

DESTINATION DEVELOPMENT FUNDS & WOT PARTNERSHIPS

Johnson County
Tourism Association

Toby Carrig,
Marketing Director

Kristin de Galard,
Administrative Assistant



Destination Development Funds

Destination Marketing

- JCTA in April of 2024 rebranded its website from Johnson County to **VisitBuffaloWY.com** (with subpages for Kaycee)
- Website traffic through August of 2024 has surpassed any previous year.

BUFFALO



Welcome to
**BUFFALO AND KAYCEE,
WYOMING**

Welcome to a place where you have freedom to enjoy epic open spaces. Where the rolling Great Plains meet the towering peaks of the Bighorn Mountains in one of the last unspoiled places in the American West. Visit two of the most historic and authentic towns in the heart of Wyoming with unique lodging, dining, and shopping situated in incredible natural beauty. Immerse yourself in the Western way of life with year-round adventures from hiking, fishing, and horseback riding to mountain biking and cross country skiing. Roam Buffalo and Kaycee, Wyoming.



Destination Development Funds

Local Education/Advocacy Development

– JCTA in 2023 hired its first two full-time employees: Administrative Assistant Kristin de Galard and Marketing Director Toby Carrig. They oversee projects such as Google Business Listings, WORTH hospitality training, local education, and marketing initiatives.

JCTA STAFF



Kristin de Galard

Administrative Assistant



Toby Carrig

Marketing Director



Destination Development Funds Visitor Experience Development

– JCTA in 2023 purchased a bike repair station for the Buffalo Trails Board to install along the Clear Creek Trail System. It was placed along the Highway 16 bike path in the summer of 2024. JCTA used social media to increase local awareness of the project.



Destination Development Funds Visitor Experience Development

– JCTA in 2024 purchased 25 banners for the City of Buffalo to place on its Main Street light posts. The banners showcase natural areas located in Johnson County, promoting recreational opportunities.



Destination Development Funds Visitor Experience Development

– JCTA in 2024 also purchased 19 banners for the Town of Kaycee featuring local legends. A QR code flyer links to a web page with information about the heroes and outlaws in the series. It ranks among the top 40 pages on our website.



Destination Development Funds

Destination Marketing

– JCTA produced a series of four rack cards for the summer of 2024 with print runs of 2,500 on each of them. Cards of Crazy Woman Canyon, with a map, proved to be most popular. Certified Folder assisted with distribution.

