

Wyoming Office of Tourism 2022 Modern Explorers Brand Campaign



That's
WY



SITUATION

As the world re-opened and options for travel expanded, the Travel Wyoming brand needed a fresher competitive edge to drive demand. Destination Assessment research showed that once potential travelers put Wyoming in the consider set, they converted at a higher rate than the rest of the Mountain West. With the exception of Colorado other destinations in the mountain west were viewed as similar and not distinctive from one another. Travelers were unaware of the variety of experiences and depth of western culture in Wyoming.

GOALS

We needed to do 2 things.

- 1** Create a voice that was ownable and distinct to increase overall awareness of Wyoming
- 2** Focus on awareness driving strategies in order to move more people from awareness to consideration – thus driving more conversion.

We will do this by:

- Increasing our national presence
- Focusing on the top of funnel/awareness driving media channels
- Creating partnership activations to broaden our reach and generate engagement from new audiences

A photograph of a cowboy riding a bucking horse in a rodeo arena. The horse is in mid-air, bucking, with its tail raised. The cowboy is wearing a blue shirt and a tan vest. In the background, there is a large crowd of spectators in bleachers. The scene is set in an outdoor arena with a white fence.

We want to become THE symbol of the West.

One that intentionally fosters and preserves where it's been.
And inspires new frontiers for all who are lured to its bold,
unrelenting and freeing nature.

Building off the award-winning That's WY platform, we created the *Modern Explorers* campaign. This campaign is unique in tapping into the symbolism of western culture, currently unclaimed by the comp set, and trending in pop-culture due to consumers' post-Covid desire for freedom and adventure. Travel Wyoming aims to become the symbol of the West. One that intentionally fosters and preserves where it's been. And inspires new frontiers for all who are lured to its bold, unrelenting and freeing nature. Studies have shown that adventure experiences can improve self-competency, personal empowerment, trust, personal identity, emotional resiliency and social bonding. The campaign is brought to life by Wyoming locals who embody the bold spirit of the West.

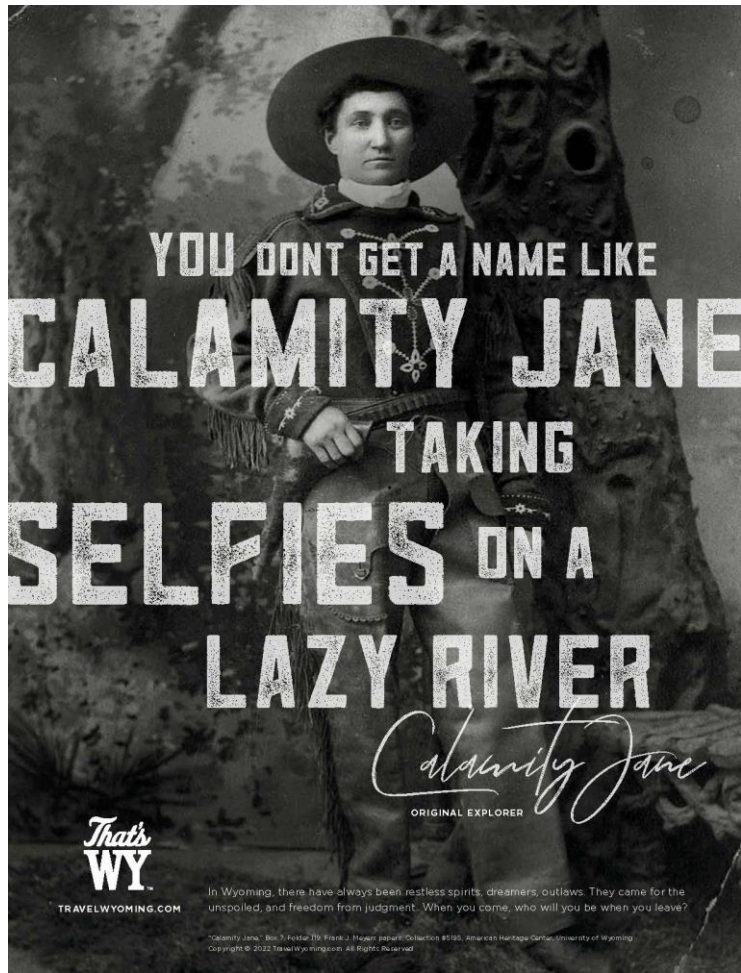




2022 CAMPAIGN

MODERN EXPLORERS

Print Ads



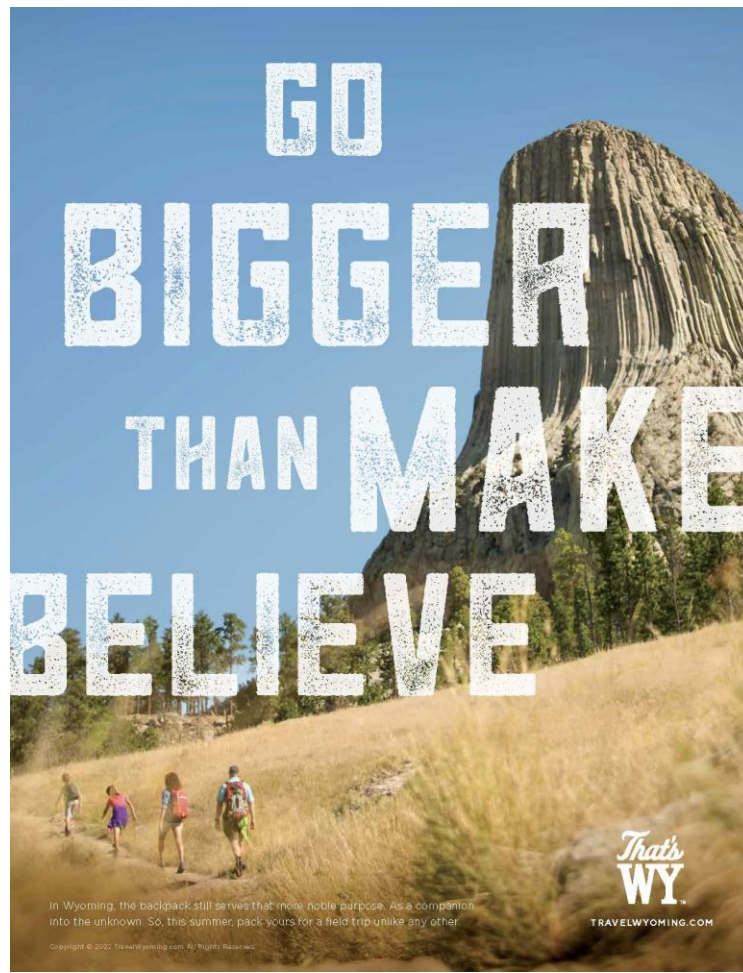
YOU DONT GET A NAME LIKE
CALAMITY JANE
TAKING
SELFIES ON A
LAZY RIVER

Calamity Jane
ORIGINAL EXPLORER

That's WY
TRAVELWYOMING.COM

In Wyoming, there have always been restless spirits, dreamers, outlaws. They came for the unspoiled, and freedom from judgment. When you come, who will you be when you leave?

*Calamity Jane. By T. Foster. The Francis Horner Papers Collection #3193, American Heritage Center, University of Wyoming.
Copyright © 2022 TravelWyoming.com. All Rights Reserved.



**GO
BIGGER
THAN MAKE
BELIEVE**

That's WY
TRAVELWYOMING.COM

In Wyoming, the backpack still serves that more noble purpose. As a companion into the unknown. So, this summer, pack yours for a field trip unlike any other.

Copyright © 2022 TravelWyoming.com. All Rights Reserved.



**EVEN ON YOUR
DAYS OFF
YOU DAMN
WELL BETTER
BE ON**

In Wyoming, assumptions don't last long, because it's always easier said than done. So go ahead and forget whatever they expected, because today's the day you make your mark.

That's WY
TRAVELWYOMING.COM

Copyright © 2022 TravelWyoming.com. All Rights Reserved.

Digital Ads

HE BECAME
BUFFALO
BILL

WHO WILL
YOU BE

EXPLORE NOW

That's
WY

WHAT YOU FIND WILL
OUTLAST ANY
DAY AT THE
POOL

EXPLORE NOW

That's
WY

GLORY ISNT
GIVEN

GO FARTHER

That's
WY

DIG
DEEPER

EXPLORE NOW

That's
WY

GO BIGGER THAN
MAKE BELIEVE

EXPLORE NOW

That's
WY

LIVE FOR
NEW LIMITS

GO FARTHER

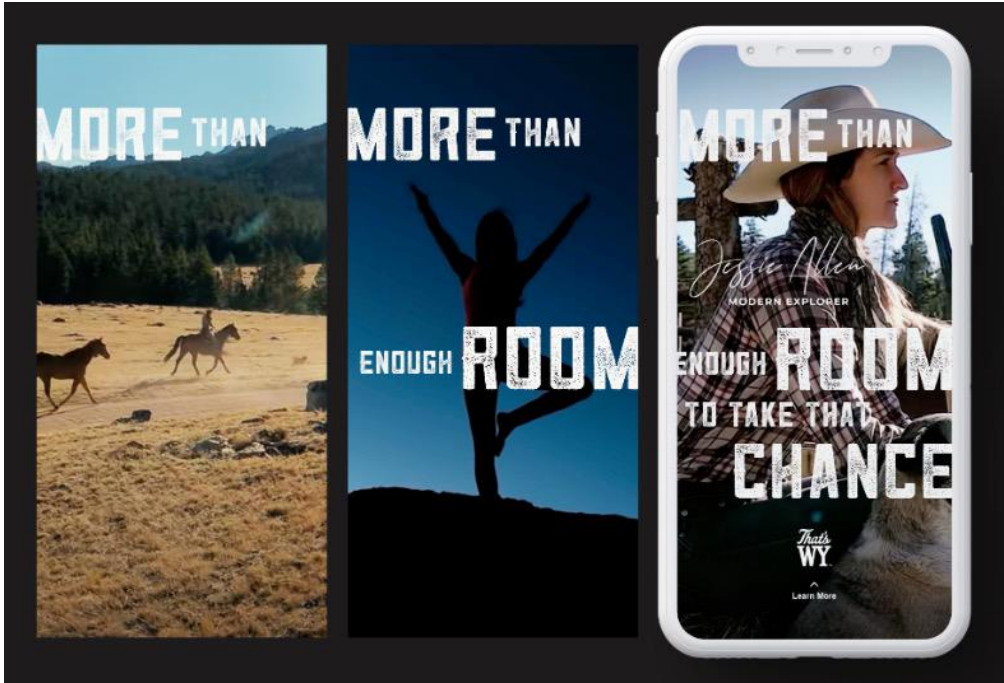
That's
WY

DIRT TRAILS
DESERVE
CLEAN
LINES

EXPLORE NOW

WY
RESPONSIBLY

Social Ads



That's WY Wyoming Office of Tourism Sponsored

This summer, set off on a field trip unlike any other.

TRAVELWYOMING.COM
Plan Your Adventure [Learn more](#)

Like Comment Share

That's WY Wyoming Office of Tourism Sponsored

True exploration rarely happens in front of a screen. But it might just start on this one.

TRAVELWYOMING.COM
Email Sign Up [Sign up](#)

Like Comment Share



Discovery Network Partnership

Exploration Series

To some, adventurous might mean summiting the Grand. To others, trying new foods or sightseeing in new places. A series of 3 custom videos were created to showcase the variety of experiences and inspire Discovery fans to consider Wyoming as the locale for their next adventure.



EXPLORE WYOMING
3 PLACES YOU DON'T WANT TO MISS

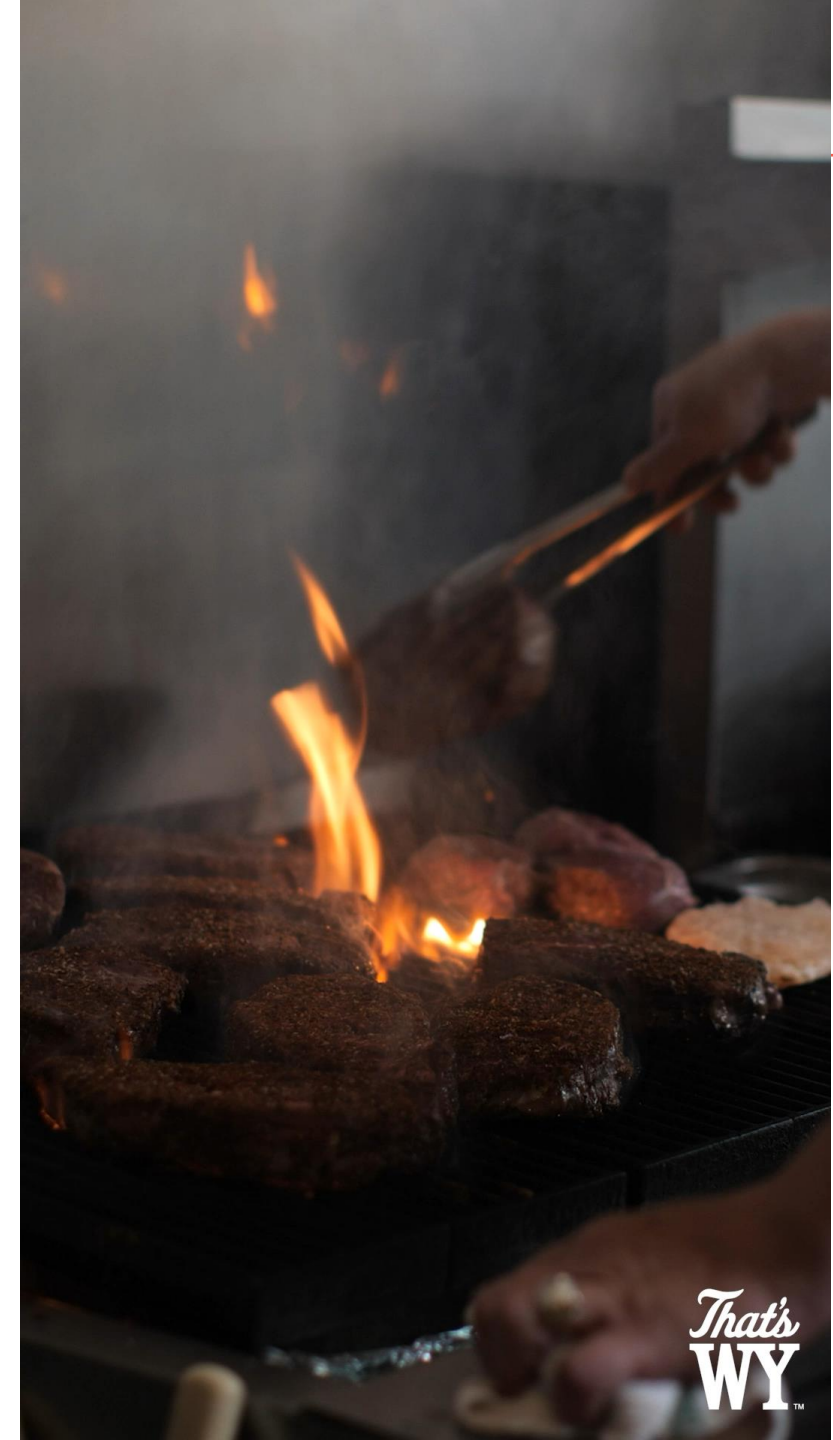
LANDER, WY
The gold rush town is the epitome of being out West. Take a stroll through the historic Main Street to enjoy unique shops, art galleries and local restaurants.
[GO FARTHER](#)

RED DESERT
Scout out a fossil bed and even wagon ruts made by pioneers traveling the Oregon Trail. Visit the singing dunes and go off roading!
[GO FARTHER](#)

ROCK SPRINGS
It's an essential stop for its locally-owned bars and restaurants and long history of early pioneers.
[GO FARTHER](#)

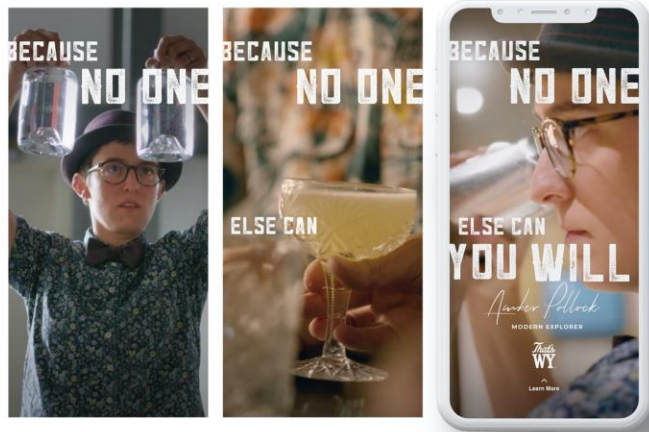
KNOW BEFORE YOU GO
See Wyoming's resource for travelers to know what to expect. (weather conditions, park closures, etc.)

That's WY
Instant Gratification: Download a Digital Travel Guide



Summary

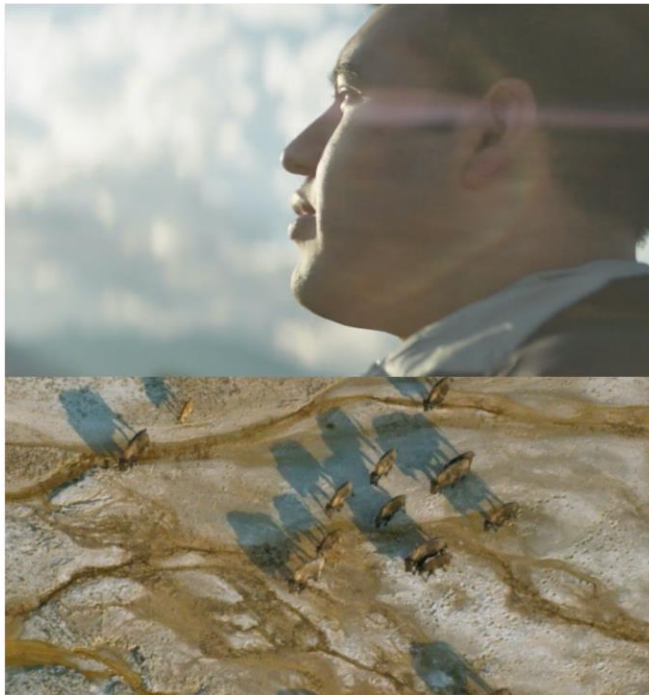
VIDEO



DIGITAL



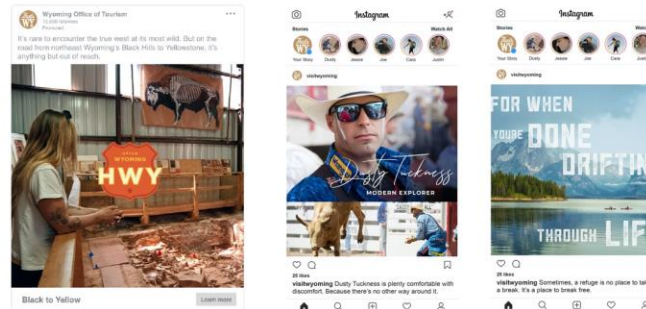
BROADCAST



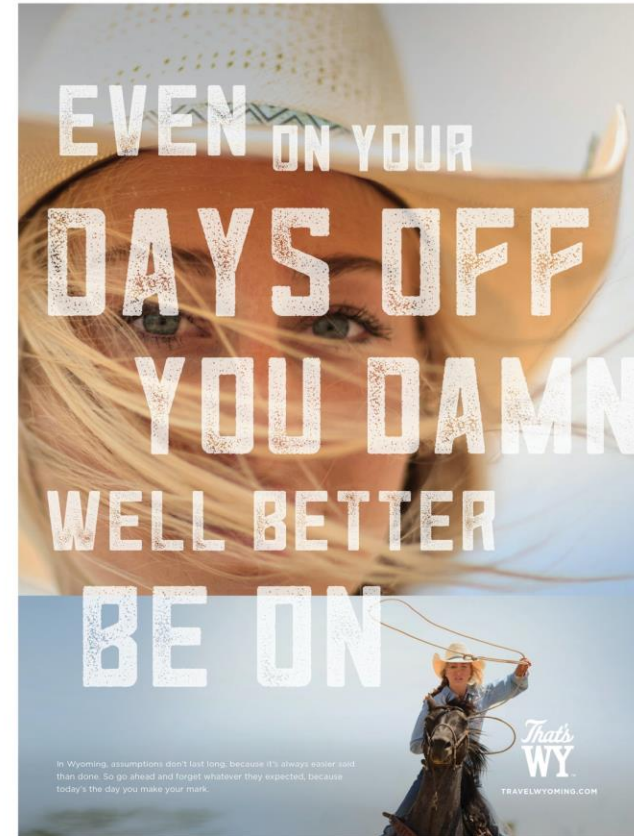
NATIVE



SOCIAL



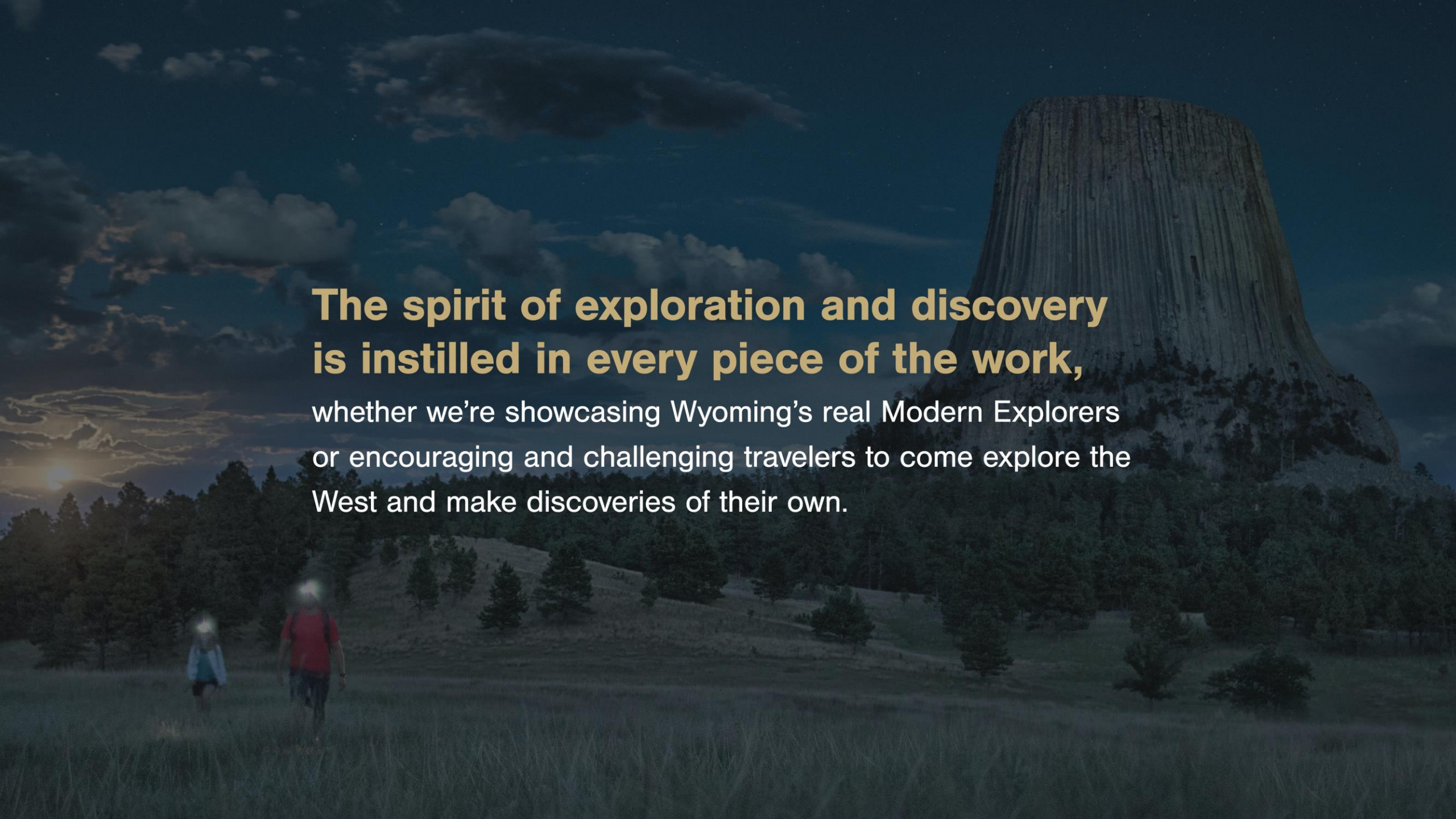
PRINT



RADIO

:30 Western

ANNCR: You don't get a name like Wild Bill taking selfies on the lazy river. In Wyoming, there have always been restless spirits, dreamers, outlaws. They came for the unspoiled. They came with new ideas. And learned from ancient lore. They came with chips on their shoulders. Left with names like Calamity Jane. And Liver Eating Johnson. When you come, who will you be when you leave? Find out at travel Wyoming dot com.



The spirit of exploration and discovery is instilled in every piece of the work, whether we're showcasing Wyoming's real Modern Explorers or encouraging and challenging travelers to come explore the West and make discoveries of their own.

Results



IMPRESSIONS

454MM

+77% vs. Goal
+29% YoY

CLICKS

1.6¹⁰⁰MM

+59% vs. Goal
+5% YoY

CONVERSIONS

106K

+11% vs. Goal

The 2022 Modern Explorers Campaign

- Generated more than 1 million visits resulting in \$1.21B in influenced visitor spending
- ROI was an incredible \$336 - just shy of the 2019 pre-pandemic campaign ROI with 23% less ad investment
- Longer stays and more paid lodging stays with higher trip spending
- More use of Wyoming's owned media channels, more positive visit experiences and more sharing on social media
- The increase in familiarity of Wyoming as a leisure destination led to a distinct competitive edge and Wyoming was the only state in the competitive set to see growth in likelihood to visit year-to-year

Tourism is the number 2 industry for Wyoming and the real results are in visitation. We killed it.

Our success can be summed up as unique campaign with a message that resonates, targeted to the right people at the right time.

BAR



FOOD



Thank You



Hero Image



EVEN ON YOUR
DAYS OFF
YOU DAMN WELL BETTER
BE ON

That's
WYTM

TRAVELWYOMING.COM