

Big Horn Mountain Country

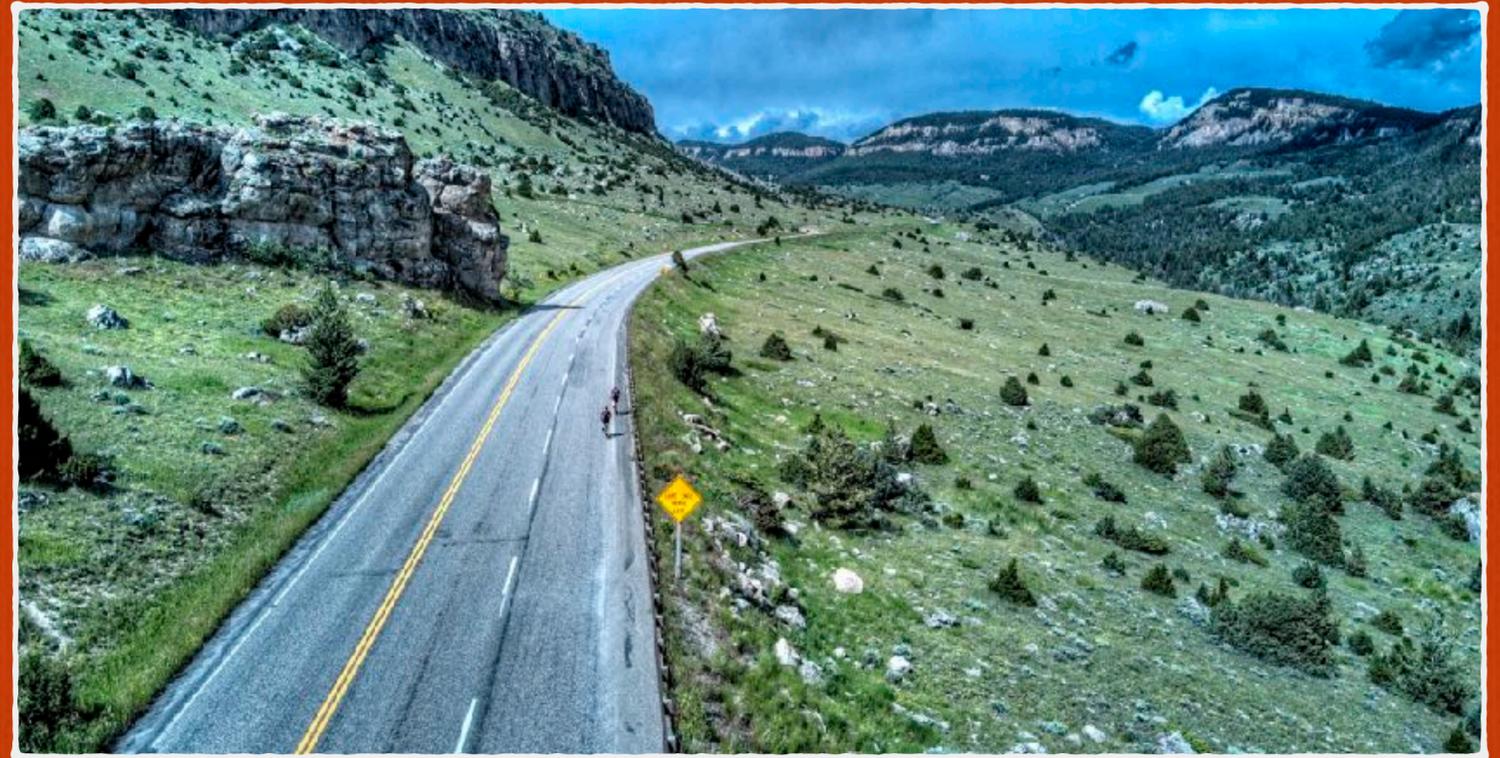
Washakie County Visitor's Council

Outdoor Display

- Discourage leakage on to hazardous road
- Direct travelers to Visitor Center and Worland
- Promote Washakie Museum and services
- Promote Ten Sleep to travelers in area



Acquire Video and Photo Assets





Creation of Promotional Videos

For use on website, Youtube, META and other promotional outlets

Additional Targeted Digital Advertising



- META Prospecting and Remarketing and 4,700 and 4,700 web referrals
- Promotion of Backcountry Discovery Route to audience of 380,000 for 1,500 web referrals and 96,000 newsletter views

Full page ad in Wyoming Traveler's Journal

Co-op advertising opportunities for five different partners.

TEN SLEEP & WORLAND, WYOMING

WASHAKIE COUNTY • BIGHORN MOUNTAIN COUNTRY.COM • 877.303.3082



BIGHORN MOUNTAINS
CLOUD PEAK WILDERNESS
TENSLEEP CANYON
WORLD CLASS CLIMBING
CAMPING
FISHING
HIKING
AWARD WINNING HOTELS
18 HOLE GOLF COURSE



WASHAKIE MUSEUM & CULTURAL CENTER

Ancient and contemporary history of the Big Horn Basin.

Discount for Seniors, AAA, Veterans, Active Duty Military.



2200 Big Horn Ave
Worland WY 82401
washakiemuseum.org
(307) 347-4102

Summer: (May 15-Sep 15)
Mon-Sat - 9-5, Sun - 1-4
Winter: (Sep 16-May 14)
Mon-Sat - 9-4

DIRTY SALLY'S GENERAL STORE

Groceries, espresso, ice cream, gifts, and friendly folks!



124 Second Street
Ten Sleep WY 82442
(307) 366-2500
dirtyallsgeneralstore@gmail.com

Summer: Mon-Sat - 6-6
Winter: M-F - 7-4
Sat - 8-1

TEN SLEEP BREWING COMPANY

Good beer for good people!

Good beer, live music, food trucks, camping, games and more.



2549 Highway 16
Ten Sleep, Wyoming 82442
tensleepbrewingco.com
(307) 366-2074



The local favorite, at the base of the Bighorn Mountains in the town of Ten Sleep.



125 2nd St
Ten Sleep, Wyoming 82442
facebook.com/sleepycoyoteTS
(307) 366-2171

THE CARTER INN

Locally owned with authentic western hospitality, home-cooked breakfast and a relaxing garden area.



414 2nd St
Ten Sleep, Wyoming 82442
thecarterinn.com
(307) 366-9911

Destination Optimization

- Training of local 6+ small business owners on enhancing or establishing a Google business listing
- Upgrade of Visitor Council's Google listing
- Increased awareness of Visitor's Council and WOT efforts in the communities

Wyoming Governor's Conference

- Continuing education for lodging tax board members
- Evaluation of co-op marketing opportunities through the WOT
- Networking and information sharing with other lodging tax boards in WY