



Executive Board Report
January-2013

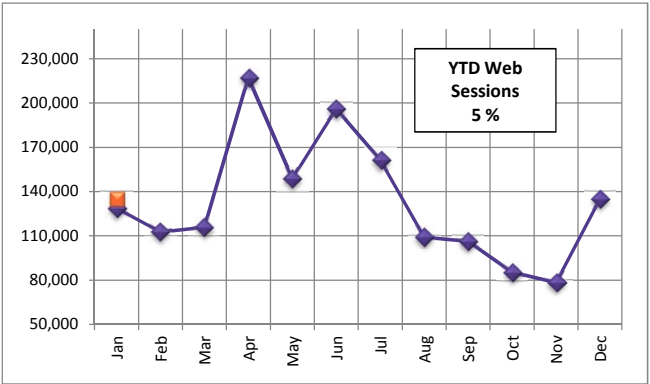
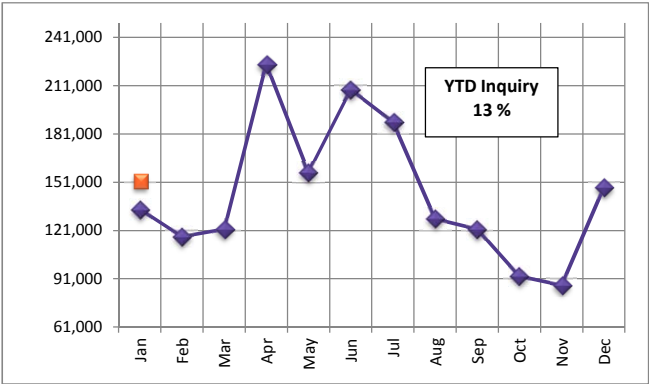
2013
2012



	Annual Metrics Growth		
	2012p	2011	2010
Overnights	8.67 Million	8.34 Million	8.0 Million
Visitor Spending	\$3.1 Billion	\$2.9 Billion	\$2.7 Billion
Local & State Tax Revenue	\$128 Million	\$119 Million	\$111 Million
Employment Earnings	\$761 Million	\$727 Million	\$711 Million
Full & Part-Time Jobs	30,500	29,970	29,740

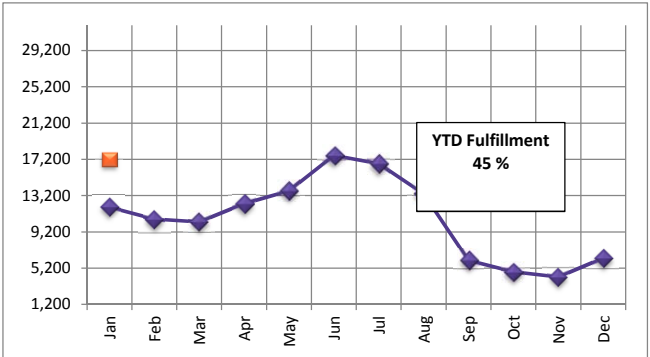
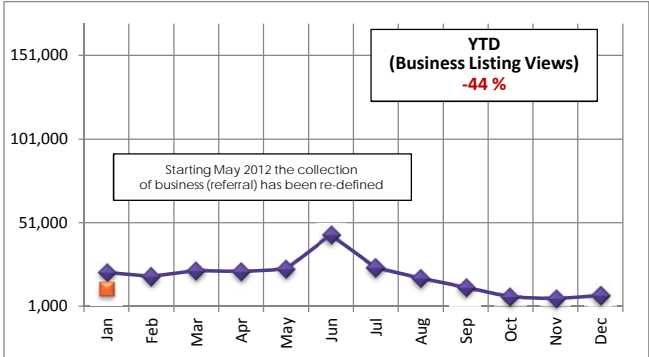
MARKETING PERFORMANCE

	Monthly Metrics		
Total Tourism	Jan-13	Jan-12	% Change
Inquiries	151,691	134,272	13%
Web Sessions	134,995	128,786	5%
Establishment Referrals	11,838	21,250	-44%
Fulfillment	17,179	11,919	44%



Tourism Inquiries (web, phone, mail)

Tourism Web Sessions



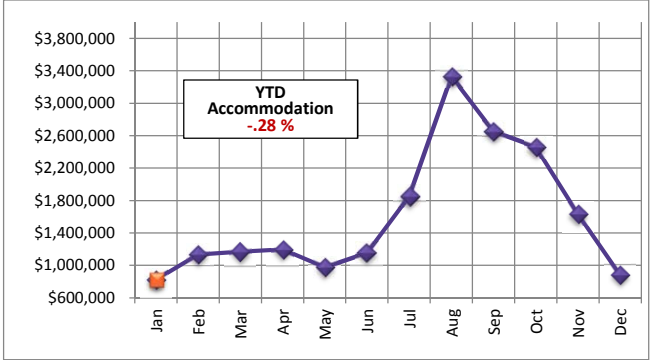
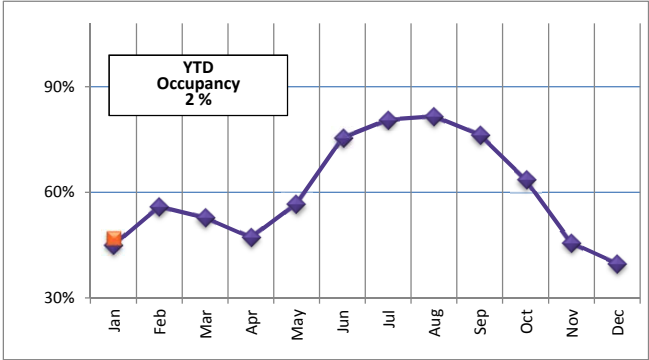
Establishment Referrals (Business Listing Views)

Tourism Fulfillment

INDUSTRY PERFORMANCE

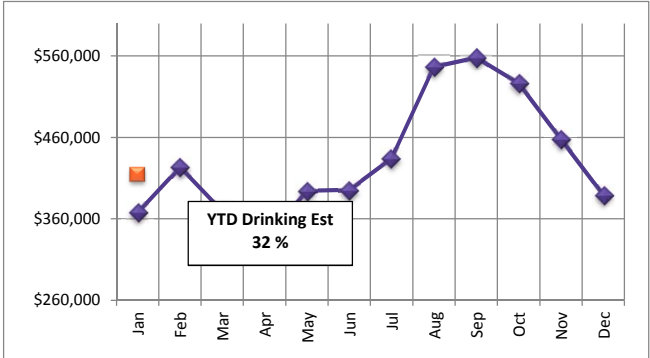
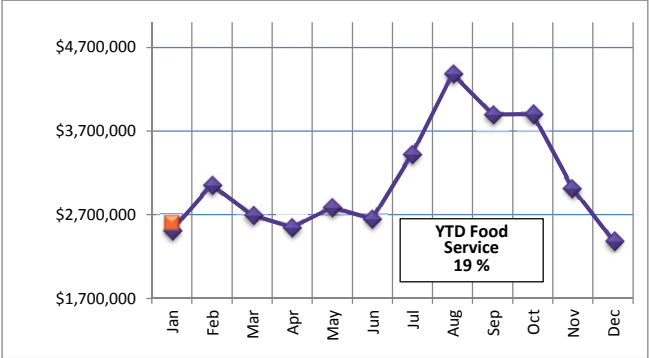
Wyoming Hospitality Industry	Jan-13	Jan-12	% Change
Average Occupancy %	46.9%	45.0%	2%

Wyoming Hospitality Industry	Jan-13	Jan-12	% Change
Traveler Accommodation / RV Parks / Camps	\$817,692	\$820,025	-0.28%
FS Restaurant / LS Eating Places / S Food Services	\$2,605,958	\$2,511,144	4%
Drinking Establishments	\$415,549	\$367,371	13%



Average Occupancy Rate

Accommodation Sales Tax Collections



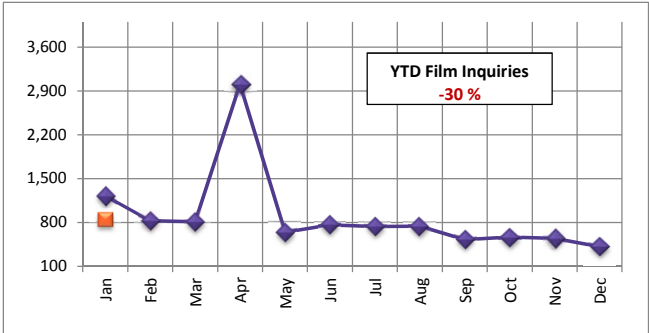
Food Service Sales Tax Collections

Drinking Establishment Sales Tax Collections

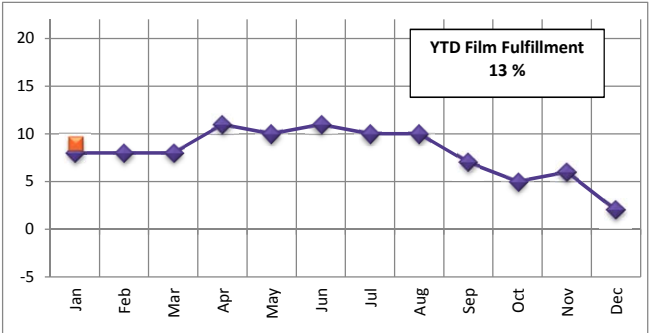


FILM PERFORMANCE

Film Office	Jan-13	Jan-12	% Change
Inquiries	853	1,225	-30%
Fulfillment	9	8	13%

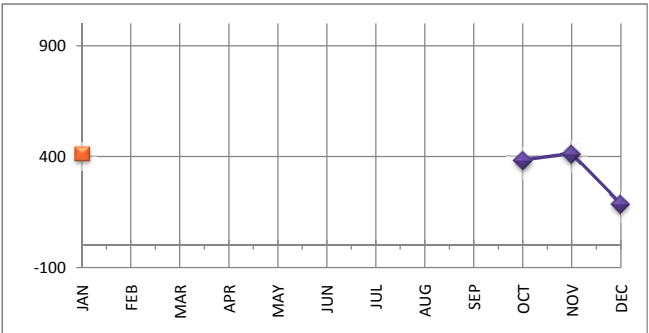


Film Office Inquiries

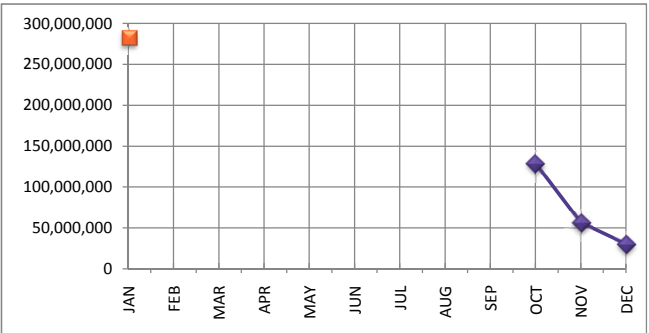


Film Office Fulfillment

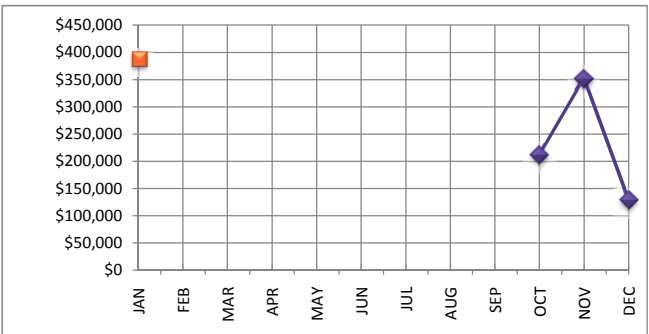
Media Impact	Jan-13	Jan-12	% Change
Number of Articles	415		
Reach	282,950,632		
AD Value	\$387,709		
Social Media	Jan-13	Jan-12	% Change
Monthly Engaged Users	-19.33%		



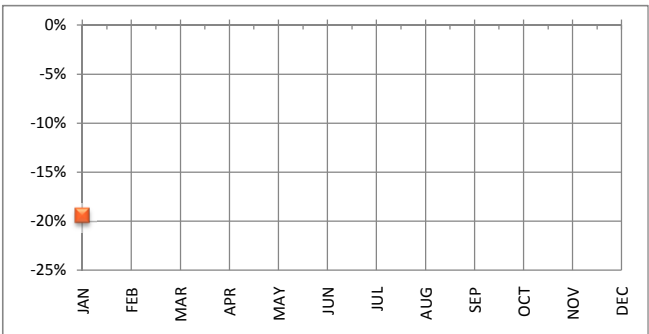
Number of Articles (Media Impact)



Reach (Media Impact)

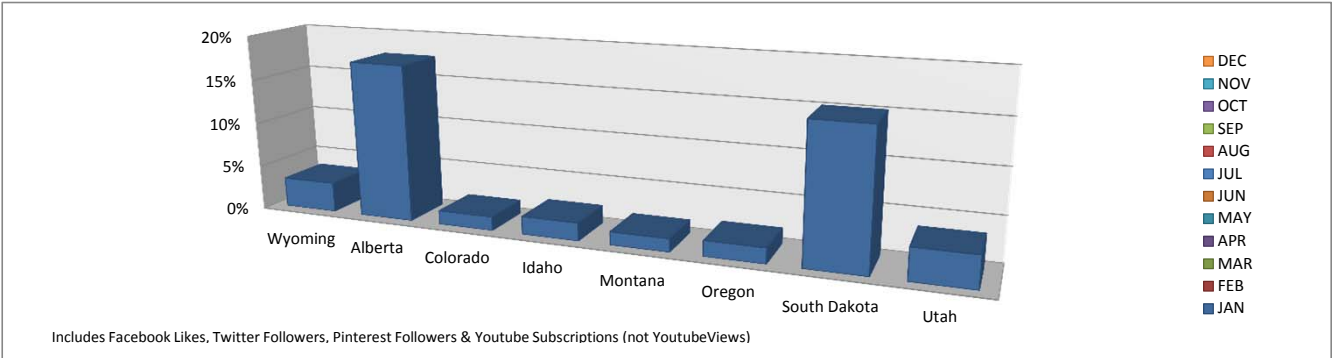


\$ AD Value (Media Impact)



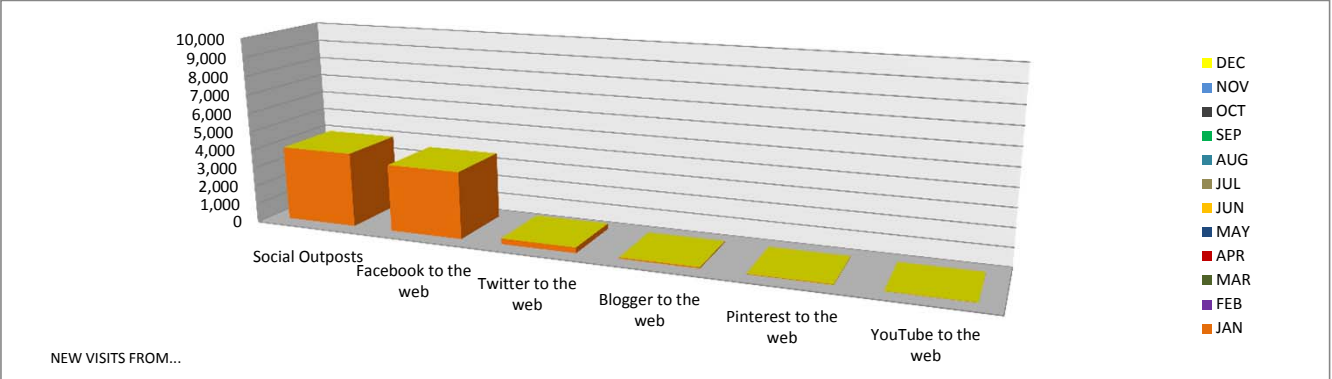
Monthly Engaged Users (Social Media)

MEDIA | SOCIAL PERFORMANCE



Includes Facebook Likes, Twitter Followers, Pinterest Followers & Youtube Subscriptions (not YoutubeViews)

Social Media Results Against Goal (Social Media)



NEW VISITS FROM...

New Visits from Social Outposts (Social Media)