

Wyoming Office of Tourism

Strategic Clarity Overview

2018-2019 (FY19-FY20)



OUR STRATEGIC ANCHORS

VISION: Lead the industry in innovative and competitive methods that inspire travel for the sustainable economic and social benefits tourism brings to Wyoming communities and residents.

OUR MISSION: We promote and facilitate increased travel to and within the state of Wyoming.

OUR UNIQUE VALUE: WOT is the only statewide organization dedicated to growing Wyoming's visitor economy.

WOT BRAND INTENTION

We are

High-Quality
Essential
Passionate
VISIONARY

OUR VISION-IN AND VALUES

DEDICATION

We are proud of our upbeat, innovative and inspiring atmosphere. We care about one another, not just as co-workers, but as people.

We are united by our passion for Wyoming, our dedication to excellence and our belief in building strong and enduring relationships.

At the Wyoming Office of Tourism, our ideas are as big as our landscapes.

RELATIONSHIPS

EXCELLENCE

ADAPTABLE

STRATEGIC AREAS OF FOCUS

Grow Wyoming's visitor economy.

Maximize the impact of our partnerships.

Champion the destination and the brand.

Ensure organizational excellence.

KEY OBJECTIVES

- Increase total campaign influenced trips by 10%.
- Increase tourism-related campaign ROI tax collections by 10%.
- Increase travel generated direct spending by 3%.

- Grow industry partner engagement by 10%
- Achieve 4.25 out of 5-star or greater overall partner satisfaction rating.

- Increase intent to travel metrics by 20%.
- Increase destination familiarity to 45%.
- Establish a baseline to measure consumer conversion paths across the trip planning cycle.

- Establish a consistent strategy for employee engagement.
- Establish organization-wide use of data to track and inform our decisions.

KEY STRATEGIC INITIATIVES

- Market all regions to support the growth of the visitor economy statewide.
- Grow visitation during the winter season
- Grow length of stay from 2.8 nights to 2.9 nights.
- Expand Wyoming product offerings through travel trade.

- Commit to an industry outreach strategy that provides support to partners across Wyoming.
- Continue to develop scalable partner programs and co-ops to support partner objectives with regional and national marketing opportunities.

- All campaigns will have a paid media, earned media, and partnership component to ensure full integration.
- Utilize advanced marketing technology to execute personalized and predictive marketing.
- Execute dynamic post-trip sharing campaigns to capitalize on word of mouth
- Broaden brand reach to other travel-related content channels to deepen brand awareness.

- Cultivate a work environment that inspires collaboration and leadership principles among all team members to foster engagement.
- Improve operational and organizational efficiencies.

BOLD BOX

Support tourism industry efforts to secure sustainable funding.

BOLD BOX

Grow regional outreach by working across borders.

BOLD BOX

Secure national sponsorship that elevates campaign efforts.

BOLD BOX

Develop strong WOT brand ambassador program