



WYOMING OFFICE OF TOURISM JANUARY 2021 EARNED MEDIA COVERAGE

Please note that “Earned Media” includes coverage that is a direct result of the Wyoming Office of Tourism’s efforts, while “Wyoming in the News” is coverage that cannot be directly tracked back to our program.

Reach + Editorial Value

The Wyoming Office of Tourism measures its earned media by reach, the number of potential readers/viewers of the placement as well as editorial value, the estimated value of the placement for the Wyoming tourism brand. A summary of the year-to-date earned media results is below.

FY21 Domestic Reach (Circulation and UVM) and Editorial Value

Reach: 3,113,774,715

Editorial Value: \$66,674,439.16

Total Placements: 1,696

January 2021

Reach: 123,072,773

Editorial Value: \$1,608,901.16

Total Placements: 148

January National Earned Media

AFAR	Where We'll Go In 2021—When We Can
Bedford Gazette	Rural Downtowns Were On The Mend. Then Came COVID
The Points Guy	Opening America: State-By-State Guide To Coronavirus Reopening
Yahoo!	Wyoming Named Top Travel Destination By Travel + Leisure And AFAR Press Release Received 112 Online Placements

January Local-Wyoming Earned Media

Big Horn Radio Network	Wyoming's New Lodging Tax
Buckrail	Wyoming Named Top Travel Destination For 2021
Casper Star-Tribune	Dodson: Keep It Simple Stupid: COVID And Wyoming Tourism
Casper Star-Tribune	McDaniel: Beware -- Trapping Your Dog May Not Be Illegal
Cowboy State Daily	Well-Known Wyoming Innkeeper Jim Osterfoss Dies; Owned Nagle-Warren Mansion
Gillette News Record	Wyoming News Briefs For Thursday, Jan. 7, 2021
Jackson Hole News & Guide	Wyoming On Travel And Leisure List Of 50 Destinations For 2021
Jackson Hole Radio	Covid-19 Tests Available For Visitors
Jackson Hole Radio	Wyoming Is A 'Best Place To Travel'
KGAB-AM	Wyoming Is A Top Travel Destination In 2021
KGWN-TV	Wyoming Named Top Travel Destination Syndicated on KCWY-TV

Laramie Boomerang	Predictions - Not All Doom But No Boom Either - But What Am I Missing? Syndicated in Rocket Miner
Northern Wyoming News	Lodging Tax Increases As Of Jan. 1
Oil City News	Wyoming One Of Best Places To Travel For 2021
SweetwaterNOW	Sweetwater County Commissioners Sign Letter Of Support For Airport Grant
WyoFile	‘KISS,’ COVID-19 Vaccine And Wyoming Tourism
Wyoming Business Report	New Statewide Lodging Tax In Effect
Wyoming News Now	Wyoming Is Recognized As One The 50th Best Places To Visit According To Afar Magazine
Wyoming Tribune Eagle	Wyoming Named Top Travel Destination By Travel + Leisure And Afar Syndicated in Sheridan Media

Wyoming in the News

Associated Press	Bar Made Of Ice A New Spot To Grab A Cold One In Wyoming
Associated Press	New Supercomputer In Wyoming To Rank Among World's Fastest
Associated Press	Yellowstone Visitation Remained High Despite Virus Closure
Cowboys & Indians	Destination: Western Design
Departures	This Colorado Skiing Road Trip Itinerary Hits 7 Mountain Resorts
Forbes	This Year's Most Highly Anticipated Hotel Openings
Luxury Travel Magazine	Best Ranch Destinations For Your Winter Vacation
Luxury Travel Magazine	Unique Escapes In 2021 For Travelers Who Have Been Everywhere
Men's Journal	The Absolute Beginner's Guide To Backcountry Skiing
Only In Your State	More Than 10,000 Hydrothermal Natural Wonders Grace The Wyoming Landscape In Yellowstone National Park
Redbook	The 7 Best Places To Go This January
RV Lifestyle Magazine	11 Perfect Spring Road Trips To Take In Your RV In 2021
Travel + Leisure	8 Best U.S. Cities For A Workcation
Travel + Leisure	Man Searching For Treasure Faces 12 Years In Prison For Digging Up Graves At Yellowstone
Trips To Discover	15 Romantic Resorts For A Social Distancing Valentine's Getaway
U.S. News & World Report	New Allegiant Flights From Jackson Hole To Reno, Las Vegas
U.S. News & World Report	Western Cities See New Residents, Changing Vibe
VacationIdea	4 Best RV Parks Jackson, Wyoming