



## WYOMING OFFICE OF TOURISM FEBRUARY 2022 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.

### FY22 Domestic and International Combined Reach (Circulation and UVM)

*\*This year-to-date number includes domestic (through February 2022) and international media coverage (through January 2022)*

**Reach:** 2,333,682,845

**Total Placements:** 1,578

### February 2022

*\*This includes domestic media coverage only*

**Reach:** 318,322,328

**Total Placements:** 38

### February National Earned Media

Conde Nast Traveler	<a href="#">Yellowstone At 150</a>
Leisure Group Travel	<a href="#">Wyoming's Adventures Are Calling You</a>
Leisure Group Travel	<a href="#">Capturing Your Pioneer Spirit In Wyoming</a>
Leisure Group Travel	<a href="#">Experience A Journey Through Time In The Cowboy State</a>
Only in Your State	<a href="#">7 Lesser-Known State Parks In Wyoming That Will Absolutely Amaze You</a>
Only in Your State	<a href="#">The Whole Family Will Love A Trip To Little Shop Of Burgers, A Movie-Themed Restaurant In Wyoming</a>
Only in Your State	<a href="#">Cross Country Skiing Through Grand Teton National Park In Wyoming Is The Perfect Way To Find Tranquility This Winter</a>
Only in Your State	<a href="#">There's A Breathtaking Hotel Tucked Away Inside Of This Wyoming National Park</a>
Only in Your State	<a href="#">Soak Under The Stars At This Historic Hot Spring In Wyoming</a>
Only in Your State	<a href="#">The Tiny Sweet Cheeks In Wyoming Serves Sandwiches To Die For</a>
Only in Your State	<a href="#">The Prime Rib From The Albany In Wyoming Is So Good That It's Been A Local Favorite Since 1942</a>
Only in Your State	<a href="#">Take This Road Trip To The Most Beautiful Bighorn Mountain Towns In Wyoming</a>
Only in Your State	<a href="#">One Of The Longest Snow Tubing Runs In Wyoming Can Be Found At Snow King Mountain</a>
Only in Your State	<a href="#">7 Hikes In Wyoming's Grand Teton National Park Where You Can Dodge The Summer Crowds</a>

Only in Your State	<a href="#">Winter Is Actually The Best Time Of Year To Visit Wyoming's World Famous Yellowstone National Park</a>
Only in Your State	<a href="#">Take This Wyoming Tube Ride For An Epic Winter Adventure</a>
Only in Your State	<a href="#">Yellowstone National Park In Wyoming Was Named One Of The 50 Most Beautiful Places In The World</a>
Only in Your State	<a href="#">The Most Famous Hotel In Wyoming Is Also One Of The Most Historic Places You'll Ever Sleep</a>
Only in Your State	<a href="#">You'd Never Know Some Of The Best Prime Rib In Wyoming Is Hiding Deep In The Middle Of Nowhere</a>
Only in Your State	<a href="#">Two Wyoming Parks Have Been Named Some Of The Most Stunning Parks In The World</a>
Only in Your State	<a href="#">You Can See 11 Waterfalls In Just One Day Of Hiking In Wyoming</a>
Only in Your State	<a href="#">The Most Beautiful Canyon In America Is Right Here In Wyoming... And It Isn't The Grand Canyon Of The Yellowstone</a>
Only in Your State	<a href="#">This Wyoming Waterfall Is So Hidden, Almost Nobody Has Seen It In Person</a>
Only in Your State	<a href="#">Tucked Away In A Wyoming Forest, Woods Landing Cafe Is A Gorgeous Restaurant With Unforgettable Food</a>
Only in Your State	<a href="#">The One-Of-A-Kind Piste Mountain Bistro Just Might Have The Most Scenic Views In All Of Wyoming</a>
Only in Your State	<a href="#">Here's The Story Behind The Enormous Pyramid Monument In Wyoming</a>
PaperCity Magazine	<a href="#">Beyond Jackson Hole — 5 Under-The-Radar Wyoming Destinations That Deserve More Love</a>
Texas Today	<a href="#">The Best Winter Vacation Destinations</a> (Syndicated In Broadcast)
Travel + Leisure	<a href="#">10 Ski Towns To Visit Even If You Don't Ski</a> (Syndicated In MSN)

### February Local-Wyoming Earned Media

Buckrail	<a href="#">JH Travel And Tourism Board Releases Annual Report</a>
Cody Enterprise	<a href="#">Newsome Working On Wide Variety Of Bills This Session</a>
County 10	<a href="#">You Asked, They Answered - Get To Know The WRVC In 2022!</a>
County 10	<a href="#">New Backcountry Discovery Route Passes Through Fremont County</a>
Oil City News	<a href="#">2021 Lodging Tax Revenue Exceeds Wyoming Tourism Office's Two-Year Budget: Gordon Recommends Upgrade</a>
Sublette Examiner	<a href="#">Paulin Introduced To Big Piney Council</a>
UW Branding Iron	<a href="#">Cheney Speaks With ASUW About Keeping Students In Wyoming</a>
Uwyo.Edu	<a href="#">Opening Of Wyoming Outdoor Recreation, Tourism And Hospitality Initiative March 2 At UW</a>

### January International Earned Media

Periodico Viaje	<a href="#">Wyoming Seeks To Attract More Mexican Tourists In 2022</a>
The Travel Citizen	<a href="#">Wyoming A Wildly Beautiful And Natural Destination</a>
TravelReport	<a href="#">Call Of The Wild: A Superior Road Trip For Wyoming</a>
TravelReport	<a href="#">Wyoming Is Ready To Welcome Mexicans</a>
Woman Magazine	<a href="#">Visit Wyoming: Yellowstone, Jackson, Cheyenne, Sheridan And More</a>

### Wyoming in the News

CNN	<a href="#">Want To Visit A Popular US National Park This Summer? Start Planning Yesterday</a>
CNN	<a href="#">Yellowstone National Park Celebrates 150 Wild Years -- And What A History It's Been</a>
Fodor's Travel	<a href="#">Half-Price Alert! Book Two Nights At This Montana Hotel Near Yellowstone For Just \$499</a>
National Geographic	<a href="#">See 150 Years Of Yellowstone In These Iconic Nat Geo Images</a>

PetaPixel	<a href="#">See 150 Years Of Yellowstone National Park In Photos</a>
Rider	<a href="#">Backcountry Discovery Routes Releases Wyoming BDR</a>
Suitcase Magazine	<a href="#">Cody, Wyoming, US</a>