



Wyoming Travel & Tourism
1520 Etchepare Circle
Cheyenne, WY 82007

Objective

Travel & Tourism is the marketing division charged with bringing visitors to Wyoming by actively, and diversely, promoting our state as a vacation destination to both domestic and international audiences. Marketing strategies have been developed and deployed for more than 50 years and make a significant contribution to growth in Wyoming's economy.

Goals

1. Increase the number of resident and non-resident travelers to our state.
2. Increase travel-related sales and employment in Wyoming.
3. Generate increased sales tax revenue from travel-related sectors.

Programs

By creating and implementing a fully integrated marketing campaign, the Travel & Tourism Division adds strength to the Wyoming travel industry....an industry made up almost exclusively of small, independent businesses. Cooperative programs allow the division to leverage its budget and maximize resources. Marketing partnerships have been established with tourism entities in surrounding states and gateway communities to the region, Wyoming-based lodging tax boards, other state and federal agencies and a large number of private sector businesses to maintain Wyoming's position as a premier Rocky Mountain visitor destination.

Wyoming Travel & Tourism division's total FY '10 appropriation for all programs is \$11.2 million and, in addition, has a \$1.4 million appropriation in Construction Management for Level III design for a future SE Wyoming Welcome Center along I-25 near the WY-CO border, as well as sales and marketing efforts in the following areas:

- Advertising, Web and Research
- Domestic Tourism Marketing
- Customer Service, Information Centers and Fulfillment
- International Marketing
- Media and Public Relations
- Film, Arts & Entertainment

Return On Investment – Expanding Wyoming's Economy

Wyoming's tourism industry (the second-largest in the state) is strong and its' benefits are felt virtually everywhere, whether the visitor stops for gas or stays for a week.

- In 2008, Wyoming enjoyed **7.3 million overnight visitors** resulting in **\$2.86 billion** in direct expenditures.
- **Local and state tax receipts**, from tourism-generated spending, have increased from \$62 million in 1997 to **\$113 million** in 2008 – that's 6.4% growth, per year, over the past 11 years.
- In fact, in 2008, for every tax dollar spent to fund our Division's budget allocation, \$9.62 was returned in local and state tax revenue. Wyoming taxpayers enjoyed a **\$9.62 return on investment!**

An investment in tourism is an investment in Wyoming's future ~ and one with a proven return!

2009 – Wyoming’s Tourism Economy Sustains During a Year of Challenge

- Advertising efforts drove interest. Increased visibility in the marketplace kept Wyoming top of mind.
- ‘09 Inquiries up 17% over ‘08; ‘09 up 22% over ‘07.
- Fulfillment up 3% over ‘08; flat compared with ‘07.
- Yellowstone National Park visitation at all time high; thru Sept slightly over 3.1 million, breaking the 10-year-old record of 2.9 million set in 1999. Summer visits up 8.7% over 2008.
- Grand Teton National Park increased 5.1% over 2008.
- Gateway communities reported soft start but activity increased throughout the summer. While occupancy picked up, rate didn’t move to 2008 amounts.
- Campgrounds, on the other hand reported record high occupancy.
- Attendance at events held steady, i.e. Cheyenne Frontier Days, Buffalo Bill Historical Center, Rodeos, Music Festivals.
- Spending down across sectors but faring better than the region.

SE Wyoming Welcome Center

- Tourism is a steady growth industry for Wyoming. Visitors who stop at Welcome Centers stay longer and spend more. A location that is highly visible and easily accessible to the traveling public at this major gateway into Wyoming will benefit communities statewide.
- Over \$2 million already invested in the project. Land donation (30 acres) finalized in Sept ‘09.
- Can be built more economically now than ever. Savings in conjunction with Speer Rd. Interchange construction and site prep, lower construction costs due to economy. Will be shovel-ready in short order - bid letting in fall 2010, completion in spring of 2012.
- Even in a poor economy, visitation at current location paced ahead of 2008 thru September. Imagine what a highly visible and easily accessible location will do for enhanced visitation!?!

FY11/12 Biennium Budget Request

Standard Budget

FY11	\$12,842,631
FY12	\$11,842,632
Total Standard Budget	<u>\$24,685,263</u>

Exceptions Request

SE Welcome Center (Capital Construction)	\$15,103,000
ITD Telecommunications	\$43,970
Total Exceptions Request	<u>\$15,146,970</u>

Total FY11/12 Biennium Request

\$39,832,233

SE WY Welcome Center Detail (Capital Construction)	
Building Maintenance	\$300,000
Computers (2)	\$5,000
Construction Costs and Site Work	12,750,000
Interactive Design/Exhibits	\$1,750,000
Furnishings/Work Stations/Equipment	\$200,000
IT Transfer	\$10,000
Commercial Mover - Office	\$10,000
Commercial Mover - Outdoor Statues	\$78,000
	<u>\$15,103,000</u>