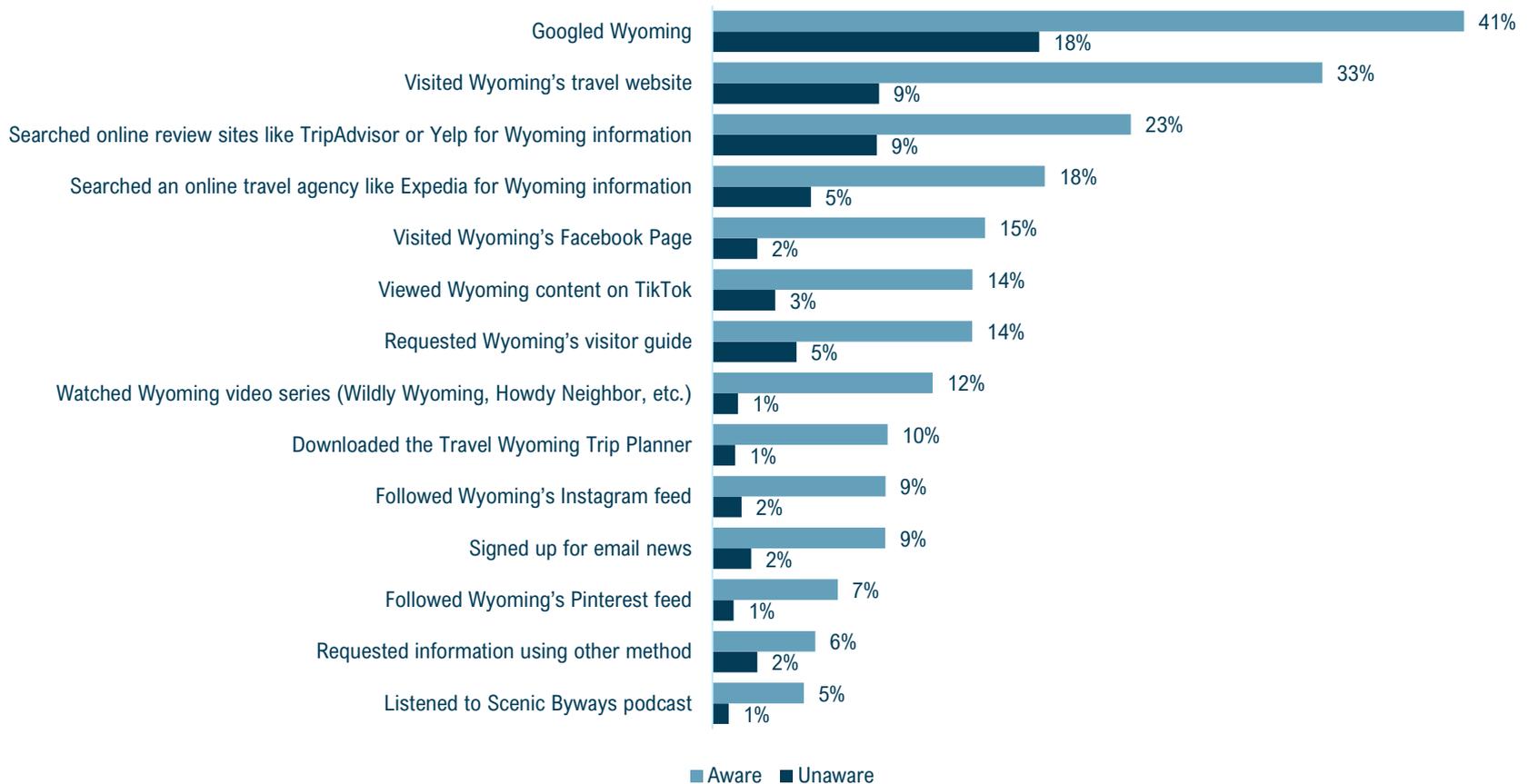
Benchmarks	
4.0 or higher	Excellent
3.75 or 3.99	Good
3.5 to 3.74	Average
3.4 or lower	Below Average

# Product Perception

	WY Aware	Montana	WY Unaware	Colorado	South Dakota	Idaho	Utah	Nebraska	Texas
Has interesting historical sites and museums	4.02	3.82	3.77	3.89	3.85	3.68	3.77	3.60	3.91
Is a place with a bold spirit	4.01	3.84	3.76	4.05	3.74	3.66	3.64	3.52	3.96
Ignites curiosity and learning	4.00	3.87	3.70	3.96	3.74	3.68	3.76	3.51	3.72
Offers leisure activities for all levels	4.01	3.84	3.75	4.15	3.74	3.74	3.74	3.61	3.96
Is a place to discover American Indian culture	3.96	3.80	3.79	3.58	3.86	3.51	3.53	3.47	3.45
Is a good value for the money	3.89	3.69	3.58	3.72	3.59	3.62	3.62	3.59	3.72
Is where the Old West lives on	3.98	3.79	3.79	3.45	3.57	3.39	3.43	3.35	3.72
Has a vitality to it	3.91	3.87	3.69	4.03	3.70	3.60	3.62	3.46	3.74
Makes me feel welcome	3.97	3.71	3.65	3.94	3.76	3.62	3.63	3.54	3.75
Provides a variety of dining choices	3.83	3.61	3.51	4.05	3.64	3.61	3.62	3.55	4.09
Is great for a winter destination	3.74	3.56	3.37	4.14	3.31	3.50	3.69	3.12	3.46
Is an easy to get to destination	3.70	3.43	3.27	3.78	3.41	3.45	3.55	3.46	3.75
Is a good year-round destination	3.71	3.53	3.35	4.02	3.33	3.47	3.64	3.21	3.78

Benchmarks	
4.0 or higher	Excellent
3.75 or 3.99	Good
3.5 to 3.74	Average
3.4 or lower	Below Average

# Paid Media Impacts Owned & Shared Media

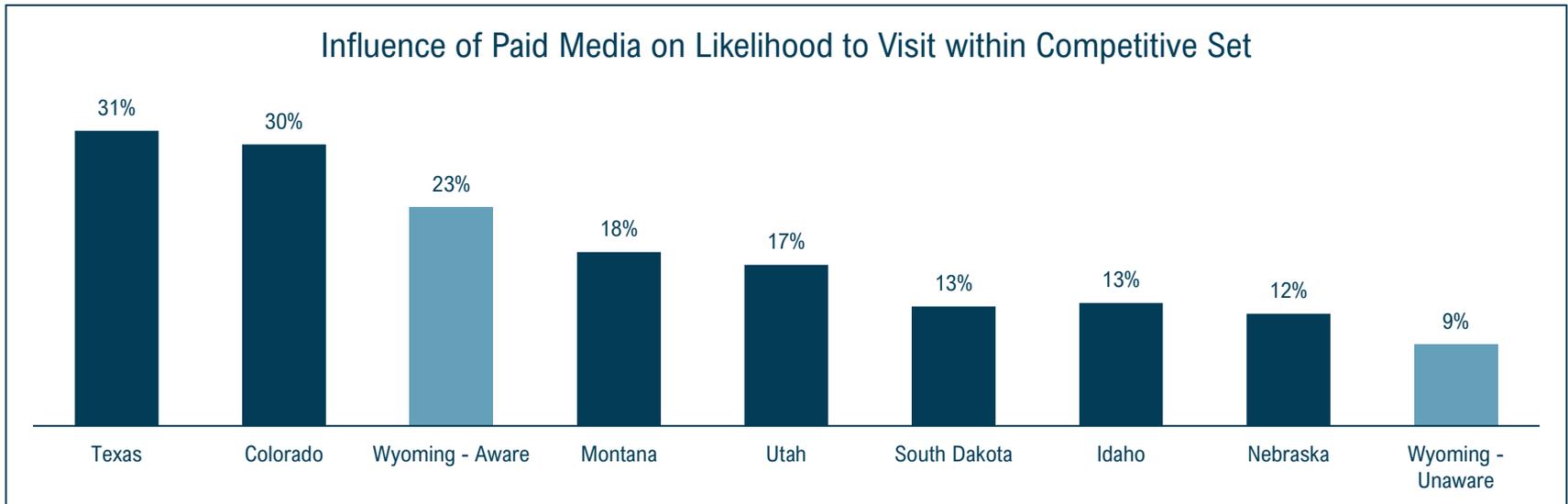


# Likelihood to Visit

Without paid media, Wyoming would have the least likelihood to visit of the entire competitive set. But awareness of the paid media pushes likelihood higher, with only Texas and Colorado outpacing the state. The difference in likely visitation between those who are aware of the advertising and those who are unaware is 14-percentage points.

Only Texas and Colorado have higher likelihood to visit than aware respondents' likelihood to visit WY.

*\*Likelihood to visit is a calculation based on 100% of those "already planning" a trip to each destination, 80% of those "very likely" to visit, and 20% of those "somewhat likely."*

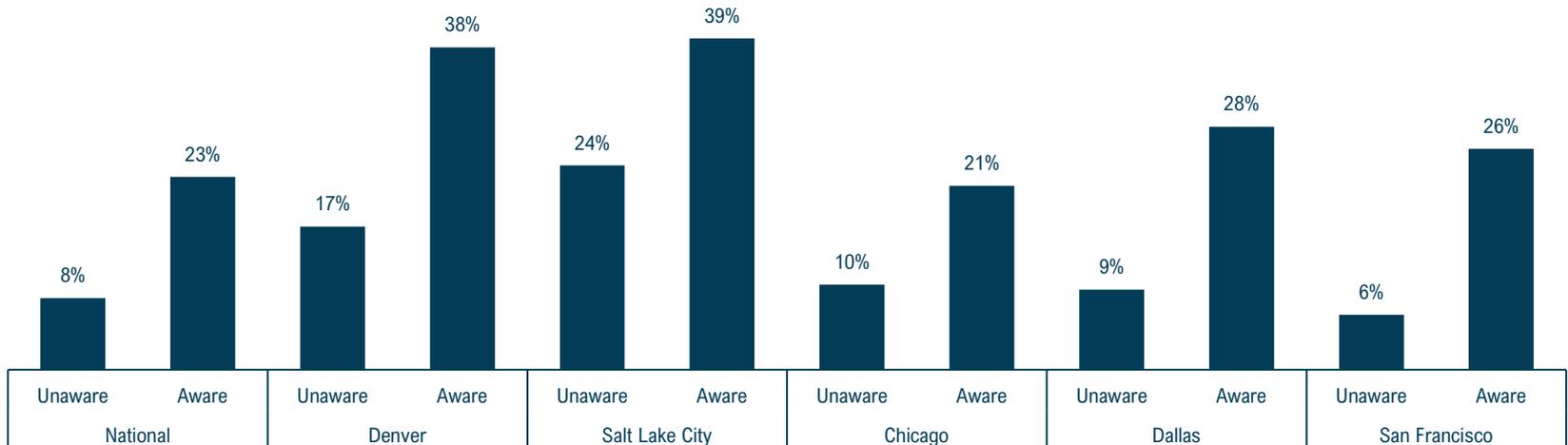


# Likelihood to Visit Wyoming

When looking at likelihood by those who live within the markets where the Wyoming Office of Tourism purchases advertising, marketing efforts positively impact desire to visit Wyoming.

Most notably, Denver saw a 21% lift in likelihood to visit the destination between those who are unaware versus those who are aware.

While the lift in Colorado was most significant, the lift within all spot markets is encouraging and reinforces effectiveness.



# Travel Increment

SMARInsights' methodology for measuring the impact of destination advertising relies on establishing a base rate of travel. Certainly, there would be travel to Wyoming even without any paid advertising.

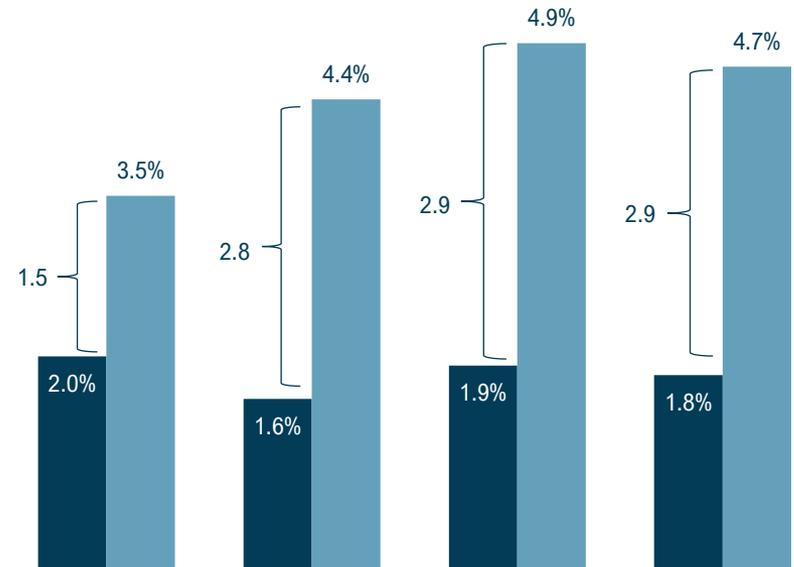
Thus, not all visitation, or even visitation by aware households, is attributable to the ads. In this evaluation, the level of travel among unaware households is considered the base and what the area would see without the marketing campaign. Accordingly, any travel above that base by ad-aware households is what is considered influenced. As such, this is a conservative measure of influence.

With the same rate of incremental travel as 2023 but with more aware households, the number of influenced trips increased by 12% to 1.3 million.

Post-COVID influenced trips have been steadily increasing and surpassed influenced trips in 2019 for the first time.

## Incremental Travel

■ Unaware ■ Aware



Incremental trips	2021	2022	2023	2024
Aware HH	42.4 M	36.6 M	39.8M	45.5M
Increment	1.5	2.8	2.9	2.9
Incremental trips	626,667	1,025,911	1,171,210	1,310,081

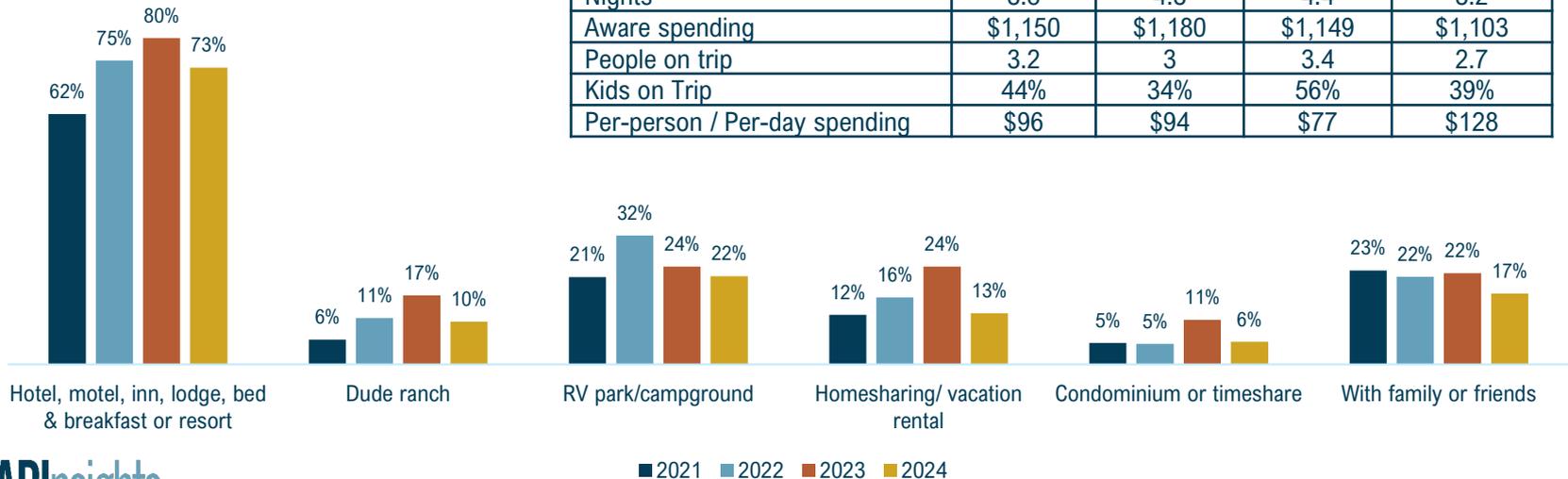
# Trip Specifics

Post-COVID trips have been longer and often have kids, resulting in larger party sizes. However, party size was smaller and trips were shorter this year, resulting in lower overall trip spending. Despite fewer people on the trip and less overnights, the per person per day spending is higher.

In recent years, 34% to 56% of trips have had children under 18, but less than a third of influenced trip in 2024 included children. With this, travel patterns have returned to pre-COVID behavior. Also notable is that while some Wyoming creative features family travel, it is not the focus of where the majority of the spend is.

Lodging choices have reverted to pre-COVID behavior as well. Homesharing/vacation rental sites, including Airbnb, have faced backlash in recent years. As consumers have faced strict cancellation policies, high fees, and even host cancellation of reservations, the Airbnb platform has seen declines in revenue.

Ad-Aware Trip Specifics	2021	2022	2023	2024
Nights	3.8	4.3	4.4	3.2
Aware spending	\$1,150	\$1,180	\$1,149	\$1,103
People on trip	3.2	3	3.4	2.7
Kids on Trip	44%	34%	56%	39%
Per-person / Per-day spending	\$96	\$94	\$77	\$128



# Return on Investment (ROI)

With similar rates of incremental travel but more aware households, the number of influenced trips increased 12% and visitor spending increased 7% from 2023. With slightly less investment, the return on investment of \$290 for every \$1 in paid media is 12% higher than last year.

Influenced visitor spending brought nearly \$60 million back to the state through taxes generated, for a tax ROI of \$11.61.

While influenced visitor spending and taxes generated are higher than any post-COVID year, they remains about 10% lower than in 2019.

Campaign impact	2021	2022	2023	2024	YOY Change	% Change from 2019
Total influenced trips	626,667	1.03M	1.17M	1.31M	12%	2%
Influenced visitor spending	\$720.82M	\$1.21B	\$1.35B	\$1.44B	7%	-11%
Ad spending	\$3.75M	\$3.60M	\$5.18M	\$5.0M	-3%	7%
<b>ROI</b>	<b>\$192</b>	<b>\$336</b>	<b>\$260</b>	<b>\$290</b>	12%	-15%
Taxes generated	\$28.9M	\$48.5M	\$53.9M	\$57.9M	7%	-10%
<b>Tax ROI</b>	<b>\$7.70</b>	<b>\$13.50</b>	<b>\$10.39</b>	<b>\$11.61</b>	12%	-15%

# Key Findings

## *That's WY*

Influenced visitors contributed \$1.44 billion dollars into the economy, thus making the return on the \$5 million investment into the *That's WY* campaign \$290/visitor. This is a 12% improvement over 2023 and the most influenced visitor spending post-COVID.

Though the number of influenced trips surpassed that of pre-COVID levels, total influenced visitor spending and the return on investment continue to be lower than 2019.

The *That's WY* campaign performed very well. Overall awareness of the paid media efforts increased 6% over 2023 despite the 4% decrease in spend. This is likely a reflection of consistency of the creative from previous years as well as memorable creative that scores in the top 25% of all DMO creative for its ability to communicate messages.

Though the creative's ability to communicate excels, there are concerns about its ability to motivate consumers to act. The *That's WY* campaign scores at or below average for making consumers want to take an action after seeing the creative or consider visiting.

Given the rise in awareness and drop in investment, the 2024 cost-per-aware household decreased from \$0.13/household to \$0.11/household. This per household cost is nearly 1/3 of the cost SMARInsights traditionally sees from other similar DMOs.

The additional efforts made via PR raised awareness another 3% for a total of 48,731,496 aware households in 2024 or 51% awareness of the targeted households.

The 2024 travel increment is calculated to be 2.9, which is in line with 2023 results. However, given the 2024 over 2023 increase in awareness, the number of incremental trips that can be attributed to the advertising is 1.3 million. This is a 12% increase over 2023.

The nature of consumers' travel in relation to their travel habits continues to evolve – 2024 results show that travel parties are smaller (2.7 people) and include fewer children. Additionally, lodging choices have reverted to hotels/motels versus the post COVID-19 trend of homesharing/vacation rentals being consumers' primary choice.

# Appendix

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# Questionnaire

**Wyoming Travel & Tourism  
2024 Advertising Effectiveness**

Job #	Date to Client	Quotas	Media Recap	Vendor	Team Members	Program Checklist
WYOM170	8/25	Spot markets – 1500 (300 each: Denver, Salt Lake City, Chicago, Dallas, San Francisco) National – 2500 TOTAL – 4000		D + P	AB SG	<input type="checkbox"/> Job # <input type="checkbox"/> TT <input type="checkbox"/> CQ <input type="checkbox"/> Aware Var <input type="checkbox"/> Quotas <input type="checkbox"/> Quota stops <input type="checkbox"/> Quota emails
Prior Job #	Due to Launch			Demos	CQs	
WYOM169	10/2		Ad Section: <input type="checkbox"/> New	Standard	Yes	

COMPETITIVE SET	Washington
Wyoming	South Dakota
Colorado	Texas
Idaho	Utah
Montana	Nebraska

S1a. What is your ZIP code? \_\_\_\_\_

S2. Who in your household is responsible for making decisions concerning travel destinations?  
 Me  
 Me and my spouse/partner  
 My spouse/partner -> **TERMINATE**

S1. [SCREENER GRID] Please indicate which of the following describe you. Select all that apply.

[ROTATE]	Yes	No
I regularly use social media like Facebook, X, Instagram, or TikTok		
I normally take at least one leisure trip a year that involves an overnight stay or is at least 50 miles from home		<b>TERMINATE</b>
I am currently planning or have already planned an upcoming leisure trip		<b>AFTER SCREENING QUESTIONS IF NO TO BOTH</b>
I regularly engage in some form of physical exercise like walking, biking or participating in sports to help stay healthy		
I use video streaming services like Prime Video, Disney+, AppleTV+, Netflix, Max, or Hulu		

Age. What is your age? \_\_\_\_\_ **[TERMINATE IF UNDER 18]**

Q1a. If you could take a leisure trip to a place in the U.S. that is filled with exploring the great outdoors, a sense of rugged camaraderie and the American West, where would you go?  
 \_\_\_\_\_

Q1x. How familiar are you with each of the following states, in terms of what they have to offer as a place for a leisure trip?

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[ROTATE]	Not at all familiar	Not very familiar	Somewhat familiar	Very familiar
[INSERT COMPETITIVE SET]				

Q2. How likely are you to take a leisure trip to any of the following states in the next year?

[ROTATE]	Not at all likely	Not very likely	Somewhat likely	Very likely	Already planning a trip
[INSERT COMPETITIVE SET]					

Q3. When have you visited each of the following states? Select all that apply.

[ROTATE]	Visited in 2024	Visited 1-5 years ago	Visited more than 5 years ago	Have never visited
[INSERT COMPETITIVE SET]				

[HAVE THEM RATE WYOMING AND ONE OTHER STATE. PRIORITY FOR RATING: FAMILIARITY  
 Q1\_STATE>1]

Q4. Please consider the following series of descriptions that could be used to describe Wyoming. Please rate how well each statement describes the state as a travel destination. You may not be very familiar with Wyoming, but please rate it based on whatever you know or have heard about the state. [ATTRIBUTES IN YELLOW HAVE BEEN TRACKED SINCE 2008]

[RANDOMIZE]	Not at all	2	3	4	Completely describes
Is home to Yellowstone National Park					
Has diverse natural landscapes and scenery					
Is where the Old West lives on					
Offers great camping and RVing options					
Has interesting historical sites and museums					
Is a place to discover American Indian culture					
Offers abundant outdoor recreation options					
Is a place to experience cowboy culture					
Has exceptional wildlife viewing					
Is great for a winter destination					
Is a place to have new experiences					
Where I can find adventure					
Is an easy to get to destination					
Is a good place for family vacations					
Is a good value for the money					
Is a good year-round destination					
Provides a variety of dining choices					
Is a good place for a road trip					

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Has wide-open roads to explore					
Makes me feel welcome					
Is accepting and inclusive					
Is a place that accommodates people with physical disabilities					
Is a place with a bold spirit					
Ignites curiosity and learning					
Has a vitality to it					
Offers leisure activities for all levels					

Q5 [EARNED MEDIA]. Since January 2024, please indicate if you saw any articles or stories related to the following. Select all that apply.

[ROTATE]	
This Underrated Northern Wyoming Town is One of the Coziest Western Destinations in the U.S. (Travel + Leisure)	
Wyoming Cowboy Cuisine (True West)	
Finding Myself on an Adventurous (and Solo) Wyoming Road Trip (Matador)	
5 North American Ski Towns for an Affordable Stay (AARP)	
Taking the Kids: Aard Planning a Successful Camping Trip without all the work (The Epoch Times)	
None of these	

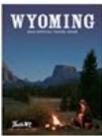
Q6. [RANDOMIZE] planning for recent or upcoming trips to Wyoming, did you gather information in any of the following ways? Select all that apply. [ROTATE]

Googled Wyoming	
Requested Wyoming's visitor guide	
Visited Wyoming's travel website [KEEP WITH NEXT 3]	
Downloaded the Travel Wyoming Trip Planner	
Signed up for email news	
Watched Wyoming video series (Wildly Wyoming, Howdy Neighbor, etc.)	
Visited Wyoming's Facebook Page	
Followed Wyoming's Pinterest feed	
Followed Wyoming's Instagram feed	
Viewed Wyoming content on TikTok	
Searched an online travel agency like Expedia for Wyoming information	
Searched online review sites like TripAdvisor or Yelp for Wyoming information	
Listened to scenic Byways podcast	
Requested information using other method [ANCHOR]	
None of these	

Q6a. Have you seen this Wyoming travel guide?  
 YES  
 NO

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# Questionnaire



[IF VISITED WYOMING WEBSITE AT Q6 ASK Q7b]  
7b. Is this the Wyoming website you visited? YES/NO



Q8. When did you visit Wyoming in 2024? Select all that apply.

January
February
March
April
May
June
July
August
September
October

Q8x. [ASK FOR EARLIEST DATE INDICATED IN Q8] Was your [INSERT MONTH] your first trip to Wyoming?

YES  
NO

Q9. Please indicate which of these trips would you consider your main visit to Wyoming and which were to visit friends and family.

Insert month and year	A. Main trip [EXCLUDE IF ONLY ONE TRIP]	B. Visiting friends or relatives

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[ASK ABOUT ONLY 1 TRIP. IF MULTIPLE TRIPS CHOSEN AT Q7, USE THIS PRIORITY TO CHOOSE WHICH TO FOLLOW UP ON -

- WYOMING MAIN TRIP
- WYOMING NON MAIN TRIP
- VFR MAIN TRIP

Q12. How far in advance did you begin planning that [INSERT MONTH AND YEAR OF PRIORITY TRIP] trip to Wyoming?

- Less than 1 month
- At least 1 month, but less than 2 months
- At least 2 months, but less than 3 months
- At least 3 months, but less than 6 months
- 6 months or more

Q15. Including you, how many people were in your travel party on your [INSERT MONTH AND YEAR OF PRIORITY TRIP] to Wyoming? \_\_\_\_

Q16. [ASK IF Q15>1] Please enter the number in your travel party who fall into the categories below. If none, please enter 0:

	Insert #
Spouse/significant other	(allow only 1)
Children/grandchildren age 0-12	
Children/grandchildren age 13+	
Other family	
Friends/acquaintances	
Total travel party [AUTO CALCULATE]	[Total should be Q15 minus 1]

Q17. What method of transportation did you use to travel to Wyoming on your [INSERT MONTH OF YEAR OF MAIN TRIP] trip?

- Drove via car, van, truck or SUV
- Drove via RV
- Flew/airplane into Wyoming or a nearby state
- Bus or motor coach trip
- Motorcycle
- Other, please specify \_\_\_\_\_

Q18. How many nights did you spend in Wyoming during [INSERT MONTH AND YEAR OF MAIN TRIP]?

Q19. [ASK IF Q18>0] On this Wyoming trip, what form(s) of lodging did you use, and how many nights did you stay in each? (Enter number of nights for all lodging types that apply. If you did not stay overnight, please enter 0.)

	# nights stayed
Hotel, motel, inn, lodge, bed & breakfast or resort	
Dude ranch	
RV park/campground	
Homebased/vacation rental, i.e., booked through Airbnb, HomeAway, etc.	
Condominium or timeshare	

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With family or friends	
Total nights [AUTO-CALCULATE]	

Q20. Which of the following activities did you participate in during your [MONTH] trip to Wyoming? Select all that apply. [randomize]

Hiking or backpacking	Visiting Grand Teton National Park
Visiting a state or national park/monument	Visiting Native American sites
Bicycling or mountain biking	Attending a Powwow
Mountain climbing	Attending a festival or fair
Rock climbing	Attending performing arts (music/theater)
Horseback riding	Visiting historical sites
Hunting	Visiting an archeological site
Camping	Wildlife watching
Snow skiing or snowboarding	Bird watching
Snowmobiling	Scenic drive
Canoeing or kayaking	Sightseeing tour
River rafting	Golfing
Fishing	Visiting a dude ranch or guest ranch
Visiting museums	Visiting hot springs
Visiting breweries or distilleries	Shopping for Wyoming-made goods
Attending a rodeo	Gambling
Visiting Yellowstone National Park	Other, please specify _____
	None of these

[ONLY SHOW THE ACTIVITIES THEY CHOSE ABOVE PLUS NONE AND ASK.]

Q20a. Of these activities, please indicate any that were a major influence for selecting Wyoming. You may choose up to 3.

Q23. To better understand your travel habits, we are interested in finding out the approximate amount of money you and other members of your travel party spent while in Wyoming on your trip. Please estimate how much your travel party spent in total on...  
Please complete all fields - best estimate is fine. If no expenditures in a category enter a "0"

Lodging/accommodations	_____
Meals/food/groceries	_____
Entertainment/attractions	_____
Shopping	_____
Entertainment such as shows, theater or concerts	_____
Transportation to Wyoming	_____
Transportation while in Wyoming	_____
Other	_____

Q24. Did you post any information about this trip on the following outlets? Select all that apply.

- Facebook
- X
- Instagram
- YouTube
- Pinterest
- TikTok

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# Questionnaire

Other social media  
Blogs  
None of these

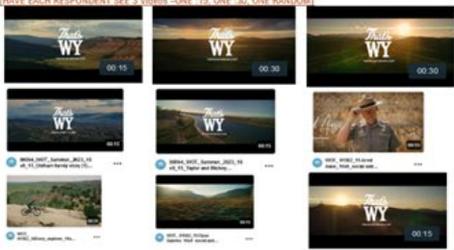
Q25. Thinking about your overall travel experience in Wyoming, would you say it was...?

Excellent  
Very good  
Good  
Fair  
Poor

Next you will be shown a variety of types of advertisements. Some advertisements will include sound so please adjust your volume to a comfortable level. Please review each ad carefully and answer the questions that follow. [ROTATE MEDIA AND ADS WITHIN MEDIA]

**VIDEOS – To make this easier for the scriptline, the 30 second ads are 1, 2, 3 and then the 15 second ads are 4-9.**

[HAVE EACH RESPONDENT SEE 3 VIDEOS - ONE 15, ONE 30 ONE RANDOM]



VIDEO. How many times have you seen this video ad?

Never  
Once  
Two or three times  
More than three times

**BANNER ADS**

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BANNER. Please indicate if you have seen each of these ads before.

**PRINT**



PRINT. Please indicate if you have seen any of these ads before.

**RADIO**



RADIO. Please indicate if you have heard any of these ads or ads like them for Wyoming before.

**SOCIAL**



SOCIAL. Please indicate if you have seen any of these ads before.

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SOCIAL. Please indicate if you have seen any of these ads before.

[AFTER ALL ADS HAVE BEEN SHOWN, ASK Adreact-Q27b]

**Adreact. What is your overall reaction to the ads you just viewed?**

Positive	Neutral				Negative

Q22a. How please indicate how much you agree that all the ads you have just seen for Wyoming show a place. [ATTRIBUTES IN YELLOW HAVE BEEN TRACKED SINCE 2006]

[ROTATE]

	Strongly disagree	2	3	4	Strongly agree
With vast, diverse landscapes full of endless natural beauty					
Where I can be a bold explorer					
Where I can learn new things and grow as a person					
Where I can reconnect with my family and enjoy simple pleasures					
Where I can indulge a passion for the great western outdoors					
To escape to the comfort of the outdoors spaces					
Where I can enrich and expand my understanding of Western lore and culture					
Where I feel a sense of freedom and release					
Where I am encouraged to travel responsibly					
Where people possess great determination and grit					
Where I can unplug and focus on personal wellness					
Where my family and I can challenge ourselves and try new things					

Q22b. How much do you agree that this campaign makes you want to...?

[ROTATE]

	Strongly disagree	2	3	4	Strongly agree
Learn more about things to see and do in the state					
Go to the state website, TravelWyoming.com					
Order or download a Wyoming visitor guide					
Visit the state					
Talk to friends and family about Wyoming					
Follow Wyoming social media					
Talk about or share Wyoming information online					
Watch videos and/or view pictures of Wyoming					
Sign up for Wyoming emails					

Q22c. [ASK IF VISITOR AND ANAKE ANY AD] Did the Wyoming ad(s) you saw cause you to visit more places on your Wyoming trip?

YES  
NO

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# Questionnaire

Q23. [ASK OF THOSE AWARE OF ANY AD] Now, thinking about your experience with the ads before this survey, how much do you agree that...?

ROTATE	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I know these ads really well	1	2	3	4	5
I always enjoy seeing these ads	1	2	3	4	5
I have seen these ads so many times that I am tired of them	1	2	3	4	5
I find the ads engaging	1	2	3	4	5
The ads are truly memorable	1	2	3	4	5

ADirect2. [ASK IF ~~ADirect~~ IS NEGATIVE; ASK] Earlier, you said you had a negative reaction to these ads. Why do you feel that way? \_\_\_\_\_

## DEMOGRAPHICS

The following questions are for classification purposes only and will help us understand different groups of people.

Marital. Are you currently...?

- Married
- Divorced/Separated
- Widowed
- Single/Never married

~~ECouH1~~ Including you, how many people are currently living in your household? \_\_\_\_\_

~~KDSouH1~~ [ASK IF ~~ECouH1~~-1] How many living in your household are children under the age of 18? \_\_\_\_\_

Education. Which of the following categories represents the last grade of school you completed?

- High school or less
- Some college/technical school
- College graduate
- Post-graduate degree

Income. Which of the following categories best represents the total annual income for your household before taxes?

- Less than \$35,000
- \$35,000 but less than \$50,000
- \$50,000 but less than \$75,000
- \$75,000 but less than \$100,000
- \$100,000 but less than \$150,000
- \$150,000 or more

ethnicity1. Which of the following best describes your ethnic heritage? Are you...? Select all that apply.

[ALLOW MULTI]

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- ~~African-American/Black~~
- Asian
- American Indian or Alaska Native
- Caucasian/White
- Hispanic/Latino
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- Other, please specify

Gender. Do you identify as...?

- Male
- Female
- Non-conforming/~~Non-binary~~
- Prefer not to answer

Orientation. Do you identify as LGBTQIA+ or travel regularly with someone who does?

- Yes
- No
- Prefer not to answer

Disability. Do you have a physical disability or travel regularly with someone who does?

- YES
- NO

Thank Screen -

[Before Vendor ending]

Thank you for taking the time to complete this survey.

Explore Wyoming!

*That's WY*

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