

Partner Portal User Guide



Office of Tourism

That's
WY

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Filters & Data Grids



Filters & Data Grids

The Partner Portal offers personalized tools to help you find and focus on the information you need—quickly and easily—allowing you to increase your view.



Why is this important?

- Saves time and effort by quickly locating specific information.
- Improves efficiency in managing listings and events.



How will this feature help your listing?

- Partners can easily identify listings that need updates or attention.



Filters: Many pages feature a filters section to refine displayed results. The default filters can be customized. Click **Manage Filters** in the top right corner to add, remove or rearrange filter options. This allows you to focus on the most relevant information.



Data Grids: Below the filters, data grids display records matching a user's specified criteria. Each column heading in a data grid can be customized. Click the **Manage Filters** icon in the top right corner of the grid to show, hide or reorder columns. This lets partners prioritize the most important data.

Important: Any changes you make to filters using **Manage Filters** icon are saved to your user profile only. These customizations will not affect other users' views. This ensures everyone can personalize their workspace for maximum efficiency.

Filters & Data Grids (cont'd)

Refine and save your media searches in three steps:

1 Set Filters

Select criteria matching your search (such as Account, Description, or Type).

2 Apply

Click **Apply Filters** to update your list of media assets.

3 Save Presets

Click **Manage Filters** in the top right to save frequently used filter criteria for fast access later.

The screenshot displays a 'Filters (0)' panel with a 'Manage Filters' link in the top right. It contains four filter criteria: 'Account is one of:' with a 'CHOOSE' dropdown, 'City contains:' with a text input field, 'Zip/Postal Code contains:' with a text input field, and 'Category is one of:' with a 'CHOOSE' dropdown. A green 'APPLY FILTERS' button is located at the bottom left of the panel.

To use the **Filters**, simply select the criteria that match your needs. For example, partners might filter by account, description or type.

Once the criteria is chosen, click the **Apply Filters** button to see a list of matching media. If you find yourself using the same filters frequently, you can save them for easy access using the Manage Filters button in the top right corner.

Filters & Data Grids (cont'd)

Filters (0)

Status is one of:
CHOOSE ▾

County contains:

Address - City contains:

Address - Line 1 contains:

APPLY FILTERS

Manage Filters

Data Grid Columns

Actions	Account	Address - City	Address - Line 1
  	The Depot Bar & Grill (TEST)	Cheyenne	101 W. 15th St

Once filters are applied, the data grid updates to show the relevant records. Several icons may appear next to each record. The specific icons you see will depend on the page you're viewing. Here's a guide to the most common icons:



Pencil Icon: Click this icon to edit the details of a specific record. This will typically open a form where users can modify the information.



Eyeball Icon: Select this icon to view the complete details of a record in a read-only format. This is useful for reviewing information without accidentally making changes.



Clone Icon: Allows partners to quickly duplicate an existing record, saving time when creating similar entries. After clicking Clone, you'll be able to edit the duplicated record.



Add Button: On some pages, you'll find an 'Add Button' in the top left corner of the data grid. Clicking this button allows users to add a brand-new record to the data grid.

Filters & Data Grids (cont'd)



Customizing Your Display Settings

Click **Manage Filters** to open the customization menu. You can tailor your default workspace by adjusting three key settings:

- **Filters:** Save custom filter sets for instant access.
- **Columns:** Select which data fields appear in your main grid view.
- **Ordering:** Drag and reorder columns to prioritize the information you see first.

Important: Settings are user-specific and apply only to your contact—making changes will not affect any other partner or admin views in the system.

Data Grid
Columns

Columns Filters Ordering X

Choose Available Filters
and their default values

☒ Account

Account is:

CHOOSE ▾

- ☐ Account (sort)
- ☐ Address - City
- ☐ Address - Line 1
- ☐ Address - Line 2
- ☐ Address - Line 3
- ☐ Address - State

Filters (0)

Status is one of:

CHOOSE ▾

County contains:

Address - City contains:

Address - Line 1 contains:

APPLY FILTERS

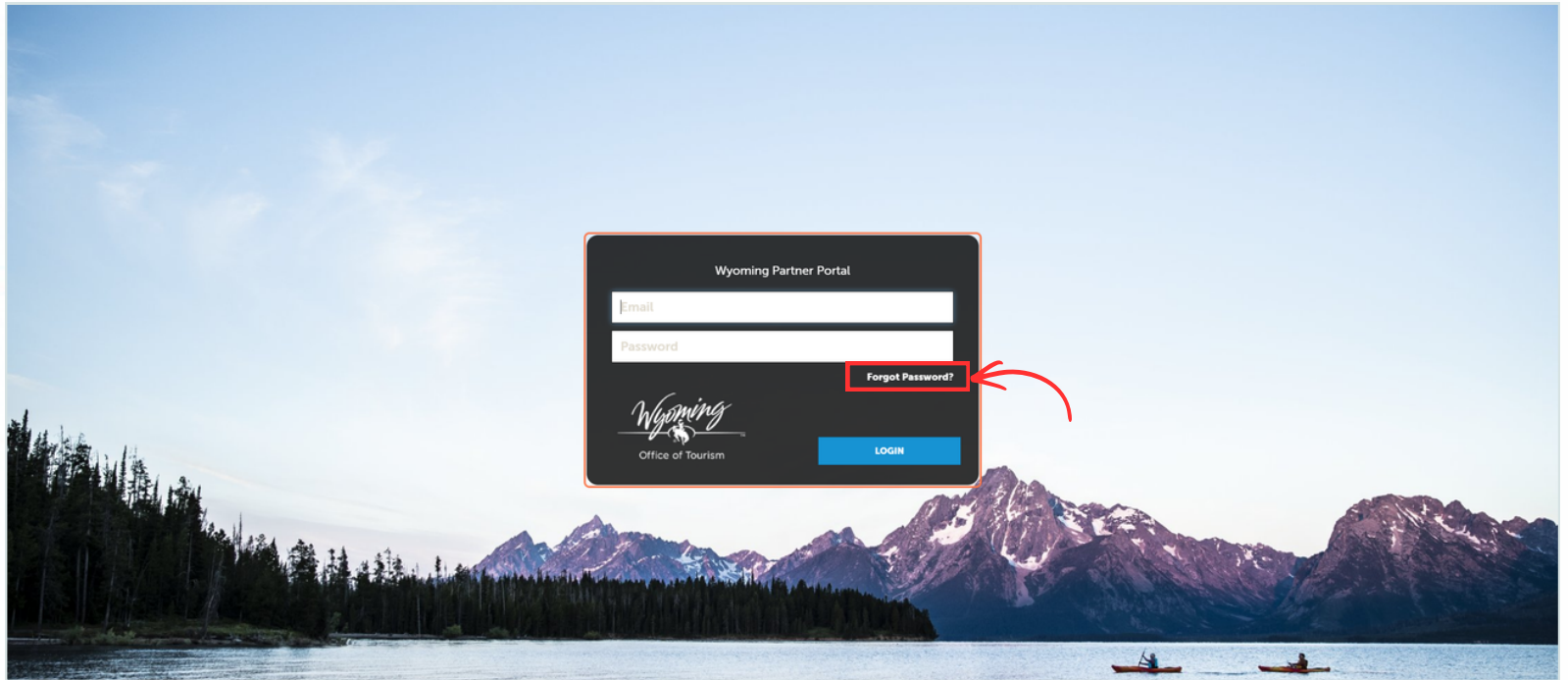
Manage Filters



Login Screen



Login Screen



Why is this important?

- Quick way to get access to your account if you are unable to get in.
- Prevents delays in managing your listings and events.



How will this feature help your listing?

- Partners can maintain up-to-date listings, even when they forgot their password.
- Prevents listings from becoming outdated due to not being able to access account.



If you forget your password, simply click **Forgot Password?** on the login screen. Partners will receive an email with a link to reset their password and regain access to their account.



Home Screen



Partner Bulletins

Stay informed and up-to-date with the Partner Bulletins on the Partner Portal!



Why is this important?

- Provides direct communication and updates from the Wyoming Office of Tourism.
- Keeps partners informed about industry trends, opportunities, and new features.



How will this feature help your listing?

- Partners can update their listings based on the most up-to-date information.
- Helps partners take advantage of new features or opportunities to improve their listing.



Partner Bulletins is a source for essential information from WOT. It includes updates on important news, events, training opportunities, documentation and more.



Important: WOT uses a blue and white exclamation mark to highlight important bulletins, so be sure to check those first.

Partner Bulletins

All Bulletins ▼

A Great Year for Wyoming Tourism: FY26 Co-op Update ⓘ (Read: 01/26/2026)

FY26 Co-op Update

[View Full](#)

Welcome to Your One-Stop Shop: Getting Started with the Partner Portal (Read: 02/10/2026)

Onboarding Resources

[View Full](#)

Maximize Your Reach: The Co-op Portal (Read: 02/10/2026)

Wyoming Office of Tourism's Co-op Portal

[View Full](#)

Master the Portal: On-Demand Training & Webinars (Read: 02/10/2026)

On-Demand Training & Webinars

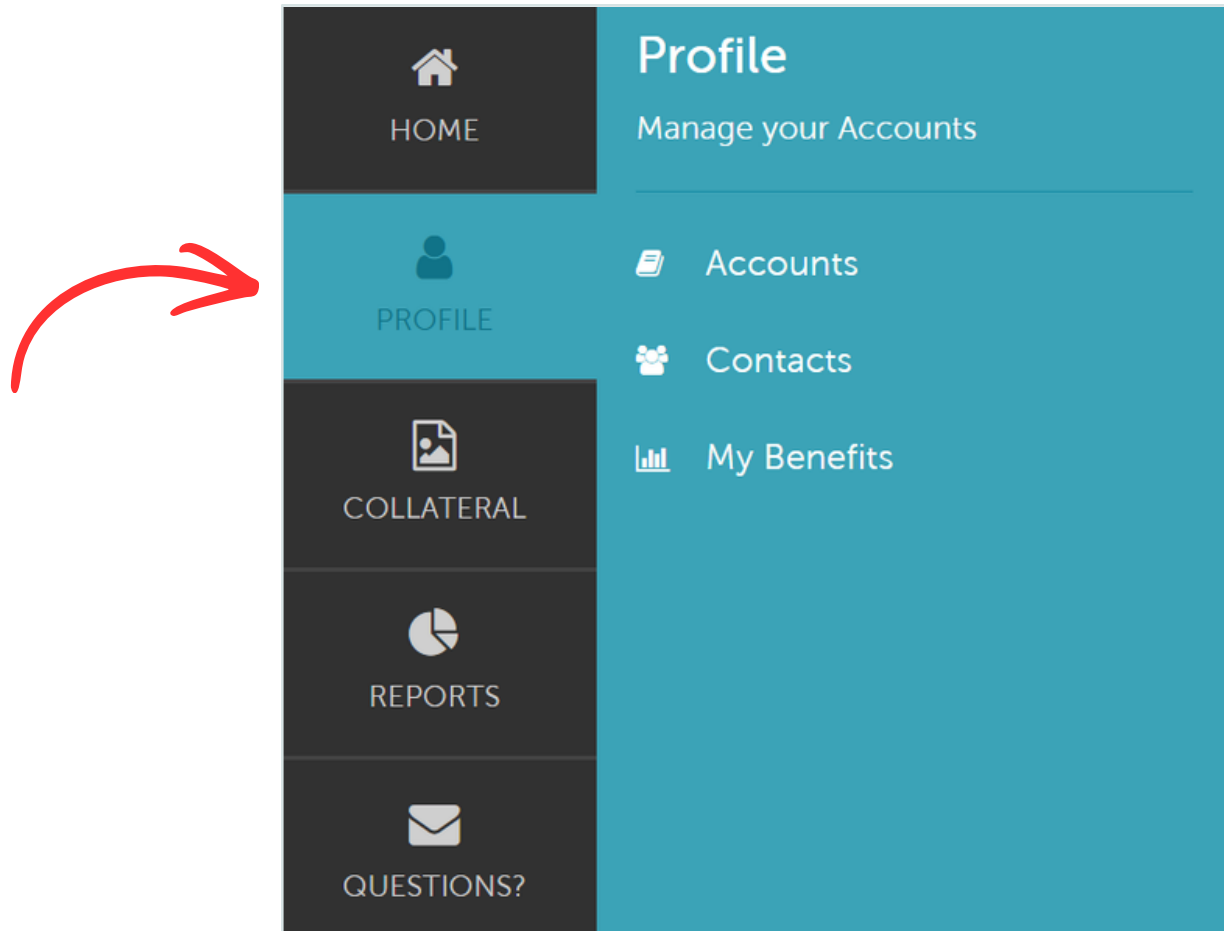
[View Full](#)



Office of Tourism

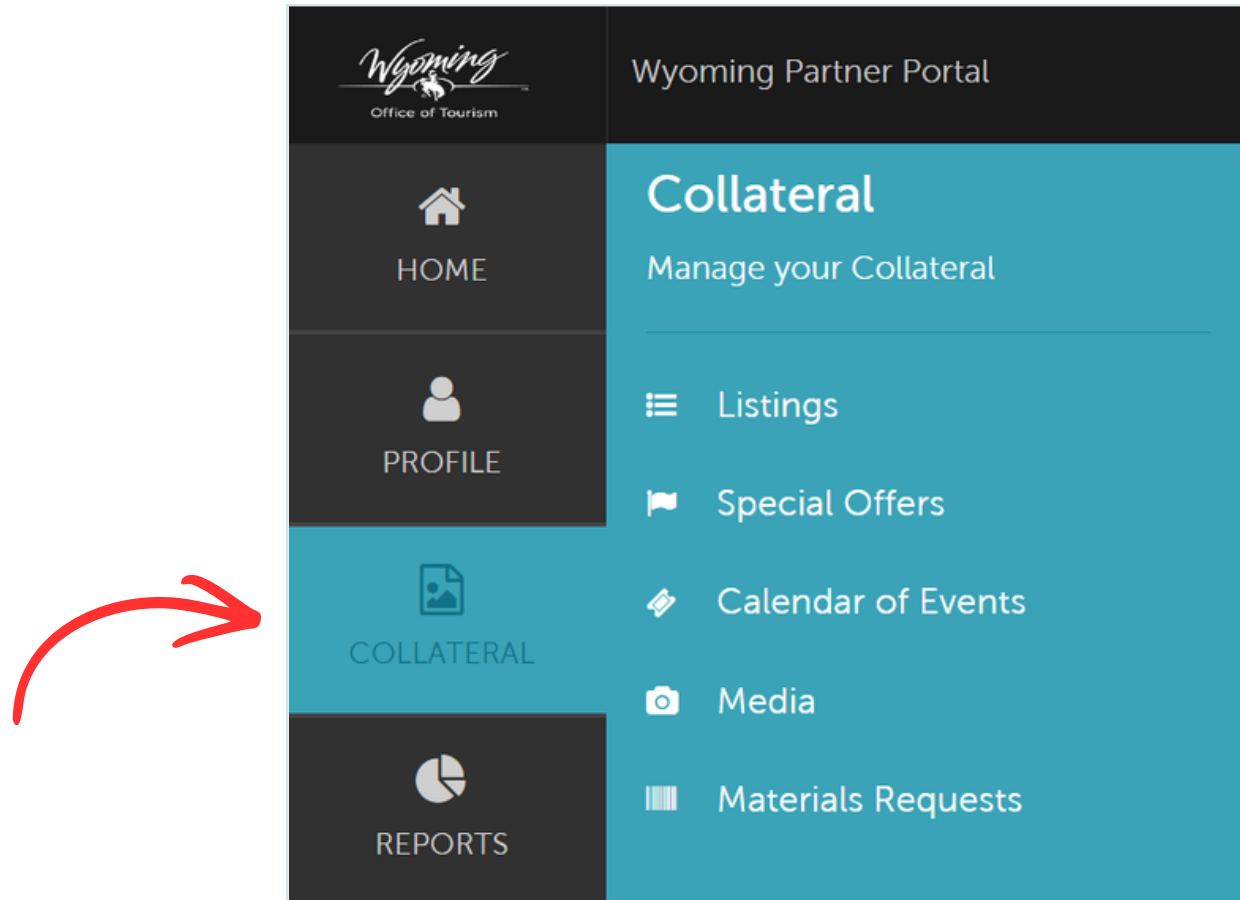


Profile Icon



Click the **Profile** icon on the side navigation to access a range of information about your property. This includes contact details, account information and a history of your interactions with the Wyoming Office of Tourism.

Collateral Icon



The **Collateral** icon is a gateway to a variety of marketing resources. Click it to find account listings, special offers, a calendar of events, media (images) and a form to request materials from the Wyoming Office of Tourism.



Profile



Accounts

After clicking **Profile** and then **Accounts** you'll see a list of your account names. If you see multiple accounts, this indicates your property is associated with others.

1



Keep your business information up-to-date and accurate.

2



Use the **Pencil** to edit general property information.

3



Use the **Eyeball** to view account information.



Why is this important?

- Provides a centralized location for managing all business information.
- Updating a business's information adds a sense of trust for potential customers.



How will this feature help your listing?

- Increases visibility by ensuring listings are always up-to-date and complete.
- Drives more bookings by making it easy for tourists to find and connect with a business.

Accounts (cont'd)

Account Details

[EDIT](#)
[RETURN](#)

Sections:

- [Account Information](#)
- [Phone Information](#)
- [Address Information](#)
- [Image Gallery](#)
- [Invoices](#)

Related Details:

- [Manage Amenities](#)
- [Manage Meeting Space](#)

Account Information

Account	Wyoming Office of Tourism
Email	
Website	

Phone Information

Primary	(520) 232-2674
Alternate	

Address Information

Physical Address	
------------------	--



Within your property's account details, you can use the left-hand navigation menu to quickly access different sections of information.



When viewing an account, click the **Edit** button in the top left corner to switch to edit mode. When editing an account, click the **Save** button in the top left corner to save any changes you've made.

Contacts

Grant access to multiple team members, allowing them to manage listings, events, etc. Keeping your contacts updated ensures that each listing has the correct contact, making it easier for visitors to connect with your business.



Why is this important?

- Allows multiple team members to contribute to the accounts content.
- Streamlines communication and coordination within a business.



How will this feature help your listing?

- Improves the accuracy and efficiency of managing your accounts content.
- Increases responsiveness.

Click **Profile**, then **Contacts** to access a list of all contacts related to your property. Depending on your permissions, you can:



Add: Create a new contact.



Edit: Modify an existing contact's information.



View: See the details of a contact.



Clone: Duplicate an existing contact (useful for creating similar contacts quickly).



ADD CONTACT

Actions		Full Name
		 Sawyer Sweckard



Contacts (Cont'd)

Contact Information	
Account	The Depot Bar & Grill (TEST)
First Name	Sawyer
Last Name	Sweckard
Full Name	Sawyer Sweckard
Title	Owner
Type	Primary
Email	sawyer.sweckard@wyo.gov
Additional Email Address	



Use the left-hand navigation menu to quickly access different sections of a contact's information. When viewing a contact, click the **Edit** button in the top left to make changes.



When editing a contact, click the **Save** button in the top left to save your changes. Remember to click **Save** before leaving the page.



Important: If a contact has left your property, please notify WOT and/or update their contact type to **Not Active**.

My Benefits

Click **Profile**, then **My Benefits** to access a summary of the benefits your property has received through WOT. The reports on this page are tailored to your property's activity.



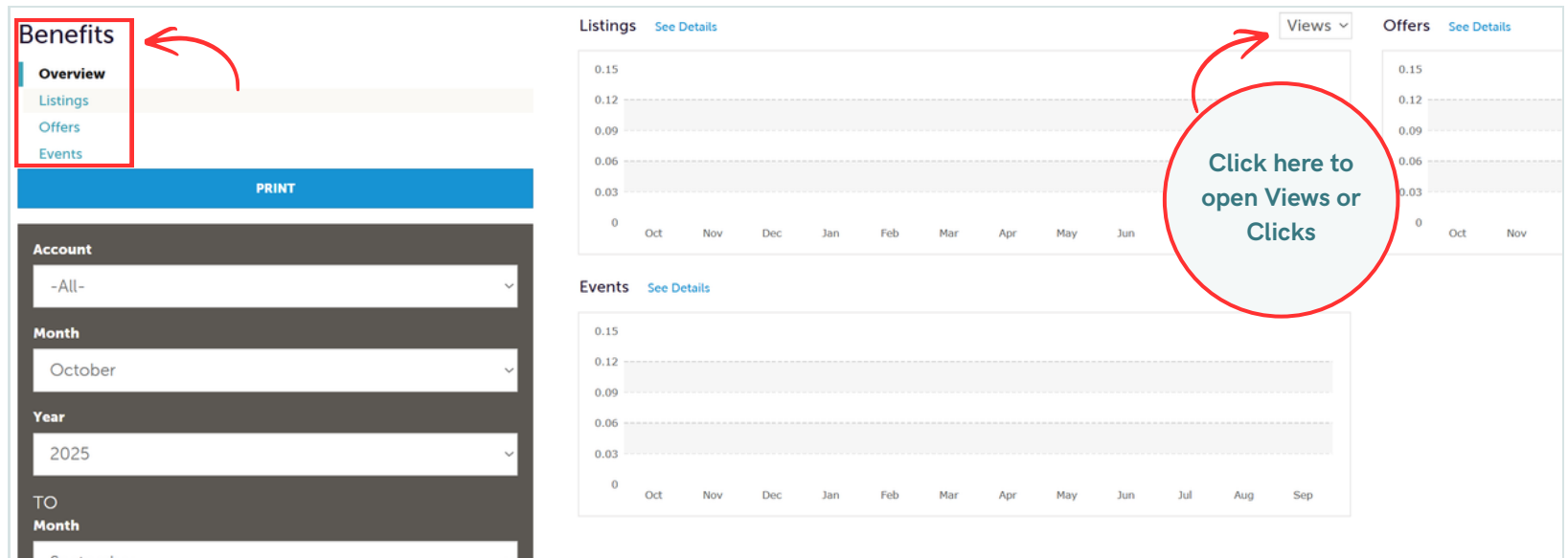
Why is this important?

- Provides valuable data and insights into a business's performance.
- Helps partners understand customer engagement and preferences.



How will this feature help your listing?

- Helps partners identify successful listings and identify areas of improvement.
- Gives partners the ability to tailor their content to better attract and engage with visitors.





Collateral



Listings

Create and manage listings that highlight what makes a business unique. Keeping your listings updated ensures that potential customers have access to the most accurate and engaging information, which can drive more bookings and visits.



Why is this important?

- Allows partners to control their online presence, making it their own.
- Enables businesses to highlight their unique offerings and attract customers.



How will this feature help your listing?

- Creating a listing can increase visibility to potential customers.
- Can easily update and manage a business listing.



Actions	Company	Listing Type
  	The Depot Bar & Grill (TEST)	Website



Pencil Icon: Click this icon to edit the details of a specific record. This will typically open a form where users can modify the information.



Eyeball Icon: Select this icon to view the complete details of a record in a read-only format. This is useful for reviewing information without accidentally making changes.



Clone Icon: Allows partners to quickly duplicate an existing record, saving time when creating similar entries. After clicking Clone, you'll be able to edit the duplicated record.

ADD LISTING

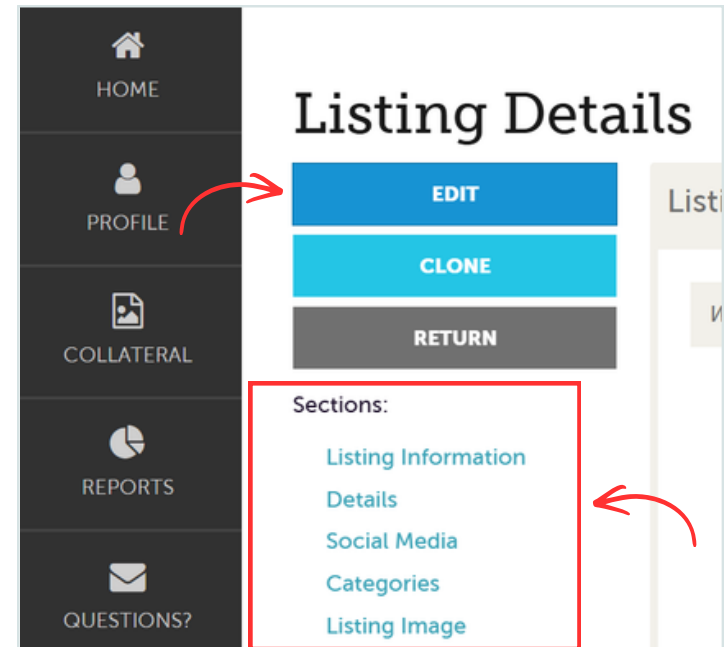
Add Button: On some pages, you'll find an 'Add Button' in the top left corner of the data grid. Clicking this button allows users to add a brand-new record to the data grid.

Listings (cont'd)

1. Navigation and Editing

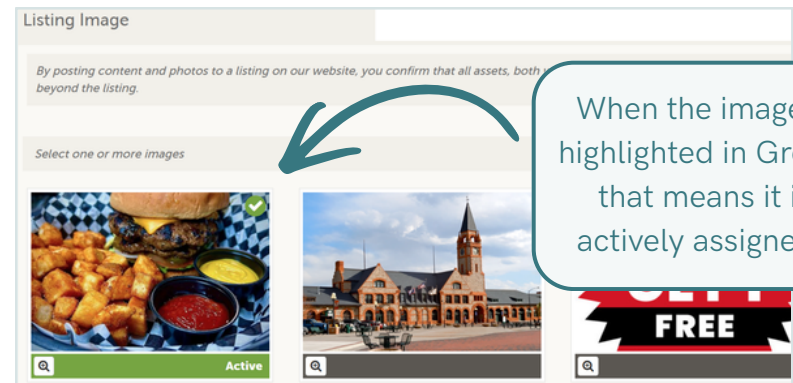
When working with your listings, you can easily navigate to different sections of the page using the links on the left.

If you're simply viewing a listing, you'll see an **Edit** button in the top left corner, allowing you to make changes. Once you're in edit mode, that button changes to **Save**, and it's crucial to click **Save** to apply any changes you've made.



2. Image Management

When editing or adding a listing, partners can associate images by using the **Listing Image** drop-down menu. Select one or more images from the **Media** section to enhance your listing.



When the image is highlighted in Green, that means it is actively assigned.



3. WOT Approval

Important: All edits and new listings require approval from WOT, and they'll be notified of your updates as soon as you save them.

Special Offers

Use this section to highlight deals, discounts, offers, etc. By regularly updating special offers, you can keep your listing new and engaging, driving more traffic to your business.



1 How to Access and Manage Special Offers

To access and manage your property's special offers, click on **Collateral** and then select **Special Offers**. This will display a list of all special offers currently associated with your property.



1



Pencil: To edit the details of an existing offer, click the **Pencil** icon next to that offer.

2



Clone: If you want to create a copy of an existing offer (which can be a quick way to make similar offers), use the **Clone** icon.

3

ADD OFFER

Add Offer: Finally, to create a brand-new special offer from scratch, click the **Add Offer** button.



2 Why is this important?

- Provides a way to attract new customers and create new bookings.
- Allows partners to highlight deals and promotions in one location.



3 How will this feature help your listing?

By showcasing special offers, you:

- Increase visibility of your promotions to potential visitors.
- Drive more traffic to your listing, helping you book more stays and grow your business.

Special Offers (cont'd)

Offer Details

EDIT

CLONE

RETURN

Sections:

- Offer Information
- Offer Image
- Offer Dates
- Offer Categories
- Offer Listings

Offer Information

WOT reserves the right to approve, edit, or reject any deal submission and to consider them for use.

Account	The Depot Bar & Grill (TEST)
Offer Title	test
Offer Link	http://www.depotbarandgrill-redeem.com
Offer Text	test

Offer Image



When managing special offers, users can quickly navigate to different sections using the links on the left side of the page. If you're viewing an offer, the button in the top left corner will say **Edit**, allowing you to make changes. Once you're in edit mode, that button changes to **Save**, and it's important to click **Save** to apply your updates.



Partners can also attach images to an offer, just like with listings. Remember that all edits and new offers require approval from WOT, and they will be notified of your changes as soon as you save them.

Calendar of Events

Create and promote events for your business. Keeping your events up-to-date ensures potential customers are aware of what's happening and can plan their trip accordingly, driving engagement and expanding your reach.



Why is this important?

- A platform for creating and promoting your business events.
- Helps businesses reach a wider audience to attract visitation.



How will this feature help your listing?

- Can make listings more engaging for potential customers and drives traffic to listings.
- Provides valuable information to potential customers.

Click **Collateral**, then **Calendar of Events** to access a list of all events related to your property. Depending on your permissions, you can:

ADD EVENT

Add: Create a new contact.



Edit: Modify an existing contact's information.



View: See the details of a contact.



Clone: Duplicate an existing contact (useful for creating similar contacts quickly).

ADD EVENT

Actions

Event ID



1097

Calendar of Events (cont'd)

Event Details

EDIT

CLONE

RETURN

Sections:

Event Information

General

Event Location

Event Dates

Image Gallery

Files

Event Information

WOT reserves the right to approve, e

Primary C

Drag and Drop Files here

or use the "Browse" button below to find a file to add

BROWSE



When managing Calendar of Events, users can quickly navigate to different sections using the links on the left side of the page. If you're viewing an event, the button in the top left corner will say **Edit**, allowing you to make changes. Once you're in edit mode, that button changes to **Save**, and it's important to click **Save** to apply your updates.



Partners can add images to events, but it will be different from the listing process. In the event's Image Gallery, simply drag and drop images or click Browse to select images from your files. For a listing, you will need to upload all images into the Media section first before creating that entry.

Calendar of Events (cont'd)

Event Dates

Rank: Required

Start Date: Required

Start Time:

End Time:

☒ One Day ☒ Daily ☐ Weekly ☐ Monthly ☐ Yearly ☐ Custom

Daily Recurrence Options

☒ Every Days

☐ Every Weekday

Recurrence End

☒ No End Date

☐ End after occurrences

☐ End on



When creating or editing an event, users can set up **Recurrence Patterns**. You can choose to make your event a **One-Time** Event, or an **Ongoing** Event and have it repeat daily, weekly, monthly, or yearly.



If you choose a recurring pattern, you can specify which days of the week the event should occur (for weekly events) or how often it should repeat (for daily, monthly, or yearly events). You can also control how long the event recurs by setting either a specific end date or a maximum number of occurrences.

Media

Upload high-quality photos of your business, attractions, scenery, and more to create a visually appealing and engaging listing. Media helps capture the attention of potential customers and inspire them to visit Wyoming.



Why is this important?

- A centralized location for storing and managing media.
- Allows partners to showcase their business with high-quality visuals.



How will this feature help your listing?

- Creates a visually appealing and engaging listing that attracts potential customers.
- Showcases the unique features and experiences offered by the business.

ADD NEW MEDIA 

Actions	Title	Description	Media
  	2019-dhfdzdhfrodeo-2.jpg		





Click **Collateral** and then **Media** to view a property's images, available for use on listings and special offers.



Use the **Pencil** icon to edit an image, the red **X** to delete it, and the **Clone** icon to duplicate it.

Materials Request

Request, manage, and save sticker orders in one place on the Partner Portal.

Access & Manage

To access and manage material requests, click on **Collateral** and then select **Materials Request**. This will display a list of all the orders users submitted to WOT.

ADD MATERIALS REQUEST

DMO's can request new stickers

Manage existing orders: click the **Pencil** icon to edit an order, the **Eyeball** icon to view an order's details, or the **Clone** icon to duplicate an order.

Why it matters

Why is this Important?

- Shows involvement with WOT.
- Provides a way for business to promote their business.

How will this Help?

- One-Stop-Shop for all your needs.
- Good way to stay updated with sticker quantities.

Order Detail

When you create or edit a request for stickers, you'll use an order form. The **Order Detail** section of the form is where you select the items you need from the available inventory.

ORDER DETAIL

Image	Product	Price	Qty

Enter the quantity of each product you'd like to request. Never exceed the quantity shown as available.

SAVE

Once you've completed your request, click the **Save** button to notify WOT.

Important: If you are not a **DMO** or a **Lodging Tax Board**, please reach out to your local agency about sticker distribution.



Office of Tourism

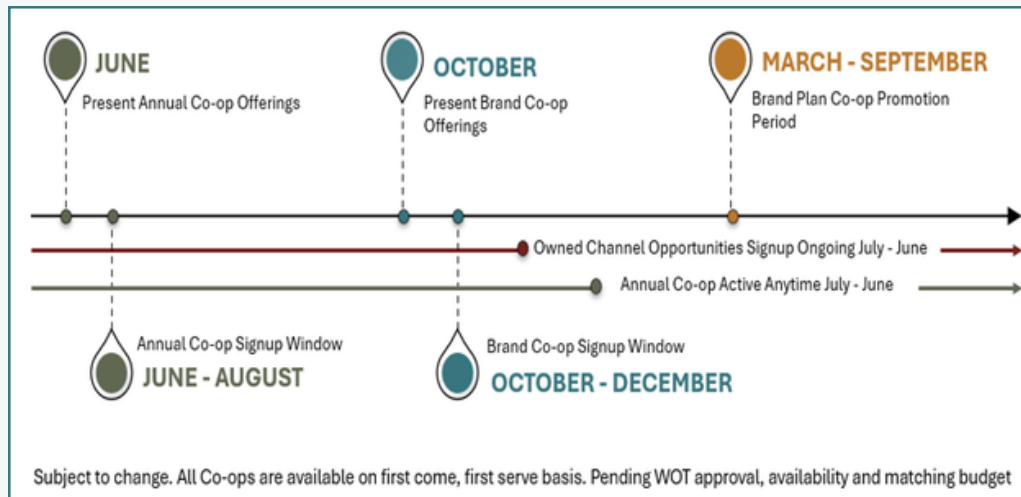
That's
WY

Co-op Opportunities

Co-op opportunities, planning cycle, and partner support

What is the Wyoming Co-op Program

The Wyoming Office of Tourism Co-op Program allow partners to tap into the state's marketing power through affordable programs like broadcast, digital, and search engine advertising. By participating in these impactful co-ops, local businesses can stretch their budgets and reach millions of potential visitors planning their trips.



	Miles Partnership	Mitch Knothes	Mitch.Knothe@MilesPartnership.com
	Madden Media	Lesley Rowbal	lrowbal@maddenmedia.com
	Madden Media	Whitney Coleman	wcoleman@maddenmedia.com
	Snowday	Jesse Ryan	jryan@snowdayagency.com
	Bvk	Abby Jenkins	Abby.Jenkins@bvk.com

Who Do I Contact?

Portal Technical Assistance

For Portal technical issues or system bugs: Reach out to the Office of Tourism's team at wot-listings@wyo.gov

Ad Placement, Assets, or Billing

For questions about your ad placement, assets, or billing: Contact your assigned program vendor directly using the information in your confirmation email, or the contacts to the left.



Co-op Opportunities

Access & Manage

To access and register for available Co-ops, click on **Collateral** and then select **Co-op Opportunities**. This will display a list of all the Co-ops with the Wyoming Office of Tourism vendors.



Click the Eyeball icon to see more!

How to Register: click the **Eyeball** icon to see more details about offer. Click Register if this is the one you want, select your package, and make sure to hit **Save** in the upper left corner to submit registration to WOT and the vendors.

Order Detail

ORDER DETAIL

Select	Contact	Price	Desc.

Select the package of the Co-op you'd like to register for. The price will populate in the **Grand Total** below.

SUBMIT

Once you've completed your request, click the **Submit** button to notify WOT.

Why it matters

Why is this Important?

- **Centralized Hub:** Co-ops in the portal provides a single hub for managing both listings and paid marketing efforts without jumping between sites.
- **Streamlined Applications:** Authenticated profiles pre-fill business details for fast, accurate applications that simplify verification.

How will this Help?

- **Vetted Vendors:** Partners gain turnkey access to top-tier, state-approved marketing agencies without negotiating contracts independently.
- **Further Reach:** Teaming up with state campaign pushes gives local businesses far greater consumer visibility than advertising alone.

Subject to change. All Co-ops are available on first come, first serve basis. Pending WOT approval, availability, and matching budget.



Office of Tourism



What's New?

Key Takeaways:



Improved Features: Enjoy enhanced tools and functionalities to manage your listings and maximize your reach.



Enhanced Reporting: Gain valuable insights into your listing's performance with comprehensive reporting capabilities.



One-Stop-Shop: Find everything you need in one place, from managing your listings to exploring available advertising opportunities.



Boost Your Business with Irresistible Offers:

Capture travelers' attention and increase bookings by promoting exclusive deals and discounts on

TravelWymoming.com.



Thank you for taking the time to read WOT's User Guide!



Quick Resources:



Partner Portal



Calendar of Events



Media



Sticker Orders



Reporting



Special Offers



Questions?

(Please reach out to Sawyer for any additional questions or if you need assistance)

Sawyer Sweckard
Partner Activation Manager
sawyer.sweckard@wyo.gov
(307) 832-3472



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