
PARK COUNTY TRAVEL COUNCIL FISCAL YEAR 2026 MARKETING PLAN

RYAN HAUCK, EXECUTIVE
DIRECTOR



Cody
YELLOWSTONE
WYOMING



WHO WE ARE

The Park County Travel Council, otherwise known as Cody Yellowstone, is committed to inspiring overnight leisure travel from key markets regionally, nationally and internationally. Cody Yellowstone will continue to optimize countywide economic impact by delivering innovative, effective marketing and partnership programs. This includes leveraging the momentum of the 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 will continue to measure consumer conversion paths across the trip planning lifecycle. Understanding the consumer and the trip planning lifecycle allows us to provide more responsive and personalized content to not only inspire visitors to travel to and within Park County, but also to help shift consumer behavior—dispersing visitors to lesser-known attractions and encouraging shoulder season travel. As travelers come to our county, our goal is to have them 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, vibrant art scene, scenic drives, abundance of wildlife and the Great American Adventure.

Mission Statement

Cody Yellowstone's mission is to promote and facilitate increased travel to and within Park County. We strive to fuel market demand and drive a healthy tourism economy.

An aerial photograph of a winding asphalt road that snakes through a mountainous landscape. The road has multiple curves and is bordered by guardrails. Several cars are visible traveling along the road. The surrounding terrain is a mix of green grass, brownish soil, and patches of snow. In the background, there are steep, rocky mountains with some snow and dense evergreen forests. The word "UNIFIED" is written in large, white, sans-serif capital letters across the center of the image.

UNIFIED

ADVERTISING

VERB - \$1.368M

THE FUTURE IS UNTAMED & TRUE

On the heels of Cody Yellowstone’s sweep at the HSMAI Adrian Awards and a successful 2024, we look ahead and focus on more visits, more room nights, and more chances to share our unmistakable beauty with the world in a way that makes it irresistible to explore. This fiscal budget will focus on Performance Media to support our accommodation and business partners and a large-scale campaign launch that puts Cody’s local heroes front and center.



Untamed & True

The launch of a new campaign platform.



Expanding Reach

Amplifying media through widespread streaming opportunities.



Creative

Driving Wild Forever forward and planning for July 2025 creative.



Tech

Continue optimizing and leveraging Cody's powerful new digital platform.

VERB - \$1.368M

The Campaign: Untamed & True

Cody Yellowstone's new brand campaign platform launches in Spring 2026. Featuring an original track created by Cody musicians and footage captured by local videographers, the campaign is fuelled by local pride and designed to live for multiple years and seasons. Brand platform creative will be published across digital, print, streaming and OOH channels according to the media strategy with seasonal updates focused on swapping imagery and video B-roll, making it efficient for the destination to get seasonal campaigns to market.

Local Launch: Untamed & True

Having the power of Cody locals behind Untamed & True will help us amplify messaging and ensure the community is supportive of our efforts and mandate. Inspired by the success of the Dusty Tuckness docu-series red carpet event, we plan to launch Untamed & True to the community first, before it hits our target markets. This will come in the form of a free, outdoor live performance by the musicians who created the original campaign song followed by a community screening of the campaign video.

VERB - \$1.368M

Annual Photography Workshop

Cody Yellowstone's award-winning photography workshop is now a signature event supporting local businesses during shoulder season, generating visual assets for future use, and reaching potential new visitors through the powerful reach of workshop hosts, attendees and the overall amplification of the event itself. In 2026 we will host our fourth annual photography workshop with renowned professional photographers Scott Kranz and National Geographic contributor Stephen Matera.



VERB - \$1.368M

Adventure Cities Episode

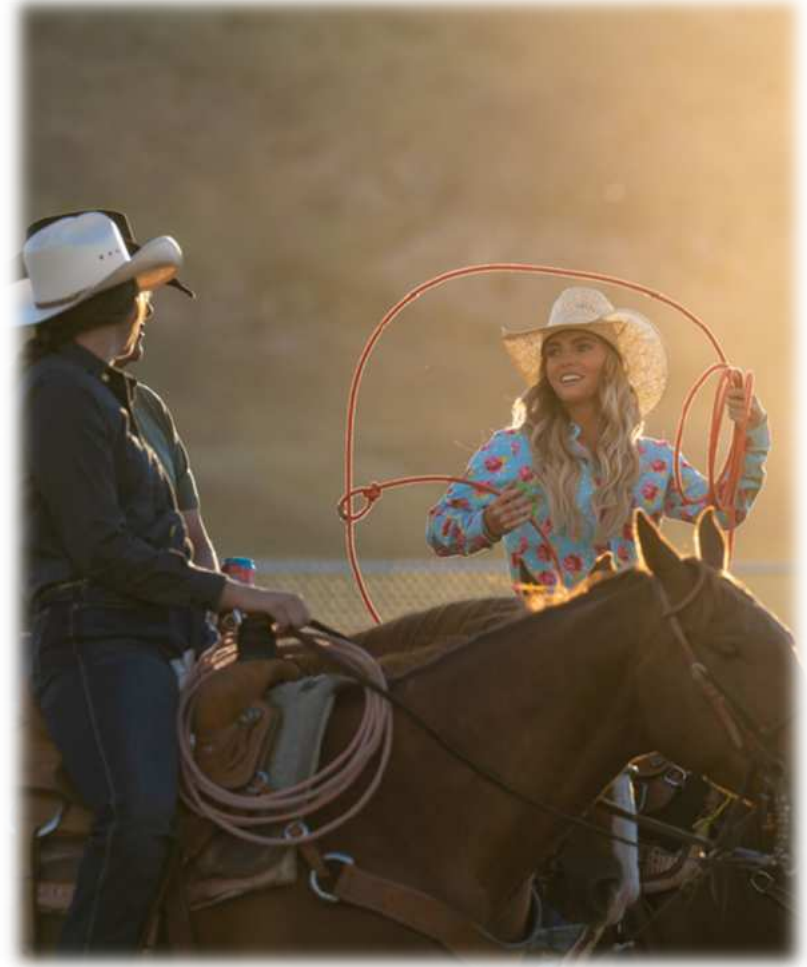
Adventure Cities is a light-hearted adventure travel show hosted by award-winning travel writer, Jonathan Thompson. The series follows Jonathan as he searches for adventure and reveals the wonderful cultures, allures and attractions of fascinating destinations. Its purpose is highlight outdoor adventures and quirky, lesser-known experiences at its heart, as well as elevating awareness of the main attractions through a fresh and lively perspective. This episode airs on Discovery, Outside TV, PBS, FanDuel Sports, GoUSAtv, and more. Beyond the broadcast, the campaign includes social and digital amplification, and Cody Yellowstone will receive all photos and b-roll captured during filming.



VERB - \$1.368M

Fourth of July FAM

As we build momentum toward the 250th Fourth of July celebration, we will create a strong, authentic ongoing presence in our target markets by partnering with content creators to capture content during the 2025 event. We will collaborate with creators like those from the Wild West FAM to experience the atmosphere and capture content. Their storytelling will be woven into a year-long digital marketing campaign, highlighting what makes Cody the ultimate destination for this milestone event.

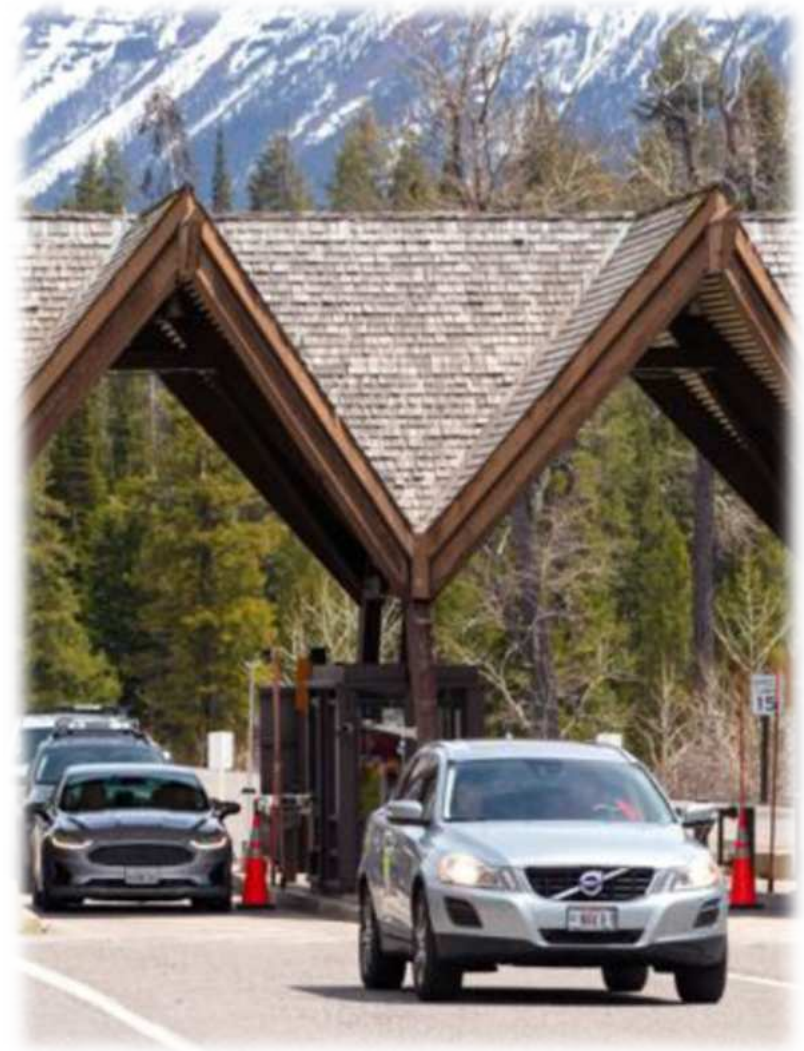


VERB - \$1.368M

Operation “Owning the Gate”

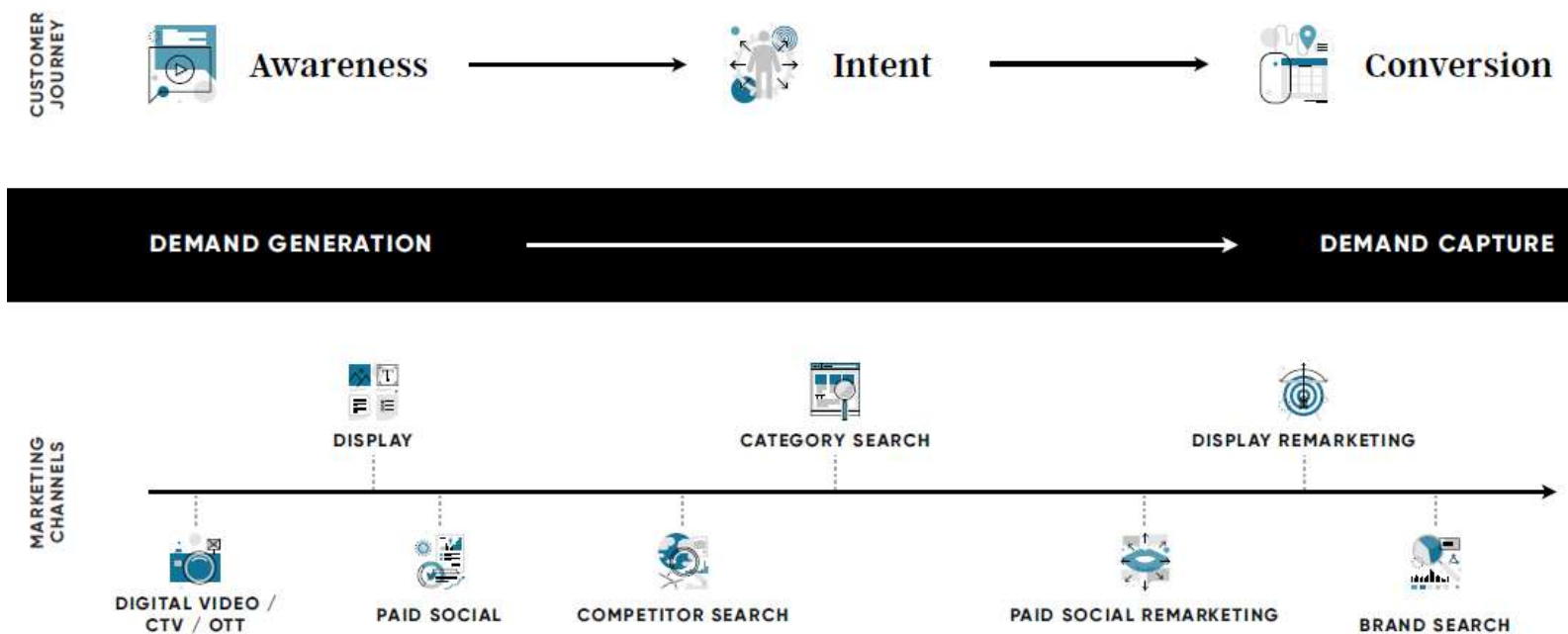
Cody Yellowstone will continue to “Own the Gate” to Yellowstone National Park and capitalize on its powerful attraction by:

- Continuing to work with YNPL and WY on co-op plans
- Category Search targeting in performance media campaigns
- Heavy integration of park “icons” in the new brand platform
- Heavy geo-targeting at Gate entrances to drive awareness of events, retail, offers, during pre-peak and peak season
- Integration of gate cameras into content across the site and owned channels



VERB - \$1.368M

Media Strategy Overview



VERB - \$1.368M

Working Media Budgets

Performance Channel	Budget
SEM	\$300,000
Programmatic/Performance Max	\$125,000
Social Advertising	\$110,000
Video (YouTube and Demand Generation)	\$85,000
Total Working Media	\$620,000
Digital Media Management (12%)	\$74,400
Total Budget*	\$694,400

Awareness Channel	Budget
National Geographic	\$12,500
Denver Airport	\$46,000
Paramount+	\$40,000
Total Working Media	\$98,500
Digital Media Management (12%)	\$11,820
Total Budget*	\$110,320

VERB - \$1.368M

Services and Special Projects

Deliverable	Budget
Content Marketing: Social, Email & SEO	\$120,000
Influencer Workshop	\$45,000
Discovery channel & Content Creator Partnerships	\$80,000
Untamed & True Shoot and Post Production	\$120,000
Untamed & True Local Activation	\$25,000
Untamed & True Musician Fees	\$2,000
Local Education (Workshops, July 4th)	\$15,000
Web Maintenance & Creative Production	\$125,000
Total Budget*	\$532,000

Technology Enhancements	Budget
Website Hosting & CDN	\$4,800
CRO Strategy and Implementation	\$15,000
Total Budget*	\$19,800

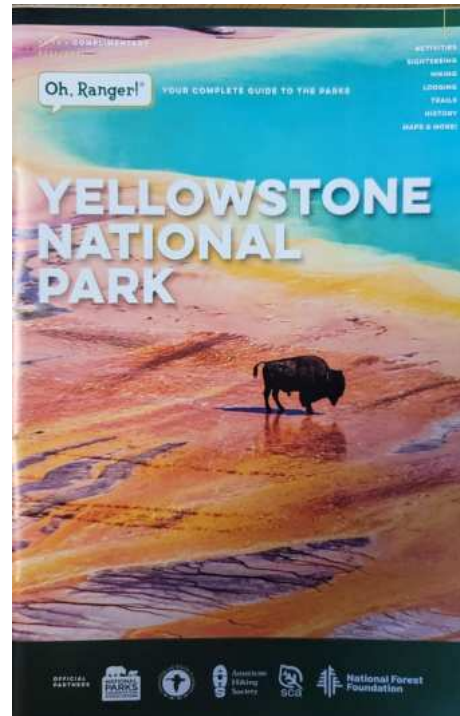
Workshop Ticket Sales	Budget
Fall Photography Workshop – Ticket Sales	\$11,650
Total Budget*	\$11,650

Total Budget: \$1,356,520

**Not including the workshop ticket sales line item.*

AMERICAN NATIONAL PARK NETWORK - \$36,626

- National Park visitation was at 325+ million in 2020 and continues to grow
- 93% keep the guide for reference throughout their stay, 84% save the guide for the future or loan it to a friend, and the 90 minutes spent per issue is more than any other measured magazine
- Pinpoint distribution ensures that you reach a geographically representative audience (AAA, Hilton, Best Western, Amtrak, KOA, La Quinta, Marriot, REI, Cabelas, among others)
- Median age: 49, median income: \$83,800, 90% college educated, 82% home ownership



- 87% hike regularly, 27% fish regularly, 43% bike regularly, 54% camp regularly, 420,000 use RVs at national parks, 63% consider themselves “very active”
- Our 7 insertions total approximately 2.1 million in circulation (updated numbers to be released in a few months, this total expected to rise)
- American Park Network to incorporate digital exposure through their captive WiFi portals, super targeted to reach the outdoor consumer across the region



Wyoming PBS - \$5,200

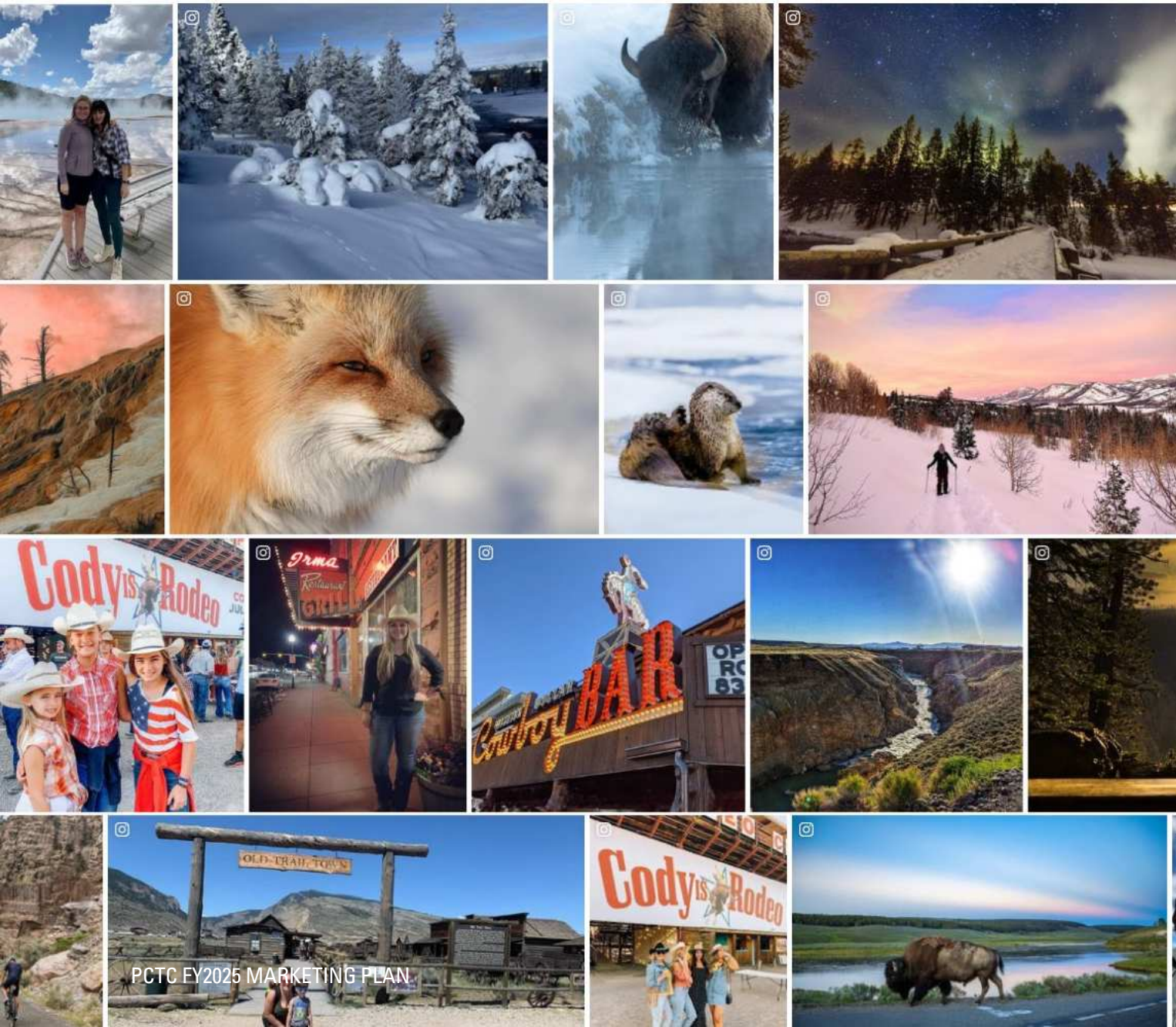
Montana PBS - \$6,480

South Dakota PBS - \$15,000

- Masterpiece/Mystery:
Sun @ 8PM (Primetime)
2 spots per program at 41
Sundays = 82 spots
- Rick Steves (Travel): Tues @
10PM (Primetime)
2 spots per program at 41
Tuesdays = 82 spots
- Wyoming Chronicle: Fri @
7:30PM (Primetime)
2 spots per program at 41 Fridays
= 82 spots

- Austin City Limits:
Saturdays @ 9:30 PM
35 runs minimum
- Masterpiece Series
Guaranteed minimum of 17/year
Airs every other week opposite
weeks of Backroads
- Backroads of Montana
Guaranteed 17/year
Airs every other week opposite
weeks of Masterpiece
Saturdays @ 5PM

- South Dakota Focus
Thursdays at 7PM
September thru May 1
- Rick Steves' Europe
Sunday at 3PM 1 time per week
- Masterpiece
Sunday at 7PM
- Austin City Limits
Saturday, 10PM
- Moth Radio Hour
Saturday Noon & Sunday 2PM
- SDPB.ORG Display Ad
300x250
3 months



SNAPSEA - \$12,000

- User Generated Content for Travel Brands
- Grow Assets
- Branded Digital Assets
- Photos from locals and visitors
- Digital Asset Manager (DAM)

NAVIGATOR - \$15,000

Campaign Objective:

- Conversion with the conversion event being the “download a guide” and to track physical guides, this will be discussed with the Tech

Campaign Duration:

- 2 months from start, tentative start April 15

Targeting:

- Post-Search, Post-Book inbound into the following locations: Billings, Denver International Airport, Rapid City, Salt Lake City
- 25-65+ gender neutral with an interest in Yellowstone, National Parks and focus on the women demographic (to test)

Landing pages:

- <https://codyyellowstone.org/request-information/>
- <https://codyyellowstone.org/wild>

KPIs or goals for this campaign:

- CPA under \$100 and 150 conversions



IN HOUSE PAID SOCIAL - \$110,000



689M Users

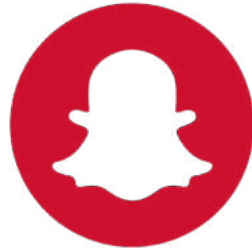
Ages 18-24

Building Relationships &
Highlighting Destination

Target Audience

Inspiration to Travel

Travelers Already Coming



530M Users

Ages 18-35

Destination Awareness

Interactive Experiences

Target Audience

Millennials



740M Users

Ages 46-55

Business Development

Target Audience

MICE Planners

Events

Groups



442M Users

Ages 30-49 (78% Female)

86% of US Moms

Planning & Lead Generation

Target Audience

Families

Planners

Inspiration to Travel



SALES & ADVERTISING OPPORTUNITIES - \$130,000

Sales and advertising opportunities present themselves regularly throughout the fiscal year including seasonal and offseason media options, last-minute print deals in national media campaigns, digital advertising opportunities, and a variety of other mediums.

EXPEDIA - \$60,000



Expedia

- March – June 2025 and 2026
- Over 1M Impressions on Expedia, Hotels.com, Travelocity, Orbitz, and Cheaptickets.
- Targeting is US and anyone who is currently or previously searched Cody or the State of Wyoming.
- Native and IAB standard placements
- Custom landing page:
<https://www.expedia.com/lp/b/ms-b-dmo-exp-us-reno-tahoe>

KUTV – \$10,500



Summer Road Trippin'

Television Elements

As live news segments will air during 2News this morning on

- KUTV, KJZZ, KMYU.
 - 2x Segments from 5:30 7 AM (KUTV)
 - 4x Segments from 7 9 AM (KJZZ)
 - 2x Segments from 8 9 AM reair on KMYU from 9 10 AM
- Noon News (repeat 1x segment from AM shows)
- 1x Noon news segment reairs on KMYU from 1 2 PM

Fresh Living segment (3-4 minutes) to air same day

- Segment will be pre taped and air on all (3) television stations KUTV, KMYU, KJZZ

Digital Elements

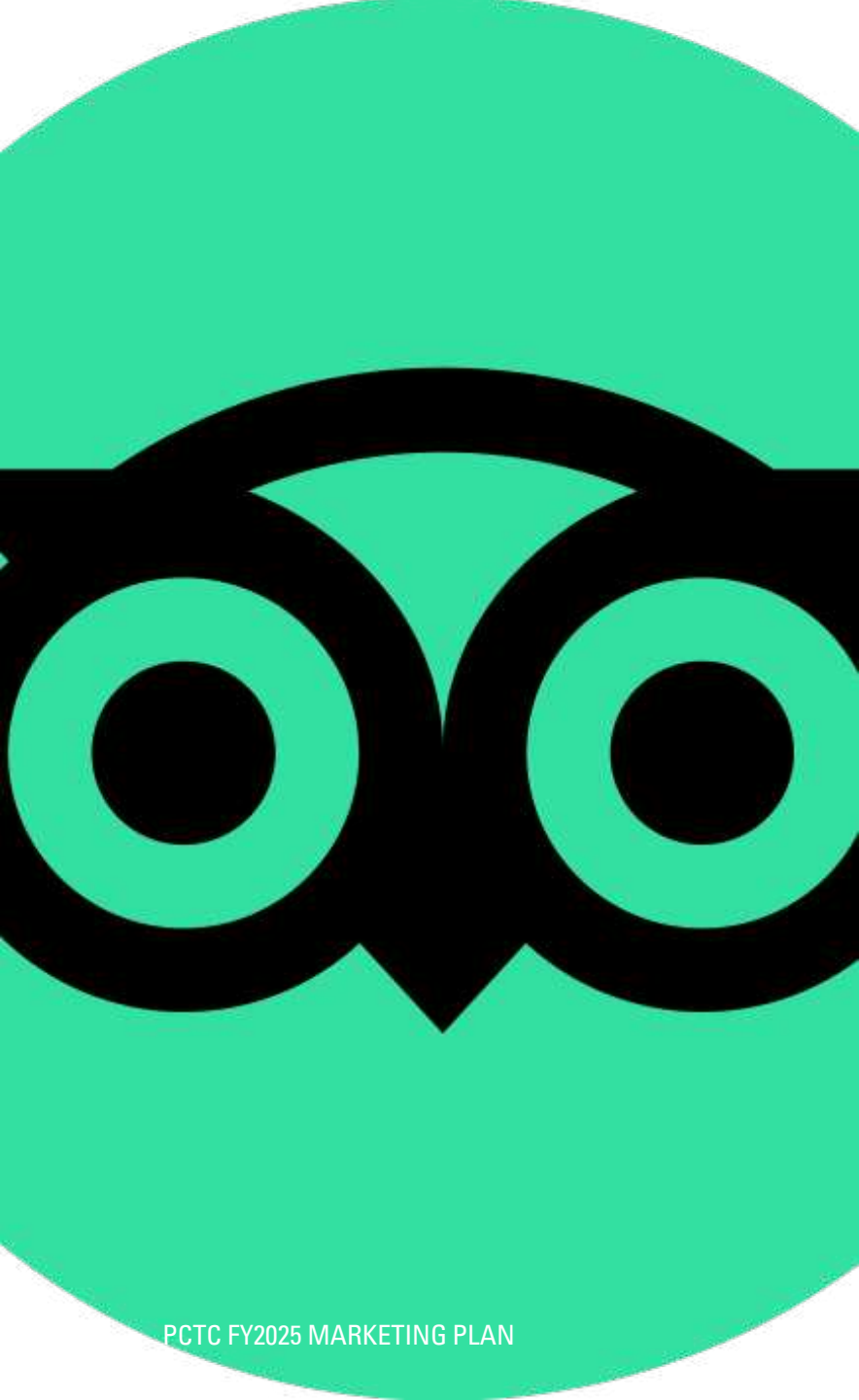
Road Trippin ' homepage takeover on KUTV.com featuring that Friday's destination

- This will link to the Road Trippin ' features page on KUTV.com

300,000 banner ads on KUTV.com

50,000 Targeted marketing email

All TV segments posted to KUTV.com



TRIP ADVISOR - \$50,000

- **Tripadvisor Roveaudience extension retargeting**
 - June 1, 2025 – April 30, 2026
- **Cody Competitive Conquesting + Cody Travel Intenders**
 - June 1, 2025 – April 30, 2026

Economic Impact

- Ad Exposed Economic Impact: \$354k
- Ad Exposed Hotel Revenue: \$351k

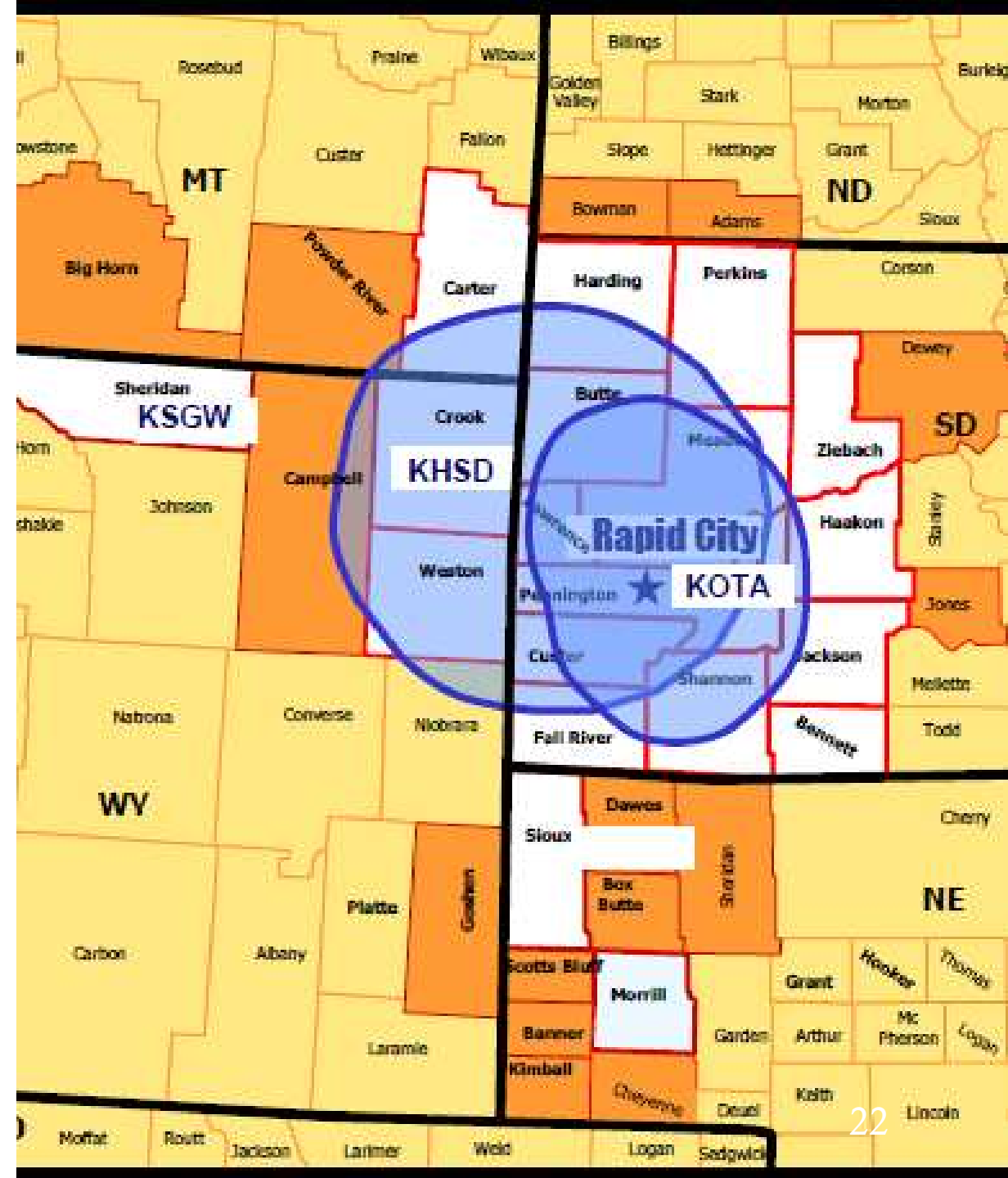
Expect an 8:1 ROI based on Ad Exposed Economic Impact

Media Impact

- Increase of 40% of CY Content
- Increase of 30% more page views of CY Content
- Increase of 40% more POIs throughout CY

KOTA - \$15,000

- **KOTA TV**
 - 172 spots (205) 617,000 - \$13.82/1000
- **KEVN TV**
 - 141 spots 146,000- \$24/1000
- **MeTV**
 - 60 spots; 126,000 impressions
- **KOTATV.com**
 - 15sec commercial
 - 59,000 impressions -- \$20/1000 8,400 impressions/month
- **KOTA**
 - 30 spots
 - Targeted Display 150,000





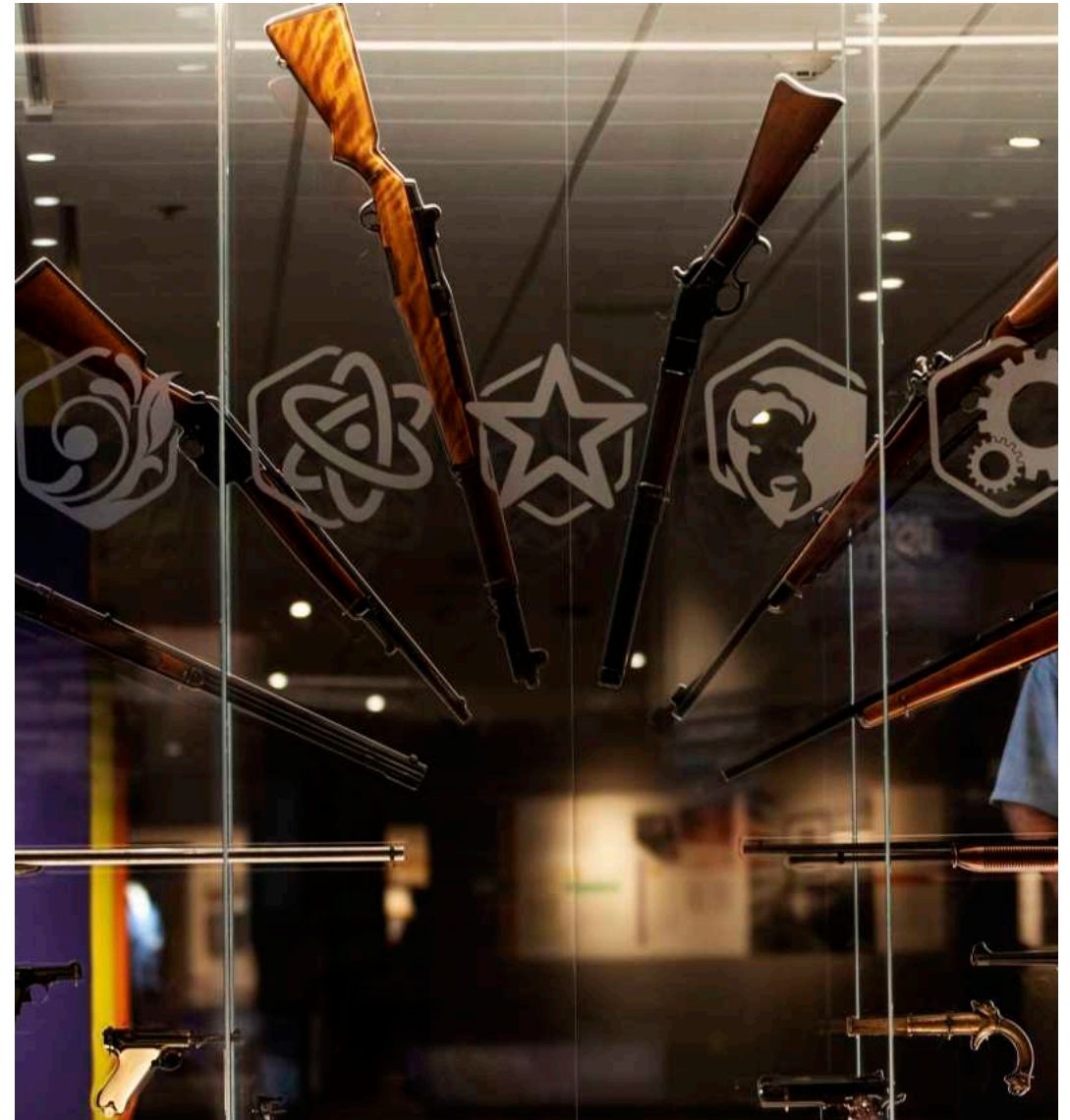
IN HOUSE CREATIVE - \$10,000

- This fund helps support the Brand Content Creator and Coordinator's efforts in producing high-level content to share across our social media

Q2 – BILLINGS - \$15,000

- Digital and traditional Cody Yellowstone advertisements in one of our top visiting and spending markets during their highest viewership:

- March Madness
- Five football games including Brawl of the Wild
- 5:30pm News
- Pre Roll Video



FOX 31 DENVER - \$22,000



**Cody Yellowstone
Across the Front Range**



Denver's **Most Watched** Morning and Late News



FOX 31 DENVER - \$22,000



**Cody Yellowstone
Across the Front Range**



Denver's **Most Watched** Morning and Late News



FOX 31 DENVER - \$22,000

May/June



REACH THE RIGHT AUDIENCE, AT THE RIGHT TIME, WITH THE RIGHT MESSAGE WITH
PRECISE MEASUREMENT AND ATTRIBUTION.

- **116 total :30 dedicated commercials per month:**
 - Ch2 20x per month:
 - CH2 6x M-F 6a Daybreak News
 - CH2 6x M-F 9a-6p Daytime/Early Fringe
 - CH2 8x M-Su 1a-4p Overnights
 - FOX31 26x per month:
 - FOX31 8x M-Su 1035p-11:05p Late News
 - FOX31 6x 6a-3p News/Daytime
 - FOX31 12x M-Su 1a-4a Overnights
 - PLUS, CH2, FOX31 & ANT-TV 70x M-Su 5a-5a each month
- **Device ID**
 - Estimated 32,000 Monthly Video Impressions
 - Target people who have visited near by National Parks in the last year
- **KDVR.com Contest- Wyoming Western Sestercentennial Experience**
 - Develop Prize Pack for Wyoming Western Experience (Museum Entry, Fishing Tour, Etc)
 - Gain Opt in Information & Re-target with Special Offers
 - Includes Station Email Blast, Digital Promotion
 - KDVR Social Post promoting contest
- 20,000 Digital Banner Ad Impressions on KDVR.com
- Analytic attribution included

May & June Total Net Investment \$11,000
(Total Campaign Investment \$22,000)



FOX 31 DENVER - \$22,000

July/August



REACH THE RIGHT AUDIENCE, AT THE RIGHT TIME, WITH THE RIGHT MESSAGE, WITH
PRECISE MEASUREMENT AND ATTRIBUTION.

- **116 total :30 dedicated commercials per month:**
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- **Device ID**
 - Estimated 32,000 Monthly Video Impressions
 - Target people who have visited near by National Parks in the last year
- **KDVR Co-Branded Social Media posts**
 - Align your Brand with FOX31
 - Drive Campaign Objectives & Special Events
 - Addressable Targeting/Monthly Pacing Reports
 - **116 total :30 dedicated commercials per month**
- 20,000 Digital Banner Ad Impressions on KDVR.com
- Analytic attribution included



July & August Total Net Investment: \$11,000
(Total Campaign Investment \$22,000)

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Publications & Promotions

VACATION GUIDE - \$110,000

Produced by Verb

- Design and write copy for a 53-page annual vacation guide
- Secure images with most coming from Cody Yellowstone
- Bid out printing
- Arrange shipping
- Quantity of 100,000 is printed in December for delivery to Cody, Wyoming by mid-January

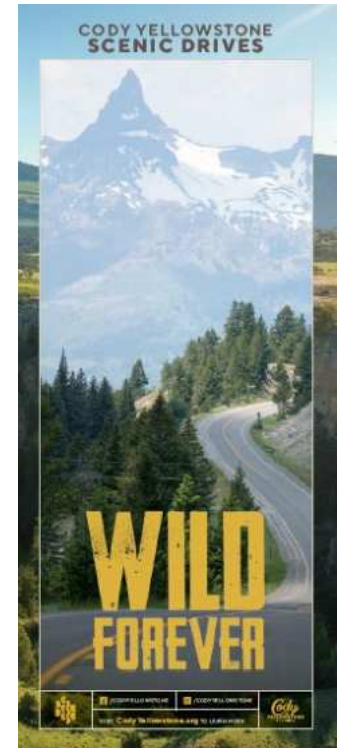


BROCHURES

Brochure Distribution - \$9,000

Historical Attractions Guide - \$2,000

Scenic Drives/Guest Ranch - \$2,000



BILLBOARDS - \$34,400

East of Shoshoni Junction

- Encourage drivers to turn at Shoshoni Junction to Thermopolis and then on to Cody
- Annual



BILLBOARDS

East of Gillette

- Encourage drivers to exit I-90 at exits 58 or 9 to Cody
- Annual



BILLBOARDS

West of Elk Mountain

- Encourage drivers head North at Exit 215 to Lander and eventually to Cody
- Annual



BILLBOARDS

Downtown Cody

- Promotion of Sippin' Trail 90s Refresh
- Seasonal



BILLBOARDS

Downtown Cody

- Promotion of Wild West Trail
- Seasonal



BILLBOARDS

Downtown Cody

- Promotion of Bears in the Basin
- Seasonal



SPONSORSHIP ASSISTANCE - \$50,000





SPONSOR BANNERS - \$700

ANNUAL REPORT - \$9,000

- Highlights and statistics of the previous fiscal year
- Sent to every household in Park County, WY
- 4-page document
- 2 colors

PARK COUNTY TRAVEL COUNCIL FY2024 ANNUAL REPORT DEVELOPING THE DESTINATION

Fiscal Year 2024 (FY24) brought a brand-new opportunity for the Park County Travel Council (PCTC) to develop our destination differently than ever before. The Wyoming Office of Tourism developed a grant program called Destination Development Funds (DDF) to be utilized by Wyoming lodging tax boards. This initiative aimed to elevate Wyoming partners to their highest potential by providing funding, resources, and direction, resulting in economic growth for their communities and the state. PCTC received these Destination Development Funds for FY24 and was able to fund several impactful projects around the community including:

- Cohesive wayfinding signage throughout Cody, Powell, and Meeteetse.
- With a goal of assisting visitors to our communities by clearly identifying businesses, points of interest, and attractions, the resulting sign system effectively guides drivers, riders, and pedestrians to key destinations, enhancing economic activity. Research indicates travelers feeling confident and comfortable navigating a destination tend to spend more time and money, and are more likely to return with positive impressions.
- Development of an established county-wide film commission through the American Film Commissions International to attract commercials, TV shows, and movies.
- A three-way partnership between PCTC, Yellowstone Country, and the Institute for Tourism & Recreation Research concerning the ten-mile stretch of Highway 296 between the Wyoming and Montana border.
- The 10-mile stretch known as "The Plug," has been a controversial topic for decades. Some believe leaving it unplowed is beneficial for world-class snowmobiling, connecting Cooke City and the Beartooth's trail systems, while others argue that plowing the road would provide a massive economic boost as it would provide year-round access from Cody to Yellowstone National Park. For the first time, a committee with representatives from both sides—a Wyoming partner and two Montana partners—worked together on a non-biased study.
- Investment in community projects.
- We have highly motivated partners in Park County with projects under development to enhance our destination. These partners have conducted research, gathered community input, and developed strong plans, needing only funding to proceed. After reviewing 19 proposals, the PCTC Board moved forward with the following projects:
 - Enhanced the Fist Full of Dirt race experience by providing signage and flagging for Buffalo Bill Cody Races and other local running events.



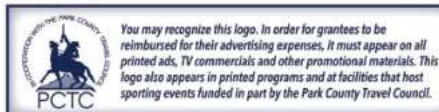
- Restoration of the Heart Mountain root cellar.
- Restoration and redesign of the mural on the bean mill in Powell.
- Invested in Sleeping Giant's maintenance road allowing for access to their equipment, the expansion of trails and a new year-round tubing park.
- Installed pit toilets at the trailhead for one of our most popular and unique trail systems, Outlaw Trail Area.
- Completed several Meeteetse revitalization projects allowing for better utilization of their downtown during events and attracting more travelers.
- Bears in the Basin, a family-based bronze sculpture search and find throughout Cody, Powell, and Meeteetse's downtowns.
- We are proud to be the family gateway to Yellowstone! Our bronze statue scavenger hunt enhances the charm of our downtowns and encourages families to explore each one. The success of this program has been immediate, attracting visitors from around the globe as evident by the redemption of 700 prizes from 20+ countries.



Efforts in the Off-Season

Building on last year's success, PCTC teamed up with acclaimed photographers Scott Kranz and Stephen Matara for the Wild Winter Photography Workshop in February, 2024. By combining influencer marketing with an engaging consumer event, we attracted participants from across the country, boosting visitation and raising awareness of Cody as a premier destination for landscape and wildlife photography. Scott and Stephen's social media posts and stories generated significant engagement, with potential travelers expressing strong interest in visiting

continued on page 2



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



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Technology



TECHNOLOGY - \$28,730

- **Computer Service | Software | Training - \$10,450**

- Service from Osirys Computer Systems, LLC
- Adobe Creative Cloud
- Canva
- Envato
- Splice

- **Simpleview - \$8,280**

- CRM
- Industry Communication
- Lead Response
- Information Log

- **Hardware - \$10,000**

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Research

317 Cody, Wyoming During Stampede



ZARTICO - \$41,500

Destination Operating System – Events | Visitor Flow | Visitor Spend

- Ingest daily anonymized geolocation data.
- Allows geolocation insights to be overlaid with our other data streams.
- Uses world's leading mobility provider to receive the entire pipeline of US anonymized geolocation data daily.
- Tracks tourism effects on locally owned businesses to foster community and improve resident satisfaction.
- Capability to track critical points of interest on the most granular level.
- STVR data including future bookings



STR REPORT - \$5,160

The STR report, or STAR report, is a benchmarking tool that compares Park County hotel performance. The report provides data on hotel occupancy, Average Daily Rate (ADR), and Revenue per Available Room (RevPar) to participating properties. STR collects data from participating hotels, lodges, and B&Bs on a monthly, weekly, and daily basis, and then feeds it back to the PCTC ED in reports. The report helps PCTC understand the destination's performance against competitors in the Mountain West region, as well as the class of accommodation.



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Public Relations



MESEREAU TRAVEL PUBLIC RELATIONS

Mesereau Retainer – \$72,000

- Identify Stories
- News Releases
- Blogs – Adventure, RMI, Copywriting
- Crisis Communication
- Individual Press Visits
- Interview coordination, follow-up, other requests
- Ongoing media outreach, IMM, SATW
- Create and facilitate new Podcasts
- Monthly Reports

Mesereau Expenses – \$3,500

- Expenses related to executing the public relations plan



MESEREAU TRAVEL PUBLIC RELATIONS

Trade Shows Attending - \$16,000

International Media Marketplace

Travel + Words Conference

North American Travel Journalists Association
Conference

Society of American Travel Writers Annual
Conference



MESEREAU TRAVEL PUBLIC RELATIONS

Two Press Trips - \$25,000

Small-group press trips have been highly effective for Cody Yellowstone historically, especially during the last few years. Press trips are also a great way to build lasting relationships that result in repeated opportunities. For Fiscal Year 2026, we plan on executing a Fall and Summer trip. Each will include 4-6 handpicked top tier media from around the US.



MEDIA & TRADE FAMILIARARITY TOURS - \$15,000

Throughout the year, the Park County Travel Council receives 30-50 requests from domestic and international media to come to our destination, experience our attractions and outdoors, and develop stories for their associated publications. To help encourage this earned media coverage, PCTC helps host their trip which has historically included complimentary tickets and overnight accommodations. To help our partners with lost revenue hosting this large amount of media, we have developed a this line item to the budget to help host these individuals with discounted rates from our partners.



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Travel Trade Shows



TRAVEL TRADE SHOWS - \$78,825

American Bus Association Marketplace

- January 2026 | Group Leisure

US International Pow Wow

- June 2026 | International

Great American West Roundup

- May 2026 | International Group & FIT

DMA West – CEO Summit

- June 2026 | Industry and Professional Development

American Cup – Cody Yellowstone is Hosting

- August 2025 | Media, Group Leisure, International

One West – Tech Summit, CEO Summit

- March 20226 | Industry and Professional Development

ESTO

- August 2025 | Industry and Professional Development

Simpleview Summit

- March 2025 | Industry and Professional Development

Destinations International – CEO Summit, Convention Sales and Service Summit, Marketing and Communications Summit

- 2025 | Industry and Professional Development

Small Market Meetings

- September 2025 | MICE & SMERF Planners

Select Traveler Conference

- March 2026 | Bank Leaders and MICE Planners

Travel Alliance Partners

- June 2026 | Travel Trade

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Meetings | Conferences



WYOMING GOVERNOR'S CONFERENCE | MEETINGS - \$16,000

2025 Wyoming Governor's Conference

In 2025, the Park County Travel Council Board and staff will attend the Wyoming Governor's Hospitality and Tourism Conference. Dedicated to celebrating and educating Wyoming's tourism industry, the Wyoming Governor's Conference is the year's single event that brings together over 300 influential tourism and hospitality industry representatives.

Meetings

Ryan Hauck and the staff of the Park County Travel Council will require a budget in which to use for meetings with industry partners, board members, community leaders, planners, operators, legislation and many others.



TOUR OPERATOR FAM - \$15,000

Cody Yellowstone is one of the premier destinations in the country for motorcoach travel. Bringing in multiple tour operator businesses in for group FAMs has been one of the most beneficial efforts from our office that produce immediate results. This year, PCTC pans on bringing in 8 different businesses to experience possible motorcoach itineraries over six days.



BOARD DEVELOPMENT - \$5,000

Governance Principles: Understanding the role and responsibilities of the board, including fiduciary duties, strategic planning, and oversight functions.

Legal and Ethical Responsibilities: Familiarizing board members with relevant laws, regulations, and ethical standards to ensure compliance and integrity.

Financial Management: Teaching board members about financial oversight, budgeting, fundraising, and financial reporting to maintain the organization's fiscal health.

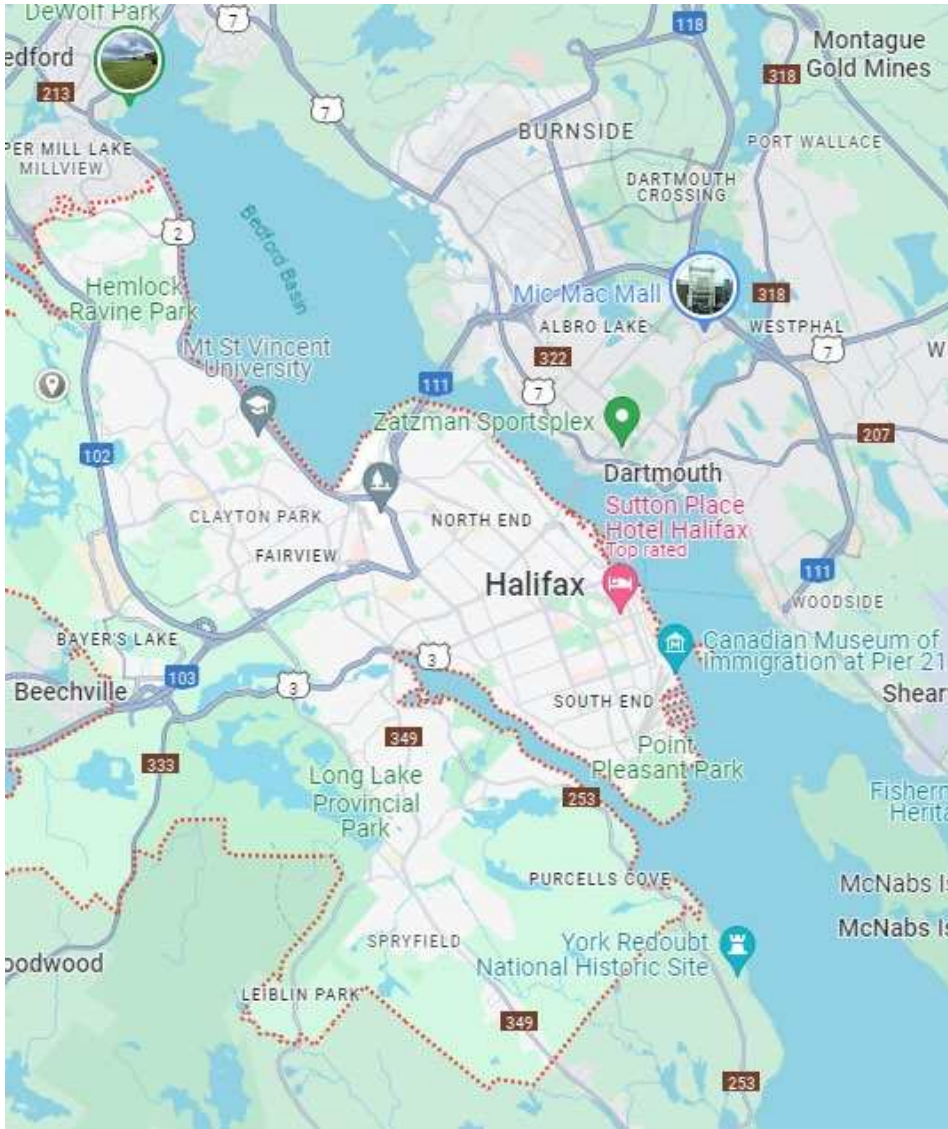
Strategic Planning: Providing tools and techniques for effective strategic thinking and planning to guide the organization's long-term direction.

Leadership and Team Dynamics: Enhancing leadership skills and promoting effective teamwork and communication among board members.

Performance Evaluation: Establishing processes for assessing the board's performance and the performance of individual board members to ensure continuous improvement.

Stakeholder Engagement: Training on how to effectively engage with various stakeholders, including staff, donors, clients, and the community.





VISIT AGENCY AND CONTENT PRODUCTION - \$10,000





SITE VISITS & MICE EFFORTS- \$10,000

- Dollars reserved for site visits, sales, collabs with hoteliers, and other efforts to increase overnights in MICE and SMERF

UNIFIED

Inquiry Response



INQUIRY RESPONSE - \$31,275

- Postage | Bulk | First Class - \$29,000
- Miscellaneous Shipping - \$2,000
- 1-800 Eye Cody - \$275



UNIFIED

Associations





ASSOCIATIONS

- \$16,435



- National Tour Association - \$875
- US Travel Association - \$3,700
- American Bus Association - \$650
- Wyoming Hospitality & Travel Coalition - \$1,500
- Meeting Professionals International - \$575
- DMA West – \$1,260
- Billings Chamber of Commerce - \$475
- Black Hills & Badlands - \$250
- Destinations International - \$7,150



UNIFIED

Partnerships



TV COMMERCIAL – COWBOY CHANNEL - \$4,000

Stampede Rodeo Production

- Production estimate - \$1,000
- :30 ad for Cody Yellowstone - \$1,000
- Ads will run three months in advance and during the Stampede Rodeo
- Most ads will run during the Western Sports Roundup Program



ROCKY MOUNTAIN INTERNATIONAL - \$8,700

The Great American West Cooperative Marketing Program enables Cody Yellowstone to achieve maximum exposure in the following international markets, while providing a venue to accomplish that mission in the most cost-effective and efficient means possible: UK, Germany, Benelux, France, Italy, Australia/New Zealand & Nordics.

Website Ads & Editorials

- One advertorial ad located within a relevant itinerary visible on all international websites
- Partnership Listings on all international websites

Facebook Posts

- Content for two Facebook posts that will be shared across all international Facebook pages

International Roundup

- Partner will receive registration for up to two (2) people to attend International Roundup (IRU),

Summit Meetings

- Participate in the Annual Summit Meeting to share trends and updates on Partner's overall marketing strategy

Regional Representation

- Featured in promotional updates to RMI's in-market representatives

Featured Monthly Promotion

- Homepage promotion on all in-market Great American West websites

Year End Analysis

- RMI will provide a year-end analysis for Partner, contents of report will include media values, TRIP report analyses, and web and social media statistics.

Marketing Resources

- Partner will have exclusive access to RMI's proprietary marketing information

Buckle Club Party

- Attend Buckle Club Parties held at IRU, IPW, ITB, WTM, or similar international trade shows.

VISIT USA PARKS | HERMANN GLOBAL - \$10,750

Branded Posts/Ads Package & Paid Digital Campaign 70/30 Domestic/International

- Research Online Listening Dashboard
 - 1 year- Continued access to dashboard capturing online/social mentions of Cody and surrounding destinations.
- Strategy Destination Assessment and Review
 - Analyze market positioning and plan for content.
- 3 custom social media posts
 - Optimized to connect with domestic road trippers.
- 2 Retargeting ad campaigns to drive web traffic
 - Optimized to connect with domestic road trippers.
- Internationalize Translation of story/posts/ads
 - One language - German - Additional languages available upon request.
- Creative Pinterest promoted pin campaign
 - Utilizing existing pins on Visit USA Parks Pinterest page.
- Management Initial ad development and creative ad testing
 - To generate leads for client website.

VISIT USA PARKS | HERMANN GLOBAL - \$10,750

Media Buy/Analytics

- Media Buy Facebook/Instagram to reach approx. 150k potential travelers.
 - Target markets: US/UK/GER - includes 40% management fee.
- Media Buy Pinterest ad budget to reach approx. 50k potential travelers.
 - Reporting Final Report.
 - Impressions, engagement rate, leads generated, top performing content, and top markets.

Spring	Summer
Content Creation	1st Visit USA Parks Content Distribution
Fall	Winter
Final Report Delivered	2nd Distribution via Visit USA Parks FY24 Campaign Planning

NATIONAL FINALS RODEO BREAKFAST - \$750

Wyoming Office of Tourism COOP

- With support from the Wyoming Office of Tourism, Cody Yellowstone will come in as a partner for the annual WOT Rodeo breakfast during the National Finals Rodeo in Las Vegas.



INDUSTRY SUPPORT - \$6,000

As the second largest tourism industry for the state of Wyoming, it is important to support our state and advocacy groups during events and conferences. Options for next year include but are not limited to:

2024 Wyoming Hospitality & Travel Coalition Golf Tournament

2024 Fall Summit

2025 Wyoming Tourism & Hospitality Governor's Conference



AMBASSADOR PROGRAM - \$24,000

#WildWatch

Anymore it is easy to spot a sales pitch a mile away and people are gravitating toward authenticity over hype, steering clear of content that is blatantly the brainchild of a team of marketers. Cody Yellowstone's community encompasses so many creatives working in diverse disciplines, the goal of this program is to include input and collaboration on the campaign from many perspectives, across Park County. Overall, travelers trust locals. Our best marketing efforts won't mean much unless the locals are just as interested in welcoming visitors as we are. The Ambassador Program will contribute to the distinctive character and vibrancy of our community. Ambassadors are expressive of Cody Yellowstone's heritage, including history, cultural traditions and distinctive characteristics of our community. The Ambassadors should contribute to Cody Yellowstone's appeal to the visitors' diverse interests and express our community's creativity and vitality. A destination brand is the sum of all the stories it generates. The more aligned we are with traveler trends, community voice, and stakeholders and guided by the destination brand, the stronger the collective voice of Cody Yellowstone will be.





AMBASSADOR PROGRAM

- **Influencers:** People who do social media as their main job and as their primary source of income, typically have large audiences and a well-established brand, and don't necessarily live in the destination.
- **Ambassadors:** Locals who are very familiar with the destination and have a perspective on what makes it unique, and social media isn't their primary source of income.

AMBASSADOR PROGRAM

How Will This Help Cody Yellowstone?

- Creating local pride.
- Filling in existing content gaps.
- Telling the broader story of our destination.
- Strengthening cross promotion and collaboration.
- Give Cody Yellowstone's small team the ability to cover more ground and events.
- Established connections and friendships between ambassadors and influencers to spur more unique, authentic content.



WYOMING OFFICE OF TOURISM & PARTNER COOPS - \$50,000

Wyoming Office of Tourism
COOPs are continuously offered
throughout the year by Madden,
BVK, and Miles. Although we do
not currently know what will be
offered us specifically, typically it
is a dollar-for-dollar match with
digital programs.



BANDWANGO & FULFILLMENT - \$12,000

Trails & Passes

Incentivizing travelers to experience Cody Yellowstone through three passes that will send them prizes the more they explore. With over one thousand participants from over 20 countries using these passes last year, they have already become a staple that non-residents expect to see.





FILM OFFICE - \$47,085

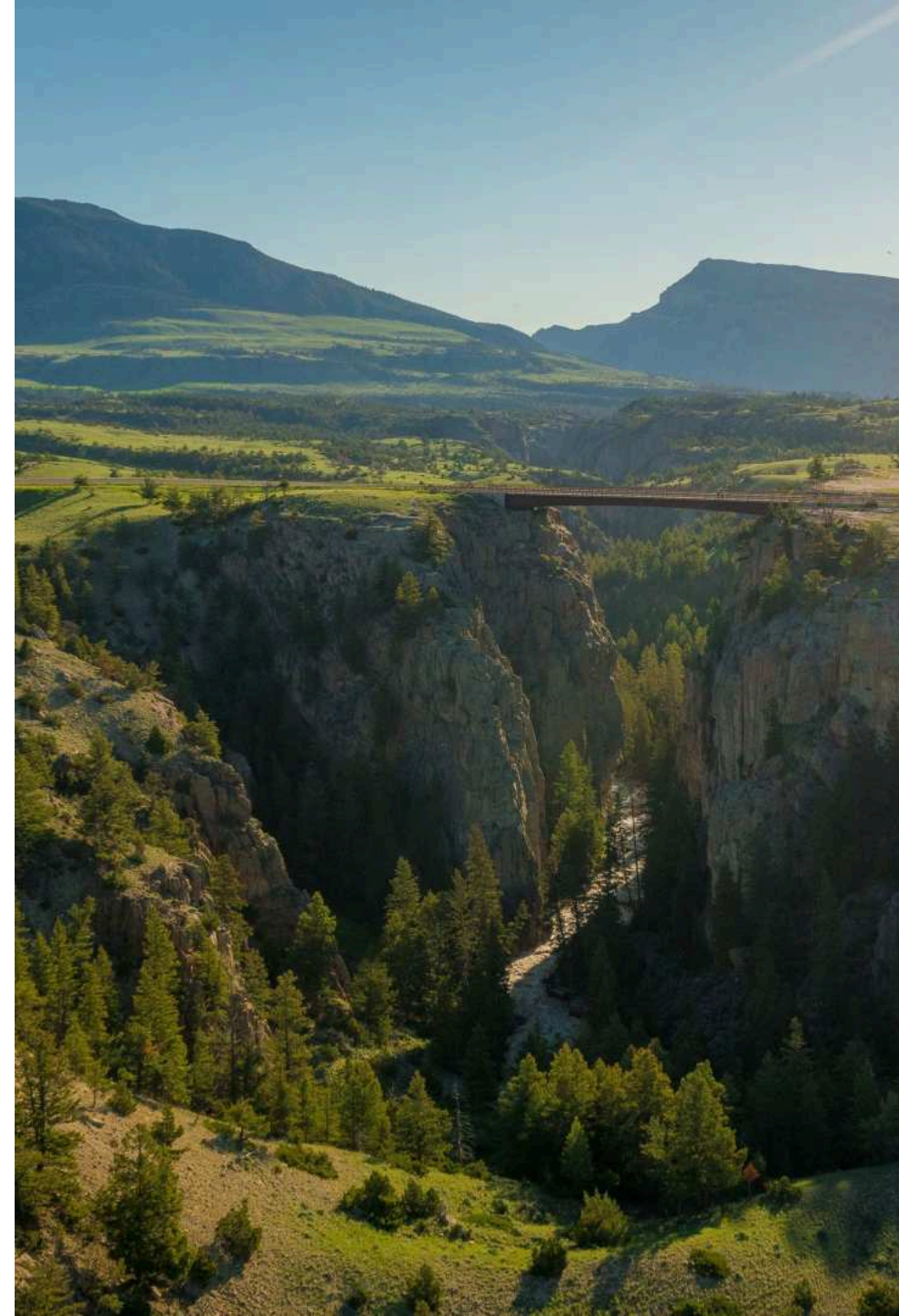
- Diversifying our tourism economy
- Extending services of our organization
- Filling a need for the community
- New options for shoulder and winter season
- Sales and marketing efforts



FILM PROMOTIONAL VIDEO

- \$18,000

- The Contractor will complete the below mentioned services. These services include pre-production, filming, post-production and media delivery.
- (10) 2-3 minute clips showcasing the variety of filming locations around Park County, Wyoming.
- Film: May and June 2025
- Post Production: July - September 2025
- Final Delivery: November 2025



CODY FIREWORKS COMMITTEE - \$15,000

Helping fund the Cody Fireworks Committee will continue to keep our destination as a “must-do” for the 4th of July. Cody Yellowstone is widely considered one of the premier destinations for the holiday, and we will continue to pursue notoriety as we approach the 250th anniversary in 2026.



WYOMING SHOOTING COMPLEX - \$50,000

Marketing Efforts

The Wyoming Shooting Complex will not only receive an immediate integration into our \$4.3M sales and marketing plan, but also an additional \$50K in dedicated dollars for the first 5 years. This will include but is not limited to:

- Traditional marketing efforts
- Digital marketing
- Inclusion on Cody Yellowstone's seven platforms with over a 700K reach
- Lead generation
- Promotional efforts
- Sponsorships



EAT WYOMING FARM TO FORK - \$10,000

A Cody Yellowstone owned event that partners with Eat Wyoming to showcase the agritourism in the county by providing a high-end farm-to-fork two-day event at The Colonel and Buffalo Bill Center of the West



UNIFIED

Contingency - \$5,000 | Disaster Contingency - \$5,000 | Reserve - \$45,000

UNIFIED

Destination Development - \$396,350

Signage | Community Projects | Cody Visitor Center Refresh | Trail Development

UNIFIED

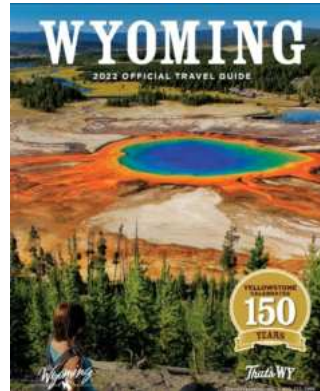
Regional



COOPS - \$8,883

2025 Wyoming Travelers Guide - \$3,133

- Official Wyoming Travelers Guide has a total reach of over 800,000 across 3 channels to active Wyoming travel planners.
- 350,000 Journals were sent directly to those who requested information from the Wyoming Office of Tourism.
- 85% of readers say the guide influenced their decision to visit Wyoming.
- Over 2.6 million visitors were reached virtually at TravelWyoming.com, and over 2,100 apps were downloaded.
- The Guide is also distributed at visitor centers, chambers of commerce, hotels, restaurants, and national and international travel shows.
- Park County Travel Council receives 3 pages for COOPS including 16 partners
 - Full Page - \$6,178
 - 1/2 Page - \$3,234
 - 1/4 Page - \$1,733
 - 1/6 Page - \$1,155
 - 1/8 Page - \$866



2025 Yellowstone Journal - \$5,750

- 250,000 guides printed and distributed in the seven-state region surrounding the Park plus digital versions.
- Park County receives 1 page for COOPS including 6 partners
 - 1/6 page - \$500

INTERNATIONAL - \$18,650

Brand USA - \$8,750

- Brand USA – Global Inspiration - \$5,000
 - ¼ Page
 - Circulation of 250,000
 - Translated in 11 languages
 - Inclusion in one story within the print guide
 - Fun Fact module on the Digital Content Hub
 - Inclusion in the digital media campaign with choice of one market for a total estimated 1.25 million global impressions.
- Brand USA / Programmatic – 1 International Market - \$10,000

Rocky Mountain International - \$9,900

- RMI Guide - \$8,100
 - 1 Full Page
 - Translated in 3 languages - Circ. 90,000
- RMI 5 State Map - \$1,800
 - 10,000 Printed
 - 11 International Websites

STATE / CITY GUIDES - \$68,514

Wyoming Travelers Guide - \$16,905

- 1 full page on back cover
- ¼ page in winter section

Yellowstone Journal – 13,295

- 1 full page on back cover

Black Hills Visitor Guide - \$5,058

- Circ. 200,000
- 1 full page

Jackson Chamber Visitors Guide - \$2,810

- Circ. 40,000
- 1 full page

Billings Chamber Map - \$600

FOX 31 Denver – Wild Wednesday - \$8,000

- Daybreak News M-F :30sec & :10sec billboard
10x Monthly

STATE / CITY GUIDES

Wyoming Outfitters & Guides Association - \$1,350

- One full page on back cover
- 120,000 readership
- Non-resident hunters targeted
- Largest Wyoming Outfitter publication

Cody Stampede Program - \$700

- 1 full page
- 20,000 distributed

Wyoming Business Report - \$7,900

- Email blasts – 50,000 clicks
- 4 months on E-daily Newsletter – 30,000 views per month
- Full page in Fall Road Trips Edition
- Geo Fencing campaign west of Rapid City and Laurel Intersection in Montana

Chill Magazine - \$900

- Circulation 10,000
- 1 Full Page

Billings Chamber Map - \$510

CONSUMER MAGAZINES

Travel Taste + Tour – Summer - \$9,900

- 1 Page ad in front 25%
- 2 Page Editorial in Outdoor Edition
- 1 minute video along with YouTube link
- 715,000+ Avid Travelers



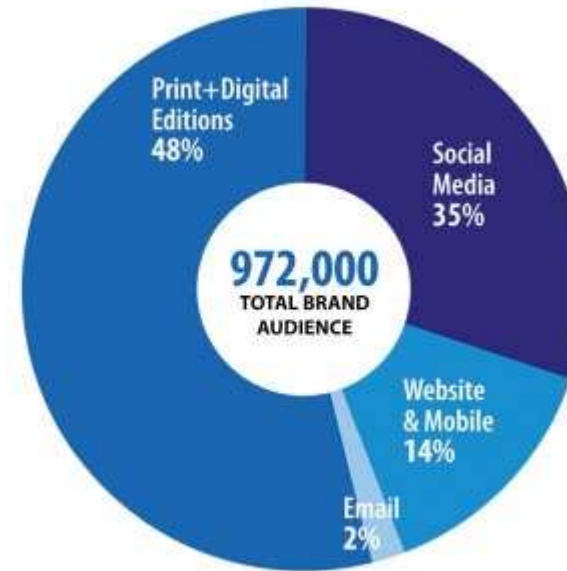
CONSUMER MAGAZINES

Group Tour Magazine - \$6,296

- 12 Weeks of Summer, Run of Site, Social, Enews Letter, Print

True West Magazine - \$10,000

- 972,000 total brand audience
- December - Ultimate Historical Travel Guide (Print & Digital)
- Feb/March - Historic Scenic Highways (Print & Digital)



CONSUMER MAGAZINES

American Bus Association - \$5,500

- 13 weeks / 13 issues 11/6 - 1/29

Northwest Magazine - \$39,000

- Digital - Sponsored Content, Blogs, Posts
- Premium Print - Full Page in May/June and Sep/Oct
- Polybag with May/June Issue
- Registration for Media Event



CONSUMER MAGAZINES

Texas Monthly – \$30,000

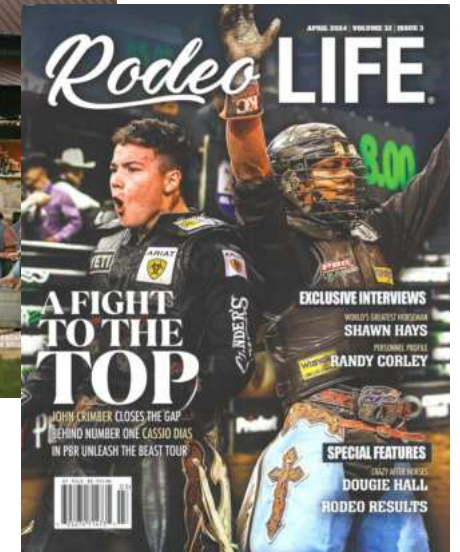
- 2024 June Full Page & 10,000 Vacation Guide Distribution
- 2024 1/6 New Next Added Value Feature
- 2025 June Full Page

Midwest Living - \$20,000

- Out & About - Full Page
- Spring Sweepstakes - Lead Generation

Rodeo Life - \$7,700

- December 2024 & May 2025
- Full Page ads, 1200 word editorial in May
- 8mo homepage digital ad, 2mo static ad in newsletter



RV DIRECTORIES - \$8,360

Good Sam/Trailer Life

- 12 Photos supplied by Cody Yellowstone
- Contact Information: Address, Phone Number, Email Contact
- Custom Description: “The Great American Adventure”
- Social Media link for Facebook
- Website link to Cody Yellowstone site
- Events Calendar for Park County, Wyoming
- Good Sam Facebook posting
- Good Sam Instagram posting
- Good Sam Ad Network



DIGITAL ONLY

Wyoming Office of Tourism - \$15,400

- Regional Banner Ad – 100,000 impressions
- Online Lead Generation
 - 1 year
 - Leads sent to Cody Yellowstone by email weekly through the Wyoming Office of Tourism website

MPI Courier Trip Planner - \$495

EnjoyYourParks.com - \$599

MyYellowstonePark.com - \$9,500

- Banner ad Campaign
- Four E-Newsletters campaign
- 200,000 impressions

NTAcourier.com - \$2,645

- 3 month campaign with 25,000 reach per month
- Sponsored content with social media push
- Exclusive placement in Tuesday e-newsletter
- Top Leaderboard

GRANTS

Community Specific | Attraction



GRANTS - \$446,050

Community Specific Grants - \$310,600

- Cody Country Chamber - \$147,500
- Cody Country Chamber Art Show - \$12,000
- East Yellowstone Valley Chamber of Commerce - \$36,100
- Meeteetse Visitor Center - \$50,000
- Powell Economic Partnership - \$65,000

Attraction Grants - \$135,450

- Buffalo Bill Center of the West – \$47,500
- Buffalo Bill Dam & Visitor Center – \$2,600
- Cody Stampede Board - \$30,150
- Heart Mountain Interpretive Center - \$20,000
- Museum of the Old West - \$3,600
- Yellowstone Quake Hockey - \$1,100
- Yellowstone Regional Airport - \$25,000
- Homesteader Museum - \$5,500

ADMINISTRATION



ADMINISTRATION - \$608,306.65

	FY2024 BUDGET	FY2025 BUDGET	FY2026 BUDGET
ADMINISTRATION			
A. Wages/Taxes/Ins/Retire	\$319,514.45	\$432,151.83	\$493,556.65
i. Executive Director - Starting July			
ii. Marketing Manager - Katrina Southern			
iii. Administrative Assisant - Amanda Keyes			
iv. Brand Creative Coordinator - Starting October			
B. Office/Board Expenses	\$8,000.00	\$8,000.00	\$9,000.00
D. Financial Audit	\$7,000.00	\$7,250.00	\$7,500.00
E. Monthly Accounting	\$9,900.00	\$12,000.00	\$13,200.00
F. Board Liability Insurance	\$2,155.00	\$2,240.00	\$2,300.00
G. Grant Advertising/Legal Ads	\$1,500.00	\$1,500.00	\$1,500.00
H. Rent	\$27,000.00	\$24,000.00	\$28,000.00
I. Utilities	\$6,000.00	\$6,000.00	\$6,000.00
J. Liability Insurance	\$4,330.00	\$4,330.00	\$4,400.00
K. Phone/Internet	\$3,540.00	\$4,000.00	\$4,600.00
L. Printer/Copier/Scanner/Paper	\$3,100.00	\$3,100.00	\$3,100.00
M. Water	\$650.00	\$500.00	\$500.00
N. Mailing Machine	\$420.00	\$450.00	\$450.00
O. Admin Needs	\$6,000.00	\$6,000.00	\$6,000.00
P. Cleaning	\$3,120.00	\$3,120.00	\$3,200.00
Q. New Office Furniture	\$0.00	\$0.00	\$5,000.00
R. Executive Search	\$0.00	\$0.00	\$20,000.00
TOTAL	\$408,729.45	\$514,641.83	\$608,306.65

