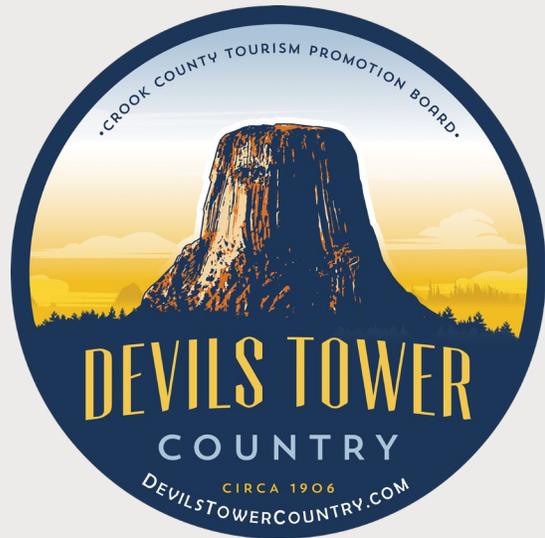


# DESTINATION DEVELOPMENT FUNDS & WOT PARTNERSHIPS



## Devils Tower Country

Crook County Tourism  
Promotion Board

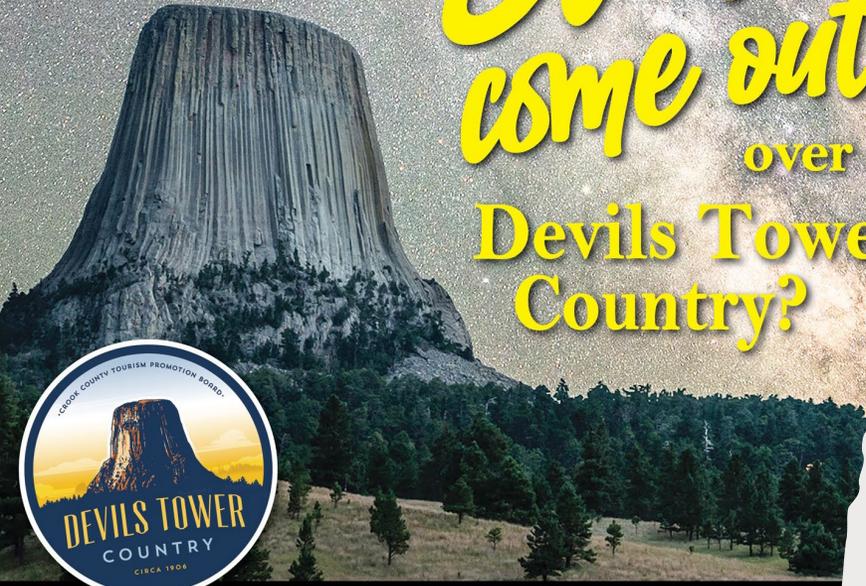




# DEVILSTOWERCOUNTRY.

SCAN WITH YOUR PHONE  
TO EXPLORE MORE

Where will you  
be when the  
*Stars  
come out*  
over  
Devils Tower  
Country?



## COMMUNITY PROJECTS

- Dilapidated signage at Ranch A National Historic Site was replaced.
- Black Hills and Badlands Trade Association was provided visitor bags promoting Devils Tower Country. The bags were used at travel shows where the Association represents its members.
- Expanded the printing of Devils Tower Country maps to encourage visitors to stay longer and provide front-line staff with materials to answer the question, “What is there to do here?”



# LOCAL EDUCATION

- Area businesses and attractions gathered for training and a review of their online assets.
- As a result of the training, Devils Tower Country has an improving online presence with more complete information.

# DESTINATION MARKETING

- Devils Tower Country has a limited budget. Grant dollars allowed them to pursue advertising with Trip Advisor and True West Magazine.
- Realizing Mount Rushmore sees three times more visitors than Devils Tower, a geofencing campaign focused on the Black Hills Area entices visitors to Wyoming. Slow travel, encouraging stops in the area's communities, was featured.

