

Partner Portal Toolkit

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Office of Tourism

That's
WY

Welcome to the Wyoming Partner Portal

Your Gateway to TravelWyoming.com

What is the Partner Portal?

The Partner Portal is a free, self-service platform provided by the Wyoming Office of Tourism. It allows local businesses to manage their digital footprint, tell their unique story, and connect directly with millions of travelers planning their Wyoming adventures.

Already Registered?

- [Log in](#) to the Partner Portal

New Account?

- [Request](#) a Partner Portal Account

Need Support?

- Please email wot-listings@wyo.gov

Toolkit Objectives

Understanding Account Management

Maximize visibility through Listings.

Drive engagement with Events

Access exclusive state-level marketing Co-ops.

Core Benefits of the Partner Portal

Core Benefits	The Benefit	The Impact
• 100% Free Visibility	Zero cost to put your business in front of targeted, ready-to-travel visitors.	Tap directly into the massive traffic driven by the Office of Tourism's global marketing campaigns.
• Filter Search Ability	Travelers use specific filters (e.g., <i>Pet Friendly</i> , <i>ADA Accessible</i> , etc.) to plan their trips.	Updating your specific amenities ensures your business isn't accidentally hidden or filtered out of search results.
• Direct Consumer Inquiries	The portal isn't a third-party booking site; it acts as a digital billboard that links directly to you.	Seamlessly route interested travelers straight to <i>your</i> booking engine, website, etc.
• Exclusive Marketing Co-ops	Gain insider access to state-level marketing collaborations and industry resources.	Partner with WOT's vetted vendors to stretch your marketing budget further through the office's Co-op Marketing.

Setting Up Your Account

[NEW] Partner Portal - Request an Account

- The Office of Tourism has launched a new, simplified account request form to make joining the portal faster than ever.
- [Request Account](https://industry.travelwyoming.com/partner-portal/request-account/) (<https://industry.travelwyoming.com/partner-portal/request-account/>)

What Happens Next?

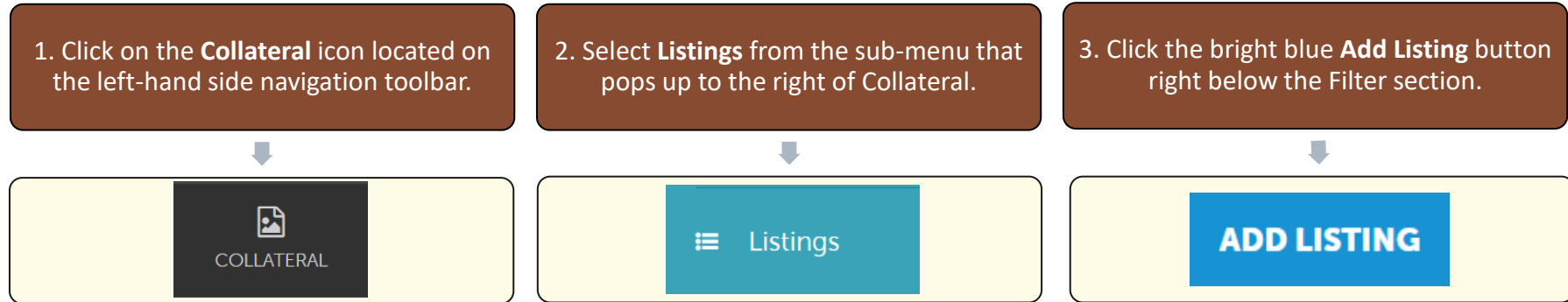
Step 1: Submission & Confirmation	Step 2: Check Your Inbox	Step 3: Secure Your Account
Once you submit the Request Account form, the Office of Tourism will review your information. (Typically, within 24-48 hours).	Upon approval, you will receive an automated Welcome email containing your username and a temporary password.	Log in to the Partner Portal, reset your temporary password, and begin building your public facing profile on TravelWyoming.com .

Log In & Launch: Your First Steps

Follow these first steps to secure your profile and optimize for maximum visibility on TravelWyoming.com	
1. Complete Your Profile	Ensure your physical address, phone number, email and website are accurate.
2. Assign Your Amenities	Navigate to "Manage Amenities" under Profile-Account to ensure you appear in filtered searches immediately.
3. Add High-Res Images	Upload at least 2–3 high-quality photos to make your listing stand out. For a Listing, you will need to upload images into the Media section before you create said listing, that is a crucial step in that process. <i>*Please upload photos into the media section before creating listing.</i>

How To: Create a Business Listing

The Setup: Getting into the Listing Page



Form: Building Your Listing

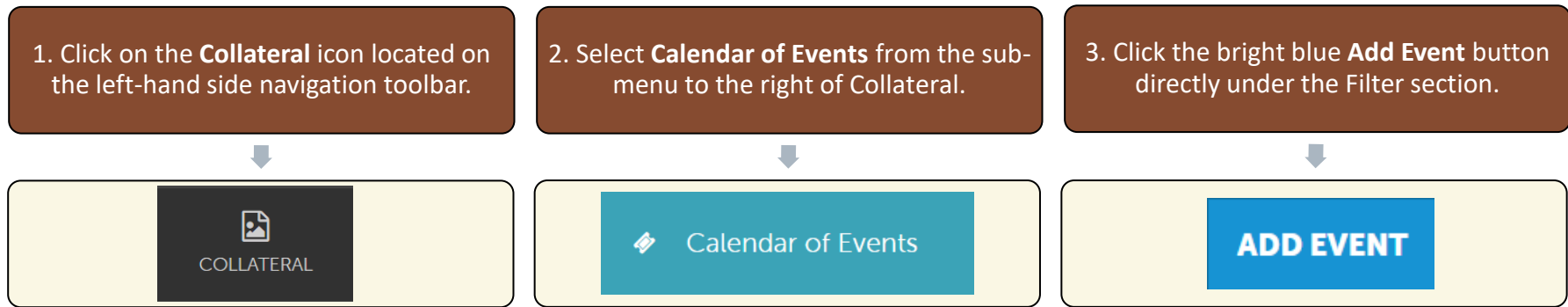
- Once the new Listing window opens, partners will fill out these specific sections:
 - **Listing Information:** Select your associated business **Account** and the **Type** (e.g., Website).
 - **Details:** Write a brief, compelling text explanation of your business features.
 - **General:** Enter all foundational company data, such as business details, address, and website.
 - **Categories & Subcategories:** Select your primary business purpose (e.g., Accommodations, Dining, Attractions).
 - **Listing Image & Social Media:** Upload a high-quality display photo and link your social channels.
 -  **Important Tip:** Please upload all images into the Media section before you create a listing.

Final Step: Save & Submit

- Click **Save** in the upper left-hand corner to submit your listing for official review and approval.

How To: Create an Event

The Setup: Getting into the Event Page



Form: Building Your Event

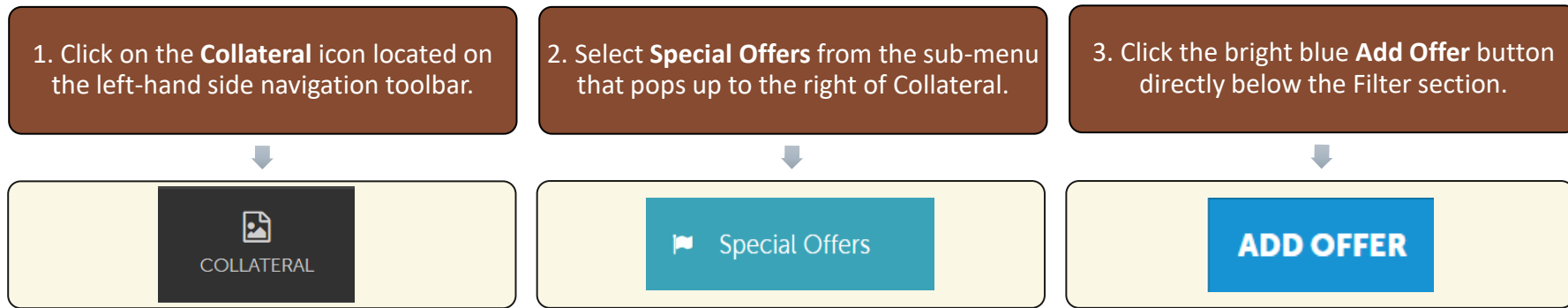
- Once the new Event window opens, partners will fill out these specific sections:
 - **Event Information:** Give your event a clear, catchy title and associate it with your primary business account.
 - **Dates & Times:** Input the exact start and end dates.
 - **Description:** Describe what makes your event unique. Keep it traveler-focused (e.g., "Annual festival featuring local artisans, food trucks, and live music").
 - **Location & Venue:** Pinpoint where the event is physically taking place, especially if it is at a venue different from your main business address.
 - **Admission & Links:** State whether the event is free or ticketed and provide a direct link to your website or ticketing platform for seamless consumer purchasing.
 - **Event Image:** Upload a high-quality, eye-catching photo that represents the experience.

Final Step: Save & Submit

- Click **Save** in the upper left-hand corner to submit your Event for official review and approval.

How To: Create a Special Offer

The Setup: Getting into the Special Offers Page



Form: Building Your Offer

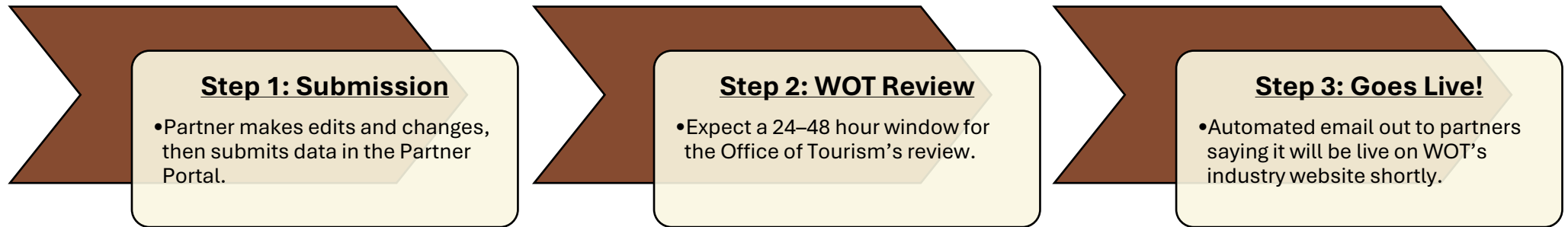
- Once the new Offer window opens, partners will fill out these essential sections:
 - Offer Details:** Provide a catchy, action-oriented title (e.g., "Stay 2 Nights, Get the 3rd Free!" or "15% Off Winter Wildlife Tours").
 - Link to Listing:** Tie the special offer directly to your existing business listing so travelers can instantly view your core business profile.
 - Redemption Dates & Details:**
 - Active Dates:** The exact timeframe the deal will be displayed and visible to consumers on TravelWyoming.com.
 - Redemption Code:** Include a specific promo code if required (e.g., WYOBOUND) or instructions on how to redeem the offer at checkout.
 - Offer Description:** Clearly state what is included in the deal, any specific restrictions or blackout dates, and how much money the traveler is saving.
 - Display Image:** Upload a high-quality, relevant image that visually represents the promotion or package.

Final Step: Save & Submit

- Click **Save** in the upper left-hand corner to submit your Offer for official review and approval.

Approval Timeline

Flow Chart for Listings, Events, and Special Offers



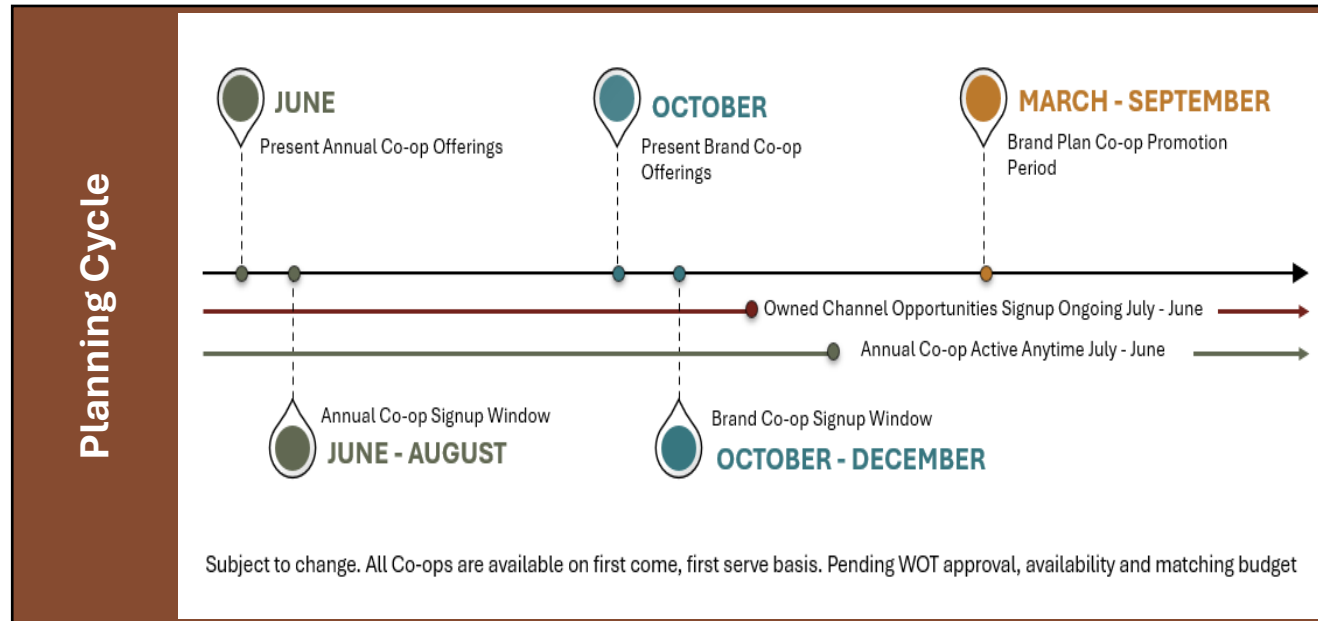
The 3-Step Process

- **Step 1: Submission**
 - As soon as you click **Save** on a listing, event, or special offer, your submission is securely captured and placed into our system's pending queue.
- **Step 2: Official WOT Review (24–48 Hours)**
 - The Wyoming Office of Tourism team reviews the submission to ensure everything looks correct, imagery meets quality standards, and the content aligns with official state guidelines.
- **Step 3: Goes Live!**
 - Once approved, your content will be published to TravelWyoming.com shortly. The system will automatically trigger a confirmation email to let you know your updates are approved and will be live in a few hours.

Co-op Program

What is the Wyoming Co-op Program

The Wyoming Office of Tourism **Cooperative Program**(Co-ops) 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.



Did you Know?

The Wyoming Office of Tourism pays down on these benefits, making it more affordable for Wyoming Partners. [Click here](#) to learn more!

Who Do I Contact?

- For Portal technical issues or system bugs: Reach out to the Office of Tourism's team at wot-listings@wyo.gov
- 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 on the next page (Pg.9).

Vendor Contact Information

Who to Contact?

- Contact information for each of the vendors with the Wyoming Office of Tourism.



Miles Partnership

- Mitch Knothe
Mitch.Knothe@MilesPartnership.com



Madden Media

- Lesley Rowbal
lrowbal@maddenmedia.com
- Whitney Coleman
wcoleman@maddenmedia.com

Snowday*

Snowday

- Jesse Ryan
jryan@snowdayagency.com



Bvk

- Abby Jenkins
Abby.Jenkins@bvk.com

*Click to access vendor emails.

Co-op Registration

Co-op Registration

1. Select **Collateral**

- Click on the **Collateral** icon located on the left-hand side navigation toolbar.

2. Click **Co-op Opportunities**

- Select **Co-op Opportunities** from the blue sub-menu that slides out.

3. Browse & Register

- Review the list of active marketing campaigns, select the program that aligns with your business goals and click the bright blue **Submit** button.
- [Watch: How to Register for Co-ops](#)

What Happens After Submission?

1. Automated Email Confirmation

- As soon as you click **Submit** in the Partner Portal, both you and the designated program vendor will instantly receive a confirmation email.

2. The Vendor Takes the Lead

- From this point forward, the vendor takes complete ownership of the process. They will reach out to you directly to answer questions, confirm your specific campaign details, handle asset collection and finalize pricing.

3. All Future Steps Are with the Vendor

- Because the vendor handles the execution of your campaign, all subsequent communication, scheduling, payment, and onboarding steps will be managed directly through them—not the Wyoming Office of Tourism.

Opportunities by Vendor



[Miles Partnership](#)



[Madden Media](#)



[Snowday](#)



[Brand Co-op \(WOT\)](#)

*Click to access each vendors Sales Sheets.

Partner Portal Resources

Documentation	How-To Videos	Webinars
Partner Portal User Guide Partner Portal Guidelines Partner Portal Listing Guide Partner Portal Events Guide How to Sort Media How to Add Amenities	How To Update Account Information + Add Contacts How to Purchase Co-op Opportunities How to Create a Listing How to Create an Event How to Add Special Offers How to Add Media How to Add Amenities	Partner Portal Essentials: A Beginner's Guide One Stop Shop: The Guide to Co-op Purchasing Unlocking Wyoming's Marketing Power – 2026 Co-op Webinar Unlocking Wyoming's Marketing Power – 2027 Co-op Webinar

[Partner Resource Guide](#)

[Partner Portal Homepage](#)

[Partner Portal Sign-In](#)

[Request an Account](#)

[Co-op Program](#)

[Newsletter Sign-Up](#)

[Sticker Distribution](#)

Frequently Asked Questions (FAQ)

Getting Started with the Partner Portal

- **What is a contact on the Partner Portal?**
 - Think of a contact as a user's login credentials to access an account. Each account has contacts assigned, contacts being the ones managing the account.
- **How do I get a login for the Partner Portal?**
 - New users can request an account by clicking the **Register** button on the Partner Portal homepage. The Office of Tourism will review your request and send your login credentials for your contact in 2-3 business days.
- **How do I stay up to date with new opportunities?**
 - Ensure that your contact email is current in the portal and that you are signed up for the [WOT Industry E-Newsletter](#). The Office of Tourism posts updates on new campaigns and portal features there. Don't forget about the Partner Bulletins and the Image Carousel found on the Portal, where updates are posted frequently.
- **Where can I find resources on how to navigate the Partner Portal?**
 - The [Partner Portal Homepage](#) is where you can find all the resources you need. From helpful documentation to how-to videos, the homepage can be a great place to start. From the helpful resources, there are also [Appointment Hours](#). If you need any sort of assistance with the portal, please feel free to schedule an appointment and the Office of Tourism will sit down with you and walk you through the processes.

Managing Your Listing & Content

- **Why can't I upload imagery into my listing?**
 - Please upload all imagery you want to include with a listing into the **Media** section before you start creating the listing. Once you do so, you will then be able to go into the listing and choose the photos from the **Media** section.
- **What size image should I be using for a listing?**
 - Images must be high-resolution, size 1920x1080 pixels, and in .JPG or .PNG format.
- **Why isn't my listing showing up on [TravelWyoming.com](#) right away?**
 - To ensure quality and accuracy, every update is manually reviewed by the Office of Tourism team. Approvals typically take 2-3 business days. You will receive an email once your changes are live. If you need something approved by a certain date, please reach out to the support team at wot-listings@wyo.gov.
- **I have a new social media feed; how do I add it?**
 - To include social media feeds, please include the link to your social media when creating a listing.
- **What if I need to take my listing down or close my account?**
 - If you need to take down a listing, please reach out to wot-listings@wyo.gov and let the Office of Tourism know. WOT will be able to mark that account as **Inactive**, while also taking down that listing from [TravelWyoming.com](#).

FAQ Continued

Frequently Asked Questions (FAQ)

Co-op Program & Deadlines

- **What is the deadline for the Co-op application?**
 - Please note that Co-op Opportunities align with the Office of Tourism's fiscal year (July 1 - June 30). All co-ops are a first come, first served basis.
 - **Annual Co-ops** - These include key media and content programs like SEM, Paid Social, Video Production, and SEO.
 - **Signup Windows:** July – August & October – September
 - **Promotion Period:** July – June
 - **Brand Co-op** - These programs align with the "That's WY" summer brand campaign and include partners like KAYAK, Tripadvisor, and the Cowboy Channel.
 - **Signup Window:** October – December
 - **Promotion Period:** March – September
 - **Owned Channels** - These leverage WOT's specific assets, such as the Official Travel Guide, TravelWyoming.com, and E-Newsletters.
 - **Signup Window:** Ongoing
 - **Promotion Period:** Ongoing
- **Can I participate in more than one Co-op?**

Yes! You are encouraged to apply for any programs that align with your business goals, provided space is still available for the program.

Troubleshooting & Support

- **What if I forgot my password?**
 - Click **Forgot Password** on the login screen of the portal. An automated welcome email will be sent to the email address on file. If you don't see it, please check your spam folder. If you are still having trouble, please reach out to wot-listings@wyo.gov and the Office of Tourism can reset your password manually from the backend.
- **Why is my business categorized incorrectly?**
 - Categories are set to help travelers find a business via specific search filters. If you feel your business is in the wrong section, please contact the Office of Tourism directly at wot-listings@wyo.gov.
- **How do I contact the Office of Tourism for Partner Portal assistance?**
 - For technical assistance, please email wot-listings@wyo.gov. For any questions related to a county, please reach out to your [regional representative](#) (pg. 3).