

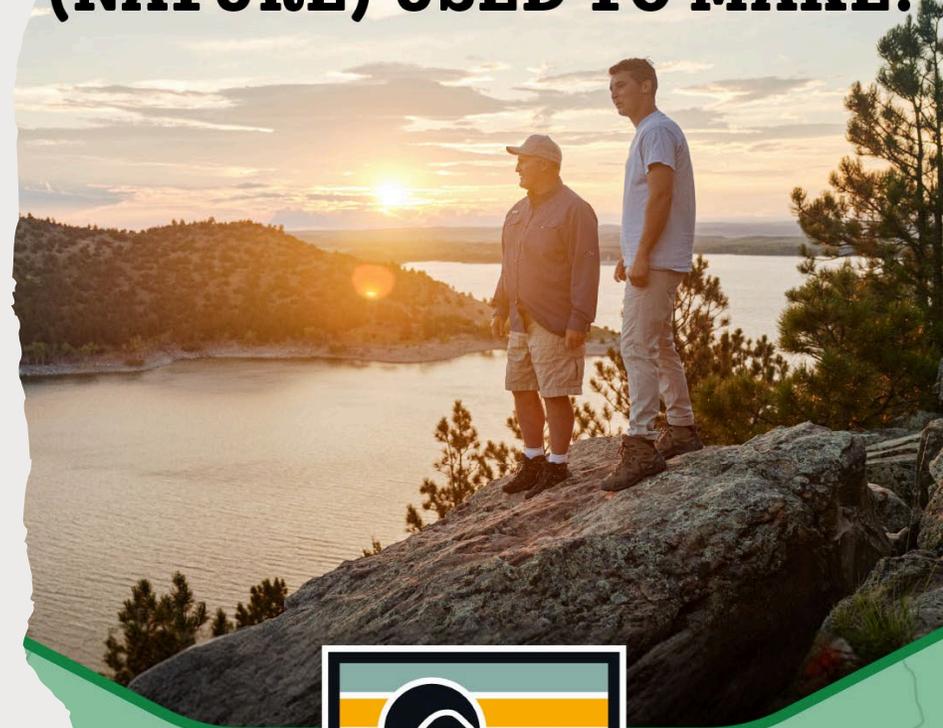
DESTINATION DEVELOPMENT FUNDS & WOT PARTNERSHIPS

Platte County



HIKES

**JUST LIKE MOTHER
(NATURE) USED TO MAKE.**



[PLAN YOUR VISIT](#)





DESTINATION DEVELOPMENT FUNDS

- Primary Focus: Enhancing Platte County's visibility and tourism reach.
- Digital & Social Media Ads: Broad campaigns across multiple platforms targeting diverse demographics.
- Programmatic Display Ads: Advanced targeting and retargeting techniques were used.
- Billboard Installation: A new billboard was placed near Little Bear to attract both local and regional visitors.
- Lodging Tax Ballot Campaign
- Landing Pages for Website

TOURISM CAMPAIGN

- Winter

**WINTER
HIKING**
FOR PEOPLE WHO
AREN'T WINTER HIKERS.



[PLAN YOUR VISIT](#) 

WINTER HIKING
FOR PEOPLE WHO AREN'T
WINTER HIKERS.



TOURISM CAMPAIGN

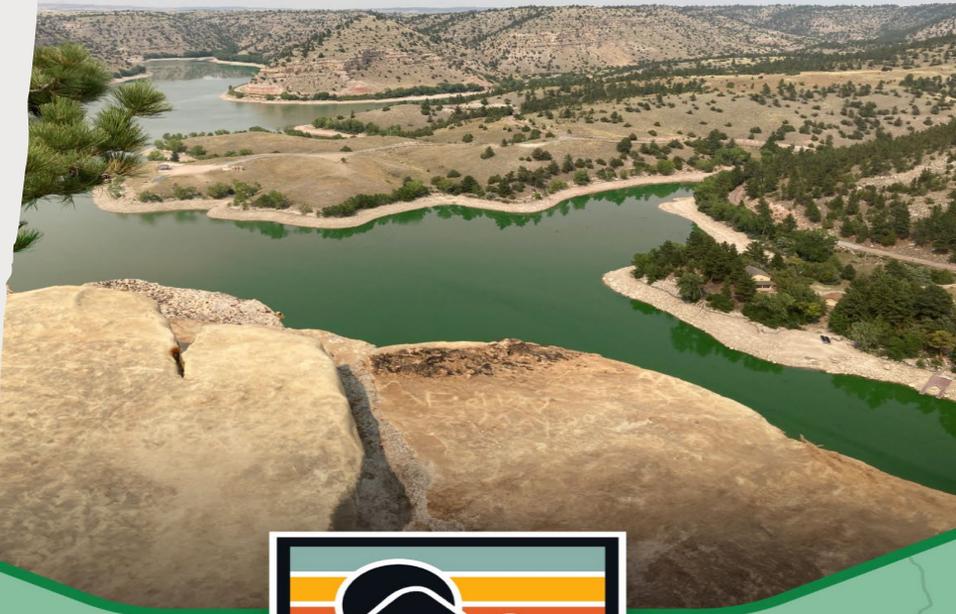
- Planning Season

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(NATURE) USED TO MAKE.

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PLAN YOUR VISIT



TOURISM CAMPAIGN

- Travel



I WALKED THE OREGON TRAIL. I DIDN'T EVEN GET DYSENTERY.



BILLBOARDS

2 Billboard were placed on I25.

