



Office of Tourism

# Partner Portal Guidelines



The Partner Portal is a free marketing tool for promoting Wyoming's attractions and experiences.



Showcase your business on a national stage, connect with travelers, and attract more visitors.



Ensure your business or event gets the attention it deserves. Update your information regularly.

## Your Gateway to Wyoming Tourism: The Partner Portal

The Partner Portal is the hub for the Wyoming Office of Tourism's (WOT's) efforts in providing information on all the great things there are to see and do here in Wyoming. Thousands of potential travelers and customers visit [TravelWyoming.com](https://www.travelwyoming.com) or call WOT's office looking for information every month.

## Maximize Visibility for Your Tourism Services

WOT's platform helps Wyoming tourism businesses connect with a national audience, increasing visibility and attracting more visitors. Take advantage of this opportunity to showcase your services and grow your business.

### Key Benefits:

- Expand Your Reach – Get discovered by travelers nationwide.
- Increase Bookings & Visitors – Connect with tourists actively planning their Wyoming experience.
- Boost Visibility – Be featured in state tourism promotions and marketing efforts.
- Streamlined Promotion – List your business for free and let the platform work for you.
- Stay Competitive – Ensure your services stand out in Wyoming's growing tourism industry.

## If You're Not Listed, You're Missing Out

Don't let your business be overlooked. Keeping your Partner Portal information up-to-date is crucial for maximizing your visibility and attracting more visitors. This free platform connects Wyoming tourism businesses with a national audience. Ensure your listing is complete and accurate so travelers can easily find and engage with your services, helping your business thrive.

## Guidelines for Listings, Deals & Events

Ensure your listing meets the standards by following these key guidelines. These requirements help maintain a high-quality resource for travelers, showcasing only the best experiences Wyoming has to offer.



### Keep Listings Relevant & High-Quality

Highlight experiences, events, or attractions travelers would plan trips around. Include accurate content with high-quality images that align with WOT's tourism standards.



### Approval & Usage Rights

All submissions are reviewed for approval. By submitting a Listing, you confirm ownership rights and grant WOT permission to use the content for marketing.



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## Your Guide to Submitting Tourism Listings & Events

Looking to showcase your business or event on **TravelWyoming.com**? Here's what qualifies—and what doesn't—so you can make the most of this free marketing opportunity!

### What Tourism Businesses Can Be Listed?

Listings must meet these criteria:

- **Located in Wyoming** – Only businesses with a physical address within state borders qualify.
- **Tourism-Focused** – Your business must provide leisure tourism-related activities, attractions or lodging.
- **Open to the Public** – Businesses must have regular hours; no “appointment-only” listings allowed.
- **Guides & Outfitters** – If using a P.O. Box, you must include a specific location for approval.

#### Businesses Not Eligible:

- General retail stores (grocery, hardware, pharmacies, etc.)
- Private organizations, clubs, or groups
- Businesses without a Wyoming address
- Chambers of Commerce (unless operating a Welcome Center open to visitors)

### What Qualifies as a Tourism Event?

Events must meet the following key qualifications:

- **Open to the Public** – Events must be widely promoted and open to general audiences statewide or nationwide.
- **Celebrates Wyoming's Culture** – Highlighting the unique character, history, or heritage of a town or region.
- **Major Attractions for Visitors** – Festivals, rodeos, county fairs and large-scale tourism events are a great fit.

#### Events That Generally DO NOT Qualify:

- Local sporting events, school functions or private gatherings
- Family reunions, religious events or fundraisers
- Retail sales, yard sales or small craft shows not tied to a tourism event
- Pageants, multi-week workshops or summer camps
- Book club meetings, author signings or events without a website and event photo

### Get Noticed & Attract More Visitors!

Submitting a qualifying listing ensures more exposure for your business or event. Double-check your details, include high-quality photos and make sure your website is ready to welcome travelers to Wyoming.

Have questions? WOT's here to help!

Contact WOT at [wot-listings@wyo.gov](mailto:wot-listings@wyo.gov) with any questions or concerns.