

Wyoming Office of Tourism Partner Resources: Your Customized Quarterly Report

Wyoming Office of Tourism provides industry partners with a summary of each county's key metrics to inform stakeholders of the overall impact of tourism on our economy. The insights within the Quarterly Report give an overview of where we are today and where we are heading to efficiently and effectively guide organizations to steward powerful, data-led decision-making toward a better visitor experience and resident quality of life.

Within this dashboard you will find high-level insights with the most up-to-date data sources including:

- Leisure & Hospitality (L&H) tax revenue for the entire state and for each county
- The composition of Leisure & Hospitality jobs throughout the state
- Your top out-of-state origin markets for visitation and spending
- Insights into whether your visitors are staying overnight or coming in for a day trip, and an estimated overnight visitor volume
- Lodging performance (STR hotel revenue and AirDNA short-term rental revenue) along with the lodging assessment tax (state 3%) and lodging tax (local) revenue.

Industry Partner Access:
username/email:
wot-brandstudio@wyo.gov
password:
Wyoming@307!~



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WHAT'S NEW?

New Customized County Reporting Dashboards - Now Available

OCTOBER 31, 2022

Wyoming Office of Tourism provides industry partners with a summary of each county's key metrics to inform stakeholders of the overall impact of tourism on our economy. The insights within the Quarterly Report give an overview of where we are today and where we are heading to efficiently and effectively guide organizations to steward powerful, data-led decision-making toward a better visitor experience and resident quality of life.

To Access Your Custom Quarterly Report: Accessing the dashboards from the industry website:

Visitors to the industry page of the Travel Wyoming website

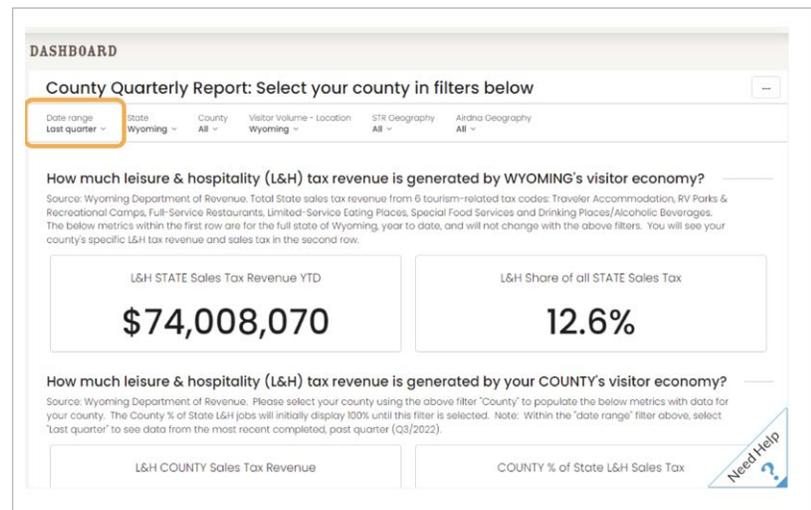
<https://industry.travelwyoming.com/> will be greeted with a universal banner - present at the top of every page that is clickable/linked to the dashboard page:

<https://industry.travelwyoming.com/resources/quarterly-report/>

How To Set Up Your County Report with the Most Recent Quarterly Insights

Step 1:

Please set the "Date range" filter to "Last quarter". This will provide you with the most complete set of insights (since most of the data sets are updated on a quarterly basis).



DASHBOARD

County Quarterly Report: Select your county in filters below

Date range: Last quarter | State: Wyoming | County: All | Visitor volume - Location: Wyoming | STR Geography: All | AirDNA Geography: All

How much leisure & hospitality (L&H) tax revenue is generated by WYOMING's visitor economy?

Source: Wyoming Department of Revenue. Total State sales tax revenue from 6 tourism-related tax codes: Traveler Accommodation, RV Parks & Recreational Camps, Full-Service Restaurants, Limited-Service Eating Places, Special Food Services and Drinking Places/Alcoholic Beverages. The below metrics within the first row are for the full state of Wyoming, year to date, and will not change with the above filters. You will see your county's specific L&H tax revenue and sales tax in the second row.

L&H STATE Sales Tax Revenue YTD	L&H Share of all STATE Sales Tax
\$74,008,070	12.6%

How much leisure & hospitality (L&H) tax revenue is generated by your COUNTY's visitor economy?

Source: Wyoming Department of Revenue. Please select your county using the above filter "County" to populate the below metrics with data for your county. The County % of State L&H jobs will initially display 100% until this filter is selected. Note: Within the "date range" filter above, select "last quarter" to see data from the most recent completed, post quarter (Q3/2022).

L&H COUNTY Sales Tax Revenue	COUNTY % of State L&H Sales Tax
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Need Help?

Step 2:

Within each of the filters select your County name by using the carrot drop down, finding your County and selecting "Only" to the right of your county name. By selecting "Only" you will clear out the other counties within the filter. After you select your County click on the blue "Apply" button. You will need to select your County and the Apply button for all of the following filters:

- County
- Visitor Volume - Location
- STR Geography
- Airdna Geography

DASHBOARD
County Quarterly Report: Select your county in filters below

Date range: Last quarter | State: Wyoming | County: Park County | Visitor Volume - Location: Park County

How much leisure & hospitality (L&H) tax revenue is generated by WYOMING's visitor economy?
Source: Wyoming Department of Revenue. Total State sales tax revenue from 6 tourism-related tax codes: Traveler Accommodation, RV Parks & Recreational Camps, Full-Service Restaurants, Limited-Service Eating Places, Special Food Services and Drinking Places/Alcoholic Beverages. The below metrics within the first row are for the full state of Wyoming, year to date, and will not change with the above filters. You will see your county's specific L&H tax revenue and sales tax in the second row.

L&H STATE Sales Tax Revenue YTD: \$74,008,070

L&H Share of all STATE Sales Tax: 2.6%

How much leisure & hospitality (L&H) tax revenue is generated by your COUNTY's visitor economy?
Source: Wyoming Department of Revenue. Please select your county using the above filter "County" to populate the below metrics with data for your county. The County % of State L&H jobs will initially display 100% until the "date range" filter above, select "last quarter" to see data from the most recent completed, past quarter.

L&H COUNTY Sales Tax Revenue: [Blank]

State L&H Sales Tax: [Blank]

Step 3:

Please note, on some computer screens the filters may need to be pulled out of the "Show all" drop down

DASHBOARD
County Quarterly Report: Select your count...
Date range: Last quarter | State: Wyoming | County: Hot Springs County | Visitor Volume - Location: Hot Springs County

How much leisure & hospitality (L&H) tax revenue is generated by WYOMING's visitor economy?
Source: Wyoming Department of Revenue. Total State sales tax revenue from 6 tourism-related tax codes: Traveler Accommodation, RV Parks & Recreational Camps, Full-Service Restaurants, Limited-Service Eating Places, Special Food Services and Drinking Places/Alcoholic Beverages. The below metrics within the first row are for the full state of Wyoming, year to date, and will not change with the above filters. You will see your county's specific L&H tax revenue and sales tax in the second row.

L&H STATE Sales Tax Revenue YTD: \$74,008,070

L&H Share of all STATE Sales Tax: 12.6%

How much leisure & hospitality (L&H) tax revenue is generated by your COUNTY's visitor economy?
Source: Wyoming Department of Revenue. Please select your county using the above filter "County" to populate the below metrics with data for your county. The County % of State L&H jobs will initially display 100% until the "date range" filter above, select "last quarter" to see data from the most recent completed, past quarter.

Print a PDF or Schedule Email Instructions

DASHBOARD
County Quarterly Report: Select your county in filters below

Date range: Last quarter | State: Wyoming | County: Sweetwater County | Visitor Volume - Location: Sweetwater County | STR Geography: Sweetwater Count... | Airdna Geography: Sweetwater Count...

How much leisure & hospitality (L&H) tax revenue is generated by WYOMING's visitor economy?
Source: Wyoming Department of Revenue. Total State sales tax revenue from 6 tourism-related tax codes: Traveler Accommodation, RV Parks & Recreational Camps, Full-Service Restaurants, Limited-Service Eating Places, Special Food Services and Drinking Places/Alcoholic Beverages. The below metrics within the first row are for the full state of Wyoming, year to date, and will not change with the above filters. You will see your county's specific L&H tax revenue and sales tax in the second row.

L&H STATE Sales Tax Revenue YTD: \$148,016,141

L&H Share of all STATE Sales Tax: 12.6%

How much leisure & hospitality (L&H) tax revenue is generated by your COUNTY's visitor economy?
Source: Wyoming Department of Revenue. Please select your county using the above filter "County" to populate the below metrics with data for your county. The County % of State L&H jobs will initially display 100% until this filter is selected. Note: Within the "date range" filter above, select "last quarter" to see data from the most recent completed, past quarter (Q3/2022).

L&H COUNTY Sales Tax Revenue: [Blank]

COUNTY % of State L&H Sales Tax: [Blank]

How to Print a PDF, or Schedule an Email:

Printing a PDF is as easy as clicking into the three dots in the upper right corner.

- Choose "Export to PDF" to have the report saved to your computer.
- Choose "Schedule emailing" to set up a regular cadence of your choice.

Schedule export

To: wyoming-is-best@gmail.com
Subject: [Blank]
Message: [Blank]

Attachments: PDF: County Quarterly Report Brought to You by Wyoming Off...
Select attachments

First occurrence: 1/29/2022 02:00 PM GMT-06:00 Central Time (US & Canada)

Repeats: Custom every 3 months on day 29

Schedule

Setting up auto-email:

Click on + Add schedule

Delete the WOT Brand Studio email address that serves as the default and type in your email address. There will be a pop up message in red that serves as a reminder to double check the accuracy of your own email address. This is not an error message.

Select your preferred cadence (example: "custom, every 3 months" to see quarterly updates)

Click on "Schedule"

Your recurring email will be sent at the selected cadence.