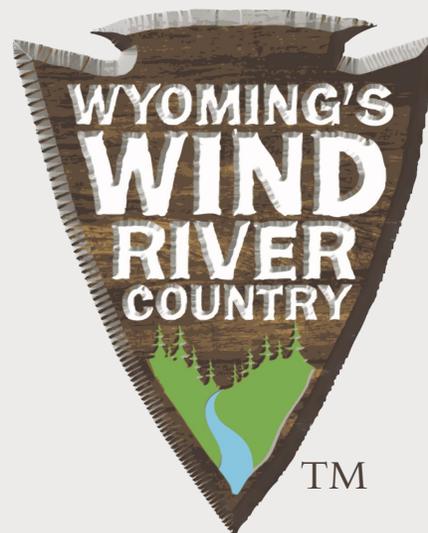


DESTINATION DEVELOPMENT PROGRAM

Wind River Visitors Council
WindRiver.org



DESTINATION OPTIMIZATION CO-OP THROUGH MILES PARTNERSHIP

Assisted with Google, Yelp and Tripadvisor
online presence with a three-step program

- Audit
- Activation
- Industry education

NATIONAL PARK JOURNAL, YELLOWSTONE

- Full-page display ad
- Full-page of advertorial
- Itinerary through Wind River Country

**GO BEYOND
YELLOWSTONE**™

WYOMING'S
**WIND
RIVER
COUNTRY**

WindRiver.org info@WindRiver.org #WindRiverCountry

**Drive the best scenic route
in Wyoming: Hwy. 287/26**

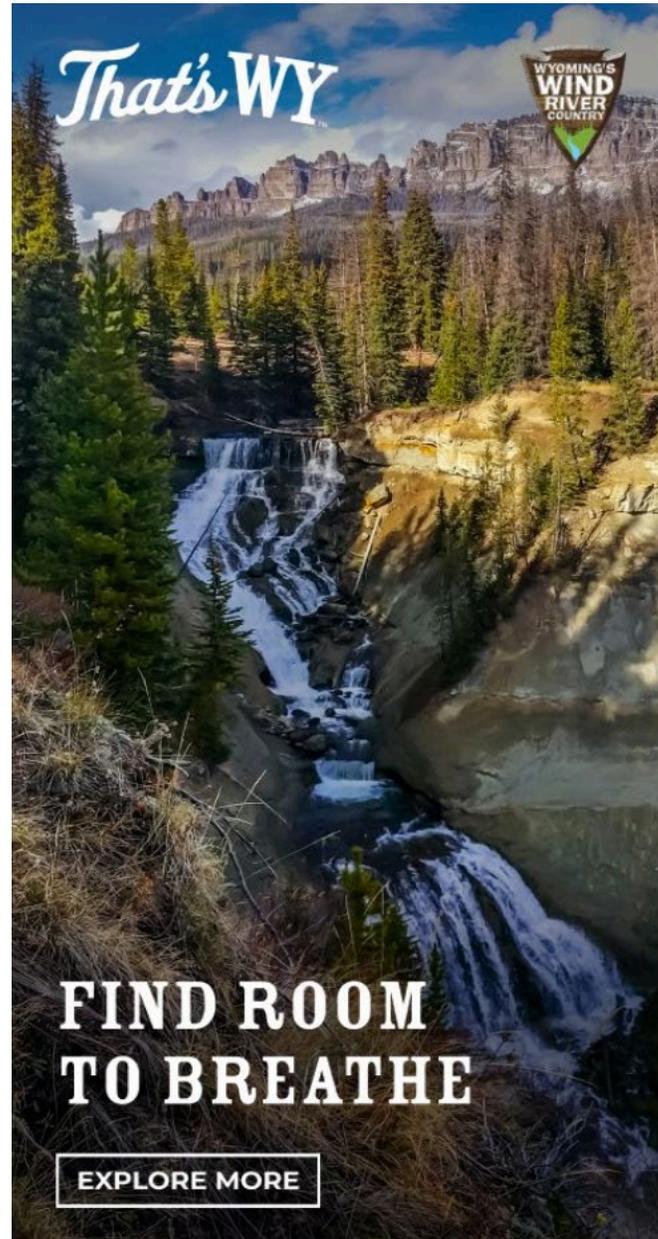
Dubois • Hudson • Lander • Riverton
Shoshoni • Wind River Indian Reservation

Find room to breathe in
Wind River Country

Central Wyoming
Regional Airport CentralWyomingAirport.com

TRIPADVISOR
STATE CO-OP
THROUGH BVK

Targeted display and native
ads for Wyoming travelers



THE NEW FLY FISHER TELEVISION SHOW

- Hosted the show in Fall 2023
- Immersive documentary with a historical and sustainable focus
- The goal was to draw people to the cities and towns in Wind River Country



Photo: Wind River Country

COMMUNICATION/ MEETINGS/ GRAPHIC DESIGN SUPPLIES

- Purchased two monitors and streaming equipment for Board Meetings



Photo: Wind River Country

DIGITAL SIGN IN HUDSON

- Installed at Hudson Town Hall
- Displays local events and job listings





DUBOIS DOWNTOWN A TRAVELSTORYS AUDIO TOUR

- 10 locations, each with a three-minute recording
- Combines entertainment, history and interesting facts
- A free and fun way for tourists traveling to/through Dubois to get to know the area

ART BANNER PROJECT EXPANSION IN HUDSON AND RIVERTON

- This popular 2017 attraction was expanded to further beautify Hudson and Riverton
- Larger than life-sized art



Photo(s): Wind River Country



WAYFINDING SIGNAGE IN DUBOIS, LANDER AND RIVERTON

- The Wind River Visitors Council's biggest Destination Development Program project
- Unified look throughout Wind River Country while representing each community's unique personality

Photo: Wind River Country

WIND RIVER INDIAN RESERVATION-SPECIFIC KIOSK

Informational kiosk at the
Frank B. Wise Business Center, Fort
Washakie

- Must Visit Locations
- About the Wind River Indian
Reservation
- Attending a Powwow
- TravelStorys Audio Tour
- Events



Welcome to the Wind River Indian
Reservation

[Home](#) [Must Visit Locations](#) [About](#)



[Must Visit Locations](#)

[About the Wind River
Indian Reservation](#)

[Attending a Powwow](#)

[TravelStorys Audio Tour](#)

[Events](#)

Photo: Wind River Country



VIDEO DISPLAY IN THE LANDER CHAMBER OF COMMERCE VISITOR CENTER

- Features photos and videos of Wind River Country
- Helps staff direct tourists to points of interest
- Encourages questions
 - Where's that?
 - How do I get there?



SPECIAL PROJECTS COORDINATOR

- Temporary position filled by Bruce Palmer
- Assisted with various Destination Development Program projects