

# DESTINATION DEVELOPMENT FUNDS & WOT PARTNERSHIPS

Visit Casper, Casper WY  
Tyler Daugherty, CEO

VISIT *Casper*





# DESTINATION DEVELOPMENT FUNDS

- Execute strategic plan
- New opportunities otherwise unavailable from our office
- New product for travelers
- Produce solutions for our destination immediately



# COMMUNITY PROJECTS

- New Facilities
  - Outlaw Trail System
- Enhancement – Fist Full of Dirt
  - Branded Canopy Kit
  - Branded CY Metal Arch
  - Professional Signage & Flagging for Buffalo Bill Cody Races & OtherRunCodyWY Events



# COMMUNITY PROJECTS

- Development of Sleeping Giant Zipline & Ski Area  
Maintenance Road  
Tubing Park



# COMMUNITY PROJECTS

- Town of Meeteetse  
Ferret Park and Event  
Enhancements
- City of Powell  
Bean Mill Mural
- Heart Mountain Wyoming  
Foundation  
Restoration of Heart Mountain  
Root Cellar



# CC NIL / CNFR PARTNERSHIP

Sponsoring the Casper College Rodeo Team during their 2024 season, Visit Casper was able to:

- Raise awareness for & about our community college
- Build excitement for the 25<sup>th</sup> anniversary of CNFR in Casper through promotion & a content partnership with 6 participating Casper College Athletes (+ Coach Libby Winchell)
  - James Perrin★, Talon Elshere★, Easton West, Monte Downare, Chase Seimens★, Roan Weil
- Further Sponsor 3(★) athletes that qualified for the CNFR

## Social Analytics:

- Student home markets:
  - Hartsel, Co – Hereford, SD – Maple Creek, SK, Canada – Chetwynd, BC, Canda – Kersey, CO – Casper, WY

18  
POSTS

38,451  
VIEWS

3,324  
ENGAGEMENT



# WINTERFEST/FILM FEST

The first annual 5150' Winterfest & Casper International Film Festival took place at the same time and were created to:

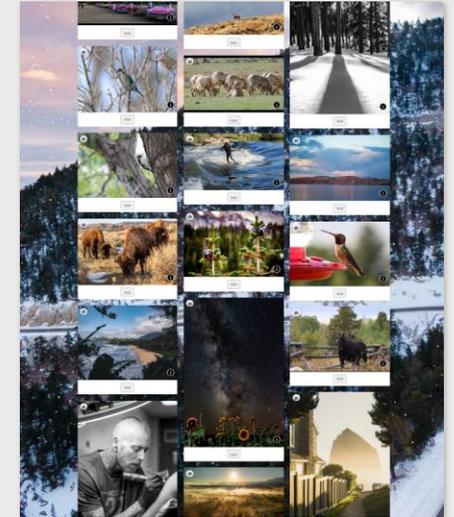
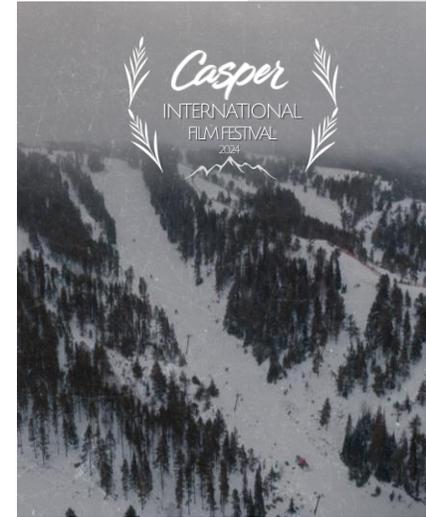
- Help fill the off-season gap that Casper hotels & downtown businesses experience in late January & early February

The 5150' Winterfest consisted of:

- Ice-sculpting at David Street Station – Casper's Downtown outdoor community gathering venue
- A photography contest showcasing local photographers at the Nicolaysen Art Museum

The Casper International Film Festival:

- Was located at Frontier Brewing - a former movie theater that was converted into a brewery
- Lasted several days – featuring over 40+ films from local, national & international filmmakers





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# GREAT AMERICAN BEER FEST

At the Great American Beer Fest 2023 in Denver, CO, Visit Casper helped pay for a vendor booth - inviting several local Casper breweries to attend and have presence at our booth:

- Opportunities for the breweries to market themselves
- Opportunities to share samples of their craft beer

In addition, Visit Casper also created signage and other promotional materials to highlight Casper:

- Promoting Casper as a destination that craft brew enthusiasts should visit
- Directing people to the Visit Casper website & to Casper's brewery partner's websites

DISCOVER WHAT THE  
WEST TASTES LIKE



VISIT *Casper*

LEARN  
MORE

# WAYFINDING SIGNAGE



In partnership with the City of Casper, Visit Casper created and strategically installed signage throughout the city to direct visitors and locals to key points of interest, making our city more:

- Visitor friendly
- Accommodating
- Inviting
- Easier to navigate



# IHEART OTT CAMPAIGNS

Two separate OTT Campaigns targeting a variety of audiences in our leading and emerging markets.

Campaign No. 1

- July-September 2023 | Denver, Salt Lake, & several DMAs in Texas

904,273

IMPRESSIONS

99.02%

COMPLETION RATE VS.  
INDUSTRY AVG. 96%

2,935

TOTAL CONVERSIONS

Campaign No. 2

- April-June 2024 | Denver & Seattle

1,209,685

IMPRESSIONS

98.51%

COMPLETION RATE

2,300+

TOTAL CONVERSIONS

Both campaigns used creatives that focused on Casper's year-round outdoor recreational opportunities, history, and brewery scene.

# CARVERTISE CAMPAIGN

Running August - October

Partnering with Carvertise, an industry leading out-of-home transit advertising agency, Visit Casper promoted our destination to the Denver metro area. The campaign featured:

- Ten wrapped cars with creative that highlighted Casper's skiing & brewery scene
- Over X miles driven in & around Denver gaining over X impressions.
- Three (of the ten) branded cars were also front & center at five hand-selected events, including: a Denver Rockies game, a Denver Broncos game, an Ed Sheeren concert, the Great American Beer Festival, & a University of Colorado Football game.

	CAMPAIGN EXPECTATIONS	CAMPAIGN PERFORMANCE	DELTA
MILES/CARS	1,200	1,458	+258
MILES/FLEET	12,000	14,577	+2,577
IMPRESSIONS /CAR	166,000	202,620	+35,820
IMPRESSIONS /FLEET	1,668,000	2,026,203	+358,203

## VISIT CASPER DRIVERS

HAVE EXCEEDED EXPECTATIONS BY

**+2,577 MILES &  
+358,203 IMPRESSIONS**

RESULTING IN AN

**ADDITIONAL \$2,091**

WORTH OF BRAND AWARENESS

QUANTITATIVE ANALYTICS

