

*That's*  
**WY**<sup>TM</sup>



Office of Tourism

**2025 YEAR IN REVIEW**



## A Message from the Executive Director

As I step into my first full year as executive director, I do so with deep respect for the strong foundation already in place and a clear focus on where Wyoming's tourism industry is headed next. This moment is less about changing direction and more about sharpening intent, building on quality work while ensuring tourism continues to serve the people, landscapes and communities that define Wyoming. By protecting the places that make the state special and supporting the communities that welcome visitors, Wyoming is positioned to lead with purpose.

Tourism remains one of Wyoming's most powerful economic drivers. In 2025, travel spending reached a record-breaking \$5 billion, an important milestone that reflects both the strength of the industry and the responsibility that comes with it. Growth at this scale requires thoughtful management, balancing economic vitality with stewardship and ensuring success strengthens, rather than strains, our communities. The data in this review provides a clear snapshot of that performance and a strong benchmark for the year ahead.

What's most compelling is how quickly we are accelerating into 2026. With stronger alignment, deeper partnerships and a sharper focus on impacts, we are moving from momentum to intention. This next phase is about being more deliberate in how we invest, how we tell Wyoming's story and how we manage growth so it delivers long-term value for the state.

At the heart of that story is Wyoming's authentic Western lifestyle. We will continue to elevate the voices of those whose lives are inseparable from the land, from ranchers and outfitters to artists and community leaders. These stories reflect a place where tradition and innovation coexist, ensuring Wyoming is known, not just for where it is, but for who it is.

The foundation is strong, the direction is clear and as we move into 2026, Wyoming's tourism industry is no longer just keeping pace, we are setting it.

— Domenic Bravo  
Executive Director



WELCOME

VISITOR ECONOMY

PARTNERS

DESTINATION  
& BRAND

ORGANIZATIONAL  
EXCELLENCE

FOSSIL BUTTE - LINCOLN COUNTY

# GROW THE STATEWIDE IMPACT FROM WYOMING'S VISITOR ECONOMY

## BY THE NUMBERS

Preliminary (p) Economic  
Impacts of Travel



TRAVEL SPENDING

**\$5B<sub>p</sub> | ↑1.7%**



JOBS

**33,880<sub>p</sub> | ↓0.2%**



TAX RECEIPTS

**\$289M<sub>p</sub> | ↑4.1%**



OVERNIGHT VISITOR VOLUME

**8.8M<sub>p</sub> | ↑.4%**

Source: Dean Runyan Associates, *2025 Economic  
Impact Report*, published in January 2026

GREEN RIVER LAKE - SUBLETTE COUNTY

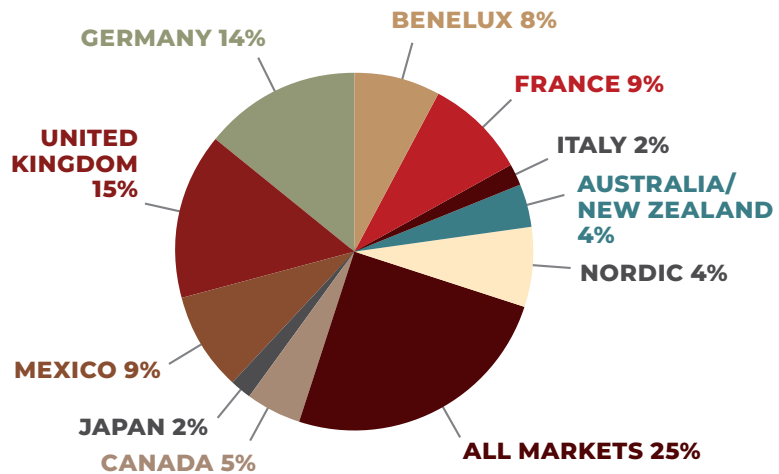
## EXPAND INTERNATIONAL MARKETING EFFORTS

WOT continues the long-term commitment to rebuilding and expanding international travel to the state through sustained global investments. These efforts include targeted international marketing campaigns, direct sales opportunities via sales missions and trade shows, in-market representation, and strategic partnerships with organizations such as Brand USA. WOT also remains actively engaged in the Great American West (GAW) consortium and other collaborative initiatives, all focused on driving increased international visitation to Wyoming.

WY's international figures from the GAW Consortium based on very conservative numbers that are confirmed through actual booking data (25% reporting in market):

- **Top 3 inbound markets to Wyoming:** Germany, UK, Italy
- **Estimated visitor spend** up to \$55 million from \$52 million last year
- **96,758 room nights** booked; up 6,000 from last year
- **528 confirmed tour operators** selling WY across the GAW Markets of Nordics, UK, Italy, Germany, France, Benelux, Australia/NZ.

International Investment Breakdown 2025



## INCREASE LENGTH OF STAY THROUGHOUT THE STATE

Average length of stay among overnight visitors has held steady at **2.7 days** since 2023

Source: Dean Runyan Associates, 2025 Economic Impact Report, published January 2026

## UTILIZE ADVANCING TECHNOLOGIES TO INFLUENCE VISITATION AND ENHANCE VISITOR EXPERIENCE

Effective November 2025, TravelWyoming.com has deployed an AI-driven trip-planning tool. This initiative introduces a personalized, conversational concierge service to the state's digital tourism portal, utilizing generative AI to deliver customized travel solutions and enhance the overall user experience. This integration allows visitors to effortlessly turn inspiration into actionable plans and share their collaborative itineraries with friends, ensuring every moment in Wyoming is maximized for adventure.



EXPLORE MORE

# GROW THE STATEWIDE IMPACT FROM WYOMING'S VISITOR ECONOMY

## INCREASE DOMESTIC PACKAGED TRAVEL

- **2,300+** domestic packaged tours through 78 companies visited Wyoming in 2025, down about 8%
- **\$136.4 million** economic impact, up 9% from 2024
- Approximately **50,880** room nights (down about 9%) in 20 Wyoming Destinations, up from 19 in 2024
- **Trade Show Leads: 153**, compared to 124 in 2024, up 8%
- **Sponsors** at NTA Trex, ABA Marketplace, NTA Contact and TAP
- **2** NTA Sales mission training with Laramie County, Carbon County and Cody Cattle Company with **15** tour operators. Training Call with travel agents/tour operators with one of the largest motorcoach companies reaching over **100** companies

## RENOVATE GATEWAY WELCOME CENTERS

Gateway Welcome Centers are immersive and informative hubs that provide visitors with compelling reasons to explore more of the state's attractions, activities and experiences: **Southeast and Northeast Wyoming Welcome Center Renovations** were installed **March-April 2025**, aimed at enhancing visitation and increasing the length of stay of visitors.

The renovations modernized the visitor experience by integrating advanced digital tools with refreshed educational storytelling. Key upgrades included the installation of interactive kiosks, a video wall, and over 30 new high-definition videos, alongside the replacement of 12 murals and more than 65 indoor and outdoor interpretive signs that direct visitors to points of interest.

### WC Renovation Project Results

- **SEWC** - **211% increase** in visitor engagement and **4% increase** in visitor satisfaction since project completion, as compared to pre-renovation data.
- **NEWC** - **71% increase** in visitor engagement and **3% increase** in visitor satisfaction since project completion, as compared to pre-renovation data.

Source: Google Business Analytics

GUERNSEY STATE PARK – PLATTE COUNTY



# ELEVATE OUR PARTNERS

## DESTINATION DEVELOPMENT PROGRAM

The *Destination Development* program strategically positions Wyoming's 23 counties for future growth as travel destinations by providing varied planning options, funding, resources and guidance. Now in the final months of its second funding distribution, the program has enabled local partners to move forward on their strategic plans while helping strengthen and expand local tourism economies across the state. Guided by a long-term vision to foster a sustainable tourism economy in even the smallest communities, the program utilizes a tiered support system that delivers tailored assistance designed to elevate partners to their highest potential for economic sustainability and statewide impact. WOT anticipates launching another round of grant distribution in July 2026 for the 2026–2027 biennium.

## WYOMING BEST PROGRAM (WYBEST)

The *Wyoming Best* program has reached the 5 year mark with great success:

- 23 Lodging Tax Boards have completed a strategic plan
- 6 have completed tourism master plans
- 4 updated plans completed in 2025
- Met with all Lodging Tax Boards in 2025 through calls or 1-on-1 at Gov Con

CAMPBELL COUNTY

# ELEVATE OUR PARTNERS

## INTERNATIONAL AND DOMESTIC TRAVEL TRADE



**96,758** (+1.7%) estimated room nights for **European market** [GAW, FY25]; **\$55.5M** (+5%) in spending

**373** estimated room nights through the travel trade (not including OTA's) **Mexican market**; **\$643,000** in spending

## INTERNATIONAL AND DOMESTIC SALES MISSIONS, SHOWS, AND OUTREACH



**JAN**  
**Go West Summit:** 26 leads, 2 partners attended;  
**Brand USA Mexico:** 77 leads, 1 partner attended



**FEB**  
**American Bus Association Marketplace:** 38 leads, 6 partners attended;  
**International Inbound Travel Association:** 27 leads, 1 partner attended



**APR**  
**RTO Marketplace:** 26 leads; **Brand USA Canada:** 38 leads, 1 partner attended;  
**Great American West Australia/New Zealand Sales Mission:** 70 leads



**MAY**  
**International Round Up:** 37 leads, 40 partners attended;  
**National Tour Association Contact:** 70 leads, 1 partner attended;  
**Travel Alliance Partners:** 19 leads, 3 partners attended



**JUN**  
**IPW:** 83 leads, 5 partners attended



**OCT**  
**Brand USA Travel Week:** 51 leads, 3 partners attended



**NOV**  
**National Tour Association Travel Exchange:** 36 leads, 5 partners attended



**DEC**  
**GAW Nordic Mission:** 57 leads



Leads represent specific trainings and meetings with tour operators interested in building out Wyoming product.

**Markets Served:** Asia, Australia, Benelux, Canada, France, Germany, Italy, Mexico, New Zealand, Norway, United Kingdom

## BRAND USA

In 2025, Wyoming partnered with *Brand USA* on international marketing campaigns in Canada, Mexico, Germany, France, and the UK, generating more than 47 million impressions, 258,000 clicks, nearly \$800,000 in bookings, and 3,000 room nights. The top-performing effort was the *Spring Canadian Optimization*, a data-driven programmatic campaign that exceeded delivery expectations by 12%, producing 3.2 million impressions, 1,400 room nights, and \$333,000 in bookings through a mix of digital, social, and editorial channels.

WOT is also collaborating with *Brand USA* on *America the Beautiful*, the next generation of VisitTheUSA.com, which uses AI-powered trip planning and unified storytelling. As the platform rolls out, WOT is ensuring Wyoming maintains an equal or expanded presence so current *Brand USA* partners are fully represented and aligned with this new global initiative.

**Market Emphasis** - Canada, Mexico, Germany, France, United Kingdom

**Programs** - Tour operator training, co-ops, sales missions, website development, inspirational pieces, audience optimization, and agent training



**140,713**

Visit the USA Page Views



**47M**

Impressions



**\$800,000\***

Total Bookings (\*nearly)



**3,000**

Total Room Nights



VEDAUWOO – ALBANY COUNTY

# ELEVATE OUR PARTNERS

## Marketing Co-Ops

By leveraging everything from digital advertising to social media takeovers, Wyoming partners can access affordable, high-impact marketing programs that extend their reach far beyond what is possible independently.



**26**  
Opportunities  
Offered



**89**  
Partners  
Participated



**244**  
Combined Programs  
Purchased



**Carbon County** engaged in **14 different co-ops** in 2025—more than any other partner. This comprehensive strategy spanned digital, social, broadcast, and creative

production. Collectively, these placements delivered **more than 12M impressions**, with nearly every platform exceeding performance benchmarks to solidify the destination’s presence across key markets.

Supported by the Wyoming Office of Tourism, **Visit Casper** launched a “Stories Campaign” across Meta and Google Video Distribution.



The campaign focused on high-quality storytelling, achieving an exceptional **video view rate of 82%**—more than double the industry benchmark. These efforts resulted in high-intent web traffic, with users averaging over 90 seconds on-site, and a social CTR of 3.15%.



The **Park County** co-op leveraged a visitation-driving campaign with *Sojern* throughout Summer 2025.

Utilizing a mix of Display and Native formats, the campaign delivered **over 2.2M impressions** and exceeded click-through rate benchmarks. Most notably, the effort drove **4.6K travel activities**—including 1.1K in-destination visits—resulting in a robust **ROAS of \$40.29:1**.

**Star Valley Lodge** utilized Wyoming’s social channels to reach key audiences through a turnkey Meta offering. By testing a variety of high-quality imagery featuring mountains and fishing, the campaign captured significant attention, delivering **over 860K impressions**. The effort achieved a 1.96% CTR, with top-performing creative reaching a 3.55% CTR, successfully driving qualified traffic back to their site.



The **Campbell County** video co-op recently leveraged a two-day production to capture high-quality footage of outdoor recreation, community personality, and seasonal experiences. The collaboration delivered **over 50 versatile video clips** and a cohesive stringout, enabling the destination to seamlessly integrate new assets into its marketing. This high-value content not only filled critical library gaps but elevated the brand’s ability to tell a unified story across multiple platforms.

## FEDERAL AND STATE PARTNERSHIPS

Throughout the year, WOT maintained consistent engagement with state and federal counterparts via regularly scheduled interagency meetings. These sessions serve as a vital platform for WOT to share upcoming campaign strategies, review recent achievements and champion Wyoming's tourism industry. The strategic alignment and strong interagency partnerships established through these efforts are fundamental to accelerating the expansion of Wyoming's visitor economy.

### Wyoming State Fair

WOT and the Wyoming State Fair continued with the strategic partnership to integrate and enhance their respective marketing endeavors. This collaboration played a key role in fostering statewide economic growth. WSF achieved notable success in 2025 through the year-round marketing partnership with WOT. This collaboration, which included an active onsite presence during the fair, helped drive over **7,500 campsite bookings** for the year, 1,900 of which occurred during fair week alone.



### Elevating Wyoming In-State Agency Partners

Linked to federal and state agency partners from *TravelWyoming.com* resulting in **49,289 referrals**.

**In-state agencies:** *Wyoming State Parks and Cultural Resources, Wyoming Department of Transportation, Wyoming Office of Outdoor Recreation, Wyoming Game & Fish, Wyoming Business Council, Office of State Lands and Investments and Wyoming State Fair.*

**Other Wyoming referrals:** *Wyoming Outfitters & Guides Association and Wyoming Dude Ranchers Association.*

**Federal agencies:** *Bureau of Land Management, National Park Service and United States Forest Service.*

## WAYS TO ENGAGE

A familiarization tour, often called a FAM tour, is a trip organized by WOT or local DMO's to showcase a destination or specific hotels, restaurants and/or attractions. FAMs are designed for travel professionals such as travel agents, tour operators, journalists, influencers, and event planners, to help them experience a location first-hand.

### International FAMs

WOT's Global Partnerships team hosted **15 FAMs** for international tour operators. These tours hosted a combined total of **51 participants from 11 markets** (AU NZ, Ben, BR, CO, Fr, Ger, It, MX, UK, and USA) and **visited 12 counties** (Albany, Big Horn, Carbon, Crook, Fremont, Johnson, Laramie, Natrona, Park, Sheridan, Sweetwater, Teton)

### Domestic FAMs

WOT's Global Partnerships team hosted **3 domestic trade FAMs** with a total of **11 participants from 9 tour companies**. These FAMs **visited 9 counties** (Albany, Fremont, Goshen, Laramie, Platte, Sublette, Sweetwater, Teton, and Uinta)

## INDUSTRY NEWSLETTER

**Tourism Talk** remained a cornerstone for ensuring Wyoming's tourism stakeholders receive vital information. The monthly newsletter, highlighting industry news, partner achievements and WOT happenings, delivered strategic advantages to industry partners. Subscribers received the latest updates, advanced knowledge of marketing initiatives and early access to key developments, providing timely opportunities from across the state that could positively impact their operations. This commitment to delivering essential intelligence, alongside invitations to collaborative events and webinars, was strongly validated by an impressive **click rate of over 36%** this year, reflecting the content's high relevance and value.

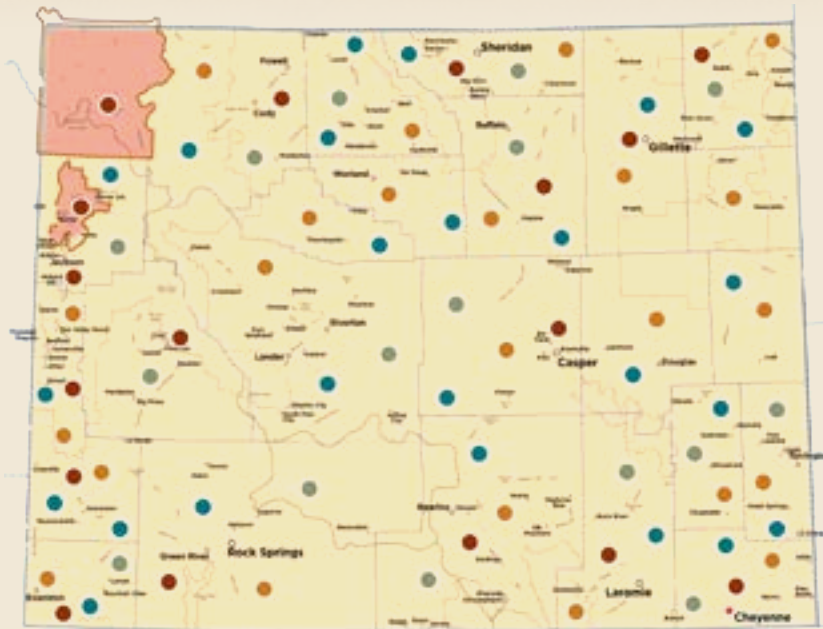


EXPLORE  
MORE

# ELEVATE OUR PARTNERS

JOHNSON COUNTY

## Partner Outreach



- Destination Development**  
23 Lodging Tax Boards/\$4.8M
- WY Best**  
23 Lodging Tax Boards
- Trade FAM Trips**  
18 FAMs/Planners
- Press/Influencer FAM Trips**  
6 Press/3 Influencers

## Partner Portal

This year, the Wyoming Office of Tourism (WOT) launched a brand-new **Partner Portal**. This free, state-of-the-art platform serves as a centralized hub for tourism businesses to manage their official presence on *TravelWyoming.com*. By providing a streamlined space to showcase listings, events, and special offers, the portal ensures partners can effectively maximize their visibility and connect with travelers planning their next Wyoming adventure.

To further enhance this “One-Stop-Shop,” the integrated **Co-op Portal** provides partners with direct access to marketing resources and high-impact advertising opportunities. Through this system, businesses of all sizes can tap into collective marketing power to secure premium placements on premier platforms like TripAdvisor, Smithsonian, and social media at a fraction of the traditional cost.

Additionally, the new **Aggregator tool** revolutionizes data management

by seamlessly connecting local Destination Marketing Organization (DMO) sites to WOT’s system. This integration ensures that any updates made at the local level automatically reflect on the state portal, eliminating duplicate data entry and ensuring your business information remains accurate across all platforms. Ultimately, the **Partner Portal** continues to evolve for growth, ensuring Wyoming remains a premier destination for travelers worldwide.

# CHAMPION THE DESTINATION AND THE BRAND

## Wyoming Paid Campaign

### INCREASE BRAND AWARENESS

Paid media awareness was 45% in the Summer 2025 Campaign, -3% from 2024 and +7% from 2023

### ADVERTISING EFFECTIVENESS RESULTS

- **Paid advertising** reached **44 million** travelers
- Earned **media coverage** extended the reach of the campaign by **4 million** traveling households
- Campaign generated more than **1.3 million Wyoming visits** in summer 2024
- Influenced **visitor spending \$1.6 billion**
- **\$12.86** in **state sales taxes returned** for every advertising dollar spent
- Steady growth over the past four years for **likelihood to visit** — from 14% in 2019 to **19% in 2025** — plus our advertising more than doubles the likelihood to visit the state (11% for unaware vs. 28% for aware travelers)

Campaign Impact	2023	2024	2025
Total Influenced Trips	1.17M	1.3M	1.28M
Influenced Visitor Spending	\$1.35B	\$1.44B	\$1.62B
Ad Spending	\$5.18M	\$5M	\$5M
ROI	\$260	\$290	\$322
Taxes Generated	\$53.9M	\$57.9M	\$64.9M
Tax ROI	\$10.39	\$11.61	\$12.86

Source: SMARI, *Advertising Effectiveness and ROI Study*

JOHNSON COUNTY

# CHAMPION THE DESTINATION AND THE BRAND

## FY24/25 WINTER CAMPAIGN

**BUDGET \$350K**

Campaign Dates:  
October 2024 - February 2025

This campaign positioned Wyoming as a premier seasonal destination across key US markets through the 'Modern Explorer' narrative. A multi-channel mix anchored by Paid Search, Video, and Programmatic moved beyond awareness to drive deep engagement, successfully converting interest into tangible site interactions and trip planning behaviors.



**37.9M**  
Impressions



**408,000**  
Clicks



**28,900**  
Conversions



## WY RESPONSIBLY

Designed to spark personal reflection, curiosity and a deeper connection to Wyoming's vast experiences through responsible recreation, **WY Responsibly** continues to be the forefront of WOT's content development.



- **Produced a WY Responsibly toolkit and resources** for Wyoming partners to develop engaging and impactful messaging on social media, website and email.
- **Created 160 posts** related to wildfire awareness, shopping local, responsible recreation and more. During wildfire season, we continued to share safety information and content, including a post that garnered **43,500 engagements**.



# CHAMPION THE DESTINATION AND THE BRAND

## FY25 SUMMER CAMPAIGN

**BUDGET \$5.6M**

Campaign Dates:  
March - September 2025

The Summer campaign featuring ‘Modern Explorers’ highlighted Wyoming as the true spirit of the West. Leveraging localism and sustainability, we connected with Active Recreationalists, Sightseeing Adventurists, and Cultural Explorers. This balanced approach drove family travel awareness while capturing high-intent data to build our owned audience database.



**37.9M**  
Impressions



**3.9M**  
Clicks



**154,000**  
Conversions





**A SINGLE STEP CAN START A NEVER ENDING STORY**

*Jessie Palmer Zell*  
MUSIC BY E.T. HALL

**That's WY**

A single step toward a better future is a commitment to the land and the people. It promises to keep the story written into the world around you, and for a fair and honest future world. Change is not just a word, it's a responsibility. It's keeping our eyes on the horizon, looking for a better future, every day. It's a way of life. @WyThat'sWY.com

**THE SPIRIT OF THE WEST WON'T BE BROKEN**

*Jess Oldham*  
MUSIC BY E.T. HALL

**That's WY**

What's wild and what's new? With every step, there's a story. It's a story of learning, of growing, of trying, of failing, of trying again. It's a story of the spirit of the West, of the people who live there, of the land that's theirs. It's a story of the spirit of the West, of the people who live there, of the land that's theirs. @WyThat'sWY.com

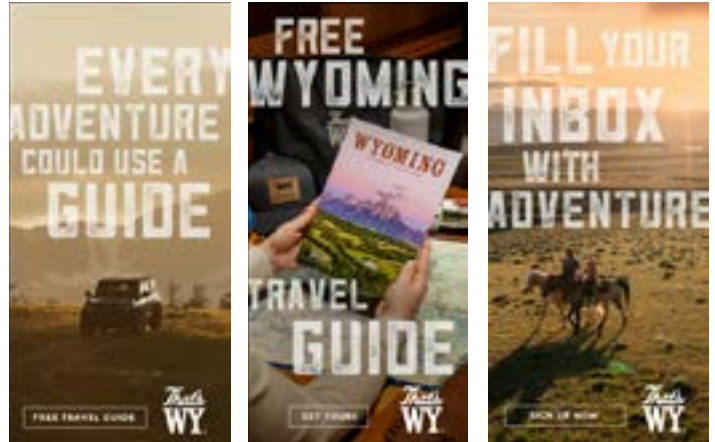
DESTINATION & BRAND

# CHAMPION THE DESTINATION AND THE BRAND

## INTENT TO TRAVEL OVERALL GROWTH PERFORMANCE

Despite a new website launch and shifts toward AI travel planning, **Intent to Travel** metrics achieved year-over-year (YoY) growth. Our strategy successfully pivoted to capture demand, prioritizing **In-Platform Meta Leads** which saw a substantial increase. This demonstrates that traveler interest in Wyoming remains at an all-time high; we simply evolved our capture methods to meet them where they are.

<b>+7%</b>	<b>+73%</b>
<b>Intent To Travel</b>	<b>In-Platform</b>
<b>Metrics YoY</b>	<b>Meta Leads</b>



## AWARDS

The Wyoming Office of Tourism’s commitment to showcasing the state’s stunning landscapes and unique experiences earned remarkable recognition this year. WOT is incredibly proud to be recipients of the following prestigious awards:



**BEST OF SHOW:**  
**United Adworkers**  
**Ninety-Nine Show**  
 Integrated, Multi Channel Campaign; *Modern Explorers*  
*Integrated Campaign*



**GOLD: eTSY Awards**  
 Best Use of Digital Video Marketing; *VDX.tv’s TV Magnify Boosts Impact for Wyoming Office of Tourism*



**GOLD: Communication Arts**  
*Modern Explorers; Modern Explorers: Jasmine Pickner-Bell*



**GOLD: hsmmai Adrian Awards**  
 Best Use of Video; *Modern Explorers: Aaron Mulkey*

**BRONZ: hsmmai Adrian Awards**  
 Social Media: Owned Media Only Category; *That’s Wy: Wyoming Social Media Strategy*



**FINALIST: Effie Awards**  
 Wildly Wyoming Program; *Wildly Wyoming: The Ultimate Adventure Content Series with Ford*



**GOLD: ESTO Awards**  
 Excellence in Print Marketing; *Sticker Program*

These accolades are a testament to the creativity, dedication, and effectiveness of the WOT team in promoting Wyoming as a premier travel destination.

# HOSPITALITY CAMPAIGN

## BUDGET \$500K

Campaign Dates:  
October 2024 - February 2025

This campaign positioned Wyoming as a premier seasonal destination across key US markets through the 'Modern Explorer' narrative. A multi-channel mix anchored by Paid Search, Video, and Programmatic moved beyond awareness to drive deep engagement, successfully converting interest into tangible site interactions and trip planning behaviors.



**28.9M**  
Impressions



**3.2M**  
Video Views



**103,000**  
Clicks



**106,000**  
Conversions



# WILDLY WYOMING FAMILY

Marking year three, the 'Wildly Wyoming Family' initiative shifted focus to inspiring family adventures. Fully integrated into the FY25 paid media plan, the series leveraged video, display, and organic social. A strategic collaboration with the Wong family further amplified reach and drove engagement across all platforms.



**17.7M**  
Impressions



**4.1M**  
Video Views



**171,000**  
Clicks



**100,000**  
Landing Page Views



DESTINATION & BRAND

# CHAMPION THE DESTINATION AND THE BRAND

## SUMMER MEDIA PARTNERSHIPS

Our cross-channel media partnerships played a crucial role in amplifying our brand plan and driving deeper engagement. By collaborating with key media outlets, Wyoming Office of Tourism successfully extended its reach, diversified content offerings, and maximized marketing impact.



**VDX:** Our VDX campaign leveraged Connected TV (CTV) to deliver massive reach, achieving **3.1 million views** across placements. The National TV “Magnify” effort reached **3.05 million households** with a Video Completion Rate (VCR) of over **99%**, while regional efforts in Denver and Salt Lake City added another 525K households. The interactive “Magnify” units proved highly effective, delivering an additional **7.4 million bonus impressions** nationally, with the “Regions” tab driving 35% of all ad interactions.



**Expedia:** This partnership drove significant revenue through innovation, launching a first-to-market AI chat tool, “Roam the West,” which drove **330K+ pageviews** and nearly 24K interactions. Onsite display efforts were a powerhouse, capturing nearly 250K travelers and generating **\$56.5M in revenue** with a staggering **ROAS of 115.8**. Overall, the campaign contributed to **645K travelers** making bookings to Wyoming (+2% YoY) and increased Wyoming’s relative search share to 8.6%.





**Atlas Obscura:** Focusing on Wyoming’s “Captivating History,” this partnership over-delivered on views and impressions by 13%, totaling more than **20 million views**. The “Social Pin Drop” video series was a standout success; specifically, the Hot Springs video achieved an engagement rate of 17.5%—**58x higher than the industry average**. Custom elements like the “Explorer’s Guide” and “Mama Mimi” place pages drove strong visibility, with the latter achieving a Click-Through Rate (CTR) 8x higher than average.



**Dotdash Meredith:** We curated a “Find Your Path to Discovery” collection across premium lifestyle brands including *Travel + Leisure*, *Parents*, and *Real Simple*, delivering **3.5 million impressions** (14% over-delivery). Interestingly, family-focused content led the charge: the Parents custom article “Wyoming’s Best Spots for Family Adventures” drove **35K pageviews**, outperforming Travel + Leisure content. High-impact units across the network outperformed benchmarks by nearly 50%, while pre-roll video maintained a strong 75% completion rate.

**Cowboy Channel:** Embracing our Western heritage, this campaign aired more than **150 spots** throughout the summer during priority rodeos like Cheyenne Frontier Days and the Calgary Stampede. The campaign delivered **2.6 million impressions** and was significantly extended through a Co-Op plan with six participating partners. This Co-Op extension added **3.5 million impressions**, effectively extending the brand campaign by **134%**.



HULETT HAM-N-JAM - CROOK COUNTY



# CHAMPION THE DESTINATION AND THE BRAND

## Additional Campaign Initiatives

### AI-POWERED TOOL & TACTICS

As travelers increasingly use AI-powered search tools, like ChatGPT and Google AI Overviews, WOT launched a new AI feature in July 2025 to optimize social media and website content to improve how Wyoming is discovered, recommended and delivered in AI-driven search results.



**25**

Articles Produced and Updated  
on TravelWyoming.com  
for AI-driven Search



**1,773**

AI-search Responses for  
Wyoming-related Inquiries that  
Included TravelWyoming.com



**1,455%**

Overall Growth in AI Responses  
on TravelWyoming.com

## AI TRIP PLANNER

TravelWyoming.com has transformed the visitor journey with the launch of a cutting-edge generative AI trip planner that acts as a personalized, conversational concierge for the modern traveler. Moving beyond basic search tools, this platform leverages sophisticated AI to instantly generate custom, end-to-end itineraries tailored to specific interests whether that is scouting for the best fly-fishing spots, discovering “locals only” diners, or exploring the rugged beauty of Wyoming’s iconic landscapes. The tool seamlessly utilizes our expert content to provide real-time, accurate answers on everything from seasonal road closures to hidden gems, presenting them through interactive maps and vibrant photography.



**2,042%**

Increase in Engagement Time on Winter Launch Page



Data from November through end of year.



**476**

User Itineraries Created



**338**

Partner Handoffs (aka partner referrals)



**74,174**

Partner Mentions in Chat Response

## PREMIER TRIP PLANNING

WOT maintained its partnership with a premier trip-planning tool that anchors our digital visitor experience. The platform excels at connecting users with accurate logistics, attraction details, and event schedules through a seamless map interface. Whether accessing the tool online or through touchscreens at our welcome centers, visitors are empowered to explore the destination interactively and build personalized itineraries.

- **1671%** increase of **Total Trip Planners** from 2024
- **47%** increase of **Trip Planner User Accounts** from 2024
- **994K** Pageviews in the WOT Trip Planner in 2025



## ELEVATE VISUAL STORYTELLING

### Howdy Neighbor Season 2

delivered a fresh and powerful example of the value of video storytelling by spotlighting lesser-known towns and communities and real people finding new experiences. An episodic YouTube series not only entertains but builds deeper connections between audiences and places, encouraging local pride, tourism and community engagement.



EXPLORE MORE

## Social Media Channels



**676,000**  
Audience



**159M**  
Awareness



**34M**  
Video Views

# CHAMPION THE DESTINATION AND THE BRAND

## INFLUENCER MARKETING CAMPAIGNS

WOT partnered with three content creators to share authentic Wyoming experiences for families and solo travelers on a budget. Through these partnerships, Travel Wyoming's account was able to reach a new audience of travelers through trusted, online voices.



**192**

Posts, Including Reels, Carousels and Stories



**18.9M**

Impressions



**48,700**

Post Engagement



Jennie Campbell discovers the charm and peacefulness in Centennial.



EXPLORE MORE



The Atos exploring family-friendly adventures in Gillette and Devils Tower.



EXPLORE MORE



The Peachys take on a road trip through southwest Wyoming.



EXPLORE MORE

# IN THE NEWS

## Media Campaigns

Throughout 2025, WOT’s public relations team focused on high-value media opportunities, successfully promoting Wyoming to potential visitors. In March, a media fly-in to Dallas generated earned coverage in Mr. Porter and D Magazine, and Executive Director Diane Shober appeared on Good Morning Texas. Altogether, the Dallas fly-in yielded a **combined reach of over 5.3 million**. In June, WOT leveraged IPW in Chicago by hosting an immersive event in partnership with five Wyoming DMOs, engaging 46 U.S. and Canadian journalists from outlets including *USA Today* and *Business Insider*, resulting in over 20 social media posts and strengthened media relationships.



**21**  
Counties  
Mentioned



**769**  
Media  
Placements



**8.4B**  
Audience  
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WFAA: Good Morning Texas: Visit Wyoming This Summer



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Matador Network: This Retro Car Museum in Wyoming Doubles as a Unique Place to Stay



Cowboys & Indians: Cody, Wyoming, is a Winter Wonderland for Adventurers



KSL.com: Travel Spotlight: Amazing Wyoming Road Trip Between Utah and Yellowstone

DESTINATION  
& BRAND

# ADVANCE OUR ORGANIZATIONAL EXCELLENCE

## Recruit and retain top tier talent

- Assisted Board in recruitment of new Executive Director
- Hired new Creative Assets Manager

## Re-establish research efforts and insights

- Optimized data for partner use
- Expanded access to advanced visualization and dashboard platforms
- Fulfilled custom data report requests
- Provided survey and insights on Official Travel Guide use

## Continually align and optimize WOT departments

- Streamlined and standardized workflows and processes for improved department and agency alignment

## Foster a culture of collaboration and innovation

- Utilized emerging technology platforms to enhance collaboration and productivity





*photo: U.S. Travel Association*

In her final year as the Executive Director of the Wyoming Office of Tourism, **Diane Shober** was honored with two prestigious awards: The Wyoming Hospitality and Travel Coalition’s Big Wyo Award and U.S. Travel Association’s 2025 State Tourism Director of the Year.

“Every passionate voice that helps tell Wyoming’s story and elevates our industry shares in this award, and it is the combined enthusiasm and commitment of our agency and community stakeholders that make Wyoming so special.”

- Diane Shober

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