

Agency 066
Wyoming Travel and Tourism Annual Report
FY09

General Information

Agency name:

Wyoming Travel and Tourism

Director's name and official title:

Diane Shober, Director

Agency Contact person:

Diane Shober

Agency Contact phone:

307-777-7777; 307-777-2808 (Director's direct line)

Mailing address:

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Cheyenne, WY 82007

Web address (URL):

www.wyomingtourism.org (consumer site)

www.wyomingbusiness.org/tourism and www.wyotravel.org (industry sites)

Other Locations (Street addresses not required):

None

Statutory References:

W.S. 9-12-1001 thru 1002 Wyoming Tourism Board

W.S. 9-12-402 thru 406 Film and Video Promotion

Clients Served:

Vacationing public; Wyoming tourism-related businesses and services.

Budget Information (Expenditures for FY09):

\$14,064,870

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Name of Department/Division/Program: Wyoming Travel and Tourism

Report Period: FY09 (July 1, 2008 through June 30, 2009)

Wyoming Quality of Life Result:

- Wyoming values the unique aspects of its western heritage, providing residents and visitors expanding access to cultural, historical and recreational experiences.
- Wyoming has a diverse economy that provides a livable income and ensures wage equality.

Contribution to Wyoming Quality of Life:

Wyoming Travel and Tourism supports these goals by promoting and facilitating increased travel to and within the state of Wyoming. A healthy tourism economy contributes to business sustainability and strengthens the industry's job and income generation capacity.

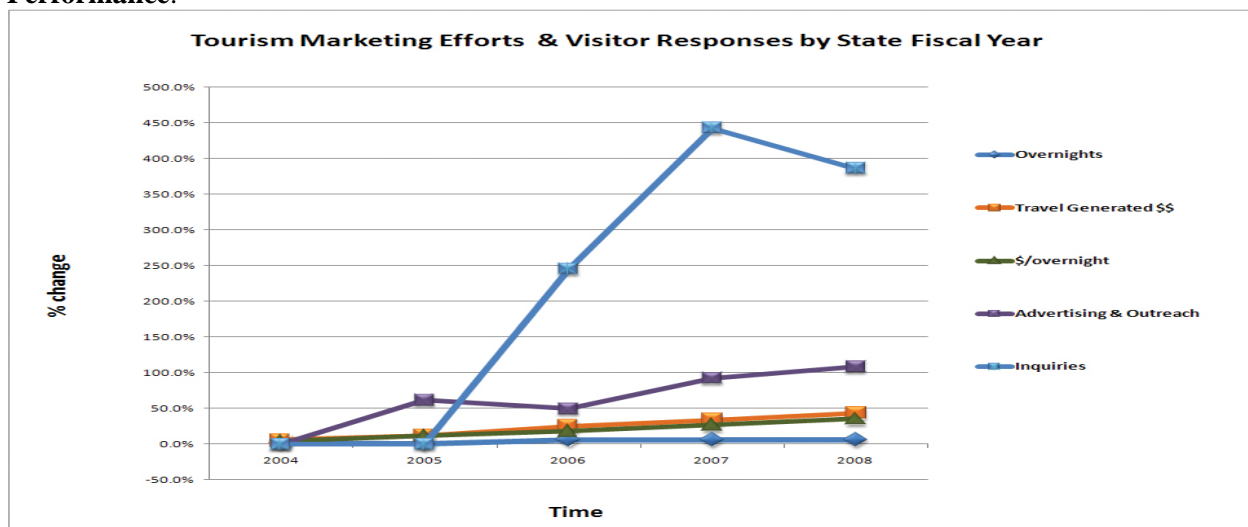
Basic Facts:

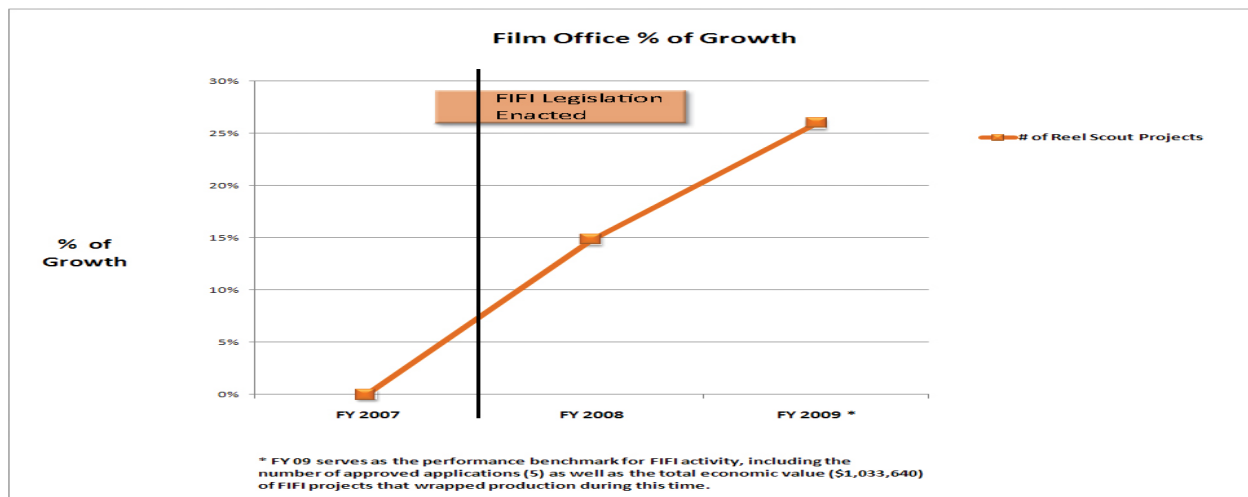
Wyoming Travel and Tourism has 20 full-time staff positions and operates with a biennium budget of \$25,384,532. The funding sources for the budget are 100% general funds.

Programs include sales and marketing efforts in the following areas:

- Advertising, Web and Research
- Domestic Tourism Marketing
- Customer Service, Welcome Centers and Fulfillment
- International Tourism Marketing
- Media and Public Relations
- Film, Arts and Entertainment

Performance:





Story behind the last year of performance:

Wyoming Travel and Tourism (WTT) is the agency charged with bringing non-resident visitors to Wyoming by promoting the state as a vacation destination to both domestic and international audiences. The local tourism industry relies on WTT to create an umbrella marketing campaign, promoting Wyoming as an ideal vacation destination and positioning Wyoming against competitive brands as the destination of choice.

Aware consumers are twice as likely to visit as non-aware consumers. Effective advertising and outreach efforts create brand awareness. Once deployed, potential visitors respond to marketing campaigns and are driven to explore Wyoming vacation planning information through the website, call center and publications (inquiries). As WTT's advertising and outreach efforts increase, so has the volume of inquiries as a result of those efforts. An increase in inquiries is a direct result of increased awareness which is a result of increased and consistent messaging in the marketplace. While advertising and outreach grew by 108% from FY04 to FY08, during that same time inquiries grew by four times that much. It should be noted that the shift in the national economy in 2008 clearly affected consumers' confidence which is evidenced by the drop in inquiries in FY08 over FY07.

Awareness about a destination leads to inquiries and in turn, inquiries lead to actual visits. Actual visits are measured in overnights (i.e., 10 overnights could be measured as one visitor staying for 10 nights, or 10 visitors staying for one night) which generates direct travel-generated sales on such things as shopping, accommodations, gasoline and fuel, food, entertainment and recreation, just to name a few. Increasing the number of visitors and/or extending their length of stay are both growth factors in a healthy, sustainable tourism economy.

By creating and implementing a fully integrated marketing campaign, WTT builds business potential for Wyoming constituents who operate tourism-related businesses and services, adding strength to the Wyoming travel industry . . . an industry predominantly made up of small, independent businesses. The four year trend analysis indicates that it's working. While the number of overnights has grown by nearly 6% the expenditures per overnight have grown at seven times that rate.

It is important to note that Wyoming's tourism industry is subject to outside influences over which the division has no control. Natural catastrophes (fires and floods) and global issues (terrorism; housing market; presidential elections; gas prices) can have a profound impact on people's ability and willingness

to travel. As was evidenced during the summer of 2008 when Americans experienced unprecedented gas prices and then the fallout of the financial markets in early fall, the fluctuations in the national economy had an adverse effect on the travel industry. And, Wyoming's travel industry felt the effects of this major change. While travel generated spending increased slightly over the prior year, there was no marked increase in travel-generated tax receipts, where normally there would be a correlation. This is directly attributable to the price of gas. While consumers spent more on gasoline and it contributed to their overall trip expenditures, the high price of gas drove down consumption. Because the fuel tax is based on quantity and is not related to the price per gallon, there was no real increase in overall tax receipts. However, in a time of economic turmoil, even slight increases are positive results.

The purpose of the Wyoming Film Office is to promote Wyoming locations as settings for film production. When production companies film in Wyoming they contribute to the economic vitality of that local community and to the state as a whole. Production companies purchase goods and services from local businesses including everything from accommodations, food and beverage, hardware and lumber supplies, equipment rental and more. They also employ local crews ranging from just a few to hundreds. Film production also contributes significantly to Wyoming's tourism economy by enhancing the public visibility through television, DVD and motion picture distribution.

The cornerstone of the Wyoming Film Office, the Wyoming Film Industry Financial Incentive (FIFI), is a program that was developed to provide the entertainment industry a financial incentive program and to authorize incentives for qualified film productions. FIFI legislation was passed by Wyoming's 57th Legislature and enacted into law in February 2007.

Film incentive programs are very prevalent nationwide. While Wyoming's entrée into this competitive arena has only been in existence for two years, through marketing and promotion efforts, awareness about location opportunities, the incentive program and the increased number of qualified work force has expanded interest in filming in Wyoming. Inquiries into the Film Office are fulfilled through a website packaging program called "Reel Scout." From FY07 to FY09 the number of Reel Scout location packages distributed has grown by 26%. And, it was in FY09 that the FIFI program began to show concrete production activity, resulting in five qualified applications for incentive funds. Of those five applications, three projects wrapped production. During the time while filming in Wyoming, those three projects estimate total direct expenditures of \$1,033,640 for the purchase of Wyoming goods and services. FY09 serves as the performance benchmark for FIFI activity, including the number of applications as well as total economic value of productions while filming in Wyoming.

What has been accomplished?

1. Expand research requirements on all levels

- Continued to measure consumer awareness of Wyoming advertisements in key markets. Achieved a 69.2% awareness level across all markets, up from 67.9% in 2008. Achieved awareness of 63.7% specifically in the Chicago market, a new market for WTT.
- Conducted behavioral based research in the fall 2008 to understand effects of declining economic conditions on consumer's willingness to travel and to understand what changes, if any, were necessary in the Wyoming media plan.
- Upgraded to a behavioral analytics website tool (Google Analytics). This new tool measures how the site is used by consumers in addition to measuring the amount of traffic the site receives.
- Continued to measure the effectiveness and usability of the *Wyoming Travelers Journal* with over 93% of inquirers finding all aspects useful, up from 90% over the previous year.
- Provided \$27,700 in co-op research dollars to six industry organizations:
 - Cheyenne Frontier Days (CFD) ~ Online surveys, focus groups, intercept studies during 2009 CFD

- Sheridan Travel and Tourism ~ Ad Effectiveness
- Sweetwater County Travel and Tourism ~ Conversion Study, Lodging Study
- Park County Travel Council ~ Conversion Study
- Casper Area Convention and Visitor's Bureau ~ Lodging Study
- Albany County Lodging Tax Board ~ Lodging Study

2. Enhance consistency and distribution of advertising message

- Increased overall media spending by 27.5% in FY09 achieving an 8% increase in overall inquiries despite slumping economic conditions.
- Through the addition of the Chicago market to the advertising campaign, WTT increased the reach and awareness of the advertising campaign from 7.5 million households to 9.9 million households, a 31% increase.
- Increased efficiencies in advertising by reducing costs to reach an aware household by 7% in 2009 to \$0.51/household, down from \$0.55/household in 2008.
- Increased TV advertising budget by \$989,000, an increase of 60% over FY08.
- Engaged Chicago consumers through a new billboard campaign to support TV efforts in Chicago. Utilized 21 billboard locations over two months in this effort.
- Increased Search Engine Marketing expenditures by 9.6% over FY08. Results showed overall clicks up 6% in FY09. Travel guide requests attributable to the WTT search engine marketing campaign were up 14% over FY08.
- Achieved 21% added-value to the media buy, representing approximately \$922,000 in no cost media placement. This is a 4% increase over the prior year.
- Implemented a new TV and radio campaign in regional markets (Denver, Salt Lake City, Pocatello, Idaho Falls, Bozeman, Butte, Billings, Rapid City) promoting road trips combined with events. This effort was designed primarily in response to economic conditions and travelers potentially staying closer to home.
- Offered new regional TV and radio campaign as a co-op opportunity in which there were six partners on the TV side and five partners on the radio side. This effort ran for eight weeks from June through September 2009.
- Utilized current customer database to invite 320,000 current customers back to Wyoming via direct mail campaign. Results included 8,299 sweepstakes entries directly attributable to the mailing.
- Added three new summer print ads to the Forever West Campaign.
- Participation in the advertising co-op program included 245 co-op advertisers spending \$967,400:
 - Official Wyoming Travelers Journal – 85 advertisers ~ \$492,500
 - Branded Fulfillment Envelop – 12 advertisers ~ \$30,700
 - Official Wyoming Tourism Website – 55 advertisers ~ \$99,200
 - Spring/Summer newspaper insert co-op – 20 advertisers ~ \$139,700
 - Summer Road Trip TV/Radio Campaign – 7 advertisers ~ \$50,400
 - In-state radio co-op – 50 advertisers ~ \$91,200
 - Winter Online co-op – 16 advertisers ~ \$63,700
- Achieved a 40% increase in leads over FY08 associated with the WTT spring print co-op.
- To address the effects of a serious economic downturn, increased winter advertising budget by 40% over FY08. For the first time added a winter online co-op to promote winter vacations across Wyoming. A total of 16 partners participated in the program.
- Began to engage consumers in the Wyoming brand through multiple social media channels. WTT garnered over 2,200 followers/friends on four social media channels (Twitter, Facebook, YouTube and Flickr).

- Five unique blogs were created to engage the consumers in the Wyoming experience, resulting 7,400 unique visits.
3. Enhance the planning tools to meet/exceed the expectations of the today's consumer
- Launched new website in February 2009, featuring new design, navigation and backend database structure. After the launch, web traffic increased 11% in FY09 over the same months in FY08. Establishment referrals (web traffic delivered to websites of Wyoming businesses) increased 40% in FY09.
 - Integrated social media links into new website to engage consumers in a more personal form of communication and to develop Wyoming's social media presence.
 - Redesigned road trip micro-site to support road trip TV and radio campaign. Added multiple new itineraries and verified all data supporting the itineraries.
 - Added new functionality to allow businesses the ability to promote themselves, including the ability to add video clips, deals and packages, events, articles and itineraries.
 - Implemented security-based permissions functionality into WTT database to increase staff efficiency and maintain database integrity.
 - Collected 52 layers of GIS data through the University of Wyoming GIS program. Data will be used to populate online maps for consumer use and available through a new backend management tool.
 - Launched a partnership with National Geographic and the states of Idaho and Montana, and the National Park Service, Bureau of Land Management and the US Forest Service for a large scale Geotourism mapguide project centered on the greater Yellowstone ecosystem.
4. Expand media relationships and product offerings
- Developed outreach program for online versions of newspapers and travel magazines. Research completed and database increased by 37 additional contacts. Story placements included *Denver Post*; *Chicago Tribune* and *Sunset* magazine.
 - Continued creation of work product devoted to "unsung" tourism regions of the state. Three examples of television features collected produced and distributed are Fort Laramie National Historic Site; Moondance Diner, LaBarge, Wyoming; Chris LeDoux Memorial Park, Kaycee, Wyoming.
 - Increased media exposure opportunities as part of the Cowboy Marketing Program. Rodeo event presence was enhanced through radio, television, magazine paid and 'free' market campaigns, in Houston, Pocatello, Omaha, Las Vegas, Wyoming, South Dakota, and Colorado. Total value exceeded \$210,000 if purchased solely as advertising. Paid ad expenses equaled \$23,000.
 - Hosted 36 press trips: 12 US; 10 UK; 6 Germany; 3 Canada; 3 France; and 2 Australia.
 - Expanded relationship with and usage of Vocus, online public relations software program, for purposes of improved media tracking and opening new media relationships. Results for FY09:
 - Total number of articles ~ 12,868
 - Total circulation ~ 699,991,812
 - Total ad value ~ \$92,708,657
 - Enhanced website presence by establishing new forums of consumer/press interaction. 'The Rodeo Hand,' a prime example which launched March 12, 2009.
 - Increased outlets for distribution of rodeo video features. Accomplished by usage of YouTube (WyoRodeo); RodeoUp (PRCA).

5. Strengthen Wyoming's competitive position in the International marketplace

- Participated in sales missions and staff trainings in Europe, including a one-day training in London, UK (November 7, 2009) attended by 10 travel professionals representing four British tour operators. Sales missions in The Netherlands and Belgium (November 16-20, 2009), and Paris and Lyon, France (March 4-10, 2009) generated 38 leads. Trainings at all events covered Wyoming tourism product currently being offered by tour operators, as well as introductions to lesser known destinations in Wyoming. Destinations and attractions featured included eight of Wyoming's historic hotels located throughout the state, wild horse tours in Rock Springs and Cody, environmentally friendly lodging and practices, cowboy and Native American entertainment venues, scenic boat tours in Bighorn Canyon National Recreation Area, ranches of all types and price points, and new additions to Wyoming's room inventory across the state.
- Hosted 30 international Familiarization Tours (Fams) incorporating lesser known routes, when possible, through Sundance, Buffalo, Ten Sleep, Worland, Greybull, Sheridan, Lovell, Cody, YNP, GTNP, Jackson, Pinedale, Farson, Rock Springs, Wind River Reservation, Lander, Casper, Douglas, and Wheatland. These Fams consisted of 115 participants from nine different countries.
- Attended World Travel Market in London, England (November 5-12, 2009); Showcase USA in Italy (November 13-15, 2009); and ITB in Berlin, Germany (March 11-15, 2009). The three shows produced 63, 30, and 51 solid trade/media leads respectively.
- Sponsored a booth at BIT in Milan, Italy, a trade and consumer show, which generated 94 trade leads, 34 media leads, and disseminated 1,400 pieces of Wyoming promotional materials to Italian consumers.
- In the US, attended Active America China and met with 47 of the 'Top 50 Tour Operators in China' who Delta Airlines hand-picked as the most productive outbound operators to the US. Other US based international shows attended include Go West Summit, National American Journeys Summit West, Rocky Mountain International Roundup and International Pow Wow where meetings with tour operators and receptive tour operators were conducted. Leads from these shows total 145.
- Maintained double page exposure to international consumers in the primary US promotional publication, *Discover America*, by purchasing a full page ad and coordinating a one page co-op of quarter page ads purchased by Cheyenne, Cody, Laramie, and Sheridan. *Discover America* is published in six languages and 1.25 million copies are distributed in 17 countries, including the US.
- Published ten ads in the German, UK and Italian markets consumer and trade publications, supported seven consumer marketing co-ops in the German and UK markets, participated in five consumer and trade shows, in addition to RMI contracted shows, in the German, Italian and Benelux markets. Also featured as 'The Great State' in UK's primary consumer publication for visitors to the US.
- Continued Google ad word campaign in UK for RMI regional website and expanded it to include regional websites in Benelux, France, Germany and Italy. Updated and improved regional in-market websites in Benelux and France.
- Participated in Discover America Australian Expos, February 19-25, 2009. Conducted presentations in Brisbane, Sydney, and Melbourne with 250, 511 and 204 travel agents in attendance, respectively. Also sponsored travel media luncheon (45 media) and B2B Event (30 reps from 18 major tour operators) in Sydney, generating 61 solid industry leads overall in Australia.
- 2009 Scandinavian Mission, September 1-5, 2009. Presented to 41 travel agents at an event in Copenhagen. Worked with Tommy Swanson's office and conducted training for 21 employees. Added three Wyoming itineraries to ATI's (a receptive operator) book concluding the trainings. During the Discover America event in Jonkoping, Sweden, a presentation for 40 travel agents was given. Conducted a travel agent lunch in Goteborg, Sweden which included a Wyoming

presentation for a niche tour operator that specializes in US travel. Participated in a Discover America event in Goteborg, Sweden and presented to 130 travel agents. Added more Wyoming product to Jambo Tours tariff.

- Submitted funding requests for India, Taiwan and China market development. Following the withdrawal of that request, continued servicing those markets, and other emerging Asian markets, within the current budget. In addition to the 47 Chinese leads in Bullet 4, met with 6 Chinese, 2 Malaysian, 1 Korean, 3 Indian and 2 Hong Kong tour operators at international shows and conferences (Go West Summit and International Pow Wow).
- Participated in joint promotions with Idaho and Montana at two Chinese shows: China International Travel Mart (CITM November 20-23, 2009) and the Taipei International Travel Fair (ITF October 30 – November 2, 2009). ITF had 172,200 visitors while CITM reported 4,100 travel agents from around the world and more than 100,000 consumers.
- Met with 15 Chinese government officials on two different Fams and assisted as needed.
- Created new banners for the German office to use at trade shows and trainings that will visually enhance the Wyoming presence.
- Followed the Paris Mission with a VIP dinner attended by 47 top trade and media professionals.

6. Maximize Return on Investment (ROI) from participation in travel trade and direct marketing programs

- Actively pursuing new domestic package travel markets. Participated in the Student Youth Travel Association convention which yielded 29 appointments and 17 leads for follow up. The African American Travel Conference led to 52 appointments and 12 strong leads.
- Wyoming's presence at consumer shows has been bolstered to increase visibility and draw more consumers to the Wyoming booth. A trail town piece is the main backdrop, surrounded by split rail fencing, multiple TVs featuring Wyoming video, and Wyoming flags and a tent. New banners featuring Wyoming's ad campaign also line the booth. The new booth is being transported in a wrapped Wyoming trailer for added visual promotion. Four communities were in a co-op with WTT at the Denver International Sportsman's Expo, while six communities partnered at the Salt Lake City International Sportsman's Expo.
- Participated in the Sno-Barons Hay Days to expand winter product exposure, where 30,000 consumers visited the event.

7. Expand Wyoming film-friendly offerings

- Marketed the Film Industry Financial Incentive (FIFI) program through attendance at the Association of Film Commissioners International (AFCI) Locations trade show in Los Angeles, at a Film the West sponsored reception at the Sundance Film Festival and at the Produced By Conference in Los Angeles.
- Participated at the Wyoming Film Festival in Saratoga and sponsored the Jackson Hole Wildlife Film Festival Symposium in Jackson.
- Partnered with Sheridan Filmmakers Festival to provide grip/electric course training that expanded that key area of Wyoming's production crew base by 36% in the grip category.
- Promoted the second annual Wyoming Short Film contest to attract independent filmmakers with Wyoming storyline projects. A 100% increase in qualified submissions going from 26 short film submissions the first year to 56 short film submissions this past year. The winning film was posted on the Tourism and Film Office websites along with Film Office social media video channels.
- Purchased advertising in trade publications such as *Production Update* (P3) magazine, Kemps directory and *Locations* magazine.

- Set up social media accounts for the Film Office on various networks including Blogger, Facebook, Twitter and YouTube. These networks were used to promote Wyoming production information to in-state industry and also to leverage social media tools to promote the Wyoming Short Film Contest.
 - Reel-Scout project inquiries increased nearly 10% from 62 assisted productions in FY08 to 68 assisted productions in FY09.
 - Film Industry Financial Incentive (FIFI) program applications received from three projects including a skiing documentary, a Jackson Hole tram documentary and a Wyoming wildlife television series. Total rebate request of \$155,040 is an estimated 15% of \$1,033,640.45 qualified Wyoming expenditures. These projects include:
 - Swift, Silent, Deep ~ documentary completed May 6, 2009 ~ \$437,000 Wyoming expenditure
 - Jackson Hole Tram ~ documentary completed May 5, 2009 ~ \$301,590.45 Wyoming expenditure
 - Discover the Wild TV ~ weekly series completed May 1, 2009 ~ \$295,050 Wyoming expenditure
 - Assisted with 68 other production related projects:
 - Still Shoots ~ 7 catalog projects
 - Commercials ~ 12 commercial projects
 - Television Series/Episodes ~ 18 television projects
 - Document Aries ~ 12 documentary projects
 - Features ~ 19 feature film projects
8. Make Wyoming more visitor-friendly and easily accessible by providing interpretive travel information and quality service
- In conjunction with the Wyoming Department of Transportation, obligated funds for the following:
 - Interpretative signage projects totaling \$452,342
 - Directional signage projects totaling \$1,626
 - Free form signage projects totaling \$45,548
 - In conjunction with the State Historic Preservation Office, the Wyoming Department of Transportation, and the US Forest Service, developed interpretive sign workshops to teach local communities, organizations, and municipalities on how to develop quality interpretive sign projects, but more importantly to learn about the WTT Turnout and Sign Grant Program and how the program works in tandem with State Historic Preservation Office and Wyoming Department of Transportation. A total of three workshops were held throughout the state: Sheridan – May 13, 2009; Laramie – June 12, 2009; and Evanston – June 30, 2009. A total of 26 individuals attended.
 - WTT is the lead agency of an inter-agency committee working to update the exhibit area and solarium at the Summit Visitor Information Center. The committee continues to work with the Roybal Corporation of Denver. To date new carpet has been installed in the solarium and exhibit hall, three moveable brochure racks have been completed in time for use this season, the mounted rail frames have been installed in the solarium, the wing walls have been completed along with the dioramas. The completion date for the project is October 31, 2009.
 - In conjunction with A&I Construction Management, oversaw design, engineering and bid letting for the NE Wyoming Welcome Center. Groundbreaking was held May 6, 2009. WTT is working with an inter-agency committee and Toxey McMillan of San Antonio, TX to develop the exhibit space at the new center. Toxey McMillan spent two and a half weeks in Wyoming at the end of May and early June conducting field research, in addition to conducting three public meetings: Gillette – June 2, 2009; Sundance – June 3, 2009; and Newcastle – June 4, 2009 as part of the interpretive planning process.

- Sundance Visitor Information Center started a cook book exchange in June at the suggestion of a visitor from Louisiana. It is called a “Taste of Wyoming” and visitors exchange their recipes for a local recipe.
- Sheridan Visitor Information Center has continued its weekly “Wyoming Wednesdays” program this season. Various programs were offered to visitors followed up with information on where to experience those particular subject areas in the state.
 - Mining in Wyoming ~ June 10, 2009 – 25 children, 17 adults – 42 total
 - Oregon Trail ~ June 17, 2009 – 11 children, 3 adults – 14 total
 - Oregon Trail Music at the Campfire ~ June 24, 2009 – 18 children, 11 adults – 39 total
 - Forest Service ~ July 1, 2009 – 17 children, 5 adults – 22 total
 - Horses ~ July 8, 2009 – 14 children, 8 adults – 22 total
- A total of 28 travel related brochures were approved for distribution in the visitor centers.
- Fourth annual training and Fam tour for state-run Information Center personnel was held May 6-11, 2009 in Cheyenne followed by a tour of southeast Wyoming communities. Training included customer service, sexual harassment, extreme weather conditions, Big Horn Recreation Area, and a supervisor’s training.
- Offered a “How to Conduct Market Research” workshop for local communities on January 28, 2009 to teach local destinations the basics of conducting market research to assist in conducting effective marketing efforts. A total of 16 participants attended the workshop representing 12 entities or businesses (lodging tax boards, chamber of commerce’s, tribal government, local municipalities, and lodging and restaurant properties.)
- Administered six Destination Marketing Specialists testing opportunities throughout the state including Torrington, Rock Springs, Green River, Pinedale, and Cheyenne for Visitor Information Center (VIC) staff members. A total of 36 individuals were certified – 30 at the Outrider Level I and 6 at the Wrangler Level II. In February, Tourism received official notice that the program will be officially endorsed by the US Travel Association in March 2012.
 - WTT Visitor Center staff received official certificates and letters of congratulations from the US Travel Association for being Certified Professional Traveler Counselors.
 - Began laying out the initial steps to start Phase II of the program which is designed to target businesses rather than individuals by providing businesses incentives for certifying their employees.
- Continue to actively work on finalizing two hospitality training programs:
 - Certified tourism community program for local communities interested in tourism development. Final draft of the certified tourism community workbook is completed and will go to task force member for review.
 - Customer service “train-the-trainer” program: completed two pilot training sessions in Evanston, April 22, 2009 and Douglas, June 25, 2009. Based on comments, materials will be revised.
- The Industry Services Staff visited the following communities: Newcastle; Gillette; Devils Tower; Sundance; Thermopolis; Riverton; Lander; Sheridan; Ethete; Ft. Washakie; Evanston; Laramie; Aladdin; Hulett; Cheyenne; Pine Bluffs; Torrington; Wheatland; Hanna; Elk Mountain; Rawlins; Saratoga; Rock Springs; Green River; Pinedale; Sheridan; and Douglas.
- Worked extensively with both the Eastern Shoshone and Northern Arapahoe in efforts to develop tribal tourism. Sponsored and coordinated the tourism program of the Wind River Business Expo on April 7, 2009 in Riverton. Assisted with the coordination of the Corridor Management Plan workshop in conjunction with the Byways Resource Center for the Wind River Canyon Scenic Byway. Provided technical assistance to the Northern Arapaho Tourism and Information Committee.

Wyoming Travel and Tourism

