

Co-op Research Program

Overview

WTT invests in research annually to build a complete strategy on which to base marketing and advertising decisions and to build Wyoming's overall brand in the marketplace. Your destination can take advantage of these opportunities at up to half the regular cost. Investing in research is a great way to learn how to improve your printed materials, website design and usability, understand the effectiveness of your advertising campaign and understand the demographics and geographies of your consumer.

"How to Conduct Market Research" Workshops

If you have never conducted tourism market research before or are limited due to budget constraints, WTT can assist you in conducting basic efforts through a Market Research Workshop. This one day session is a great precursor to participating in all of the co-op research items below. Participating in a market research workshop is a great first step towards learning how to capture information so you can access data about who your target audience is, thus influencing your decision on how to best reach them.

Collateral and Website Analysis-Focus Groups

Improving the look and usability of your website and printed materials is a great way to increase your opportunity to attract visitors to your destination. This can be accomplished through focus groups where various printed materials and websites are tested on their look (pictures, graphics, etc.), user friendliness and format. Once the research is conducted, you will be given easy to follow suggestions to improve your website and printed materials.

Partner Costs:

Printed Material Focus Group: \$1,250

Website Focus Group: \$2,000

Inquiry/Market Analysis

It is important to know your visitor; where they are from, how old they are, what do they like to do, etc. An analysis of your inquiry database is like mining gold for a tourism entity, it tells you a lot about your target market that can help you plan a strong campaign strategy.

A market analysis helps you understand where your target market is located based on your inquiry database. By mapping your inquiry database you begin to see patterns from year-to-year that help you understand where to focus your efforts. It helps to make your campaign more efficient and your dollars go further.

Partner Cost: \$1,000

***Note: Requires an email database**



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Conversion Analysis

Conversion analysis is offered through an online program which enables you to measure the conversion rate of inquiries to actual visits. This research analyzes the relationship of the referring source of inquiries to actual travel decisions made after seeking travel planning information. In other words, which publications, websites, etc. sent you the most inquiries and, after inquiring, how many visitors actually visited your destination after receiving the material you sent

Partner Cost: \$3,000

***Note: Requires an email database**

"The Park County Travel Council relies on our conversion study to help determine the dud publications and to demonstrate the ROI for the pubs that generate the most inquiries. When media buys become more and more expensive, it is important to spend advertising budgets as effectively as possible."-Claudia Wade, Park County Travel Council

Measuring Advertising Effectiveness

In order to improve the effectiveness of your advertising, you need to know how effective past advertising efforts have been. Basically, a survey will be conducted taking a sample of people from a market in which you advertise. The survey will be conducted at the end of the travel season (i.e. survey would go out in the fall after the summer season). The survey will measure the awareness level of your advertising, evaluate the creative, provide a measurement of incremental travel and return on investment.

There is an opportunity to co-op with another destination(s) on the ad effectiveness research only if you advertise in the same market as another destination. There would still be a random sampling of surveys, but the survey would ask about both areas and you would receive separate reports on each destination.

Partner Cost: \$6,000

Other Research Opportunities

In addition to the research components listed above, WTT is offering you the opportunity to bring different research ideas to the table to be considered for co-op funding. If you feel your destination will benefit from another aspect of destination development research, bring it to our attention and WTT will evaluate each opportunity for co-op funding and decisions will be based on available funding in this overall program.

Contact Info:

For more information on the Co-op Research Program, contact Alan Dubberley, 307-777-8561, alan.dubberley@visitwyo.gov.

For more information about "How to Conduct Market Research", Workshops, contact Leslie Kedelty at 307-777-2839 or via email at leslie.kedelty@visitwyo.gov.