



2021 WYOMING

TripAdvisor Marketing Co-op
JULY 2021-OCTOBER 2021

100% FUNDING MATCH PROVIDED BY WOT

The Wyoming Office of Tourism's Tripadvisor Coop program will enable partners to significantly increase their overall awareness and consideration for a dedicated audience of travelers. Tripadvisor features more than 11 million listings across 190 countries. Travelers use Tripadvisor at every stage of their trip planning journey.

PROGRAM OVERVIEW

TARGETING

Users visiting Tripadvisor for travel research and those looking for ideas on the next destination. Regional road trip markets and customized geos based on partner needs.

DURATION

Flights will run starting at one month increments from July through October 2021

REPORTING

Through Tripadvisor's Insights Platform, partners will be able to see individualized reporting showing impressions, clicks, CTR and post conversion data captured through placement of Tripadvisor pixels on partner sites. Participating partners will also receive access to Economic Impact Metrics exclusive to Wyoming.

PACKAGE 1: BRONZE

\$4,250

An \$8,500 value

227,000 IMPRESSIONS

PACKAGE 2: SILVER

\$6,250

A \$12,500 value

340,000 IMPRESSIONS

PACKAGE 3: GOLD

\$8,500

A \$17,000 value

454,000 IMPRESSIONS



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MADDEN
CONNECT PEOPLE TO PLACES