

WYOMING OFFICE OF TOURISM CO-OPERATIVE OPPORTUNITIES

That's
WYTM

TRAVELWYOMING.COM

SALES WINDOW

10/22/25 - 12/31/25

TRIPADVISOR TRAVEL ADVERTISING

Tripadvisor is back for another year of Co-op, building off of another season of strong performance.

This offering allows an opportunity to target key target audiences, including those seeking travel to the Western U.S.

New this year is more custom creative units to incorporate partners into Tripadvisor content even more seamlessly.

	Bronze Package	Silver Package	Gold Package
Campaign Flight Min.	2 months	3 months	3-8 Weeks
Delivery	344K + Impressions	622K + Impressions	6K Clicks
Total Value	\$5,000	\$10,000	\$15,000
Wyoming Match	\$2,500	\$5,000	\$7,500
Partner Price	\$2,500	\$5,000	\$7,500
Creative Units	Native Boost	Native Boost, Explorer Video*	Tripadvisor Connect (Social)
Added Value	Custom built creative leveraging partner assets		

PACKAGES ARE LIMITED AND OFFERED ON A FIRST-COME, FIRST-SERVED BASIS.
INFORMATION IS SUBJECT TO CHANGE

Notes:

- Creative should be provided by partner

Managed By: BVK

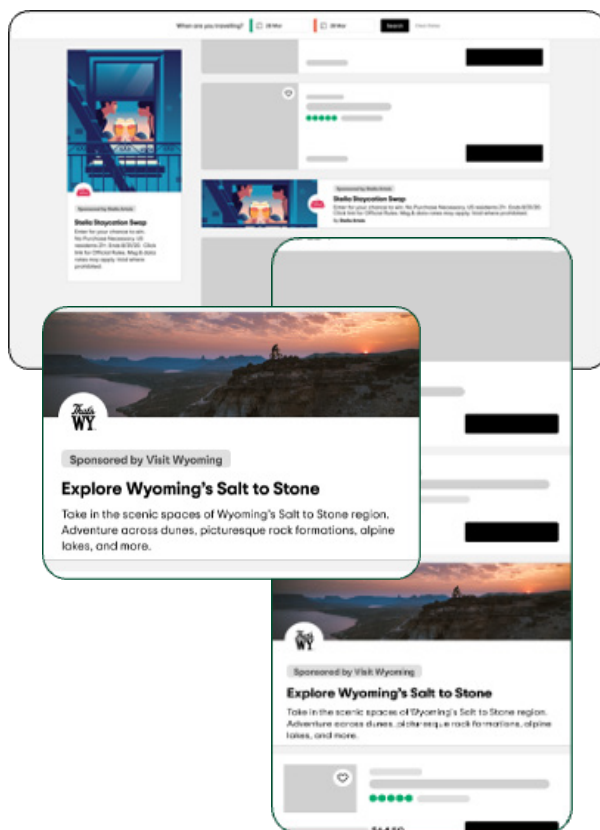
FIND OUT MORE: ABBY.JENKINS@BVK.COM



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Native Boost

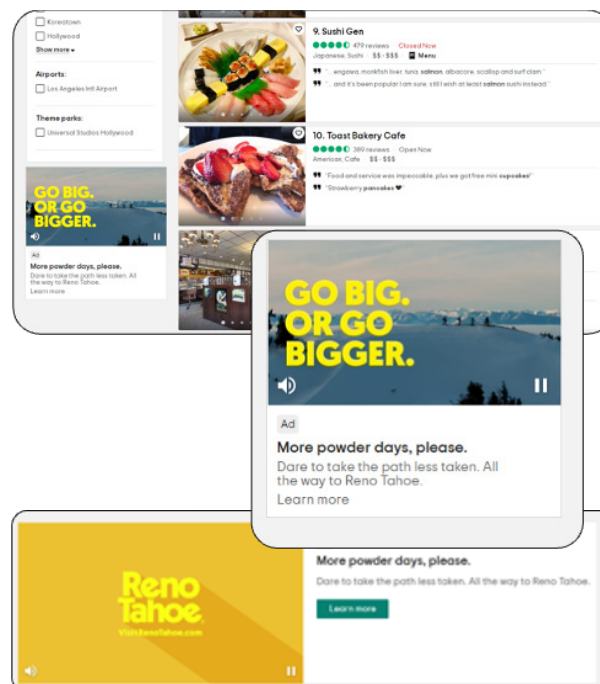
Messaging delivered more organically within site content, driving strong click engagement.



Explorer Video

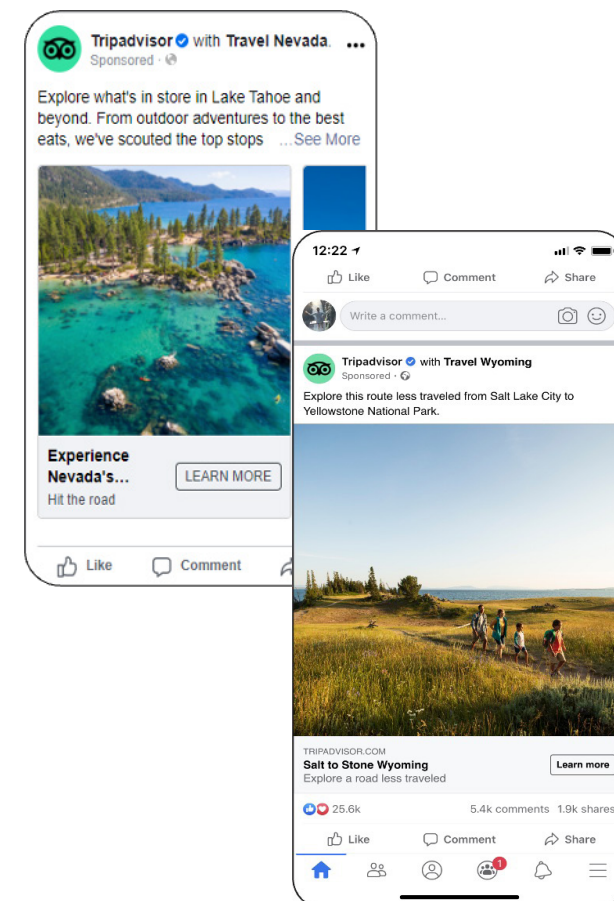
Similar to Native Boost, provides more organic distribution for video - designed for viewability within relevant content.

- Requires video assets



Tripadvisor Connect

Runs throughout Meta platforms - Facebook & Instagram; pay-per-click rather than impression.



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