

# DESTINATION DEVELOPMENT 2023-2024

Albany County Tourism Board  
Visit Laramie  
Sara Haugen, Marketing Manager





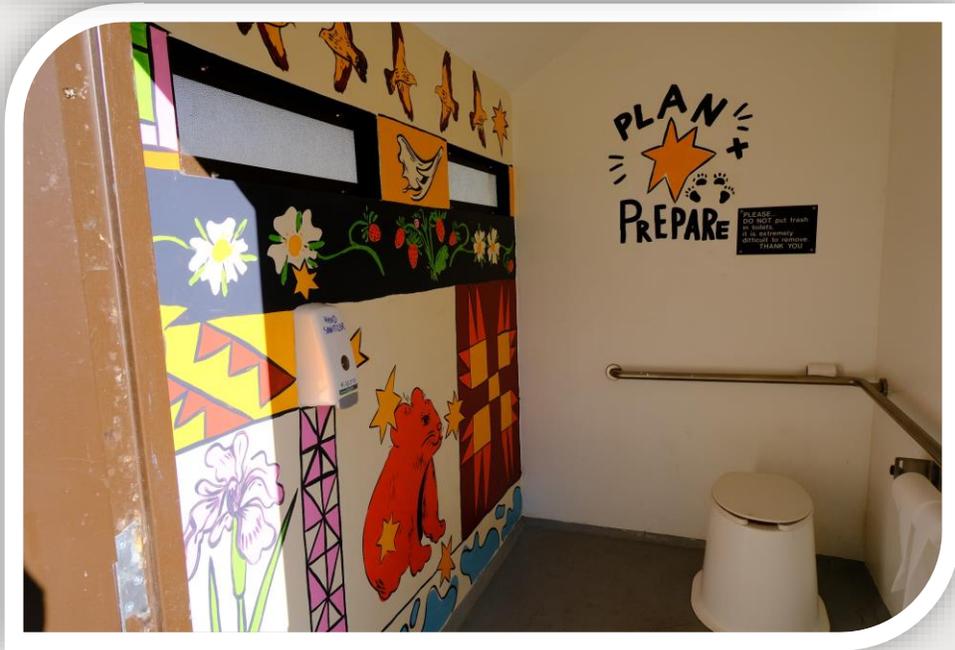
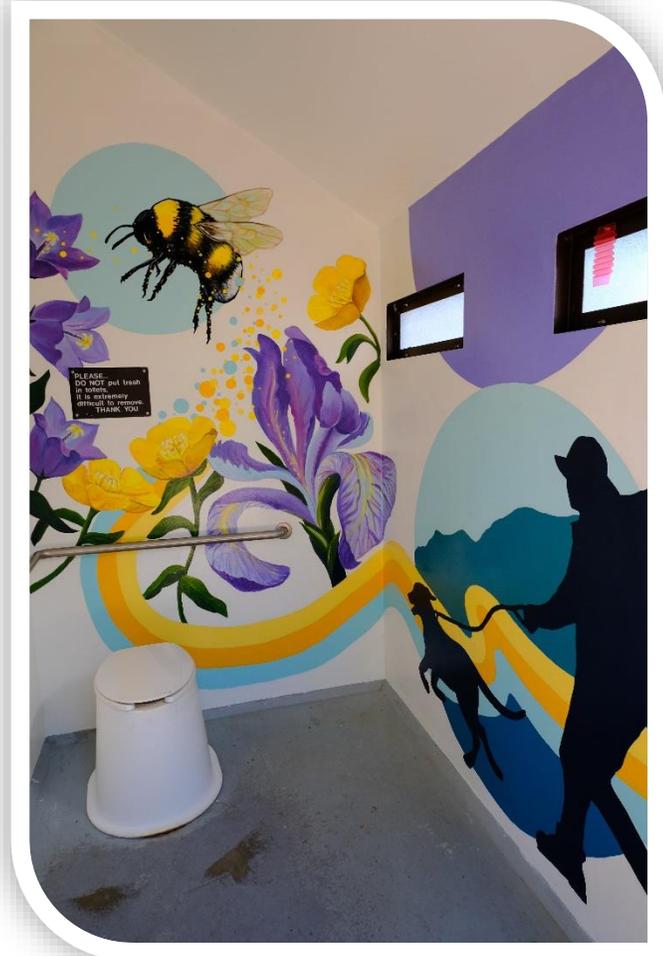
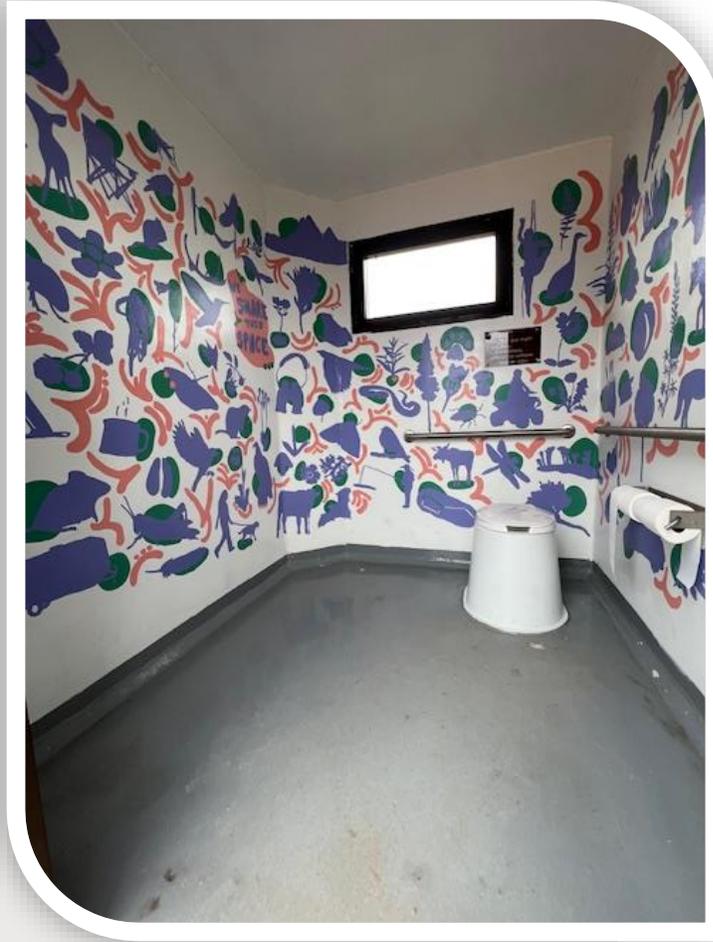
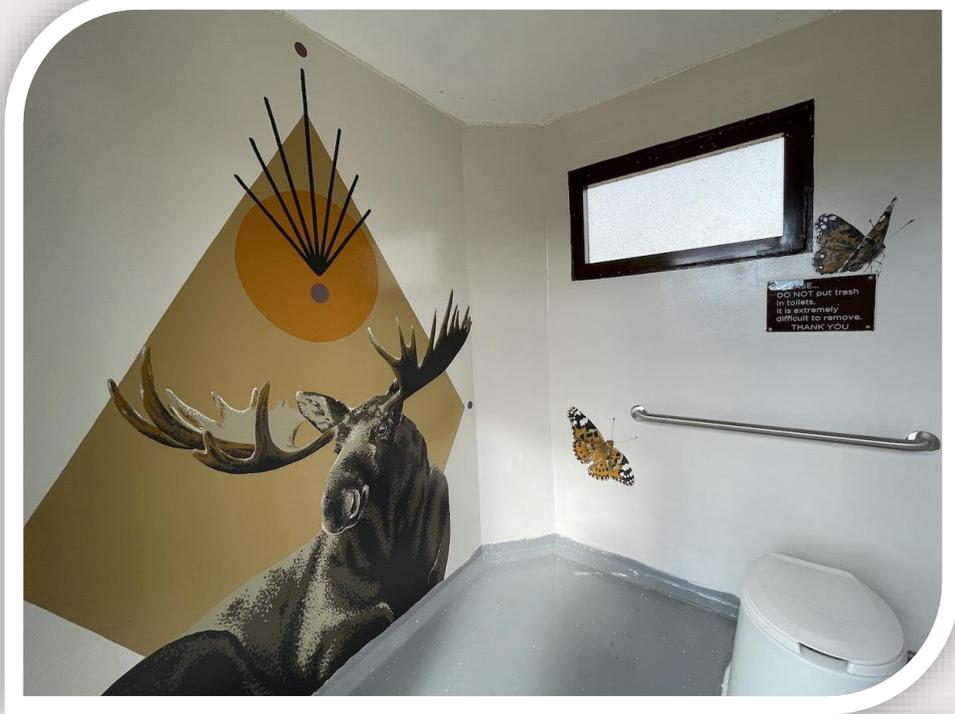
# SMALL COMMUNITY SUPPORT

- Background: Town Hall meetings in prior years identified infrastructure needs and stress of visitor volume on small businesses in Centennial, Wyoming
- After 2020, the Forest Service had failed to staff the Centennial Visitor Center for two consecutive years
- ACTB was able to staff a full-time and part-time summer visitor center specialist in the Visitor Center as a pilot program
- Businesses in Centennial have appreciated the central hub of information & the ability to send visitors “up the hill.” It has increased sentiment of local business toward the organization.
- Our two-year pilot hire is now a permanent staff hire.

# USFS VAULT MURALS

- A first-ever art collaboration of its kind according to National Forest personnel. This project was a collaboration with Laramie Public Art.
- Messaging was Leave No Trace and Responsible Recreation focused, with the hope of decreasing trash and misuse in vault toilets.
- A very unique visitor experience found nowhere else, featured in our most high-traffic forest areas at Vedauwoo and Centennial Visitor Center.







# WAYFINDING SIGNAGE



## Laramie “Thrive Plan” Addition

- Covid-era cost increases derailed funding for prior wayfinding plans
- Destination Development matching afforded completion of project, all remaining signs were ordered and are soon to be installed
- Branded with city branding, helps parents and visitors find their way and give better gateway experience



## JUBILEE DAYS

- Expanded seating
- Additional bleachers increased total capacity of 2024 rodeo events, setting record attendance
- Parking coordination and third party vendor to ease traffic congestion and improve visitor experience



## DIGITAL ADDITIONS

- Credit Card Data through Affinity provided insight into overall visitor spend, top economic impact origin markets to drive future marketing decisions.
- Monsido tool brings website users a more inclusive, dynamic website experience.