

Wyoming
Forever West™

2008-2009 Co-op
Marketing Media Kit



Tourism works for Wyoming!

- **Strength of a unified message** ~ Wyoming Travel & Tourism (WTT) brings more co-op programs to Wyoming travel-related businesses and destinations than ever before. By participating in these national and regional advertising, marketing, and research opportunities, it strengthens the message Wyoming has in the marketplace.
- **Timing of the message** ~ In today's information-filled world, timing of your message is vital. These co-op programs are designed to reach the consumer at the critical moment they are considering Wyoming as a vacation choice.
- **Cost** ~ At the top of the list, cost is always a consideration. Your participation in conjunction with WTT will help your message reach markets and consumers in a more affordable fashion.

"If you want to be incrementally better: Be competitive. If you want to be exponentially better: Be cooperative."

Table of Contents

Free Listing Opportunities.....	2
Publications and Website Advertising.....	3
Print, Online and Broadcast Co-ops.....	4
Co-op Research Program.....	5-6
Travel Trade Marketing Program.....	7
Public Relations/Media.....	8
Film Office.....	8
A Visitor Friendly Wyoming.....	9
Industry Meetings and Events.....	11-12



Free Listing Opportunities

Business Listings

Listing your tourism related business on wyomingtourism.org and in the *Wyoming Travelers Journal* is free and easy. Each destination and tourism-related business in Wyoming is given a username and password to manage their business listing on wyomingtourism.org. The listings from the website are used to populate the *Wyoming Travelers Journal*. We ask that you review your business listing quarterly for accuracy.



Calendar of Events

In 2008, WTT added a new calendar of events application to wyomingtourism.org. Events can be submitted through contact with a local chamber of commerce, convention and visitors bureau or lodging tax board. After approval by WTT, events are published to the website and select events are chosen for the *Wyoming Travelers Journal*. You can view the new calendar of events at: events.wyomingtourism.org. Many events are also used for the in-state radio and newspaper promotion "Another Wyoming Weekend."

Attractions

WTT has also created an attractions section on wyomingtourism.org. This page is meant to highlight attractions throughout Wyoming that may not be applicable to the calendar of events (such as a month-long art show or museum exhibit). To get your attraction listed simply email WTT the name of the attraction, dates, location, contact information, website for more information, description, and an image of the attraction.

Wyoming Travel Packages

WTT created a page on wyomingtourism.org for packaged travel listings. Travel packages are a convenient, one-stop shop for visitors planning a Wyoming vacation. Packages must include a minimum of two separate businesses; lodging; and at least one activity. An inclusion at least one meal is encouraged. Visit wyonet.org/package for the package form.

Deadlines & Contact Info:

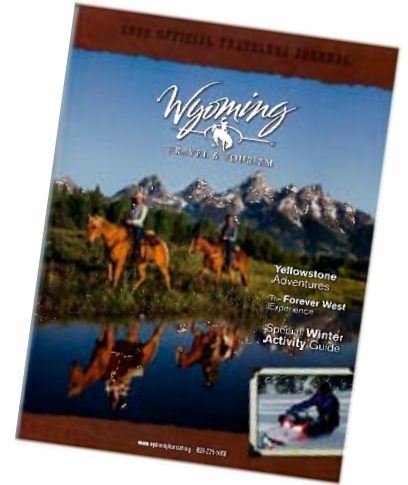
Business Listings: Updated year-round *Travelers Journal* Business Listings–June 16, 2009. For further information, contact Curtis Lund, curtis.lund@visitwyo.gov

Event, attraction and package listings: Angi Harper, 307-777-2881, angi.harper@visitwyo.gov

Publications & Website Advertising

Official State Travelers Journal

Supported by the state's \$5 million plus advertising campaign, the *Wyoming Travelers Journal* and wyomingtourism.org are the foundation of WTT's communication with potential visitors. This is your chance to have your advertising message in front of the potential visitor at every stage of their trip, from planning to actually traveling through Wyoming. The *Travelers Journal* is used to fulfill all requests coming into the WTT office as well as being distributed across the state, in neighboring states and on the WTT consumer website. The online version is available for consumers to view or download to their computer. Over 400,000 journals are distributed each year through this program.



wyomingtourism.org

As the exclusive consumer website of WTT, wyomingtourism.org is the call to action in every aspect of our advertising campaign. Traffic continues to increase year over year and WTT is developing deep, rich content to keep the visitors' interest once they are on the site. Advertising opportunities exist on wyomingtourism.org for text

ads as well as banner placement. A redesigned version of wyomingtourism.org will be launched in January 2009.

Wyoming Branded Envelop Insert

Only twelve advertisers will have the opportunity to participate in this limited opportunity each year. These 8.5 x 3.5 inch heavy stock, two-sided cards will be placed in an attractive branded envelop and distributed through the WTT fulfillment program. A total of 30,000 envelopes will be distributed beginning March 2009.

Deadlines & Contact Info:

Advertising Deadlines: for the 2010 *Wyoming Travelers Journal*, and Wyoming branded envelop insert is September 15, 2009.

Contact info: Jim Wilkinson at 307-630-9311, jimw@weaver-group.com

Print, Online and Broadcast Co-ops

2009 Spring Co-op

Teaming up with WTT in the 2009 spring co-op takes your advertising message to markets strategically chosen for distribution. These markets are proven for WTT and make up the bulk of the target markets WTT is reaching with the advertising campaign.

Our partner in this co-op assembles an incredible four color, glossy insert that rises above the clutter. Newspaper circulation tops 2 million for this co-op and includes over 35 different markets. New for 2009 is an additional 3.9 million online impressions through search engine marketing and targeted emails.

Distribution for markets in non-adjacent states is in March every year, while distribution for markets in adjacent states is in April.

Deadlines & Contact Info:

Advertising Deadline: December 2008

Contact info: Angi Harper, 307-777-2881, angi.harper@visitwyo.gov or Lisa Heavers, 866-921-0103, lheavers@maddenmedia.com



In-State Radio Co-op

WTT has partnered with Gap West Marketing Wyoming and the Cowboy State News Network (CSNN) to bring you a unique opportunity to advertise your local events to a predominately Wyoming-based audience and to develop in-state travel promotion.

Gap West Marketing Wyoming

With Gap West Marketing Wyoming, three advertisers will be able to take advantage of this co-op each week from May 4 through September 28, 2009. Each advertiser will receive messages broadcast across the state on 43 stations. The ads will be daily live reads by Don Day weekdays during the Wyoming Travel Network Report.

Contact Info:

Contact info: Linda Finnerty at 307-331-2168 or email: lindafinnerty@gapbroadcasting.com

Cowboy State News Network

Your business or event can advertise right alongside the "Another Wyoming Weekend" segment that runs every week on the Cowboy State News Network. For best frequency, this offer is guaranteed to the first three events to schedule in each week. A special rate is offered to tourism advertisers, and non-profit groups receive a match on the ads they buy, (where availability allows). The 30 or 60-second ads will air on more than 35 different radio stations around the state, and your event will be featured in Another Wyoming Weekend for three days, at no additional charge. CSNN is effective and affordable.

Contact Info:

Contact info: Cathy Jarosh at 877-388-7353 or via email at cjarosh@kfbcradio.com

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.

Lodging and Intercept Studies

WTT can help destinations obtain a better understanding of their customer mix through a lodging survey. Destinations can use this information to target marketing efforts and better serve visitors.

Partner Cost: \$6,500

Understand the individual visitor better with intercept questionnaires and data analysis. Results will include an actionable visitor profile, trip-planning data, and visitor behavior data.

Partner Cost: \$9,500

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**

Co-op Research Program

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 Angi Harper, 307-777-2881, angi.harper@visitwyo.gov or 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

Travel Trade Marketing Program

Domestic Travel Trade

WTT attends regional and national travel trade shows each year. Opportunities exist to participate in these shows.

Domestic Travel Trade Show Calendar

November 15-19, 2008	National Tourism Association (NTA)	Pittsburgh, PA
January 7-12, 2009	American Bus Association (ABA)	Charlotte, NC
January 26-29, 2009	Go West Summit	Albuquerque, NM
April 21-23, 2009	African American Travel Conference	Milwaukee, WI
September 2009	Student Youth Travel Association	San Antonio, TX

International Trade Shows

WTT attends international travel trade shows each year, and opportunities exist to participate in the ones below.

International Travel Trade Show Calendar

November 10-13, 2008	World Travel Market	London, UK
November 13-15, 2008	Showcase USA	Verona, Italy
January 26-29, 2009	Go West Summit	Colorado Springs, CO
February 2-3, 2009	NAJ Tour Operator Summit	Los Angeles, CA
February 17-24, 2009	See America Travel Fair - Australia	Brisbane, Sidney, Melbourne
March 11-15, 2009	ITB	Berlin, Germany
April 1-3, 2009	RMI Roundup	Boise, ID
April 15-16, 2009	Active America (China)	TBD
April 17-20, 2009	Active America (Japan)	TBD
May 16-20, 2009	TIA International Pow Wow	Miami, FL
September 2009	JATA	Tokyo, Japan

Domestic & International Tour Operator Fams

There is nothing like being there. Familiarization tours, or Fams, are a great opportunity for Wyoming to show off its wonderful attractions and scenic vistas. WTT hosts many Fams each year so that tour operators, media and travel agents, from around the country and the world can understand and see what Wyoming is all about. Your help in hosting these Fams in your area is always welcome. It is a fabulous way to showcase your area to a worldwide audience and results in millions of dollars in promotion for minimal investments.

Contact Info:

Travel Trade Staff: Rita Greene Bellardo @ 307-777-2853, rita.greene-bellardo@visitwyo.gov; or James Scoon @ 307-777-2852, james.scoon@visitwyo.gov

Domestic Consumer Shows

WTT attends regional and national consumer shows each year. Opportunities exist to participate in these shows.

Consumer Show Calendar

January 7-11, 2009	Kansas City Sport Show	Kansas City
January 22-25, 2009	International Sportsman Expo	Denver
February 19-22, 2009	St. Louis RV, Vacation & Travel	St. Louis
March 5-8, 2009	Colorado RV Show	Denver
March 12-15, 2009	International Sportsman Expo	Salt Lake City
September 2009	Hay Days Snowmobile Show	Blaine, MN



Contact Info:

Travel Trade Staff: Angelina Cisneros @307-777-2884, angelina.cisneros@visitwyo.gov

Public Relations & Film Office

Media Opportunities

The PR/Media program works closely with hundreds of travel writers, editors, broadcasters and other media professionals worldwide. We provide the latest in technology including high definition video, podcasts, RSS Feeds and Vocus, an online PR management program which allows us to get information out in a timely and efficient manner. In addition Vocus news clipping reports are sent to destinations on a quarterly basis, highlighting press coverage from around the globe.

We accept unique story ideas and lists of what's new across Wyoming. In addition, we send media leads as they become available and provide direct contact with journalists. Opportunities also exist to host journalists and show them the real Wyoming.

Media and public relations efforts provide a cost benefit for those seeking exposure without paying the high cost of direct advertising.

Contact Info:

Chuck Coon at 307.777.2831, chuck.coon@visitwyo.gov or Lori Hogan, 307.777.2889, lori.hogan@visitwyo.gov



Public Relations & Film Office



Wyoming Film Office

The Wyoming Film Office works with film, television and advertising industries to interest them in Wyoming locations, crew and production resources. The Directory of Film/Video Services & Locations is used to market our production, support and crew services to production companies shooting on location in Wyoming. The film office website displays hundreds of potential filming locations throughout Wyoming at www.filmwyoming.com.

In addition to the Film Industry Financial Incentive (FIFI) program, we list businesses that offer a 10% discount on Wyoming services targeting production companies. Businesses such as lodging, restaurants, caterers, transportation, and many others, are considered part of film production services.

Contact Info:

For more information about participating in the production company discount program, free crew listings and to submit location images for film projects, contact Michell Howard or Colin Stricklin at 307-777-3400, info@filmwyoming.com.

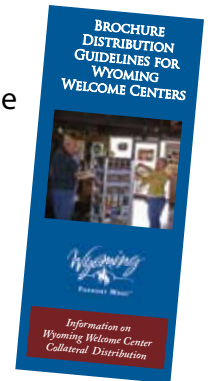
A Visitor Friendly Wyoming

Distributing Collateral at Welcome Centers

Brochure guidelines have been developed to allow the distribution of brochures for destinations and travel-related businesses in the four state-operated welcome centers. Entities wishing to distribute their information must submit an application and sample brochure for approval.

Contact Info:

Steve Kelso, 307-777-2883, steve.kelso@visitwyo.gov



Turnouts and Signage

By providing enhanced visitor information, by highlighting roadside features of significance and by adequately guiding and directing a tourist, we create a visitor friendly and easily accessible Wyoming. By helping visitors to explore yet one more area, we can increase the quality of their vacation experience.

Projects available for funding include:

- Guide/Tourism Attraction/Service Signage
- Interpretative Signage
- Turnouts (new construction or upgrade)
- Free Form (signs that do not qualify in the above categories)

Deadlines & Contact Info:

Annual Deadline - August 15th

Contact: Leslie Kedelty, 307-777-2839, leslie.kedelty@visitwyo.gov



"Wyoming community leaders have made it clear their number one need is to have trained and knowledgeable frontline folks who can promote local attractions and services in addition to their complement of customer service skills."
-Leslie Kedelty, Industry Services Manager

Destination Marketing Specialist

A certification program developed by WTT to recognize frontline personnel as certified travel professionals by testing their knowledge on the state of Wyoming and their ability to access information. There are three levels of certification and recognition: Outrider, Wrangler, and Trail Boss. There is no cost to participate in the program. It is officially endorsed by the WTT and Wyoming Travel Industry Coalition Board of Directors as part of our Visitor Friendly Wyoming initiative.



Contact Info:

Contact: Kristin Phipps, 307-777-2887, kristin.phipps@visitwyo.gov

Industry Meetings and Events

DATE	EVENT & DESCRIPTION	LOCATION	CO-OP	DEADLINE
2008				
Oct. 11-13	Wyoming Fall Hospitality Summit -WLRA annual meeting, media and communications training, workforce and legislative discussions, congressional candidates and UW Homecoming.	Laramie, WY		
Oct. 27-30	TIA's Marketing Outlook Forum -Get the most up-to-date travel marketing information all in one place. (For more information about this event go to www.tia.org .)	Portland, OR		
Nov. 5-12	World Travel Market -An important B2B event in London where destinations from around the world meet and conduct business with UK and other international travel buyers and media.	London, UK		
Nov. 15-19	National Tour Association (NTA) -(Domestic Trade Show) An annual event where destination marketing organizations (DMO's), accommodations, activities, and restaurants have the opportunity to meet one on one with Domestic motorcoach operators and various other group travel operators. The show also offers multiple educational sessions and networking opportunities.	Pittsburgh, PA		October 17
Dec. 31	2009 Madden Print Co-op Advertising Deadline		✓	December 31
2009				
Jan. 6-12	American Bus Association (ABA) -(Domestic Trade Show) The annual convention focuses on the group travel industry. One on one business appointments with group operators are the core of the show as well as educational sessions and networking opportunities.	Charlotte, NC		
Jan. 7-10	Kansas City Sportshow -(Domestic Consumer Show) Offers the opportunity to market products directly to domestic consumers. The show caters to outdoors men and women.	Kansas City, KS	✓	October 17
Jan. 22-25	International Sportsman's Expo -(Domestic Consumer Show) Offers the opportunity to market products directly to domestic consumers. The show caters to outdoors men and women.	Denver, CO	✓	October 17
Jan. 25-26	Wyoming Governor's Conference on Tourism -Latest trends, marketing strategies, emerging technologies, operational nuances, trade show and networking all in one fun-filled event.	Cheyenne, WY		
Jan. 26-29	Go West Summit -Regional marketplace where targeted international travel buyers meet face-to-face with suppliers who sell tourism product in 13 western states.	Albuquerque, NM		
Feb. 19-22	St. Louis Vacation and RV Show -(Domestic Consumer Show) The St. Louis RV Vacation & Travel Show is one of the largest public RV shows in the entire country. With nearly 20,000 visitors throughout the four day show, it offers suppliers the chance to meet directly with consumers.	St. Louis, MO		
Mar. 5-8	Colorado RV and Boat Show -(Domestic Consumer Show) Offers the opportunity to market products directly to domestic consumers. The show caters to RV and boat enthusiasts, and outdoors men and women.	Denver, CO	✓	October 17
Mar. 9-16	ITB -The world's largest tourism marketplace features 10,000 exhibitors from 180 countries meeting with tourism industry buyers from Germany and around the world.	Berlin, Germany		
Mar. 12-15	International Sportsman's Expo (ISE) -(Domestic Consumer Show) Offers the opportunity to market products directly to domestic consumers. The show caters to outdoors men and women.	Salt Lake City, UT	✓	October 17
Mar. 31-Apr. 2	TIA's TravelCom -TravelCom is the only ecommerce conference designed by the travel industry for the travel industry. The program always features the most senior leaders in the ecommerce and distribution world, hundreds of travel companies send delegates to listen to cutting-edge innovators, gain best practice advice and network with the finest in the industry. (For more information about this event go to www.tia.org .)	Atlanta, GA		
Apr. 1-3	Rocky Mountain International (RMI) Round-Up -A low-cost opportunity for tourism suppliers in WY, ID, MT and SD to meet one-on-one with targeted international buyers from Europe who specifically want to do business in our four-state region.	Boise, ID	✓	

Industry Meetings and Events

DATE	EVENT & DESCRIPTION	LOCATION	CO-OP	DEADLINE
2009				
Apr. 21-23	African-American Travel Conference -(Domestic Trade Show) Provides suppliers the opportunity to meet one on one with operators, working with African-American travel.	Milwaukee, WI		
Apr. 15-16	Active America (China) -(International Trade Show) Designed to help promote inbound tourism from China to North America. In a small, intimate atmosphere designed for networking and relationship-building, destinations and suppliers (hotels, attractions, etc) are brought together with key tour operators and agents from mainland China by Delta Air Lines to build new leisure tour programs for 2009 and beyond.	TBD		
Apr. 17-20	Active America Trade Show (Japan) -(International Trade Show) The only U.S.-based event that promotes the Japanese market exclusively, Active America has been dedicated to developing mutually beneficial business opportunities and new relationships between Japanese tour operator delegates and U.S. based suppliers and destinations who are eager to help the trade recruit more Japanese visitors.	TBD		
May 15-21	TIA's International PowWow -The US travel industry's largest international marketplace is three days of pre-scheduled, computer-generated business appointments, 1,000+ travel organizations from all over the USA, and nearly 1,500 International and Domestic Buyers from 70+ countries. (For more information about this event go to www.tia.org .)	Miami, FL	✓	
June 16	Business Listings Update Deadline			June 16
Aug. TBD	TIA's Educational Summit for Tourism Organizations -Learn about the latest tourism trends and emerging technologies from a national perspective and network with peers from across the country to hear about what is working. (For more information about this event go to www.tia.org .)	TBD		
Aug. 15	Signage and Turnout Grant Program Deadline		✓	August 15
Aug. 15	Calendar of Events Deadline for 2010 Travelers Journal		✓	August 15
Sept. TBD	SnoBarons Hay Days -(Domestic Consumer Show)The <i>Sno-Barons</i> Hay Days Grass Drags has grown from attendance of only a few hundred, to nearly 30,000 people. Offers the opportunity to market products directly to domestic consumers. The show caters to winter travelers and snowmobile enthusiasts.	Minneapolis, MN	✓	April 30
Sept. 15	Wyoming Marketing Outlook Forum -Hear about the latest Wyoming tourism research, updated media plans for the coming year and network with peers to hear about the most recent summer season.	Lander, WY		
Sept. 15	2010 Wyoming Travelers Journal Advertising Deadline		✓	September 15
Sept. TBD	Student Youth Travel Association (SYTA) -(Domestic Trade Show) SYTA is the non-profit, professional trade association that promotes student and youth travel and seeks to foster integrity and professionalism among student and youth travel service providers. One-on-one appointments between student oriented operators and suppliers, encompassed by training sessions and educational seminars make up the annual SYTA convention.	TBD		
Sept. TBD	TIA's Travel Leadership Summit – Representatives from multiple states are planning to convene in Washington D.C. to meet with their Congressional representatives and get briefed on the latest developments on the industry's legislative priorities. (For more information about this event go to www.tia.org .)	Washington D.C.		
Oct. TBD	Adventure Travel Trade Association(ATTA) -(Domestic/International Trade Show) The ATTA serves as a strategic membership organization for companies in the adventure travel arena. ATTA is dedicated to raising the profile of adventure travel in the world travel market and provides valuable services, knowledge and connections that will help members succeed in their businesses, thereby contributing to industry-wide growth.	TBD		



Forever West™

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