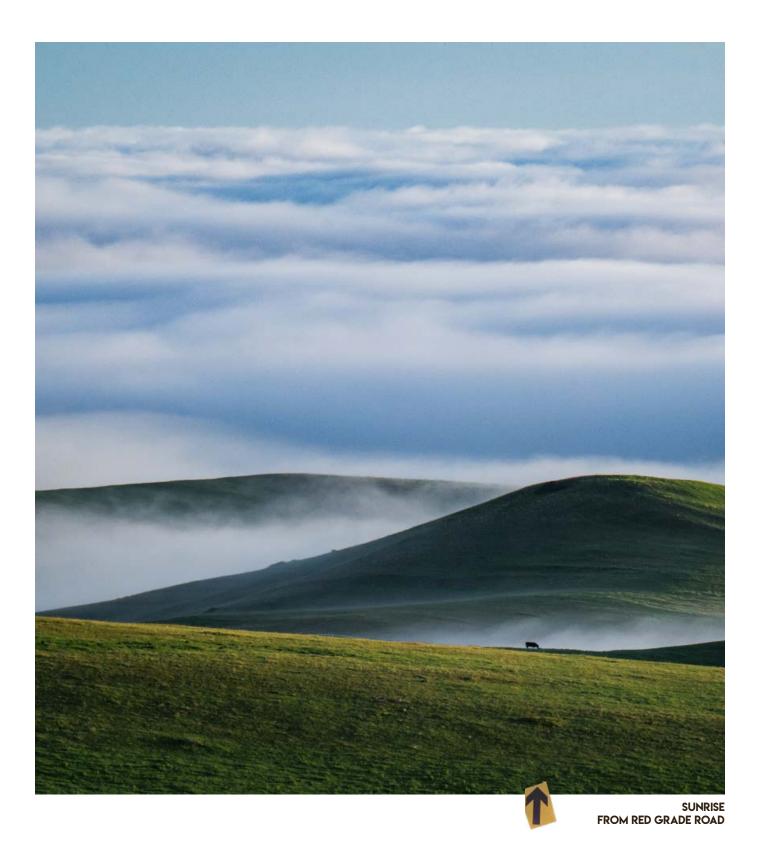


SHERIDAN COUNTY TRAVEL & TOURISM LOCAL INDUSTRY UPDATE JULY 2025



DIRECTOR'S UPDATES + FORECAST

Despite well-publicized industry headwinds—economic uncertainty, high prices across the board, international unease—I remain confident that Sheridan County is well-positioned as a premier travel destination heading into this summer (and beyond). Wyoming remains a world-class road trip state, after all, and when flight prices are high and gas prices are relatively low, Americans tend to hit the road. The fact that we - Sheridan County Travel & Tourism, along with our local industry partners - continue to market Sheridan County as a destination in its own right certainly plays an important role in generating continued travel industry opportunities. You've heard me say it a thousand times, but Sheridan is not just a place to stop on the way to Yellowstone National Park or Mount Rushmore – Sheridan is the destination itself. We know that we can't simply hope that visitors show up and spend money in our community - tourism is a fiercely competitive industry, and even within our region, destinations like Rapid City, Spearfish, Red Lodge, Billings, and Bozeman work hard to generate travel spending.

One thing I love about Wyoming's imdustry is that our tourism organizations don't compete with one another—we collaborate. We've built strong relationships with our neighbors in Buffalo, Gillette, Casper, and Cody, and we work together to elevate our entire region and promote Wyoming as a must-visit destination in the face of fierce competition.

Events continue to be a major draw, attracting visitors from across the country and around the world. According to the latest data available to us (through June 7, 2025), total trips to Sheridan County are up 6.5%, and local hotel occupancy is up 5.5% versus the same period in 2024. I'm eager to see how those numbers climb as we factor in key summer events like the Dead Swede, the Bighorn Trail Run, and the Sheridan WYO Rodeo—just to name a few. In fact, local groups are hosting more events than ever before, and we are seeing travelers come in earlier, and stay longer, as they enjoy their favorite events.

Our core markets remain Montana, Colorado, and South Dakota, with Texas and Washington rounding out the top five. There is plenty of market share to gain in each of these states, and we have seen excellent returns from digital campaigns in these markets over the last few years – our "Icons and Outlaws" features are currently generating significant buzz. We have been pushing into the Midwest this spring (the Midwest is traditionally an excellent winter market for us) with campaigns and sales missions focused on Minnesota, Wisconsin, Illinois, and Missouri. "Icons and Outlaws," "The Backyard," and "Craft is King" are examples of campaigns that continue to resonate well not only regionally, but across the US and Canada – and we are excited to unveil the next round of content for each.

Work continues ahead of local United States Semiquincentennial celebrations scheduled for 2026; the Burgess Junction Visitor Center and the Sheridan Information Center are welcoming between 200-300 and 500-750 travelers through the doors each day, respectively; staff is currently working to update TripAdvisor profiles for hundreds of local businesses like we did with Google listings back in 2023 through a co-op with the Wyoming Office of Tourism and Miles Partnership (see more on how any business can boost their TripAdvisor presence on the following pages); I've added several thousand new photos to our <u>community photography archive this year</u>; this spring, we partnered with the Sheridan County Airport to install local photography throughout the terminal; and we teamed up with the Sheridan County Chamber of Commerce to offer a front-line employee training seminar that was well attended – plans are in motion to offer this again early next year. Overall, there are many things going on at SCTT, and there's a lot to be excited about across our community as we roll on through 2025.

Shawn Parker Executive Director Sheridan County Travel & Tourism

Spring 2025 / Sheridan County in Focus.



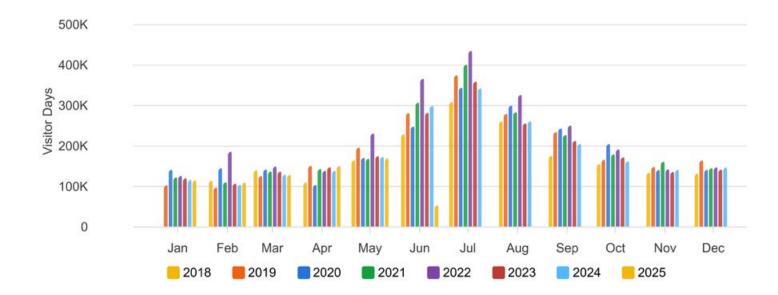
Ucross Founder's Day / Grand Opening of the new Interpretive Center at Fort Phil Kearny / Wildflowers at Bear Davis Park / Eatons' Horse Drive / Big Horn Home Builders Home Show / "Craft is King" with Sara Von Krosigk / "The Riding on the Wall" by Joel Ostlind and Lisa Norman / Sunrise from Red Grade Trails

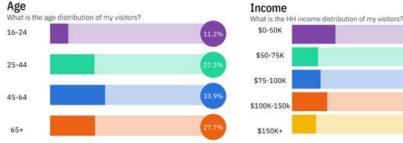


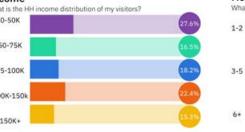
DATA AND INSIGHTS

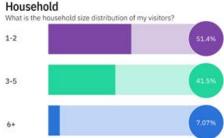
Profile includes out-of-state visitors and in-state visitors coming from 50+ miles











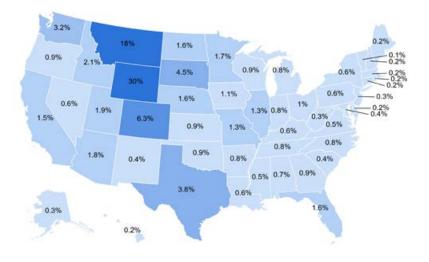
Length of Stay by Distance



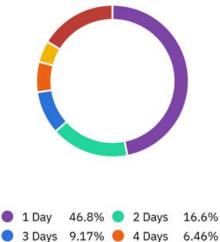
4 - LOCAL INDUSTRY UPDATE

Share of Trips by State

What states are most of my visitors coming from?

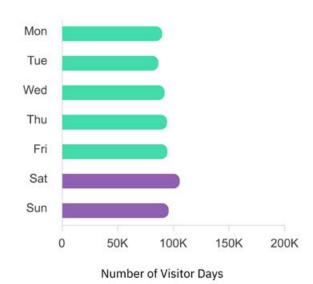


Visitor Days by Length of Stay How long are visitors seen in my destination?



😑 5 Days 4.58% 🔵 6+ Days 16.3%

Visitors by Day



DMA Visitation

Design	10 504
Denver	13.5%
Billings	11%
Casper-Riverton	7.87%
Rapid City	5.22%
Cheyenne-Scottsbluff	3.62%
Salt Lake City	3.54%
Butte-Bozeman	1.57%
Minot-Bsmrck-Dcknsn-Wlstn	1.4%
Spokane	1.38%
Seattle-Tacoma	1.37%
Phoenix -Prescott	1.35%

SHERIDAN WYO RODEO WEEK

Epic events in Sheridan County from July 4 to July 13

2025 Sheridan WYO Rodeo performances take place July 9-12 at the Sheridan County Fairgrounds! There are more than 50 events and activities scheduled throughout Rodeo Week, including the Boot Kick-Off, concerts, rodeo-themed tasting dinners, pancake breakfast, the Sneakers & Spurs 5K, Rodeo Carnival, Main Street Parade, polo matches, and so much more! Let us know if there's something we've missed!

Find this schedule and more at sheridanwyoming.org

FREE 7.4.2025 1pm 7.5.2025 10am-3pm FREE 7.5.2025 12pm-4pm 7.5.2025 6pm 7.6.2025 2pm-8pm 7.7.2025 6pm FREE 7.7.2025 9am-945am FREE 7.8.2025 8am 7.8.2025 5pm FREE 7.8.2025 6pm FREE 7.8.2025 730pm-930pm FREE 7.8.2025 By Reservation \$75 7.9.2025 8am FREE 7.9.2025 830am 7.9.2025 5pm-12am FREE 7.9.2025 7pm FREE 7.10.2025 8am 7.10.2025 830am 7.10.2025 10am/12pm/2pm FREE 7.10.2025 5pm-12am FREE 7.10.2025 7pm 7.10.2025 6pm-3am 7.10.2025 730pm-3am 7.11.2025 6am 7.11.2025 8am FREE 7.11.2025 8am 7.11.2025 830am 7.11.2025 10am FREE 7.11.2025 12pm FREE 7.11.2025 After Parade FREE 7.11.2025 1230pm-230pm 7.11.2025 1pm FREE 7.11.2025 5pm FREE FREE 7.11.2025 5pm-12am 7.11.2025 7pm 7.11.2025 6p-3am 7.11.2025 730p-3am 7.12.2025 8am FREE 7.12.2025 830am 7.12.2025 9am-945am FREE 7.12.2025 10am/12pm/2pm 7.12.2025 5pm-12am FREE 7.12.2025 630pm 7.12.2025 7pm 7.12.2025 7pm-10pm FREE 7.12.2025 6pm-3am 7.12.2025 730pm-3am 7.13.2025 1pm

FREE

7.13.2025 3pm

4th of July Celebrations in Ranchester Karz & Motorcycle Show and Community Event Untapped Homebrew Festival The Brinton Museum Summer Concert Music at the Mall PRCA Steer Roping Slack Wild West Wiggle - Early childhood music PRCA Steer Roping Slack WYO Rodeo Book Kick-Off WPRA Barrel Racing Concerts in the Park Le Reve: Savor the West Rodeo Week Tasting Dinner PRCA & WPRA Rodeo Slack SOLD OUT Stock Stars Tour Sheridan WYO Rodeo Carnival SEE SITE SHERIDAN WYO RODEO - FAMILY NIGHT PRCA & WPRA Rodeo Slack Stock Stars Tour Flying H Polo Matches Sheridan WYO Rodeo Carnival SEE SITE SHERIDAN WYO RODEO - PINK NIGHT Shots and Spurs Street Dance at the Mint Bar WYOJam 2025 - Jarrod Morris \$10 Adults/\$5 kids Dr. Bisbee Memorial Boy Scouts 117 Pancake Breakfast PRCA & WPRA Rodeo Slack Sneakers & Spurs Rodeo Run Stock Stars Tour Sheridan WYO Rodeo Main Street Parade First Peoples' Pow Wow & Dance 21st Butt Darts and Rodeo Party at Koltiska Distillery Olivia Harms live at Black Tooth Brewing Kiwanis Duck Races Polo Match at the Big Horn Equestrian Center Sheridan WYO Rodeo Carnival SHERIDAN WYO RODEO - PATRIOT NIGHT SEE SITE Shots and Spurs Street Dance at the Mint Bar WYOJam 2025 - Chancey Williams PRCA & WPRA Rodeo Slack Stock Stars Tour Wild West Wiggle - Early childhood music Flying H Polo Matches Sheridan WYO Rodeo Carnival SEE SITE Introduction of 2025 WYO Rodeo Royalty SHERIDAN WYO RODEO - FINAL NIGHT SEE SITE Alma Russ live at Black Tooth Brewing Shots and Spurs Street Dance at the Mint Bar WYOJam 2025 - Thompson Square FREE Tailgate Party & Polo: Eatons' Cup and Cowboy Polo

WYO Rodeo Cup



Ranchester VA Medical Center Campus WYO Theater The Brinton Museum Whitney Mall, Sheridan College Sheridan County Fairgrounds The WYO Theater Sheridan County Fairgrounds Whitney Commons Park Sheridan County Fairgrounds Kendrick Park Bandshell Le Reve Restaurant & Raw Bar Sheridan County Fairgrounds Flying H Polo Ranch Sheridan County Fairgrounds Sheridan County Fairgrounds Main Street Historic Cady Building, Main Street Grinnell Plaza Sheridan County Fairgrounds Main Street Sheridan County Fairgrounds Main Street to Brooks Street Historic Sheridan Inn Koltiska Distillery **Black Tooth Brewing** Kendrick Park Big Horn Equestrian Center Sheridan County Fairgrounds Sheridan County Fairgrounds Main Street Historic Cady Building, Main Street Sheridan County Fairgrounds Sheridan County Fairgrounds The WYO Theater Flying H Polo Ranch Sheridan County Fairgrounds Sheridan County Fairgrounds Sheridan County Fairgrounds Black Tooth Brewing Main Street Historic Cady Building, Main Street Big Horn Equestrian Center Big Horn Equestrian Center

DEMYSTIFYING TRIPADVISOR'S POPULARITY RANKING

Grow your business with Tripadvisor, the leading travel website in the US. Join us in our mission to help our partners gain visibility online through training and dedicated one-on-one support.



Watch this training video to take a deeper dive!

Learn how to attract more guests to your profile and keep travelers engaged. This video covers navigating the management center, managing reviews, and more.

Truth:

Popularity Index is re-calculated daily based on all published reviews Myth:

Having a commercial relationship with Tripadvisor improves your ranking

Tripadvisor Popularity Ranking -DID YOU KNOW?

Tripadvisor is a review-driven travel guidance platform. Your business' visibility on Tripadvisor is based on a unique system called the "Popularity Ranking." The recipe for ranking higher than your competitors is based on three factors that are all related to reviews and ratings.

1. Quality

First and foremost, you need to provide an excellent experience to your customers. Your business' bubble rating is a direct measure of customer feedback. A consistent flow of "excellent" and "very good" ratings is critical to your rank.

2. Quantity

Travelers typically look for multiple perspectives, so the quantity of reviews is also an important factor. While a listing with more reviews than its competitor won't automatically rank higher, having a high number of quality reviews gives the algorithm more reliable insight on customer satisfaction.

3. Recency

Travelers want to learn from the recent experiences of others, which is why Tripadvisor places higher value on newer reviews. Encourage high-quality reviews regularly to inspire confidence in potential customers and improve rank.

Three FREE Opportunities to Increase Traveler Engagement

1. Claim & Update Your Listing

First, visit Tripadvisor.com/Owners. Make sure you've claimed your free Tripadvisor listing.

Help travelers connect with your business by updating your business hours, website, phone, and email. Publish a business description; tell customers your story. Next, make your business discoverable by adding additional business categories (up to five), amenities and attributes.

2. Keep Content Fresh

According to Tripadvisor, businesses with 30 or more photos have 41% more traveler engagement than those with 10 or fewer. In fact, "number of photos" is one of four factors Tripadvisor identifies as influencing traveler engagement, so add great new photos regularly.

3. Respond to Your Customers

Engagement is also influenced by both the quantity of reviews you have received and your responses from management. Show customers you care. Respond to both positive and negative reviews regularly and consider prioritizing responses to detailed, long-form reviews.

Truth:

Your rank is relative to nearby businesses in your category rank can change based on both your and your competitors' performance

Myth:

Management responses to reviews are calculated in ranking



Need Help? Get Free Support!

The specialists at Miles Partnership are available to help your business maximize its online exposure.

Book an Office Hours session with Miles - it's FREE for Travel Wyoming Partners.

BROUGHT TO YOU BY



BURGESS JUNCTION VISITOR CENTER

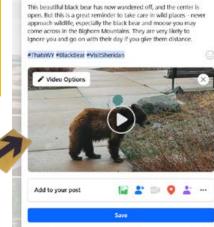
Open Memorial Day Weekend through September

Our staff opened Burgess Junction over Memorial Day Weekend, and we have had a busy start to the season, averaging more than 230 visitors per day in June. Many people are just passing through, but hundreds of visitors each week stop specifically to ask for recommendations on what to see and do in the area. One of our goals is to convince those passing through to stay in the area at least one additional night.





OUR FIRST VISITOR OF THE SEASON

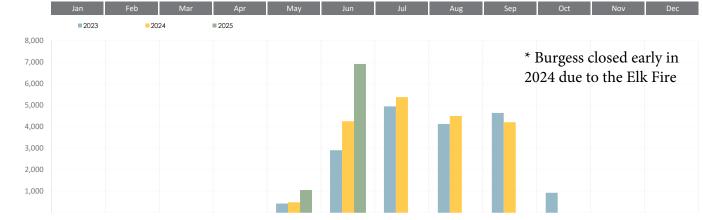


Our team has had a busy start to the season at the Burgess Junction Visitor Center, and we were welcomed back to the neighborhood by a special visitor this morning!

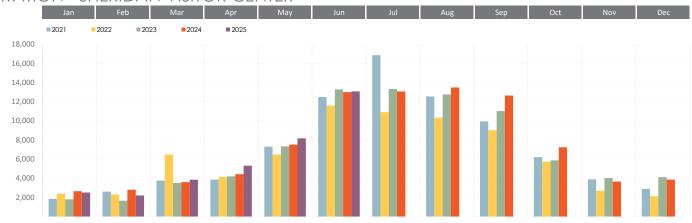
Visit Sheridan, Wyoming @ Public

🐯 Welcome to the Bighorns 🐯

VISITATION - BURGESS JUNCTION



VISITATION - SHERIDAN VISITOR CENTER



CRAFT IS KING Highlighting Sheridan County's Makers, Artists, Crafters and Creators



Our film team - Max Brown and Lance Roth - continues to produce our Craft is King series. This year's spotlights include King's Saddlery; Red Bison Studios; The Parkman Bar; and VONSUSS Hats.

These are designed specifically for social media, and they are released in a vertical format for mobile phones. They've been a hit so far viewership on the VONSUSS piece has hit 48,000+ since release.



You'll find these and all future "Craft is King" videos on the Visit Sheridan Facebook, Instagram, and YouTube channels.

#VisitSheridan #CraftisKing #ThatsWY



Leather Craft Documentary Film

THE HISTORY OF LEATHER CRAFT AND COWBOY CULTURE IN SHERIDAN COUNTY

A GLOBAL STORY TOLD IN TWO PARTS

Director Salvatore Brown wrapped editing on our feature-length documentary, I Am Only A Craftsman, earlier this spring. We had the opportunity to showcase the film during a preview screening at the 30th annual Rocky Mountain Leather Trade Show; more than 400 people came out to watch the film in Kinnison Hall at the Whitney Center for the Arts.

We have moved into the marketing and distribution phase of this project; we are submitting the film to major national and international film festivals, and we continue to pitch to major streaming services to get this project in front of as many people as possible (we have plans for future Sheridan screenings, too!). As part of this marketing roll-out, we were able to showcase trailers for the film, as well as the story of western art and leather craft, during a major media event in Chicago in June; this took place at IPW, the U.S. Travel Association's leading international inbound travel trade show that annually brings together thousands of tour operators, travel planners, media, and other industry professionals.

The film is a look at the history of leather craft and cowboy culture in Sheridan County, and how the likes of James F Jackson, the King Family, the Hap Family, Don Butler, Bill Gardner, and many others have impacted the art of leather craft here in the United States and also Japan, where the predominant style of leather craft has become the "Sheridan Style."

WHY JAPAN?

- Japan is the 4th largest inbound travel market to the USA and travelers have an incredible affinity for western experiences.

- With more direct flights to our region (Denver and SLC) both Brand USA and the Wyoming Office of Tourism are working to capitalize on inbound traffic.

- With a cultural hook like leather craft/cowboy culture we're working to make sure we capture a slice of that market.

- Japanese travelers have been coming to Sheridan for years for the Leather Trade Show, and the 2025 contingent was the largest yet.





Iconsandoutaus sieridanuyo









What do they have in comman? STIERIPANUYONING.ORG



CALENDAR AND CAMPAIGNS

CALENDAR OF EVENTS

You can find our calendar of events at sheridanwyoming.org

Our staff routinely updates listings and event details on the calendar and our website, but make sure to let us know if you see something that needs to be edited our updated. The community calendar is now fully interactive, and there are handy tabs to assist you in adding your own events.

MEDIA + INDUSTRY NEWS

Sheridan County continues to feature in articles, stories, and news releases across a variety of media. We do our best to collect and feature these stories across our social media channels and throughout our network. Check out a few from early 2025:

AMA Travel: <u>The Fascinating History of Sheridan County</u> Brand USA: <u>Korea Q2 Quarterly Newsletter Release</u> USA Today 10Best: <u>Eatons' Ranch, No. 1 Best Dude Ranch</u> USA Today 10Best: <u>What is the Best Rodeo for 2025?</u> Howdy Neighbor: <u>The REAL Cowboy Experience</u> PBS: Racing for Honor: <u>The World Championship of Indian Relay</u>

Check out these stories and features from 2024:

Travel + Leisure - <u>This Underrated Northern Wyoming Town</u> America's Golfing Couple - <u>Cody, Yellowstone, and Yonder</u> Matador Network - <u>Solo Wyoming Road Trip</u> Great American West - <u>Great American West is Full of Characters</u> Wyoming PBS - <u>The Astonishing Winter Sport Attracting Thousands</u> Matador Network - <u>Solo Wyoming Road Trip</u> Come On Aileen Blog - <u>Road Trip Sheridan</u> Roadbook - <u>The Dude Ranch Revival</u> Ride Apart - <u>This Was the Best Motorcycle Rally I've Ever Done, Don't Do It</u> WRN - Riding a BMW Motorcycle on the 2024 DevilStone Run through Wyoming

The Wyoming Office of Tourism invited us to a June event in Chicago where we had the opportunity to meet with journalists and content creators from outlets like Food & Wine; Forbes; Fodor's; Matador Network; Robb Report; Travel + Leisure; and more.

Sheridan was nominated for the 2025 Best of Western Horseman Awards in the Culture – Western Destinations category; Tom Balding Bits and Spurs was nominated in the Tack & Gear category; King's Saddlery was nominated in the Retail Stores category.



We have hosted tour operators and travel planners from France, Italy, Germany, Benelux, and Canada so far in 2025, with several other industry visits planned throughout the year. These visits allow operators and planners to get to know Sheridan County and Wyoming on a deeper level, which results in more authentic sales pitches to their clients across the globe.

THE ICONS AND OUTLAWS OF SHERIDAN COUNTY

The latest release in our ongoing series features the legendary recording artist Prince, and tells the story of his 1986 visit

SHERIDAN COUNTY TRAVEL & TOURISM



COUNTY, WYOMING, USA.

TRAVEL-GENERATED SPENDING

\$165.3 MILLION IN 2024 \$160.4 MILLION IN 2023

VISITOR SPENDING IMPACTS



🛚 \$139,781: THE AMOUNT **OF VISITOR SPENDING THAT SUPPORTS 1 JOB**

1.000+ DIRECTLY

EMPLOYED

TRAVEL-GENERATED JOBS

LOCAL RESIDENTS

BACKGROUND: Sheridan County voters have supported a Lodging Tax every four years since 1992. In 2018, Sheridan County voters approved a County-Wide Lodging Tax that has allowed Sheridan County Travel & Tourism to continue marketing, promoting, and advertising Sheridan County and its attractions and events to potential visitors from domestic and international markets. The Lodging Tax Board includes representation from across Sheridan County, the City of Sheridan, Ranchester, Clearmont, and Dayton.

The Lodging Tax is paid by visitors staying overnight in hotels, motels, RV parks, campgrounds, guest ranches, vacation homes, and B&Bs. 2% of the local Lodging Tax is locked in by state legislation. The other 2% is voted on by citizens every four years. The 4% total has been the same in Sheridan since 2005.

Sheridan County Travel & Tourism leverages these funds to provide economic opportunities through marketing and promotion, and to support jobs directly and indirectly across our community. Tourism is critical to Sheridan County's economic vitality and the members of the Lodging Tax Board work with and on behalf of local partners on promotional activities, events, and much more.

LODGING TAX FUNDS ARE ADMINISTERED BY THE SHERIDAN COUNTY TRAVEL & TOURISM BOARD. NINE COMMUNITY MEMBERS WHO ENSURE THAT RESIDENTS ARE REPRESENTED FAIRLY.





\$263 PER PERSON

AVERAGE LENGTH OF STAY



2.3 NIGHTS PER VISIT PER GROUP

LONG DISTANCE TRAVEL



53% OF VISITORS COME FROM MORE THAN 400 **MILES AWAY**





\$5.4 MILLION STATE IN 2024

SPLITS OF OVERNIGHT VISITORS



51% HOTELS/MOTELS 30% CAMPGROUND/OTHER 19% VACATION RENTAL

TRAVEL & TOURISM SUPPORTS SHERIDAN COUNTY

• Sheridan County Travel & Tourism supports dozens of events, conferences, and meetings, including the WYO Rodeo, Dead Swede, 3rd Thursday, Suds N Spurs Brewfest, Big Horn Soccer Cup, Hoop Jam, Wyoming Chess Championship, Sheridan WYO Film Festival, WYO Winter Rodeo, and many more. Many fledgling events would cease to exist without tourism funding.

Sporting events, cultural activities, and scholastic programs all receive support.

 SCTT works in tandem with the Chamber of Commerce and other organizations to recruit and sustain many conferences, meetings and events.

 SCTT is an integral economic development tool and is frequently approached by businesses interested in relocating.

 Sheridan County Travel & Tourism's marketing and promotional campaigns are shared across more than 50 national and international outlets each year in a mix of print, digital, radio and other media with initiatives dedicated to increasing length of stay; broadening geographic markets; and increasing visitor spending.

• Trade partners (tour operators, travel planners, etc) help to increase our reach and spread the word about Sheridan County as a destination beyond where our reach or budget would typically allow.

THE VISITOR ECONOMY IN SHERIDAN COUNTY

- In 2024 Sheridan County welcomed more than 460,000 overnight visitors.
- Despite regional competition from the likes of Billings, Red Lodge, Bozeman, and Rapid City, and in-state destinations such as Cody and Buffalo, Sheridan County's visitor economy continues to attract travelers from across the globe.
- Since 2014 tax collections on travel spending has totaled \$77.4 million; funds support local infrastructure, public services, amenities and more across all of Sheridan County.
- More than 80% of visitors to Sheridan County come from out of state; all visitors, including those from Wyoming, benefit from the activities and services generated by the visitor economy.
- More than 10% of visitors to Sheridan come from international markets; top three are Canada, the UK, and Germany.

DATA SOURCES:

Dean Runyan Associates, Travel Impact Report, 2024; US Bureau o Economic Analysis; DataFy HQ; US Bureau of Labor Statistics.

OUTPUT AND IMPACT

MARKETING. PROMOTIONS. AND ECONOMIC DEVELOPMENT EFFORTS

SCTT'S WORK IS FOCUSED ON THREE KEY LEVERAGE POINTS

HISTORY & HERITAGE

WESTERN CULTURE

RECENT PROGRAMS AND INITIATIVES

 A 2024 digital ad campaign generated 8,941 room nights and \$3.2 million in economic impact to local businesses from a spend of \$46,000 - a return on investment of 133:1. There was a special focus on early-season visitation after a difficult winter season.

 Our 2024 Great American West international co-operative campaign generated 3,624 room nights and \$2 million in economic impact from a spend of \$7,500 - a return on investment of 268:1. Travelers came from the UK, Nordics, Germany, France, Benelux, Italy, and Australia.

• SCTT produces an annual marketing and promotions toolkit that is available to all community businesses, organizations, and entities - not only those in hospitality.

THE GREAT OUTDOORS

SHERIDANWYOMING.ORG



2025 WEBSITE STATS 94K ACTIVE USERS

86K NEWSLETTERS SENT

2025 MEETINGS AND CONFERENCES



SHERIDAN COUNTY RESIDENTS HAVE APPROVED THE LODGING TAX EACH TIME IT HAS APPEARED ON THE BALLOT, INCLUDING IN 1992, 1996, 2000, 2004,2008, 2012, <u>2016, 2018, AND 2022.</u>

 SCTT operates the top-ranked visitor center in the state, welcoming more than 100,000 people through the doors each year. SCTT has also operated the Burgess Junction Visitor Center since May 2023.

 SCTT's community media archive, available to local entities, includes more than 23,000 images and hundreds of hours of video footage.

 In 2024 SCTT produced economic impact studies for SCSD2's proposed community center; a downtown hotel developer; and other businesses interested in expanding or relocating - and providing new jobs - to northern Wyoming.

 SCTT builds new opportunities. Programs include The Backyard, Women of Sheridan, Wyo., Icons and Outlaws, and Craft is King media campaigns; Forever West Songwriter Festival; and more.

 The WYO Winter Rodeo, with February's annual skijoring races, draws thousands of spectators to the community at a time of year when spending is typically very low.

 Promotional campaigns are designed to encourage visitation year-round. SCTT has developed material to promote arts events and attractions in the spring; snowmobiling, fat biking and skiing activities in the winter; and outdoor recreation activities in the fall. Summer campaigns feature road trips, western lifestyle, cowboy heritage, historic attractions, and much more.

ADDITIONAL OUTREACH

 A partnership with Price Travel Mexico resulted in an increase in inbound Wyoming passengers from 114 to 387, and room bookings from 19 to 204, from 2023 to 2024. This is an example of just one operator partnership.

 Partnerships include the Wyoming Office of Tourism, Brand USA, local tourism/lodging tax boards, local businesses and organizations, and national brands.

- SCTT staff travel to domestic and international trade shows, consumer travel and tourism events, and sales conventions to develop partner relationships and broaden exposure to the community.
- SCTT coordinates the distribution of resources for community partners, including the distribution of more than 50,000 visitor guides and brochures each year, in both physical and digital formats.

2025 TO-DATE FACEBOOK STATS





2025 TO-DATE INSTAGRAM STATS



434.1K VIEWS 56.2K REACH **18.7K INTERACTIONS**







COUNTY AIRPORT PASSENGERS



COUNTY, WYOMING, USA.