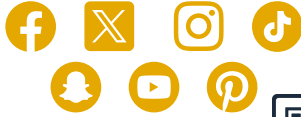


## The Park County Travel Council and Social Media

Cody Yellowstone's social presence has grown exponentially in Fiscal Year 2023! You can now follow us on seven platforms: Facebook, Twitter, Pinterest, Instagram, TikTok, Snapchat and LinkedIn. Not to forget our ever-growing YouTube channel.

Make sure you tag us as #CodyYellowstone so we can repost your post on our channels.



Watch Cody Yellowstone: WILD, our latest promotional video on Youtube.



SCAN ME



Park County Travel Council  
Fiscal Year 2023 Annual Report  
1306 Sheridan Avenue - Cody, WY 82414  
www.CodyYellowstone.org

PRST STD  
U.S. POSTAGE  
PAID  
CODY, WY 82414  
PERMIT NO. 19

### POSTAL PATRON

# PARK COUNTY TRAVEL COUNCIL FY2023 ANNUAL REPORT

## A WILD YEAR

Fiscal 2023 began on a low note with the historic 500 year flood of Yellowstone National Park. Although we were unimpacted by the physical devastation, we did suffer the economic impact of cancellations as thousands of travel plans changed along with the subsequent closures. We began re-strategizing our marketing plan in cooperation with our agencies and the Wyoming Office of Tourism. We also participated in a cooperative project with Xanterra Yellowstone. Additionally, we focused on user-generated content across all platforms, prefaced all media with preferred storylines, and invested more marketing funds into our peak season and regional advertising than ever before. As we continued throughout the summer to navigate the challenges brought about by the flooding and its aftermath, we focused on maintaining open communication with our partners and monitoring the effectiveness of our strategies. Our ability as a community to weather such challenges and pivot in the face of adversity contributes to the long-term resilience and success of Park County as a travel destination.

This year, we launched a new, award-winning campaign, WILD. The campaign won the Travel Weekly Gold Magellan Award, recognizing creativity, effectiveness, and innovation. WILD emphasizes the untamed and natural aspects of Park County. The campaign aims to attract adventure seekers, nature enthusiasts, and those seeking a unique experience. It features videos of varying lengths to captivate different audiences and function effectively on various platforms. WILD showcases our amazing landscapes, wildlife, unique attractions, authentic Western experiences, and captivating imagery to inspire wanderlust. The visual storytelling in this campaign will leave a lasting impression, attracting travelers seeking distinct and immersive experiences.

We continued to promote Cody Yellowstone as a unique destination experience

throughout the year. Our destination pillars include authentic Western experiences, history, world-class outdoor recreation, wildlife and attractions. In fiscal 2023, marketing these pillars to travelers included:

- A campaign focusing on the adventure-seeking millennial market.
- Giveaways to increase social media awareness and increase overall following.
- Build on our new social media platforms.
  - Increased presence on LinkedIn to gain interest with meeting and event planners.
  - Use TikTok to reach a much younger market as well as highlight unique businesses and attractions in our area.
  - Develop Pinterest as a way to reach millennials and female heads of households to help plan their time in Cody Yellowstone.
  - Paid campaigns on Snapchat to introduce Cody Yellowstone to an untapped market and unique audience that can't be found on other social apps.

- Included more ambassadors to our #WildWatch program.
  - Influencer Campaigns promoting our shoulder seasons and winter.
- PCTC continues to participate in travel trade shows and events that allow us to market Cody Yellowstone to a variety of media, domestic and international operators, including:

- Wyoming Hospitality and Tourism Coalition Event
- American Bus Association Marketplace
- United States International Powwow
- International Roundup with the Great American West
- American Cup

This year we also focused on ways to improve Park County's tourism industry that will produce measurable results for all of us:

- Two free social media workshops led by our award-winning agency of record, Verb Interactive.
- Free photography workshop for all Park County locals led by National Geographic photographer Scott Kranz and outdoor brand photographer Stephen Matera.
- Developed a county pass called the Sippin' Trail in which travelers are awarded prizes by checking into locations throughout our region's vibrant bar and restaurant scene.

Our efforts to promote Park County have been successful in generating significant earned media coverage across various platforms. Earned media often carries more credibility and authenticity, showing our promotional work's wide-reaching impact. Cody Yellowstone was featured in magazines, newspapers, podcasts, live TV segments, social media, and blogs. This comprehensive media coverage raises awareness and entices visitors to spend dedicated time in Park County, viewing us as a desirable destination.



In order for grantees to be reimbursed for their advertising expenses, this logo must appear on all printed ads, TV commercials and other promotional materials. This logo also appears in printed programs and facilities that host sporting events which are funded in part by the Park County Travel Council.

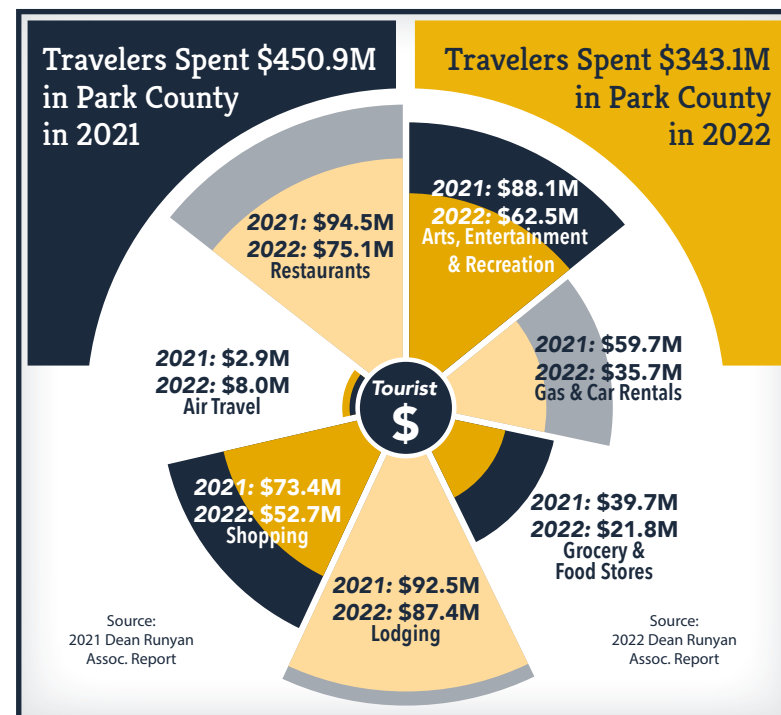
## FY2023 GRANTS/PROGRAMS FUNDED BY FY2022 LODGING TAX COLLECTIONS

	GRANTS	COLLECTIONS
<b>CODY COLLECTED.....</b>		<b>\$1,370,594.57</b>
Cody Country Chamber of Commerce	\$148,650.00	
Visitor Center Staffing	\$131,400.00	
Admin Support	\$2,500.00	
V.C. Operations	\$8,000.00	
V.C. Advertising	\$3,250.00	
V.C. Training	\$2,500.00	
Technology	\$1,000.00	
Buffalo Bill Art Show & Sale	\$5,000.00	
Buffalo Bill Center of the West	\$35,200.00	
Buffalo Bill Dam & Visitor Center	\$3,200.00	
Cody Stampede Board	\$29,670.00	
Museum of the Old West & Trail Town	\$4,112.50	
Yellowstone Quake	\$3,300.00	
<b>TOTAL CODY GRANTS</b>	<b>\$229,132.50</b>	
<b>POWELL COLLECTED.....</b>		<b>\$59,191.95</b>
Powell Valley Chamber of Commerce	\$62,000.00	
Visitor Center	\$55,000.00	
Sticker Program	\$2,625.00	
JWP Days	\$1,500.00	
Ag Tours & Mailings	\$1,875.00	
Heart Mountain Interpretive Center	\$28,000.00	
<b>TOTAL POWELL GRANTS</b>	<b>\$90,000.00</b>	
<b>MEETEETSE COLLECTED.....</b>		<b>\$8,934.08</b>
Meeteetse Visitor Center	\$32,000.00	
Visitor Center Staffing	\$24,000.00	
Events, Adv., Digital	\$8,000.00	
<b>TOTAL MEETEETSE GRANTS</b>	<b>\$32,000.00</b>	
<b>PARK COUNTY COLLECTED.....</b>		<b>\$275,359.79</b>
East Yellowstone Valley Chamber of Commerce	\$50,000.00	
Yellowstone Regional Airport	\$15,000.00	
<b>TOTAL COUNTY GRANTS</b>	<b>\$65,000.00</b>	
<b>YELLOWSTONE NATIONAL PARK COLLECTED.....</b>		<b>\$1,323,920.00</b>
(YNP Lodging located in Park County Only)		
Yellowstone is not eligible for PCTC Grants		\$0.00
<b>TOTAL GRANTS</b>	<b>\$416,132.50</b>	
<b>UNIFIED MARKETING</b>	<b>\$2,269,014.15</b>	
<b>ADMINISTRATION</b>	<b>\$390,089.17</b>	
<b>TOTAL GRANTS &amp; PROGRAMS</b>	<b>\$3,075,235.82</b>	

## MEDIA AND TRAVEL TRADE HIGHLIGHTS

PCTC provides information and coordinates visits from travel writers, influencers, photographers, tour operators and industry representatives. Visits to the area result in published and online articles, travel brochures and catalogs. The Wyoming Office of Tourism (WOT), the PCTC public relations team - Mesereau Travel Public Relations and Rocky Mountain International (RMI) rely on support to host guests.

- Articles about Cody Yellowstone were published in 56 magazines, 35 metropolitan newspapers and 95 online sites. Cody Yellowstone was highlighted in 33 live television segments.
- Cody and Park County were featured in several travel guides: USA Today Travel Guide, AAA TourBook, Good Sam Guide Series as well as several city guides.
- In cooperation with the WOT, RMI and other marketing organizations, 31 travel writers/social influencers were hosted. Writers represented newspapers, magazines, online publications and television networks.



# PHOTOGRAPHY WORKSHOP

Park County Travel Council focused on specific efforts for seasonal diversification this year. Because winter brings different challenges and opportunities, we created an event that aligns with the winter atmosphere and the unique offerings of our destination during this time. We hosted a winter wildlife photography workshop, tapping into the growing interest in photography and outdoor experiences. National Geographic photographer Scott Kranz and outdoor brand photographer Stephen Matera hosted the event. The winter wildlife workshop displayed the unique aspects of our destination outside of Yellowstone. It provided participants with a niche experience not easily found elsewhere.

The workshop concept was a conservative low-cost approach to generating off-season travel and interest. It leveraged targeted engagement, specialized experi-

ences, and collaboration to create value for participants and promote Park County. This workshop was so well received that it can be counted on to generate a long-term impact on off-season travel and interest. Additionally, workshops generate valuable content, such as photos, videos, testimonials, and participant stories. This content can be repurposed for future marketing efforts, increasing future cost savings.

Due to this event's success, it will grow into a workshop series implemented in fiscal 2024. Our goal is to benefit the local community and economy by bringing in visitors during the off-season, where participants may spend on accommodations, meals, transportation, and other local services, contributing to the overall economic vitality of the region.

## Partnerships with the Wyoming Office of Tourism

PCTC and the Wyoming Office of Tourism (WOT) have partnered on several marketing and sales endeavors this fiscal year. We collaborated to carry out two New York media missions, a sales mission with Canadian operators and a Toronto media mission. We also participated in an outdoor recreation consumer show in Calgary. During these media missions, PCTC and WOT partners hand-selected and invited specific media to a reception where we discussed our destination one-on-one. These participants were selected because they represent the voice and reach an audience we hope to connect with. Media missions are a strategic and personalized way to promote Park County because we can build meaningful relationships with partners and tailor our message to ensure that we are accurately represented as a destination.

From these media missions, PCTC staff can create relationships enabling us to engage in fruitful collaborations and future coverage of our destination. During these collaborative media and sales missions, Executive Director Ryan Hauck personally met with nearly 50 media individuals, over 40,000 outdoor recreation enthusiasts, and 15 Canadian

Automobile Association (the Canadian equivalent of AAA) tour operators. The connections formed help establish credibility, enhance awareness, and allow us to invite media to experience our destination firsthand to create authentic and compelling content.

Executive Director Ryan Hauck and Director of Marketing and Sales for Xanterra Yellowstone, Rick Hoeninghausen, were featured on a live national segment for Fox News. During this interview, the two discussed flood recovery as well as demonstrated how Cody Yellowstone is a standout destination for the Yellowstone experience.

## Local Partners

The PCTC relies on the support of local businesses. Their support allows the Travel Council to spend more on advertising, partnerships and transportation for travel writers and television crews.

Special thanks to Yellowstone National Park Lodges, the Buffalo Bill Center of the West, Cody Nite Rodeo, Cody Firearms Experience, Cody Trolley Tours, Old Trail Town, The Cody Cattle Company, Heart Mountain Interpretive Center, Wyoming River Trips, North Fork Anglers, Tread N' Trails, Blair Hotels, The Cody Hotel, Best Western Ivy Inn & Suites, The Irma Hotel and Restaurant, Cody Steakhouse, Yellowstone Regional Airport, Lodges of East Yellowstone, Proud Cut Saloon, Trailhead Bar and Grill, Buffalo Bill Dam & Visitor Center, 2 Mules Chuckwagon, Meeteetse Chocolatier, Wyoming Trout Guides Fly Shop, Powell Economic Partnership, Dan Miller's Cowboy Music Revue, and The Chamberlin Inn – just to name a few of our partners.



Watch Cody Yellowstone: Winter Photography Workshop, showing creative ideas and tangible results.



SCAN ME

## DESTINATION DEVELOPMENT FUNDS

This year, WOT invested in individual tourism offices throughout the state using state-collected lodging tax. This initiative aimed to elevate Wyoming partners to their highest potential by providing funding, resources, and direction, resulting in economic growth for communities. The projects that were approved by the state for PCTC to pursue are:

- Cohesive and consistent signage throughout the county in downtowns, trailheads, scenic byways, historic sites, and town gateways
- Comprehensive winter outdoor recreation analysis to examine cost-benefits for future decision-making and economic impact for Park County, WY and Park Country, MT
- Seed money for tourism-enhancing shovel-ready projects impacting local communities
- Contracted position for enhancing current film projects and pursuing big-budget film opportunities
- Beautification project using 18 bronze sculptures deigned as a search and find to incentivize traveling families to explore our downtowns.

## PCTC Helps Communities and Events Promote Themselves

Park County Travel Council promotes Park County in its entirety under the name "Cody Yellowstone," which includes the communities of Cody, Powell, Meeteetse, and East Yellowstone Valley. In addition to this marketing, individual communities and non-profit organizations within Park County are awarded matching grants to purchase their own advertising. PCTC awards generous grants to support the visitor centers for Cody, Powell and Meeteetse. This includes funding for staff, advertising, marketing and website maintenance. Because Yellowstone National Park is not eligible for grant money, the park's collections are used to enhance the grants awarded to each community and to fund the countywide marketing plan. Many Park County conventions, events and sports tournaments received sponsor-

ships from the Park County Travel Council, including 23 events for fiscal year 2023:

Cody Country Car Show, Plaza Palooza - Summer Arts Fest, Wyoming Weed & Pest Conference, Soroptimist of Powell - Creative Craft Fair, Plaza Diane - Sample the Season, Cody Events Committee - Santa House, CCSA - Avalanche Awareness Training, YRA - Santa Fly-In, Wyoming Ice Fest, Yellowstone Songwriter Festival, Fireworks Committee, Parade Committee, Celebrities for a Cause - Football, Concerts in the Park, Yellowstone Fire Soccer, Plaza Diane - Plaza @ 5:30, City of Cody - Brave the Court, Meeteetse Rodeo Committee, Devilstone Run, Soroptimist Creative Craft Fair, Wings 'n' Wheels, CYAIR - Run the Runway, FOAL Mustang Rendezvous.

### 2023 PARK COUNTY TRAVEL COUNCIL

Mike Darby, <i>Chairperson</i>   Park County Appt.	Ruffin Prevost   Park County Appt.
John Parsons, <i>Vice Chairperson</i>   Park County Appt.	Rick Hoeninghausen   Yellowstone National Park
John Wetzel, <i>Treasurer</i>   City of Powell Appt.	Christine Merz-Gleasson   Town of Meeteetse Appt.
Emily Swett, <i>Secretary</i>   City of Cody Appt.	Michaela Jones   City of Powell Appt.
Sandy Newsome, <i>Past Chairperson</i>   City of Cody Appt.	Quintin Blair   State Tourism Board Representative's Appt.

## PARK COUNTY TRAVEL COUNCIL ADMINISTRATION AND BUDGET

The Park County Travel Council administers the 4% Park County lodging tax revenues with the exception of the 10% share returned to the Park County Treasurer. State statutes dictate the revenues be spent on tourism promotion only. The Park County Travel Council, known as Cody Yellowstone, is committed to inspiring overnight leisure travel from key regional, national and international markets. Cody Yellowstone will optimize countywide economic impact by delivering innovative, effective marketing and partnership programs. This includes leveraging local and statewide industry support and participation, as well as focusing on gap areas, shoulder seasons, and winter. To support these efforts, Cody Yellowstone will deploy a fully integrated marketing campaign and measure consumer conversion paths

across the trip planning lifecycle. Understanding the consumer and the trip planning lifecycle allows us to provide responsive and personalized content that inspires visitors to travel to and within Park County, and shifts consumer behavior by dispersing visitors to lesser-known attractions and encouraging shoulder season travel. We want travelers visiting Park County to view our areas outside of the park as worthwhile destinations being rich in history, authentic western experiences, world-class outdoor recreation, unique attractions, fresh food experiences, a vibrant art scene, scenic drives, abundance of wildlife and the Great American Adventure.

Our mission is to promote and facilitate increased travel to and within Park County. We strive to fuel market

## COMMUNITIES, COUNTY USE LODGING TAX DOLLARS

Park County collected \$36.3 million in sales taxes in 2022. Over 23% of those taxes, \$8.6 million, was generated by travelers. The local & state travel generated taxes relieved the tax burden on Park County residents by \$1,349 per household.

Park County residents benefit from the lodging tax in another way. Park County and its municipalities receive 10% of the Park County lodging tax collected. The collections are distributed by the Park County Treasurer back to the communities and county at the same ratio they were collected. There are no restrictions on how this 10% can be spent.

In FY2023, a total of \$303,800.07 was returned to Park County for distribution to the City of Powell (\$5,917.24), the City of Cody (\$137,053.73), the Town of Meeteetse (\$902.87) and Park County (\$159,926.23). Park County is entitled to the portion of the funds that are collected outside Park County municipalities. These properties are guest and dude ranches and Yellowstone National Park lodging that is located within Park County.

demand and drive a healthy tourism economy.

The Park County Travel Council is a Joint Powers Board comprised of ten volunteer board members. Four members are appointed by Park County Commissioners, two by the Cody City Council, two by the Powell City Council and one by the Meeteetse Town Council. A representative from the Wyoming Tourism Board or a designee, also serves.

Budgets created and approved are funded by the previous year's lodging tax revenue.

The staff for the Park County Travel Council remains at three total including Ryan Hauck as the Executive Director, Katrina Southern as the Marketing Manager and Amanda Keyes as the Executive Administrator.