

PARTNER RESOURCE GUIDE



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OUR MISSION

The Wyoming Office of Tourism (WOT) is charged with bringing non-resident visitors to Wyoming by promoting the state as a vacation destination to both domestic and international audiences. The local tourism industry relies on WOT to create an umbrella marketing campaign, promoting Wyoming as an ideal vacation destination and positioning Wyoming against competitive brands as the destination of choice.



Follow us on Social Media



INTRODUCTION TO THE WYOMING OFFICE OF TOURISM

Contact the Wyoming Office of Tourism

As a new business, attraction or OMO representative in Wyoming, WOT encourages you to reach out to your route representative. Representatives will be able to work with you on getting started with WOT and answer any questions you might have. Find your region representative below:



Northern Region

Jim Wollenburg

jim.wollenburg@wyo.gov

307-777-8561

Crook, Weston, Campbell, Johnson, Sheridan, Washakie, Big Horn, Hot Springs, Park



Western Region

Amy Larsen

amy.larsen@wyo.gov

307-777-6706

Uinta, Sweetwater, Lincoln, Sublette, Fremont, Teton



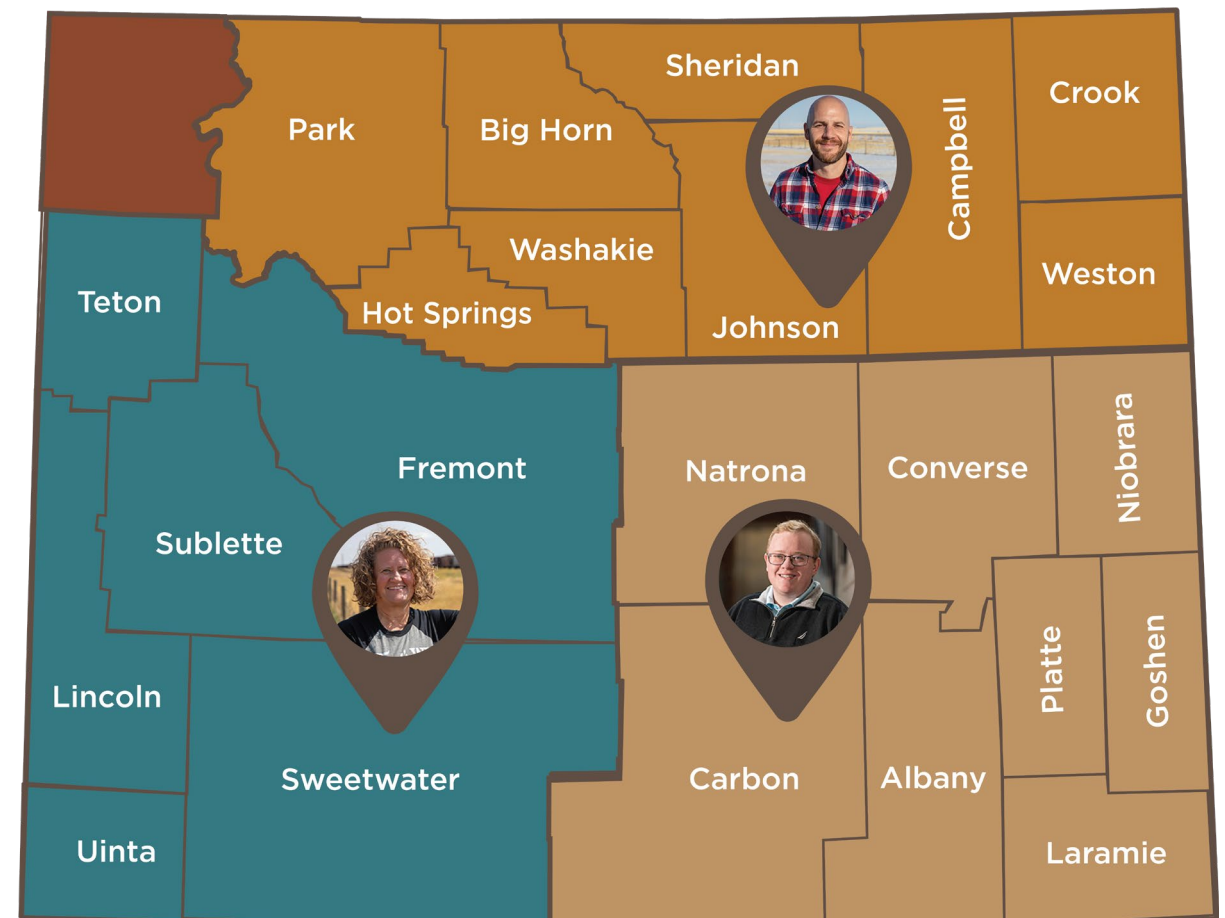
Eastern Region

Glenn Gardner

glenn.gardner@wyo.gov

307-274-2653

Laramie, Albany, Carbon, Goshen, Platte, Niobrara, Converse, Natrona



WOT Vendor and Business Information Forms

All WOT vendors must complete the State Auditors Vendor Management Form, the IRS Form W-9 and the Wyoming Office of Tourism Vendor Contact Form.

For additional information contact:



Dionne Roccaforte

Sr. Accounting Manager

dionne.roccaforte@wyo.gov

307-777-2944 Cell: 307-631-4682



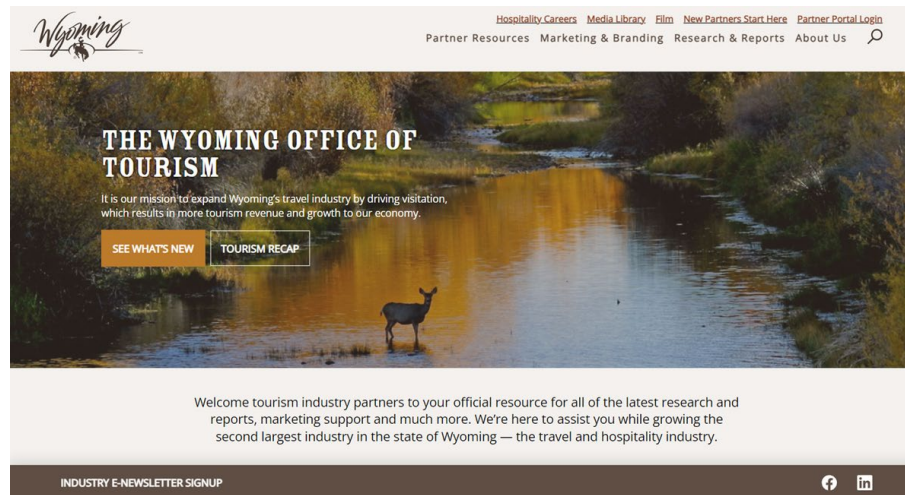
Office of Tourism



INTRODUCTION TO THE WYOMING OFFICE OF TOURISM

Industry Website

The [industry website](#) is designed with WOT industry partners in mind. You will find WOT's departments and staff information, research and report statistics, partner opportunities, webinars and resources.



Partner Portal

The Wyoming Office of Tourism hosts an online listing management system called the [Partner Portal](#), which provides opportunities for promoting your business to Wyoming travelers.

For additional information contact:



Haley Freeman
wot-listings@wyo.gov



Industry E-Newsletter and Wyoming Tourism Basecamp on Facebook

Sign up for WOT's bi-weekly [e-newsletter](#) on updates on travel trends, co-ops, campaign opportunities and more. Be sure to also engage with the [Wyoming Tourism Basecamp](#) on Facebook on the latest offerings and news.



Network with Industry Professionals

Through [free webinars](#), the annual [Governor's Hospitality & Tourism Convention](#) and Fall Summit you can keep updated on market trends, research data, best practices and more by participating in opportunities to network with other travel professionals around the state.



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OPPORTUNITIES WITH THE WYOMING OFFICE OF TOURISM

Wyoming Media Library

Creative assets including still photography, video and logos are available to Wyoming partners for promotional purposes via the [Wyoming Media Library](#). This large library of photo and video is also used, on occasion, by national media outlets seeking stock footage to supplement their stories. We encourage our partners to submit their own content for use, with credit, for this purpose.

For additional information contact:



Keith Turbitt

Creative Assets Manager
keith.turbitt@wyo.gov
307-757-0821

That's WY Brand

Beyond Wyoming's scenic beauty lies a deeper connection, embodied by the That's WY campaign. Explore this hub offering partners essential resources including [brand guidelines](#), usage approval processes, exemplars of implementation, and [downloadable logo files](#) to further assist your efforts.



That's WY

Submit Content & Story Ideas

Tell Us Your Content Ideas WOT's communication team is always looking for unique and compelling content ideas; whether it's a tourism-related business, event or even a person. Email us at wot-brandstudio@wyo.gov anything new and notable within your respective business or destination for future consideration on TravelWyoming.com, Travel Wyoming's social media channels and media pitches.



OPPORTUNITIES WITH THE WYOMING OFFICE OF TOURISM

Participate in WOT's Co-Ops

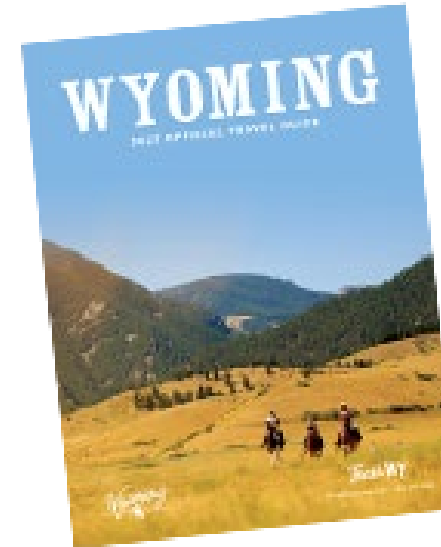
WOT provides a variety of marketing opportunities to industry partners. Opportunities are available through marketing campaigns, search engine marketing (SEM), the Official Travel Guide, custom emails and more, at a variety of price points. A full list of co-ops is available [here](#).

For additional information contact:



Glenn Gardner

Strategic Partnerships Manager
glenn.gardner@wyo.gov
307-274-2653



Familiarize Yourself with WOT Research and Data

The Wyoming Office of Tourism provides several studies and research throughout the year that partners can leverage. Data and insights play a critical role in strategic decision making to make smart marketing decisions and positively impact your community. Learn more about research available for partners [here](#).

Distribute Brochures at WOT Welcome Centers

Visitor Service staff greet more than 450,000 visitors annually at our state-run visitor centers in Cheyenne and Beulah, along with distributing information from over 250 partners. These interactions have led to the majority of the visitors increasing their length of stay and spending in the state. To find out more about distributing your brochure, download the form [here](#).

Toolkits

WOT regularly develops toolkits including sample social posts, creative assets and other marketing ideas for partner use. These toolkits are generally released around new WOT campaigns or initiatives, as well as significant dates such as National Travel and Tourism Week. [View current toolkits](#).



OUTREACH WITH THE WYOMING OFFICE OF TOURISM

Host a FAM Tour

Familiarization tours (FAMs) offer a unique opportunity to showcase your destination firsthand to international and domestic media and buyers. WOT hosts Media + PR FAM Tours along with Trade FAM Tours

Trade FAM Tours

The Global Partnerships team utilizes international offices and contacts to reach highly qualified, vetted buyers that are interested in learning more about Wyoming's products.

For additional information contact:



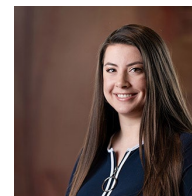
Sarah Reed
Global Partnerships Sr. Coordinator
sarah.reed@wyo.gov
307-631-8608



Media + PR FAM Tours

Year round, the public relations & media team hosts top-tier journalists, influencers and bloggers to tell and produce stories which showcase Wyoming as a premier travel destination

For additional information contact:



Hailey Mach
Public Relations Manager
hailey.mach@wyo.gov
307-631-3135

OUTREACH WITH THE WYOMING OFFICE OF TOURISM

Participate in Domestic Trade Shows

Domestic trade shows are a great way to engage with tour operators and sell your destination. WOT recommends the shows listed below for partners who are looking to get involved in the travel trade.

- [National Tour Association \(NTA\) Travel Exchange](#)
- [American Bus Association Marketplace](#)

For additional information contact:



Amy Larsen
Industry Relations Manager
amy.larsen@wyo.gov
307-777-6706



International Markets

Through direct sales efforts at international tradeshows and sales missions, WOT obtains targeted leads that are available to all Wyoming partners. WOT also partners with international travel organizations to obtain the most up to date international travel trends.

For additional information contact:



James Scoon
Director of Global Partnerships
james.scoon@wyo.gov
307-777-2852



Jim Wollenburg
Sr. Manager of Global Partnership
jim.wollenburg@wyo.gov
307-777-8561



RESOURCES

In addition to the Wyoming Office of Tourism, there are many state agencies and groups who offer programming for assistance that may be relevant to the tourism industry. We have assembled the following lists to assist you in finding useful resources, and we encourage our partners to get involved with these groups and seek out the grant opportunities.

- For a list of state agencies [click here](#).
- For grant opportunities [click here](#).

Get involved in National Associations and Industry Conferences

By becoming a member of national travel associations and attending industry conferences, you can gain a greater knowledge of the tourism industry, keeping your businesses competitive. Some associations and conferences that WOT recommends are:

- [US Travel Association](#) and [ESTO](#)
- [Destinations International](#)
- [Travel and Tourism Research \(TTRA\)](#)
- [eTourism Summit](#)
- [Wyoming Hospitality & Travel Coalition \(WTHC\)](#)



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RECOMMENDED BEST PRACTICES

Connect with Your Community - Reach out to your local Chamber of Commerce, Conventions and Visitors Bureau (CVB), Destination Marketing Organization (DMO) and Lodging Tax Board.

Continue Learning - The Wyoming Small Business Development Center Network is a partnership between the University of Wyoming, the Wyoming Business Council and the U.S. Small Business Administration offering business expertise and technical assistance to help you start, grow, reinvent or exit your business. [Find trainings](#).

Create and/or Update Your Business Website - Updating your website assists in directing search engines to your site, gives valuable information to potential guests and showcases your destination along with guest testimonials.

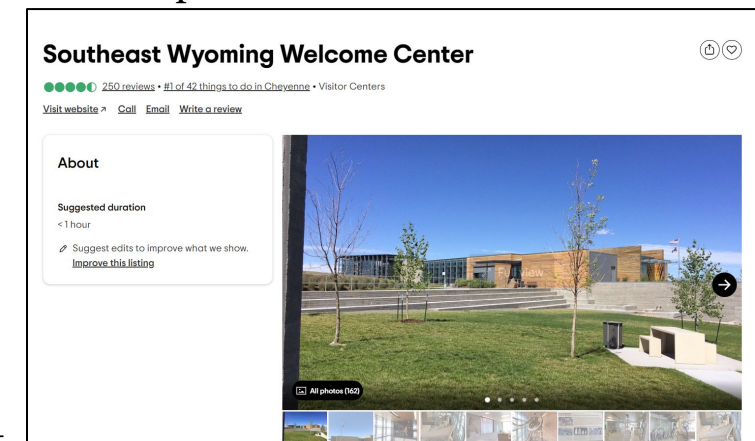
Take Advantage of Free Marketing Tools - Engage with customers on Google for free. With Google My Business, you get more than a business listing. [Create an account](#).

Set up Social Media Channels for Your Business - Be sure that you are publishing your business on available free platforms. Options include Facebook, Instagram, Twitter, Pinterest and Google Suite. And be sure to follow Travel Wyoming on all platforms, link to our channels and use #ThatsWY in your social media posts.

Create a TripAdvisor Listing - More than 60 million consumers each month research their travel purchases using TripAdvisor. You can introduce your travel products and services (hotel, B&B, attraction, tour package, restaurant, etc.) to millions of qualified travel buyers. [Create a listing](#).

Work with an Advertising Agency - You don't have time to do it all.

Stay Connected with WOT - Be sure to share with WOT what is happening at your destination or if you have upcoming events. WOT uses this information for future consideration in articles on TravelWyoming.com, on Travel Wyoming's social media channels, media pitches, sales missions and in press releases.



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