

REGIONAL TOURISM SECTOR STRATEGY

Fremont and Hot Springs Counties, Wyoming



OUTLINE

- Approach and Process
- Existing Conditions
 - Current Assets
 - Tourism Data / Performance
 - Past Plan Review
- Stakeholder Engagement
- Key Strategic Questions
- Goals & Strategies
- Implementation



Approach & Process

OUR APPROACH

PHASE ONE

ANALYSIS AND ASSESSMENT

- Initial review of information
- Workshop #1 - Kickoff
- Research counties
- SWOT analysis
- Story research
- Investigate growth opportunities
- Gather visitor data
- Interim calls as needed
- Conduct geofencing
- Create list of strategies
- Compile initial report

PHASE TWO

TOURISM PRODUCT IDENTIFICATION

- Create Storyline matrix
- Workshop #2 - Opportunities
- Develop sector strategies
- Identify tourism development strategies
- Interim calls as needed

PHASE THREE

PRIORITIZATION AND IMPLEMENTATION

- Workshop #3 - Prioritization
- Develop timeline for implementation
- Interim calls as needed
- Workshop #4 - Draft Report
- Issue Final Report



Existing Conditions

EXISTING CONDITIONS

- Current visitation
- Existing tourism assets
- Lodging availability and performance
- Tourism spending trends
- Past tourism-related planning efforts



FREMONT COUNTY

POPULATION DEMOGRAPHICS:

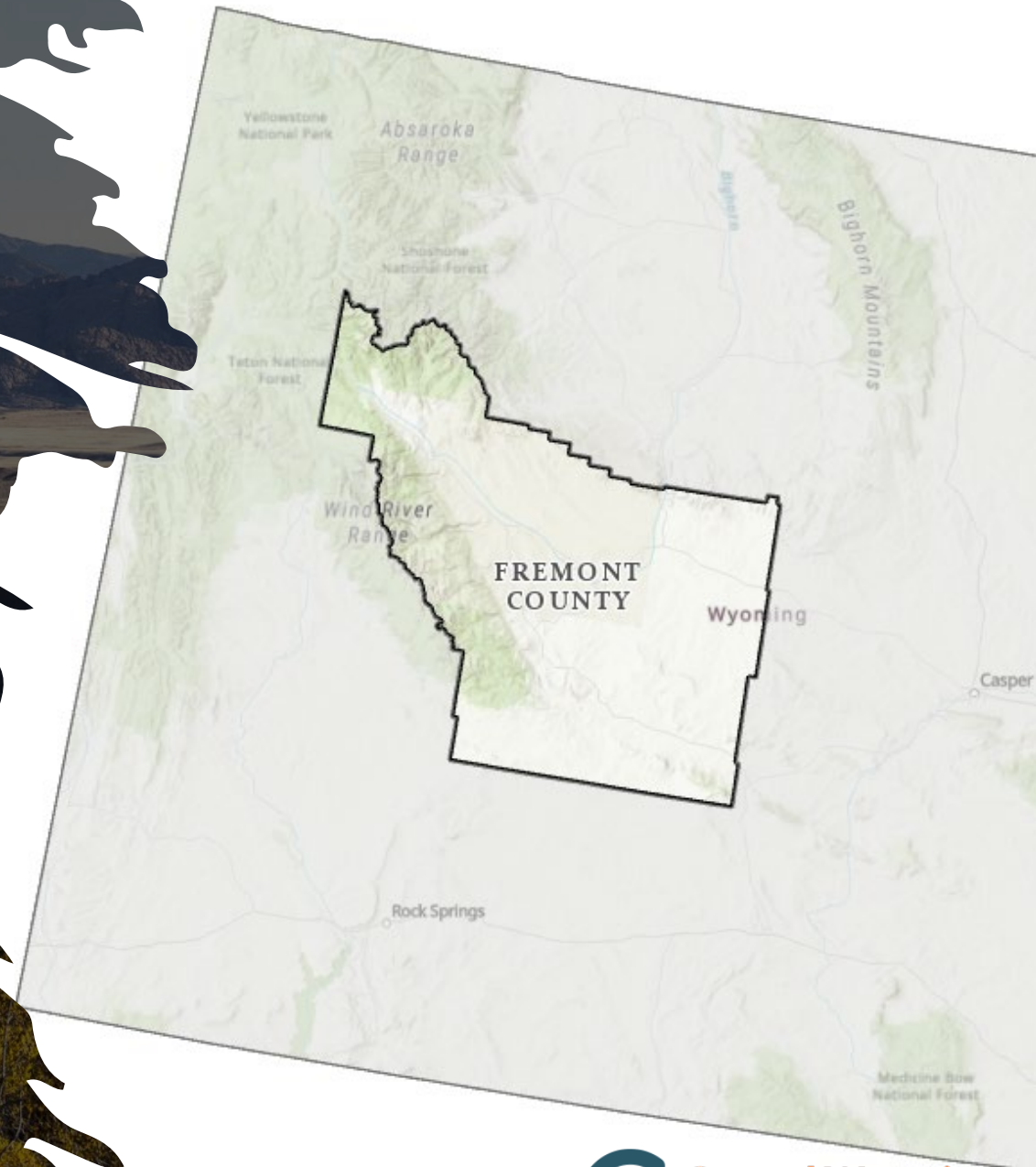
- Total Population: 38,989
- Median Household Income: \$63,286
- Median Age: 39.5
- Households Below Poverty Level: 12.69%
- Per capita income the third lowest in the state and \$3,000 below national average
- Second largest county in WY and six-state Rocky Mountain region – area of 9,266 square miles

TOP 10 STATES VISITORS ARE COMING FROM:

- Colorado
- Utah
- Montana
- Texas
- California
- Washington
- Nevada
- Idaho
- South Dakota
- Arizona

VISITATION / TOURISM TRENDS:

- Approximately 337,337 visitors in 2021
- Momentum in the local food movement → current efforts to grow and sustain a vibrant local food system in and around the county
- Ranks first among WY counties and ninth nationally for number of horses and ponies → Limited stalls and RV hookups for people traveling with horses
- Home to Central Wyoming Regional Airport
- Most visitors stay overnight
 - Q1 2021: 85%
 - Q2 2021: 78%
 - Q3 2021: 69%
 - Q4 2021: 67%



SINKS CANYON STATE PARK

Fremont County

Overview:

- Located in the Wind River Mountains along the Popo Agie River
- Camping, fishing, and hiking
- World class rock climbing
 - Home to the International Climbers' Festival held annually since 1994
- Miles of mountain bike trails
- 27 campsites
- Nearly 585 acres
- Open year-round, 6am-10pm
- 3rd highest earning park in Wyoming State Park system in 2021
- Revenue streams:
 - Campsite rentals
 - Yurt and shelter rentals

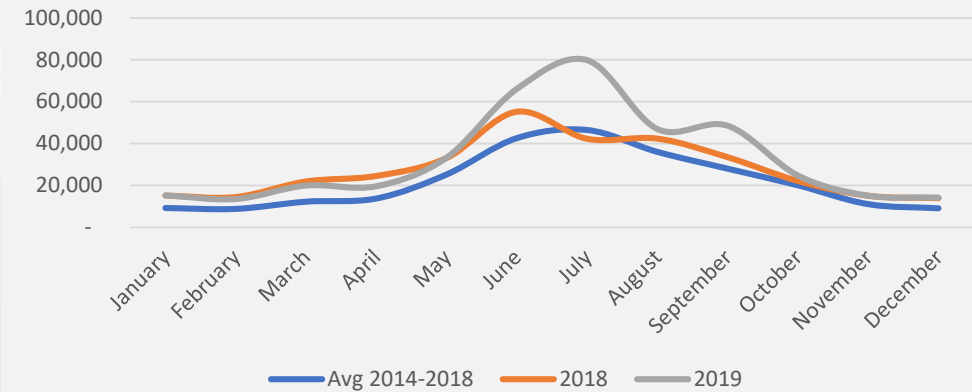
VISITATION:

- 2014-2018 Average: 262,168
- 2018: 333,861
- 2019: 396,820

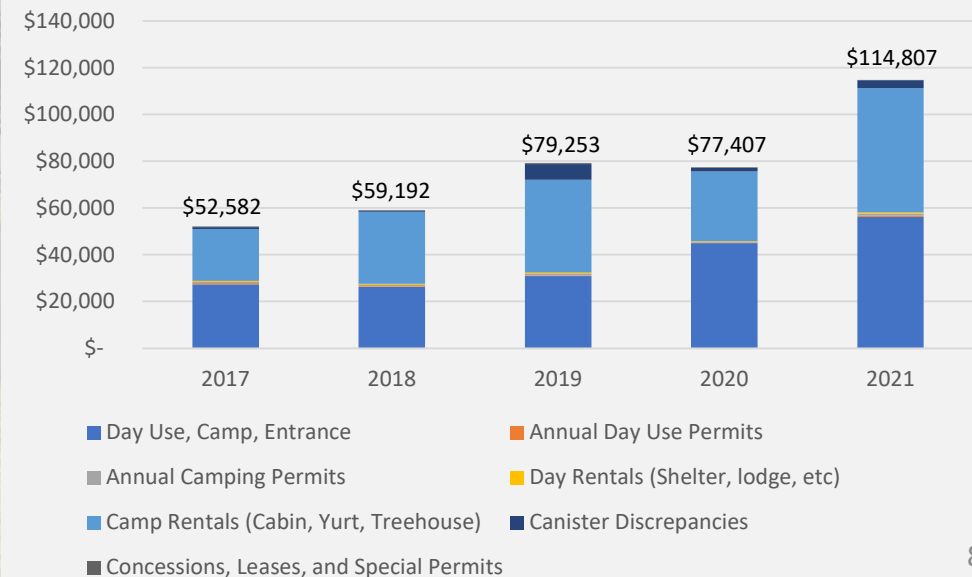
Fees and Admission

- Free Daily use
- Camping Fees (daily use fee + camping fee + tax):
 - Resident: \$11.25
 - Non-Resident: \$20.25

Monthly Visitation
Sinks Canyon State Park



Annual Revenue by Source
Sinks Canyon



BOYSEN STATE PARK

Fremont County

Overview:

- Reservoir site
- Popular for fishing and camping
- 249 campsites
- Open year-round, 24 hours
- 3rd highest earning park in Wyoming State Park system in 2021
- Revenue streams:
 - Entrance fees
 - Rentable cabins and group shelters
 - Leasable marina
 - Special use permits, mostly for fishing

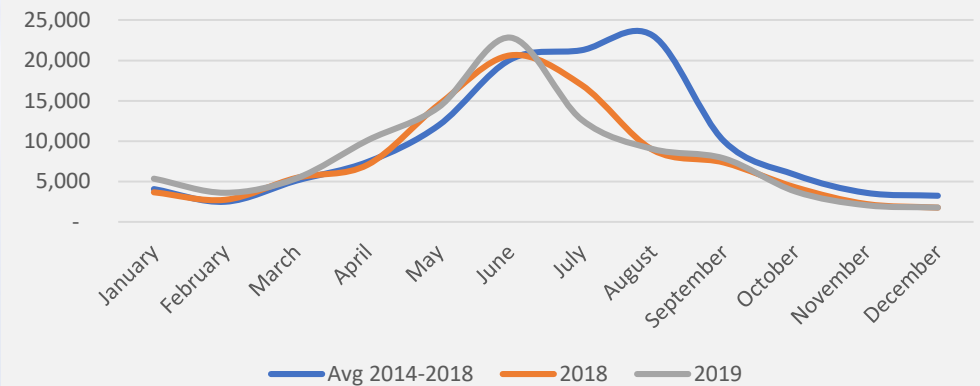
VISITATION:

- 2014-2018 Average: 118,403
- 2018: 95,621
- 2019: 98,569

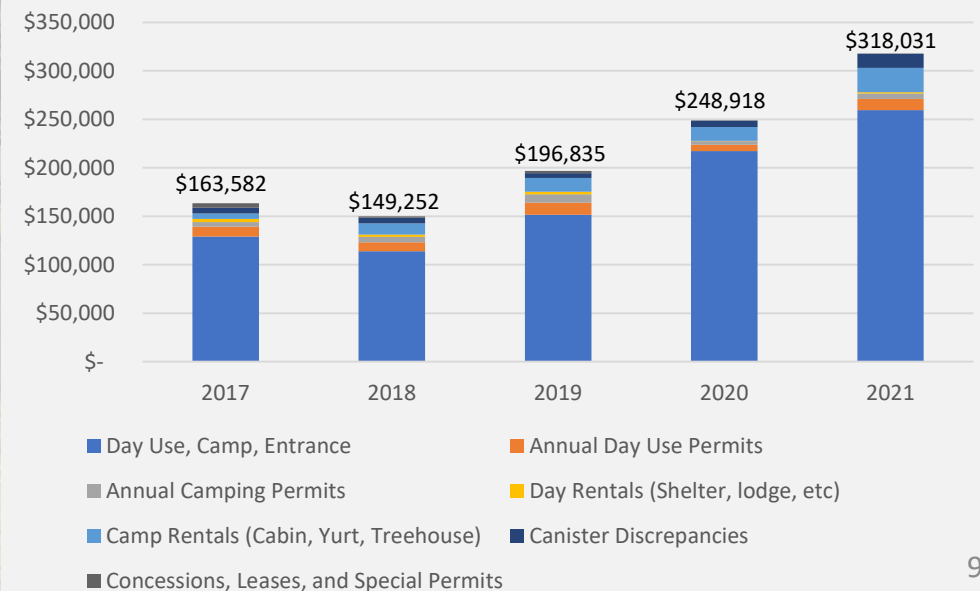
Fees and Admission

- Daily Use Fee (per vehicle):
 - Resident: \$7/day
 - Non-Resident: \$12/day
- Camping Fees (daily use fee + camping fee + tax):
 - Resident: \$18.25
 - Non-Resident: \$32.25

Monthly Visitation
Boysen State Park



Annual Revenue by Source
Boysen State Park



SOUTH PASS CITY STATE HISTORIC SITE

Fremont County

Overview:

- Historic gold rush town and mine
- Preserves 17 historic structures dating back to the 1860s and 1870s
- 3-mile Volksmarch Trail
- The Continental Divide National Scenic Trail passes through
- Open May through October, 9am-6pm
- Revenue streams:
 - Entrance fees
 - Merchandise sales

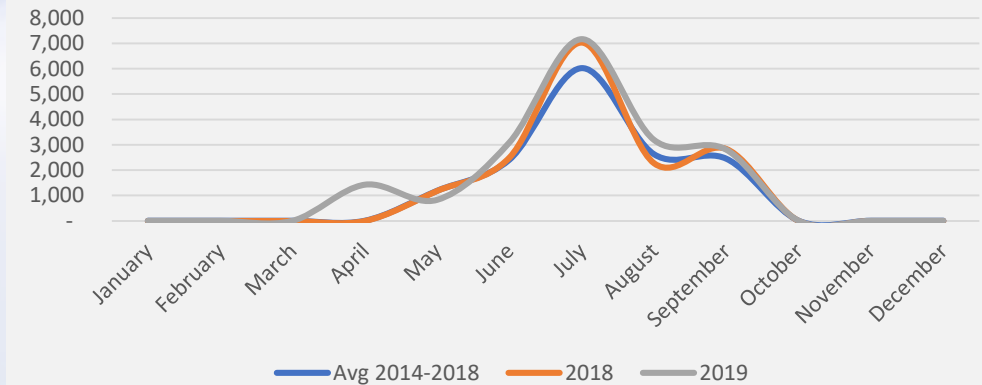
VISITATION:

- 2014-2018 Average: 14,678
- 2018: 15,815
- 2019: 18,524

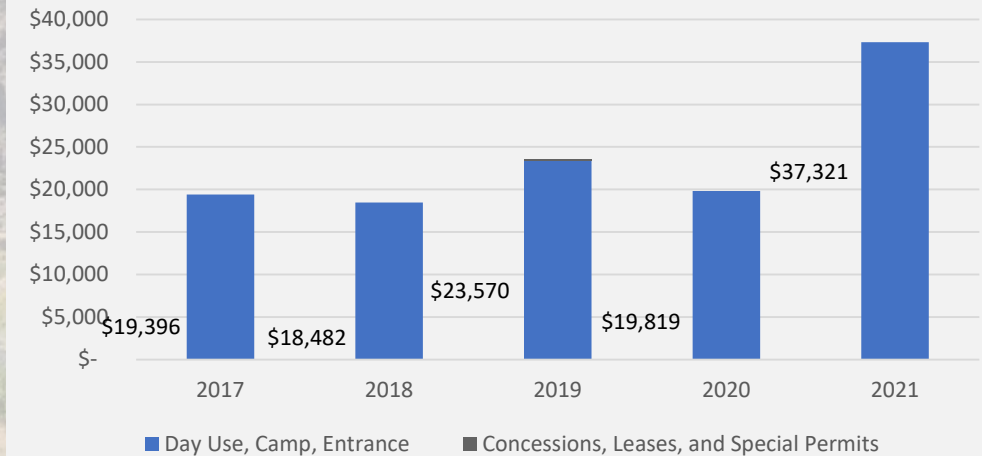
Fees and Admission

- Daily Use Fee (per adult)
 - Resident: \$4
 - Non-Resident: \$8

Monthly Visitation
South Pass City State Historic Site



Annual Revenue by Source
South Pass City State Historic Site



Note: Wyo Parks implemented fee increases in 2019 and 2021

WIND RIVER HOTEL AND CASINO

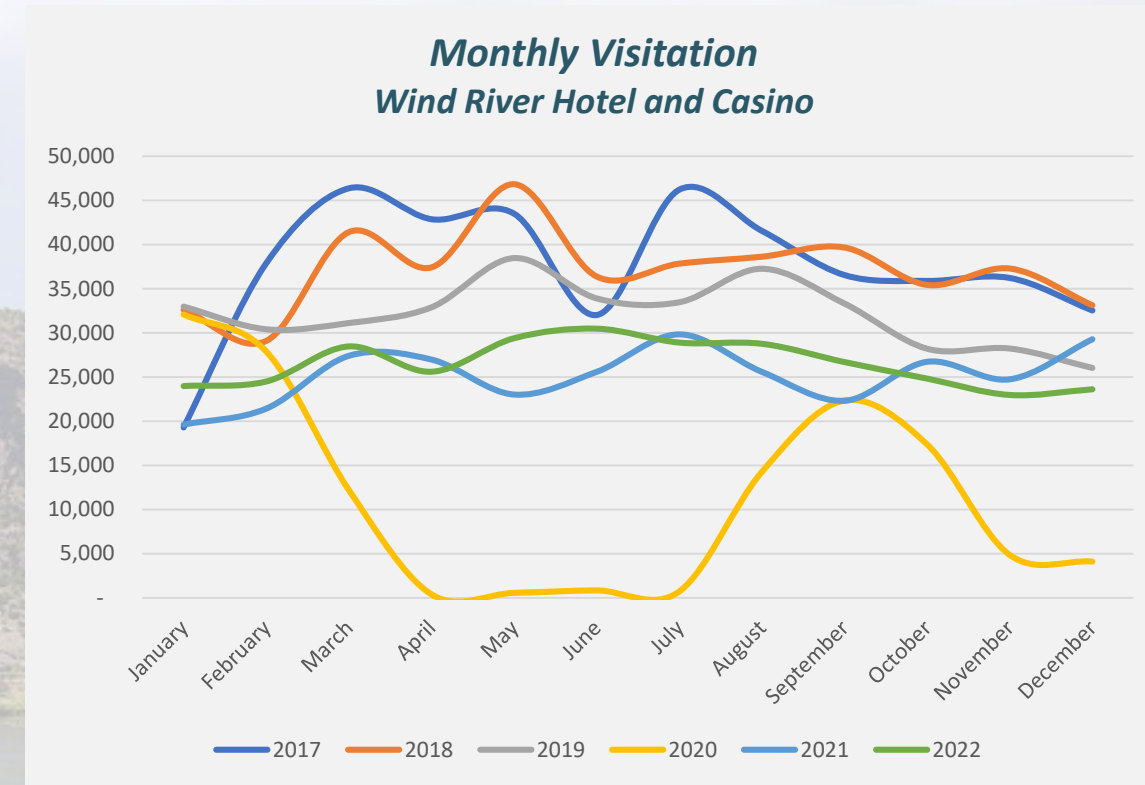
Fremont County, Wind River Indian Reservation

Overview:

- Over 750 gaming machines, table games, and roulette
- Hotel
- 24 RV spaces
- Gift shop, restaurants, and banquet room
- Northern Arapaho Experience Culture Room houses Arapaho artifacts and artwork, open daily
- Holds weekly Northern Arapaho Dance Exhibitions in the summer

VISITATION:

- 2017: 450,943
- 2018: 445,710
- 2019: 386,460
- 2020: 137,643
- 2021: 302,553
- 2022: 318,227



SHOSHONE ROSE CASINO & HOTEL

Fremont County, Wind River Indian Reservation

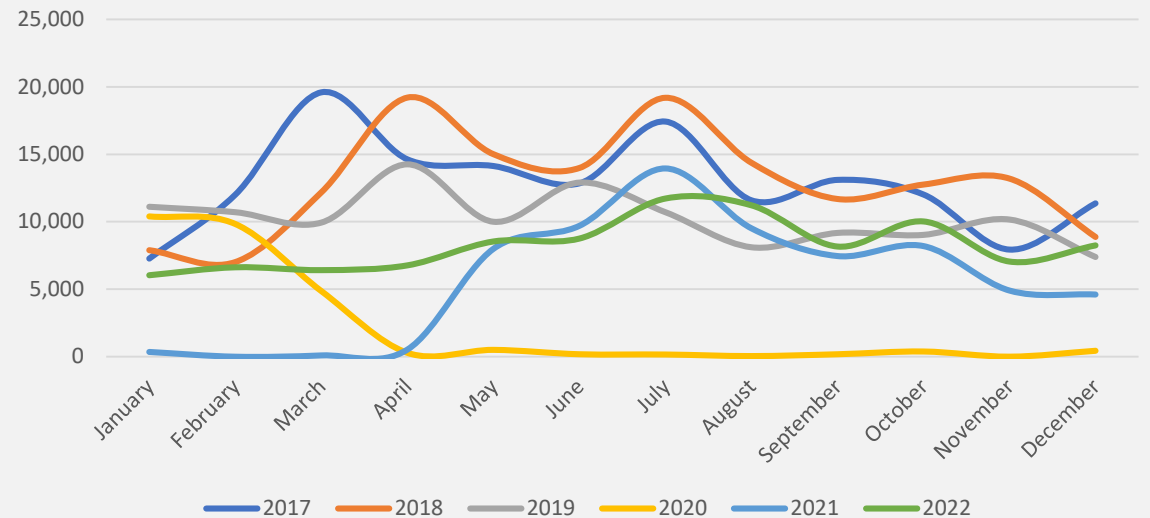
Overview:

- Over 400 gaming machines and table games
- 60-room hotel
- Two restaurants

VISITATION:

- 2017: 154,034
- 2018: 155,381
- 2019: 123,520
- 2020: 27,239
- 2021: 67,322
- 2022: 99,516

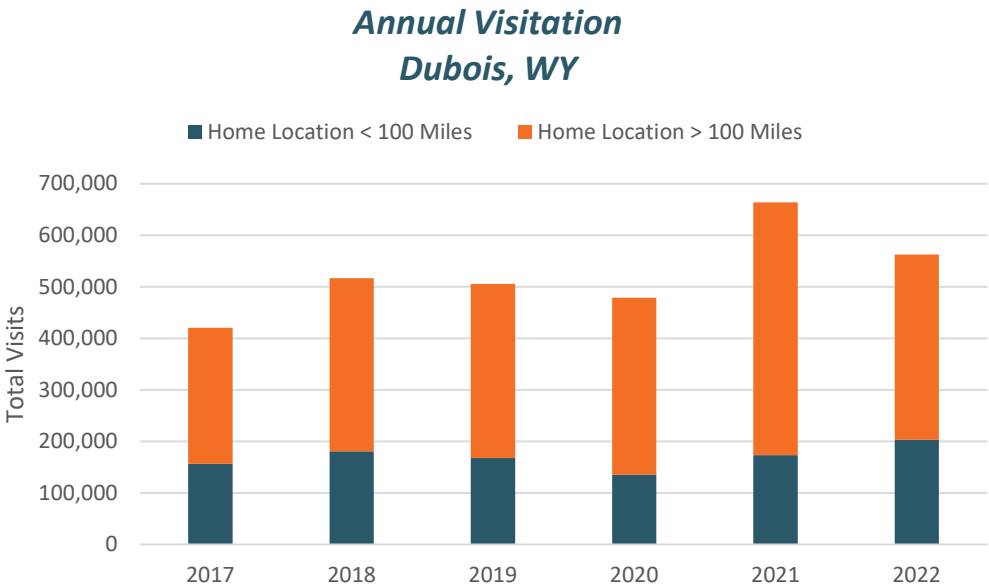
*Monthly Visitation
Shoshone Rose Casino & Hotel*





DUBOIS, WY

FREMONT COUNTY

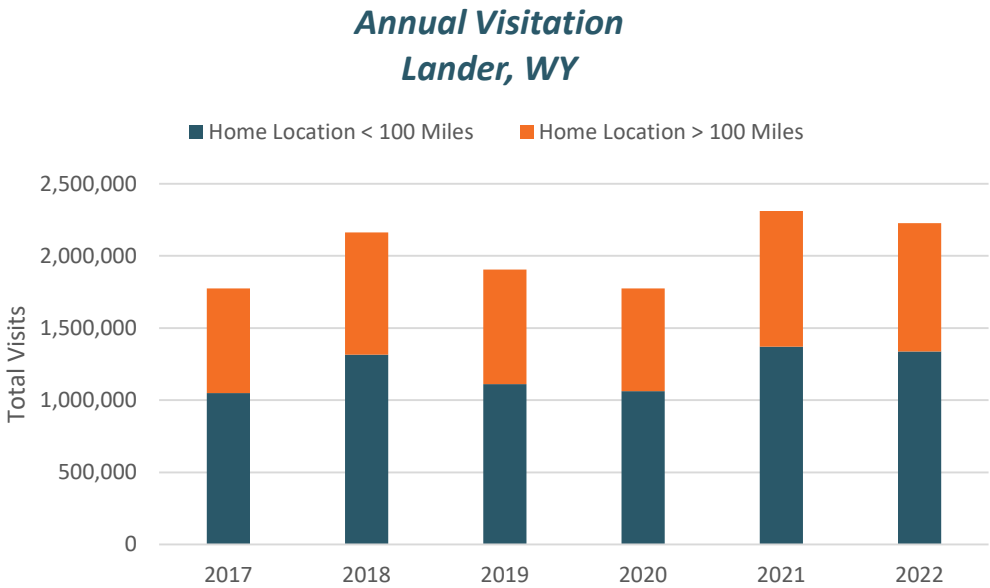


Where did most overnight (12+ hour visits), long-distance (100+ miles from home) visitors come from in 2022?

MSA	Trips
Denver-Aurora-Lakewood, CO	2,156
Casper, WY	837

LANDER, WY

FREMONT COUNTY

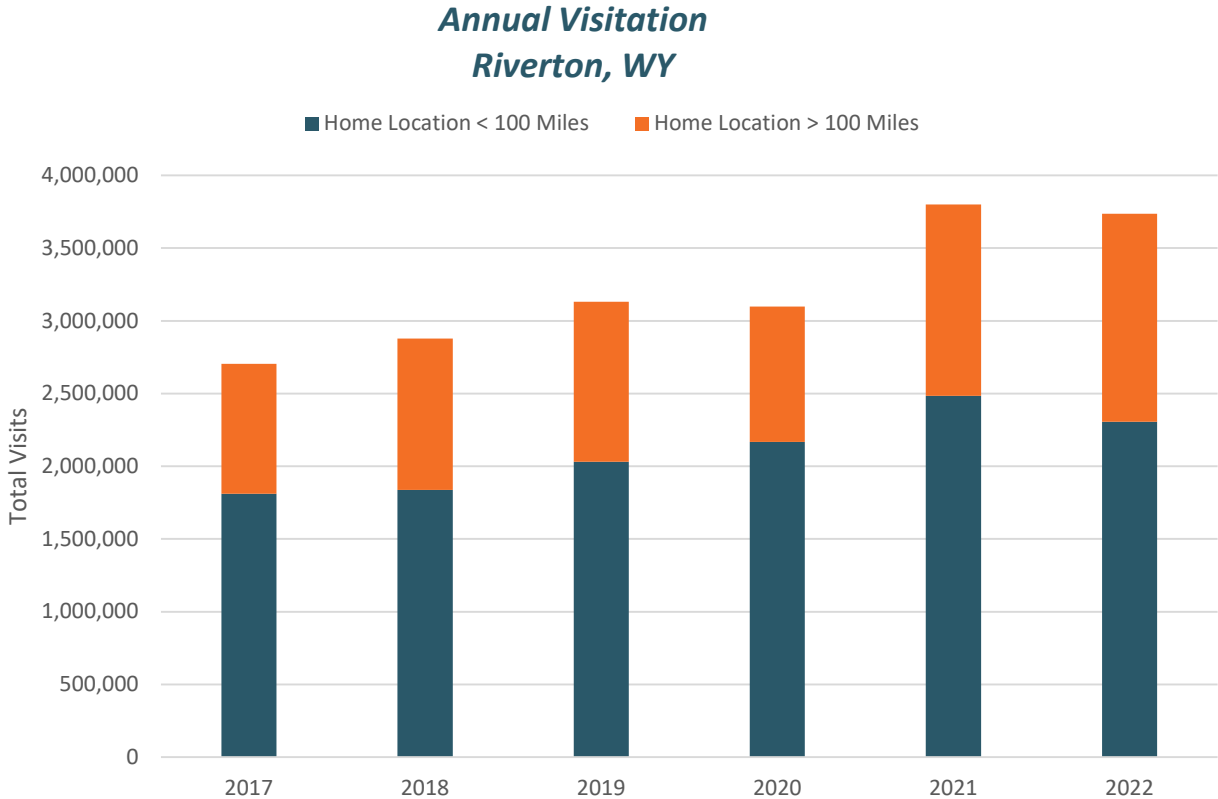


MSA	Trips
Casper, WY	4,004
Cheyenne, WY	2,402
Denver-Aurora-Lakewood, CO	1,266



RIVERTON, WY

FREMONT COUNTY



Where did most overnight (12+ hour visits), long-distance (100+ miles from home) visitors come from in 2022?

MSA	Trips
Casper, WY	13,150
Rock Springs, WY	7,804
Cheyenne, WY	4,151
Denver-Aurora-Lakewood, CO	3,363
Gillette, WY	2,323
Sheridan, WY	1,067

State	Trips
Wyoming	115,555
Colorado	2,838

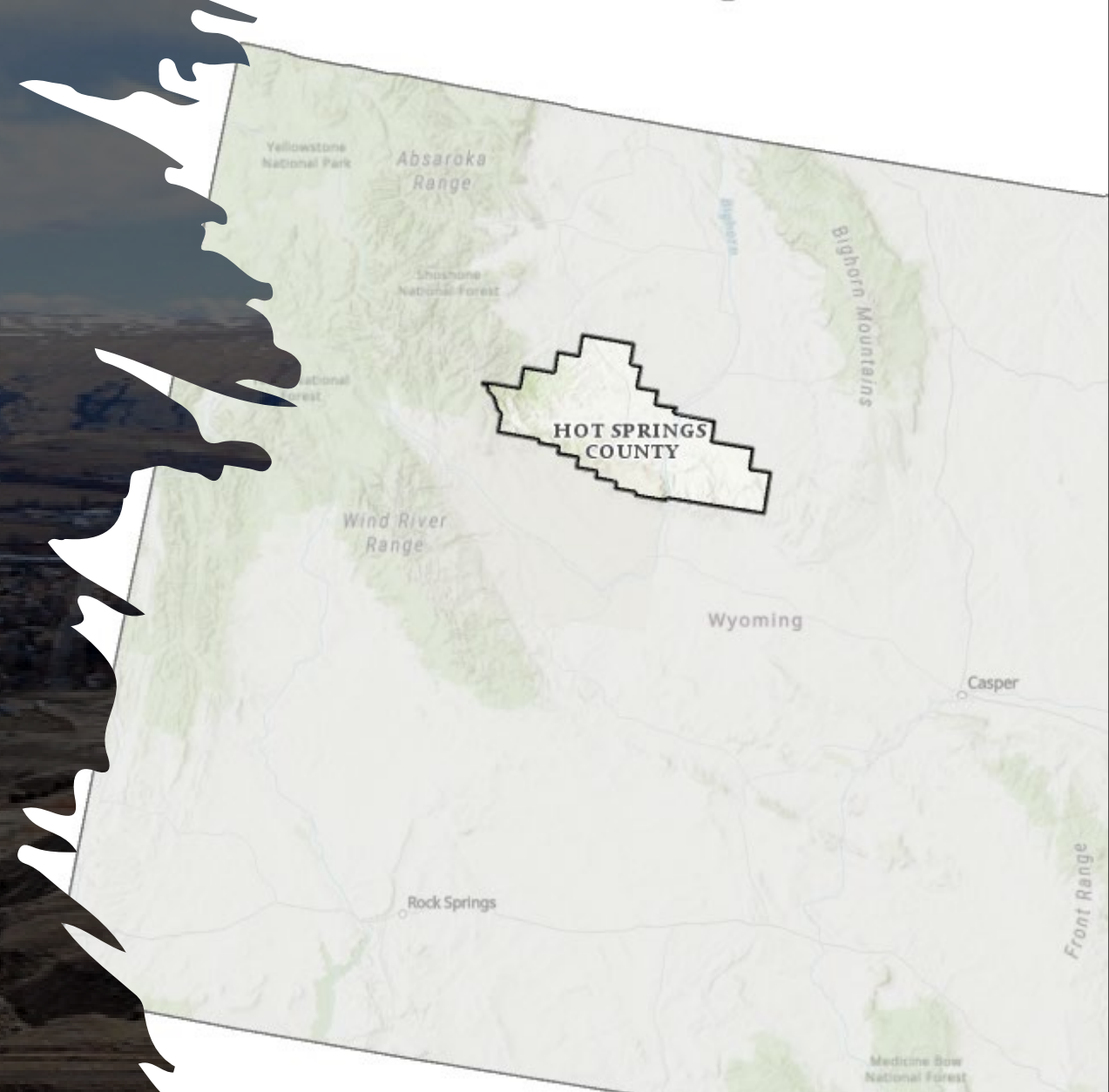
HOT SPRINGS COUNTY

POPULATION DEMOGRAPHICS:

- Total population: 4,588
- Median Household Income: \$52,887
- Median Age: 51.4
- Households Below Poverty Level: 13.17%

TOP 10 STATES VISITORS ARE COMING FROM:

- Montana
- Colorado
- Utah
- Texas
- Arizona



HOT SPRINGS STATE PARK

Hot Springs County

Overview:

- Known for its geothermal hot springs – free bath house
- 6.2 miles of trails and hiking
- Bison herd is central herd for the Wyoming State Parks
- “The Swinging Bridge” suspension foot bridge provides a unique view of the Bighorn River
- Summer flower gardens
- Open year-round, 6am-10pm
- Revenue streams:
 - Land leases and long-term concession agreements: TeePee Pools, Star Plunge, Days Inn, Best Western, and others

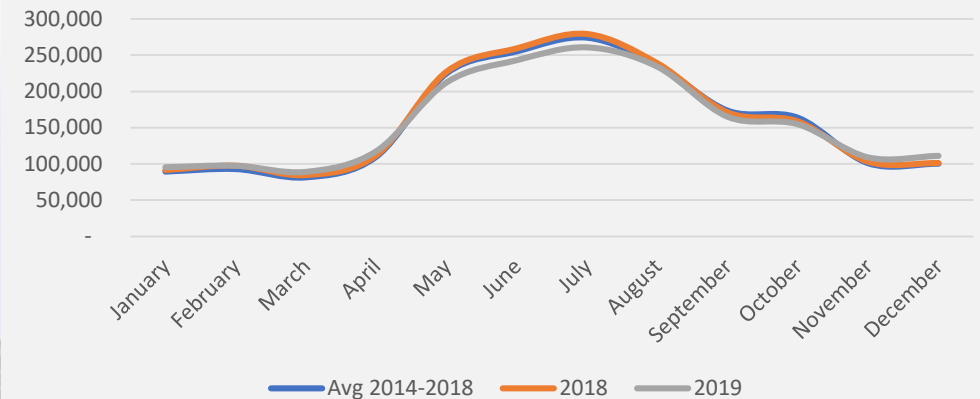
VISITATION:

- 2014-2018 Average: 1,902,539
- 2018: 1,922,621
- 2019: 1,889,775

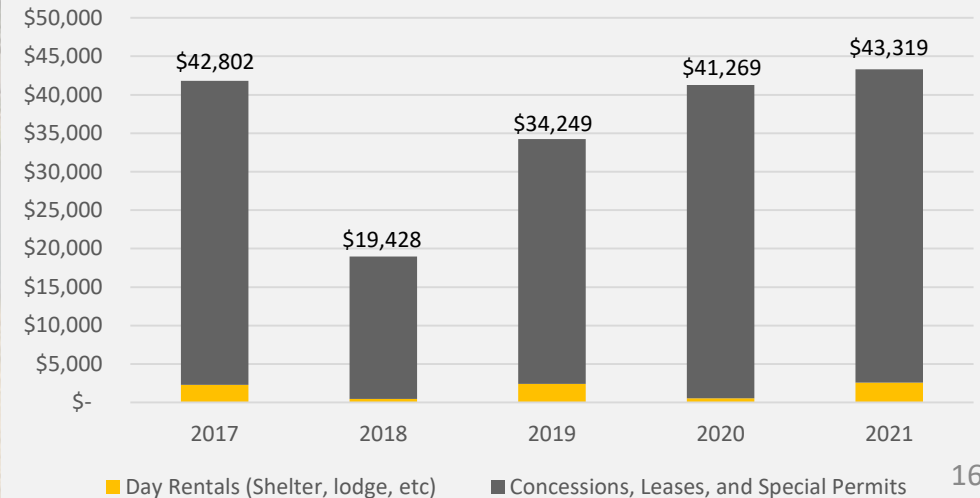
Fees and Admission

- Entrance is free

Monthly Visitation
Hot Springs State Park



Annual Revenue by Source
Hot Springs State Park



LEGEND ROCK STATE PETROGLYPH SITE

Hot Springs County

Overview:

- World-renowned petroglyph site
- More than 92 prehistoric petroglyph panels and 300 petroglyph figures
- Visitor center, interpretive trails, and picnic shelter
- Open year-round (key required October-April), sunrise to sunset

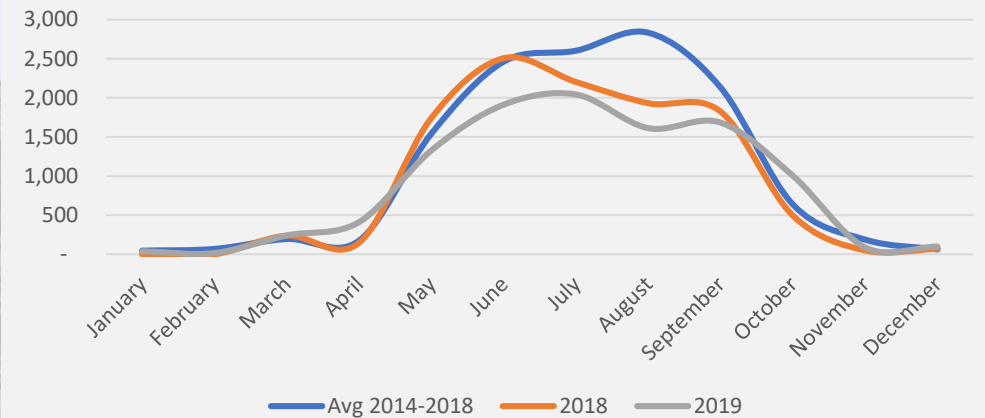
VISITATION:

- 2014-2018 Average: 12,931
- 2018: 11,154
- 2019: 10,473

Fees and Admission

- Entrance is Free

Monthly Visitation
Legend Rock State Petroglyph Site



WYOMING DINOSAUR CENTER

Hot Springs County

Overview:

- One of the few dinosaur museums in the world with excavation sites within driving distance
- Over 30 mounted skeletons of dinosaurs and other prehistoric creatures, including:
 - The largest, most complete Supersaurus ever discovered
 - The Thermopolis Specimen Archaeopteryx, one of only 10 known specimens in the world and the only one on display in North America
- Preparation lab with visitor viewing and tours
- Dig site tours and the ability to join an active dinosaur dig site for a day
- Open year-round, 7-days a week
 - 10am-5pm, Sept 15 – May 14
 - 8am-6pm, May 15 – Sept 14

VISITATION:

- 2017: 35,528
- 2018: 31,509
- 2019: 31,790
- 2020: 28,529
- 2021: 47,808
- 2022: 36,628

Admission Fees:

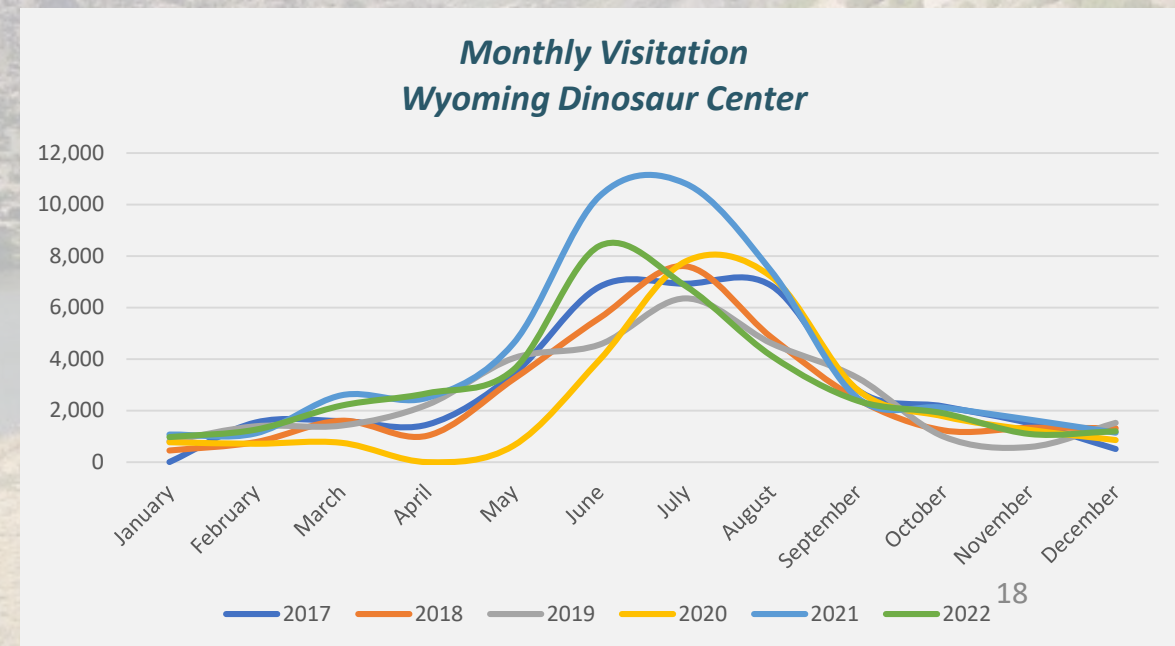
Admission:

Age 13-64: \$12
Age 64+ and 4-12: \$10
Thermopolis Resident: \$2

Dino De-Tour

Age 13-64: \$14.50
Age 64+ and 4-12: \$12.50

Group and family tickets and annual memberships are available

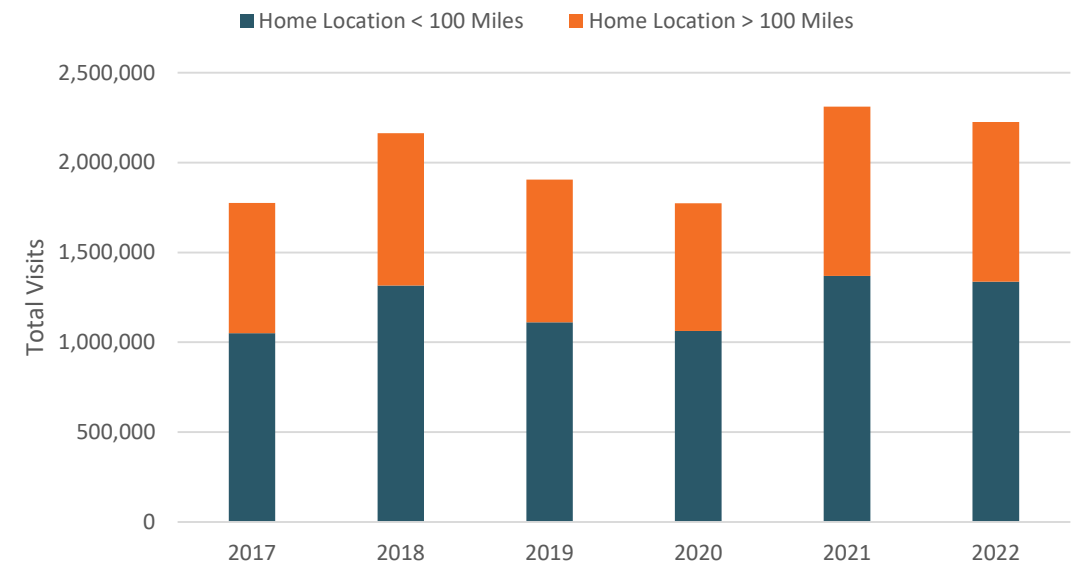




THERMOPOLIS, WY

HOT SPRINGS COUNTY

Annual Visitation
Thermopolis, WY



Where did most overnight (12+ hour visits), long-distance (100+ miles from home) visitors come from in 2022?

MSA	Trips
Casper, WY	7,770
Billings, MT	1,962
Cheyenne, WY	942

PARK COUNTY

DEMOGRAPHICS:

- Total population: 30,168
- Median Household Income: \$59,432
- Median Age: 45.6
- Households Below Poverty Level: 6.81%

EXISTING TOURISM DESTINATIONS / SITES:

- Yellowstone National Park
- Buffalo Bill Dam & Visitor Center
- Shoshone National Forest



WASHAKIE COUNTY

DEMOGRAPHICS:

- Total population: 7,596
- Median Household Income: \$54,978
- Median Age: 43.2
- Households Below Poverty Level: 10.21%

EXISTING TOURISM DESTINATIONS / SITES:

- Bighorn National Forest



NATRONA COUNTY

DEMOGRAPHICS:

- Total population: 81,031
- Median Household Income: \$67,731
- Median Age: 38.7
- Households Below Poverty Level: 10.51%

EXISTING TOURISM DESTINATIONS / SITES:

- Independence Rock State Historic Site
- Edness K. Wilkins State Park
- Alcova Reservoir
- Cottonwood Creek Dinosaur Trail
- Pathfinder Reservoir



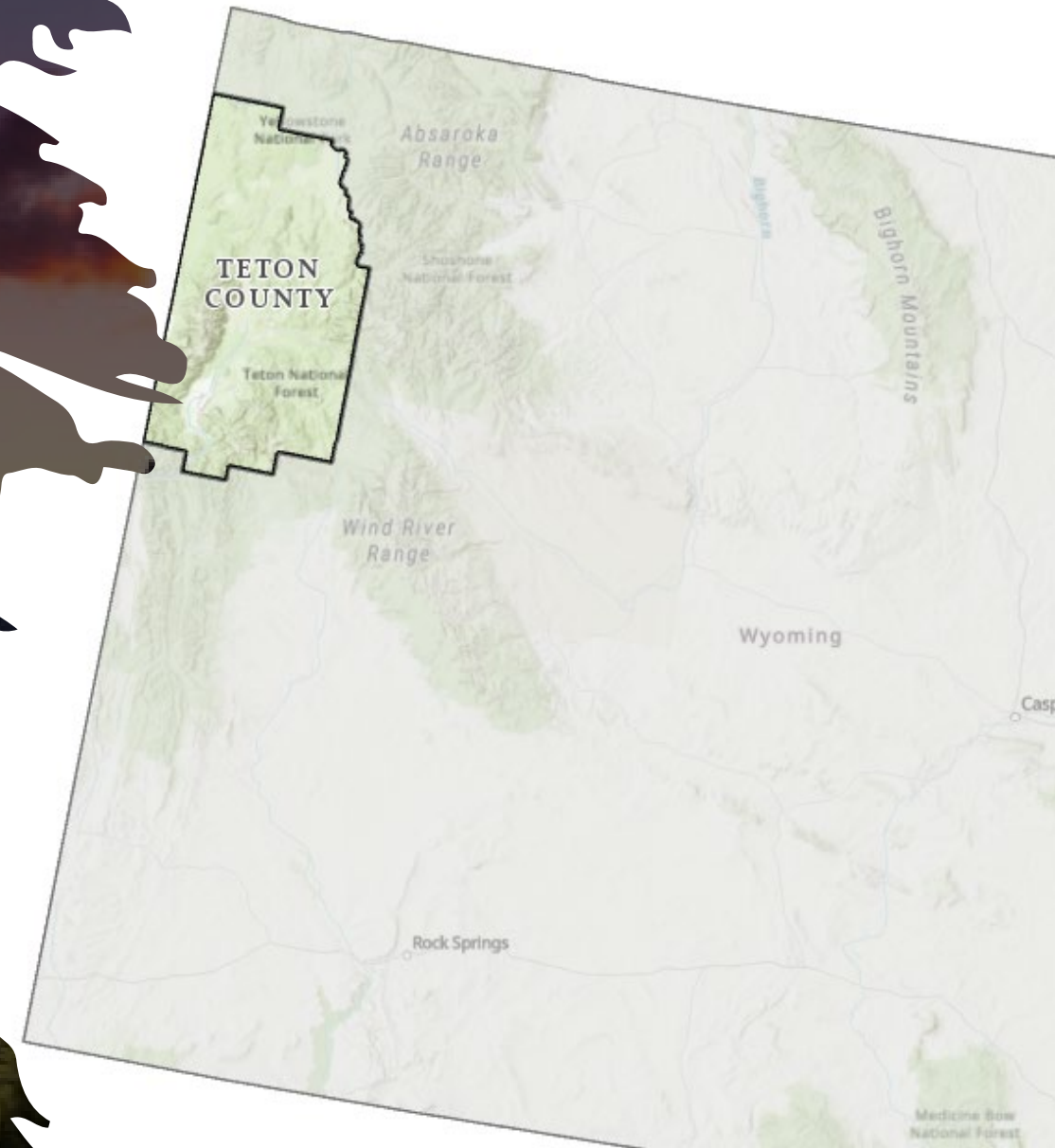
TETON COUNTY

DEMOGRAPHICS:

- Total population: 23,790
- Median Household Income: \$93,031
- Median Age: 39.1
- Households Below Poverty Level: 5.31%

EXISTING TOURISM DESTINATIONS / SITES:

- Yellowstone National Park
- Grand Teton National Park
- Continental Divide Trail
- Bridger-Teton National Forest
- Shoshone National Forest

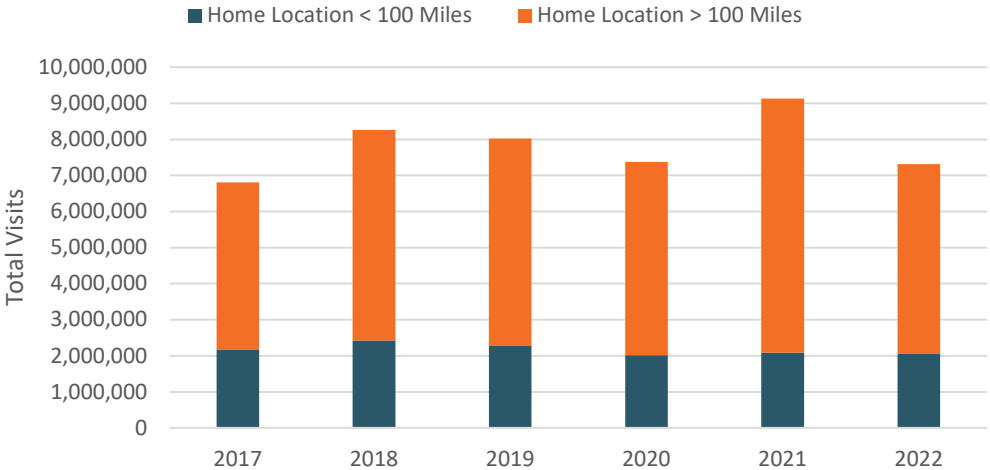




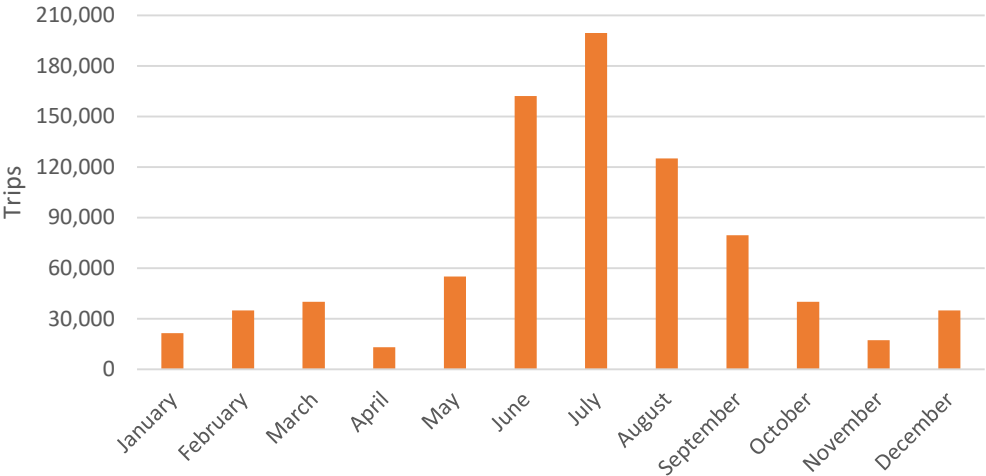
JACKSON, WY

TETON COUNTY

*Annual Visitation
Jackson, WY*



*Monthly Trips by Overnight, Long-Distance Visitors
Jackson, WY*



Data for trips lasting 12+ hours and from 100+ miles away



JACKSON, WY

TETON COUNTY

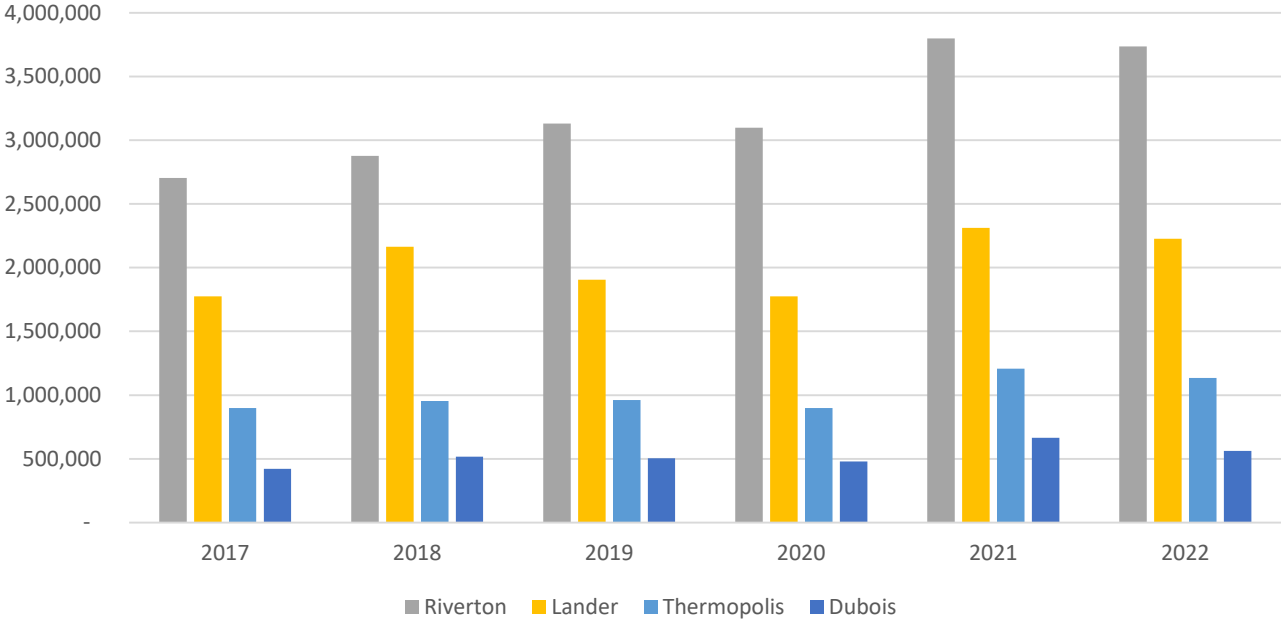
Where did most overnight (12+ hour visits), long-distance (100+ miles from home) visitors come from in 2022?

MSA	Trips
New York-Newark-Jersey City, NY-NJ-PA	41,596
Los Angeles-Long Beach-Anaheim, CA	40,668
Salt Lake City, UT	29,877
Atlanta-Sandy Springs-Alpharetta, GA	27,210
Chicago-Naperville-Elgin, IL-IN-WI	21,292
Dallas-Fort Worth-Arlington, TX	20,154
Denver-Aurora-Lakewood, CO	20,021
Houston-The Woodlands-Sugar Land, TX	18,120
Miami-Fort Lauderdale-Pompano Beach, FL	18,044
Ogden-Clearfield, UT	14,267

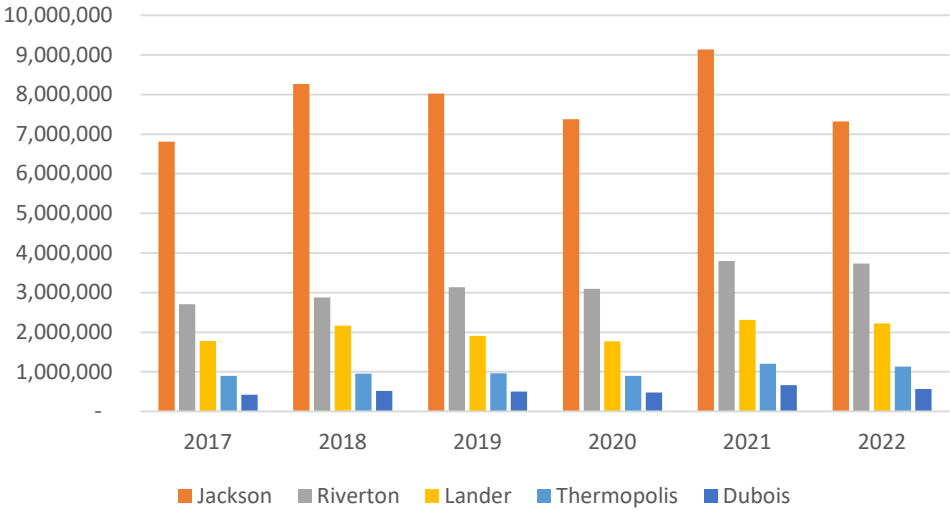
State	Trips
California	117,248
Utah	76,151
Wyoming	67,327
Texas	66,237
Florida	61,854
Georgia	45,500
Colorado	41,622
New York	34,133
North Carolina	23,026
Tennessee	22,404

EXISTING VISITATION

Total Annual Visitation

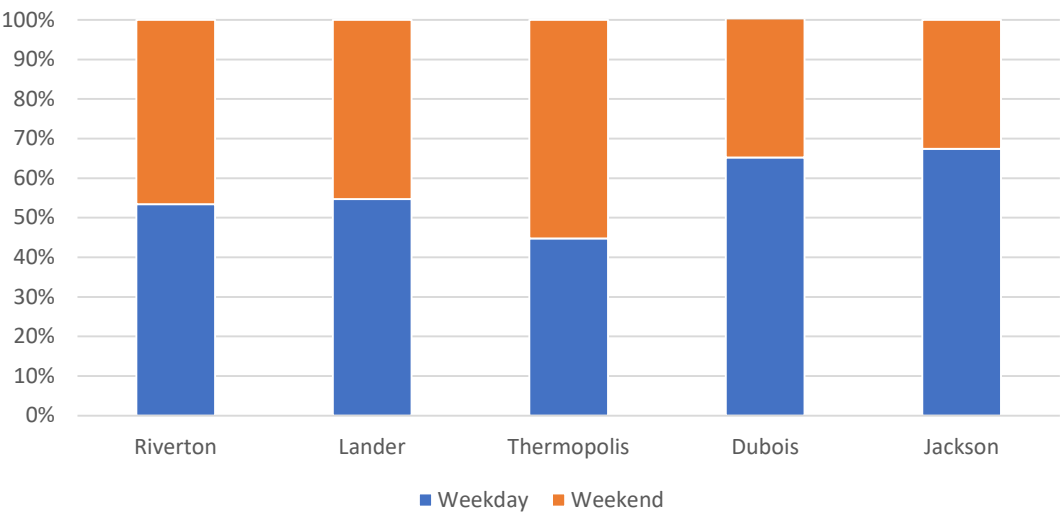


Total Annual Visitation (with Jackson)

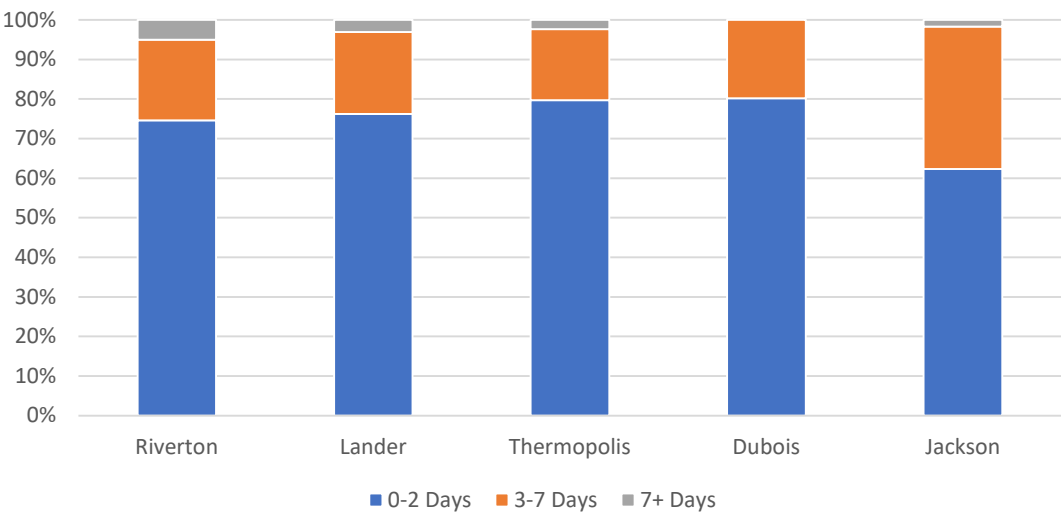


WEEKEND VISITORS

Weekend and Weekday Trips for Overnight, Long-Distance Visitors



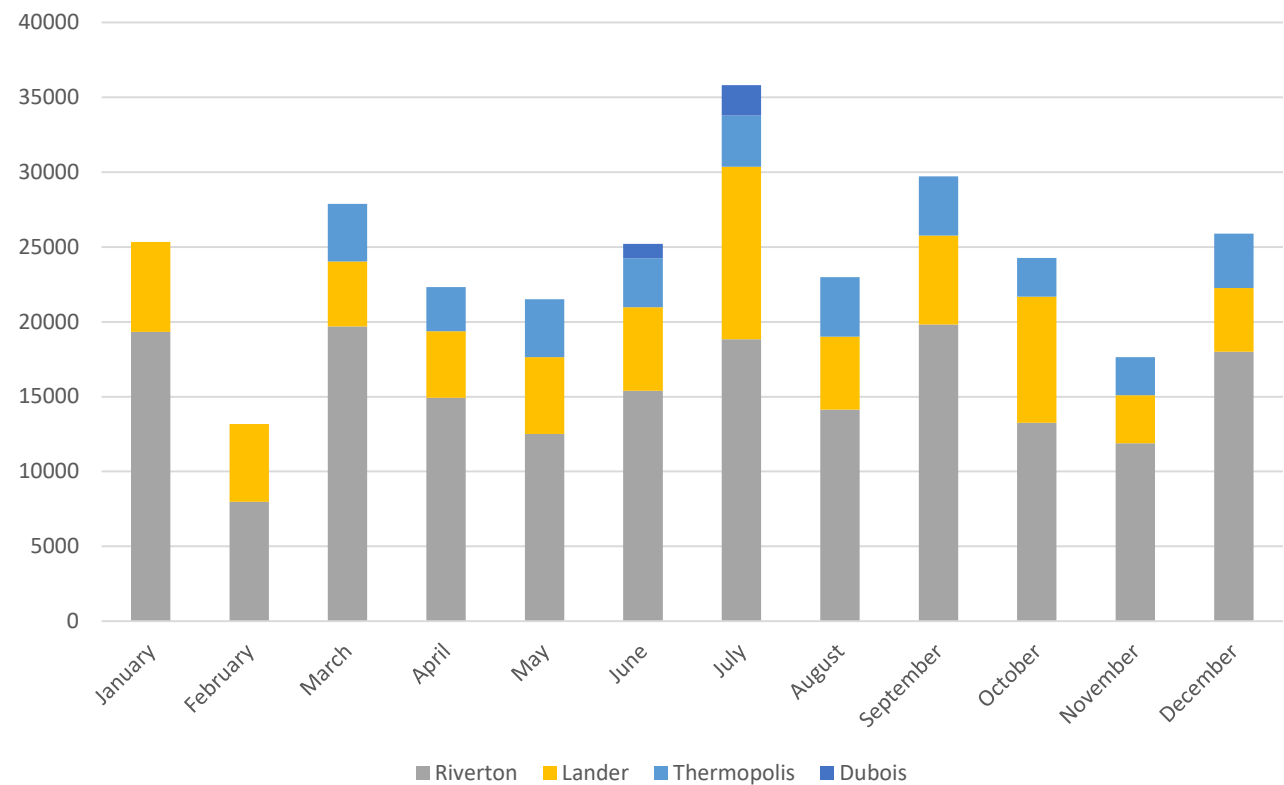
Average Trip Length for Overnight, Long-Distance Visitors



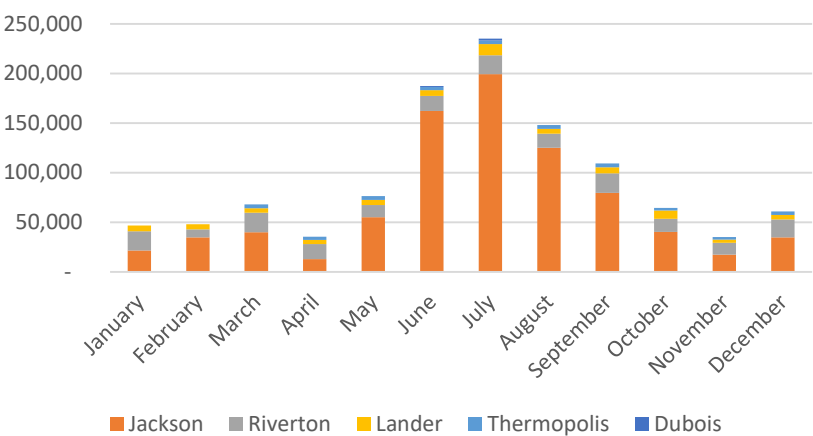
Data for trips lasting 12+ hours and from 100+ miles away

MONTHLY LONG-DISTANCE VISITORS

Monthly Trips by Long-Distance, Overnight Visitors in 2022



Monthly Trips by Long-Distance, Overnight Visitors in 2022 (with Jackson)



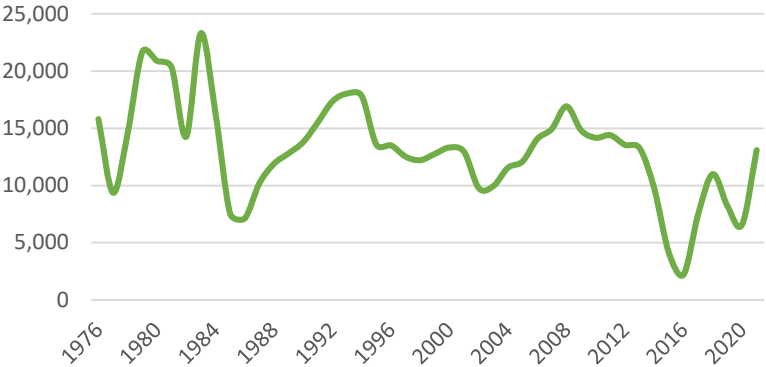
Data for trips lasting 12+ hours and from 100+ miles away

Transportation Trends

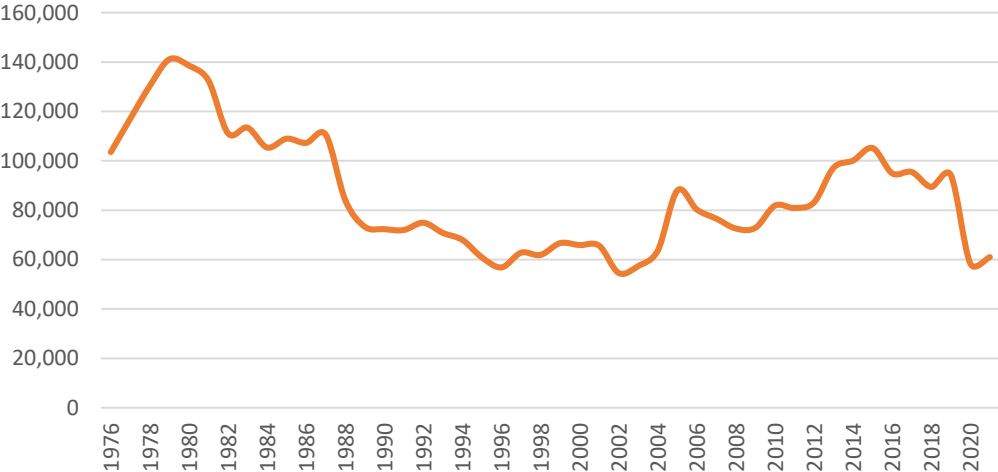


MONTHLY LONG-DISTANCE VISITORS

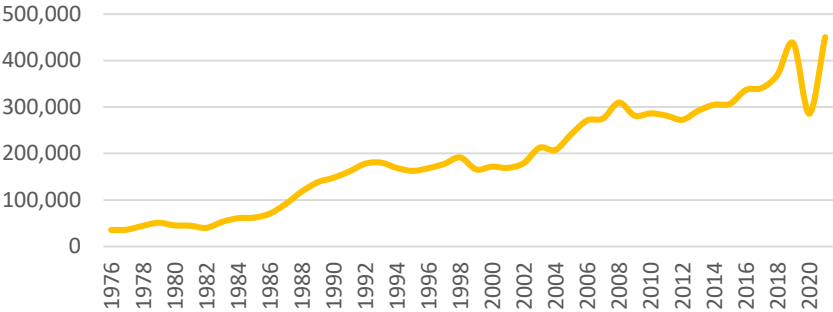
Number of Passengers Boarding
Commercial Flights
Central Wyoming Regional Airport (RIW)



Number of Passengers Boarding Commercial Flights
Casper Natrona County Airport (CPR)



Number of Passengers Boarding Commercial
Flights
Jackson Hole Airport (JAC)



Source: Federal Aviation Administration Terminal Area Forecast, 2022

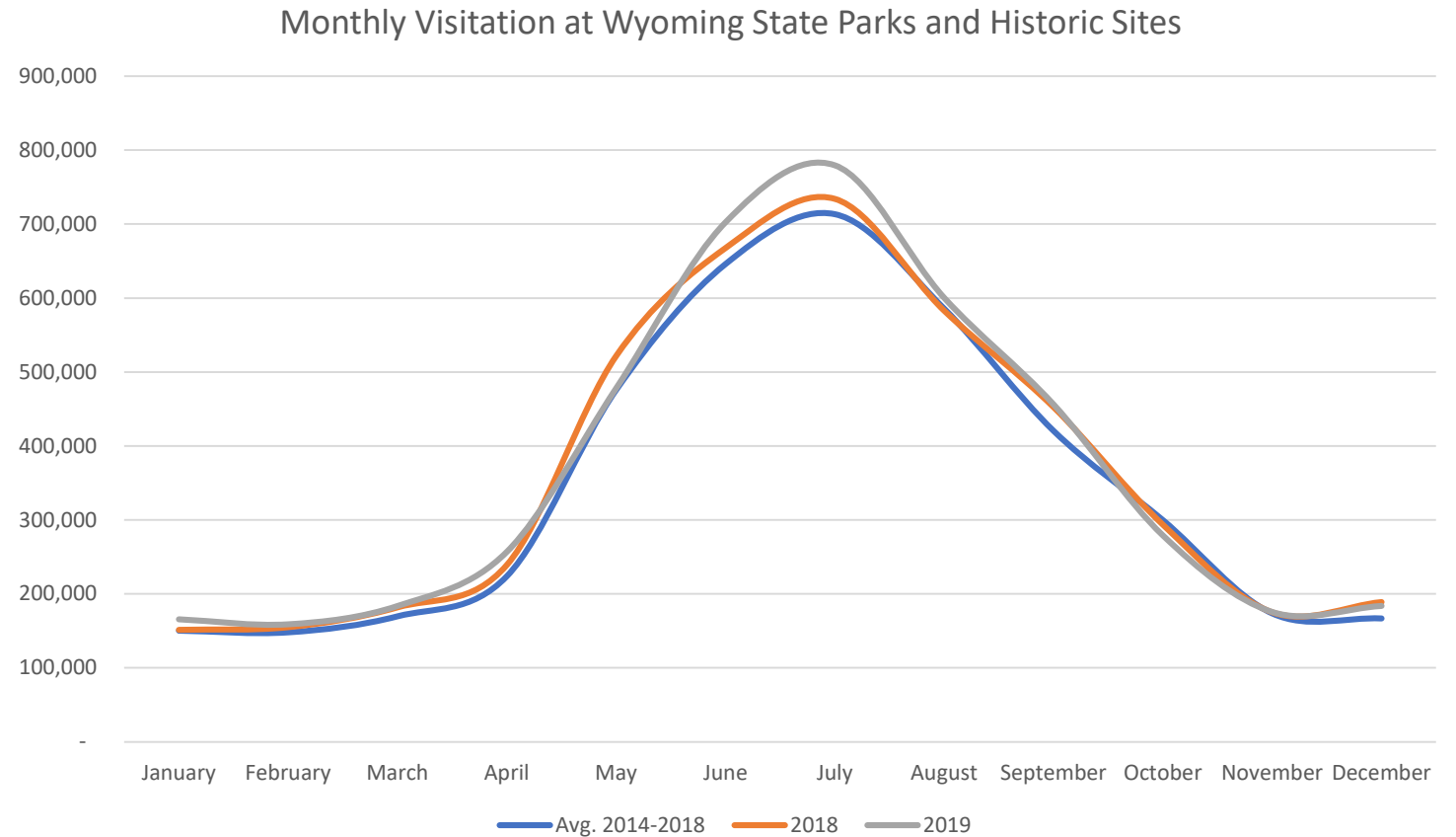
A scenic landscape photograph of a large, calm lake under a bright blue sky with scattered white clouds. In the foreground, large, rugged, light-brown rocks are visible on the left and bottom. A small boat is moving across the lake, leaving a white wake. The far shore is covered in dense green trees and shrubs. The text "State Parks" is overlaid in the center in a large, white, sans-serif font.

State Parks

STATE PARK VISITATION

- Top 10 states for non-resident visitors to WY state parks and historic sites:

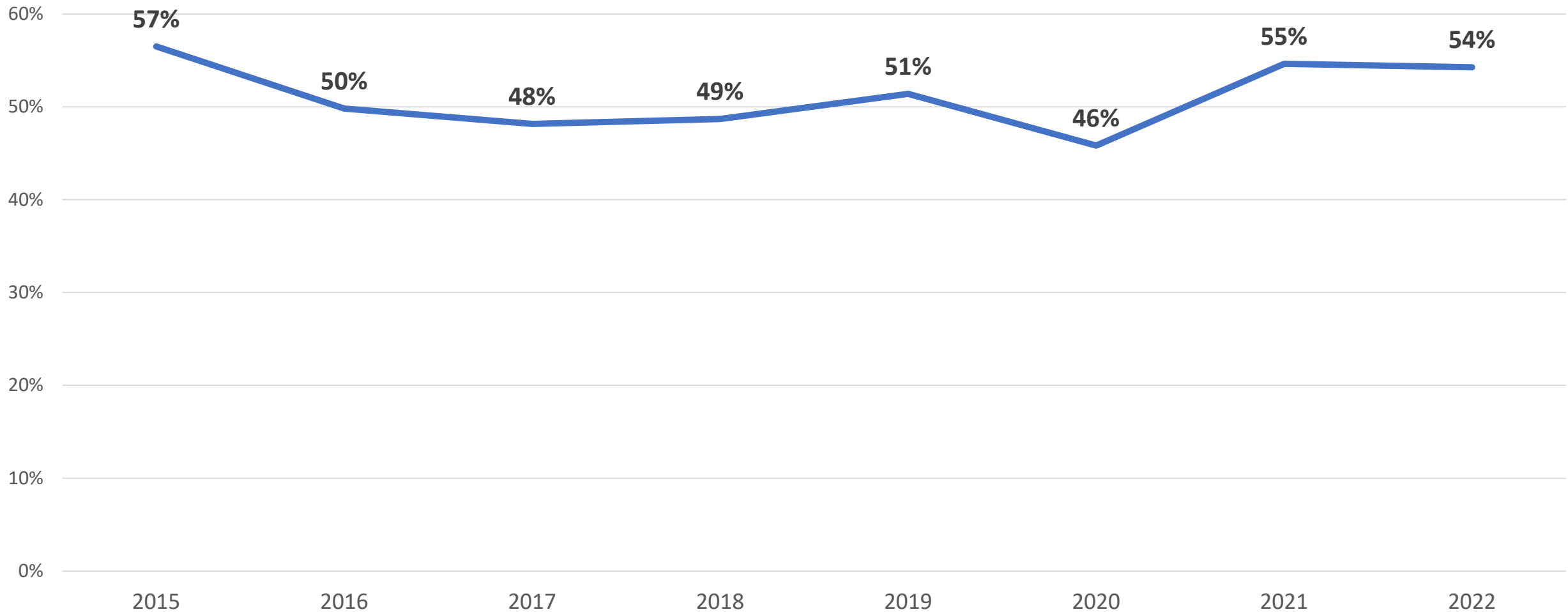
- Colorado
- California
- Texas
- Florida
- Montana
- South Dakota
- Minnesota
- Washington
- Nebraska
- Arizona



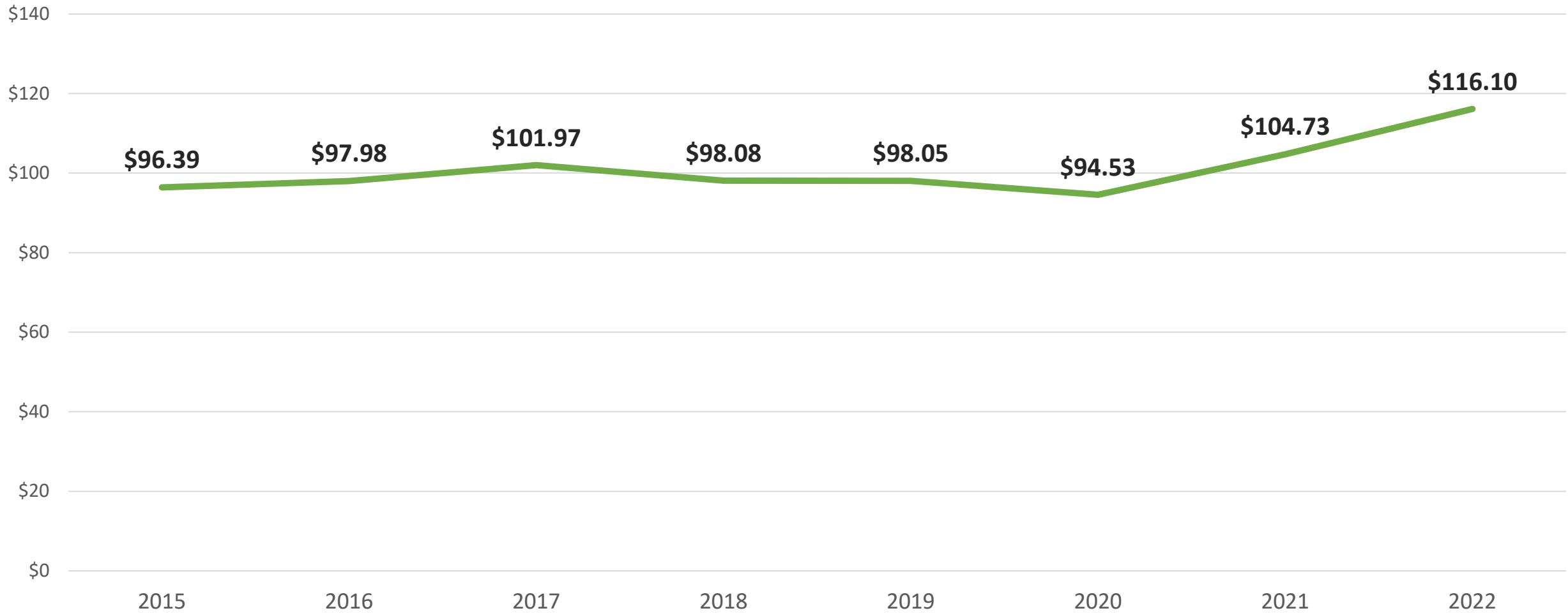


Lodging

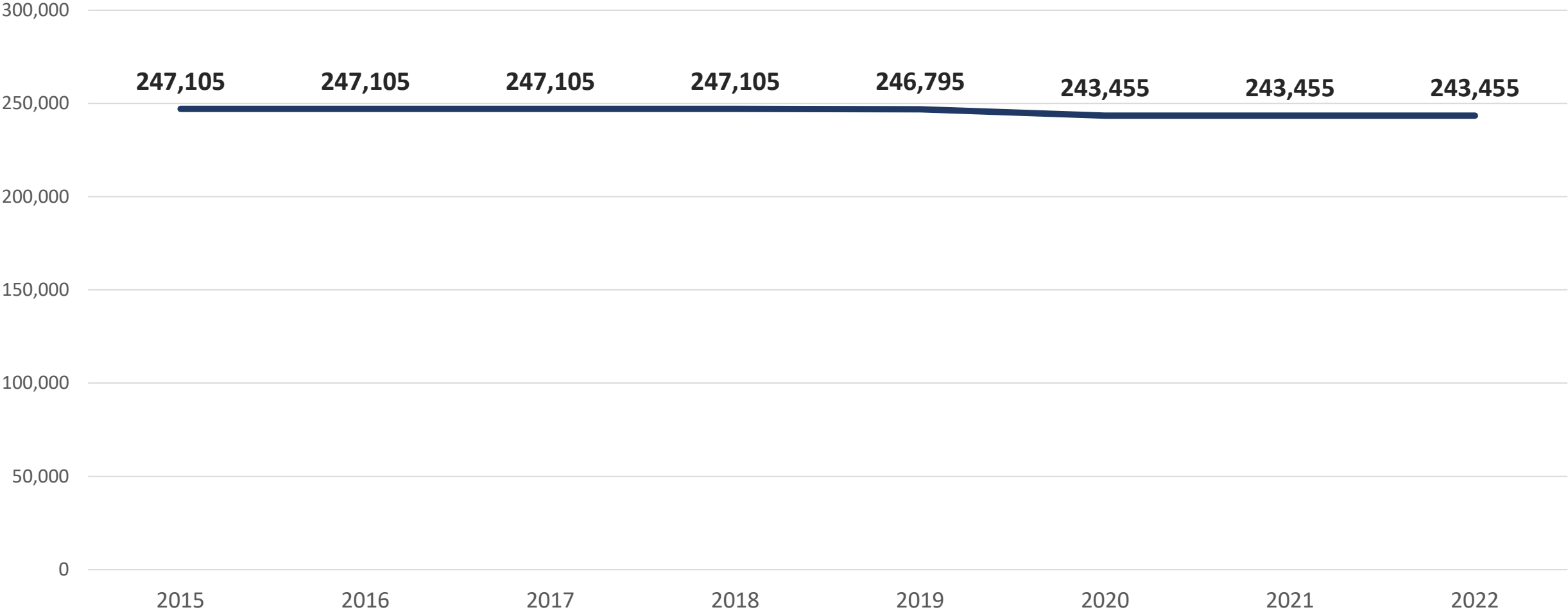
Hotel Occupancy %, Fremont and Hot Springs Counties, 2015-2022 (Global Brand Properties)



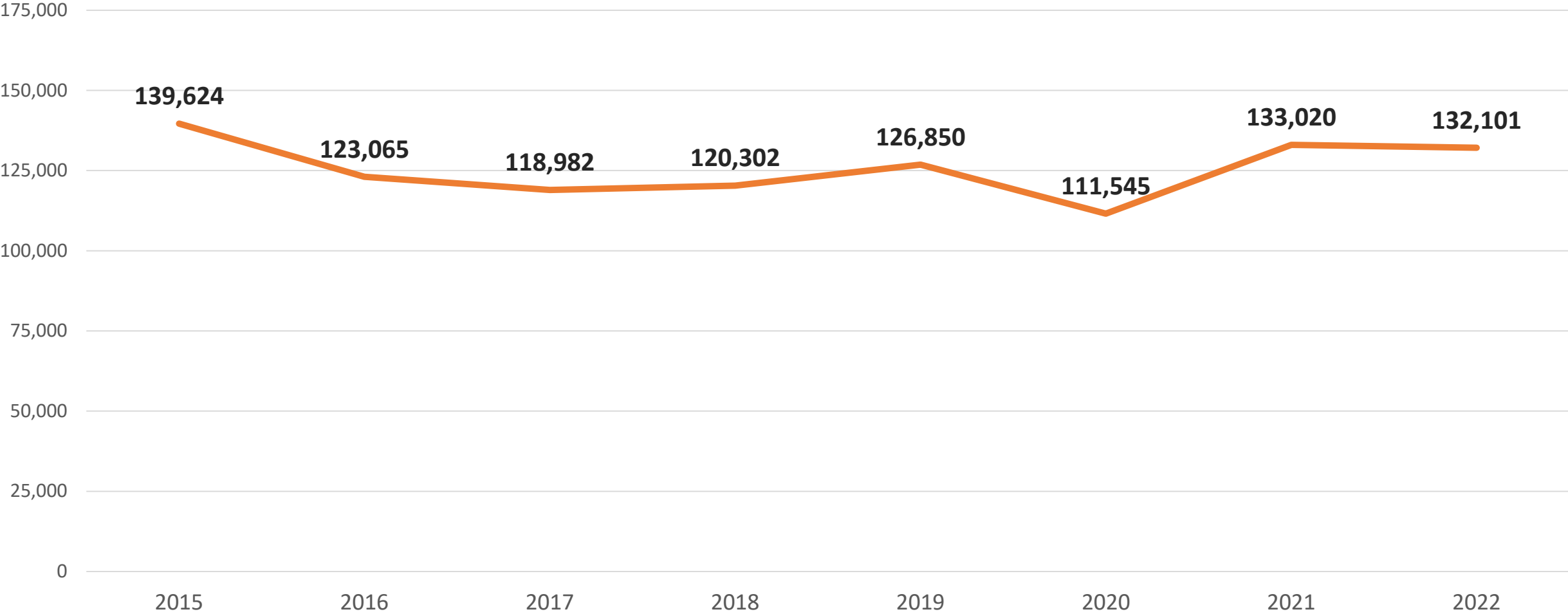
Hotel Average Daily Rate, Fremont and Hot Springs Counties, 2015-2022



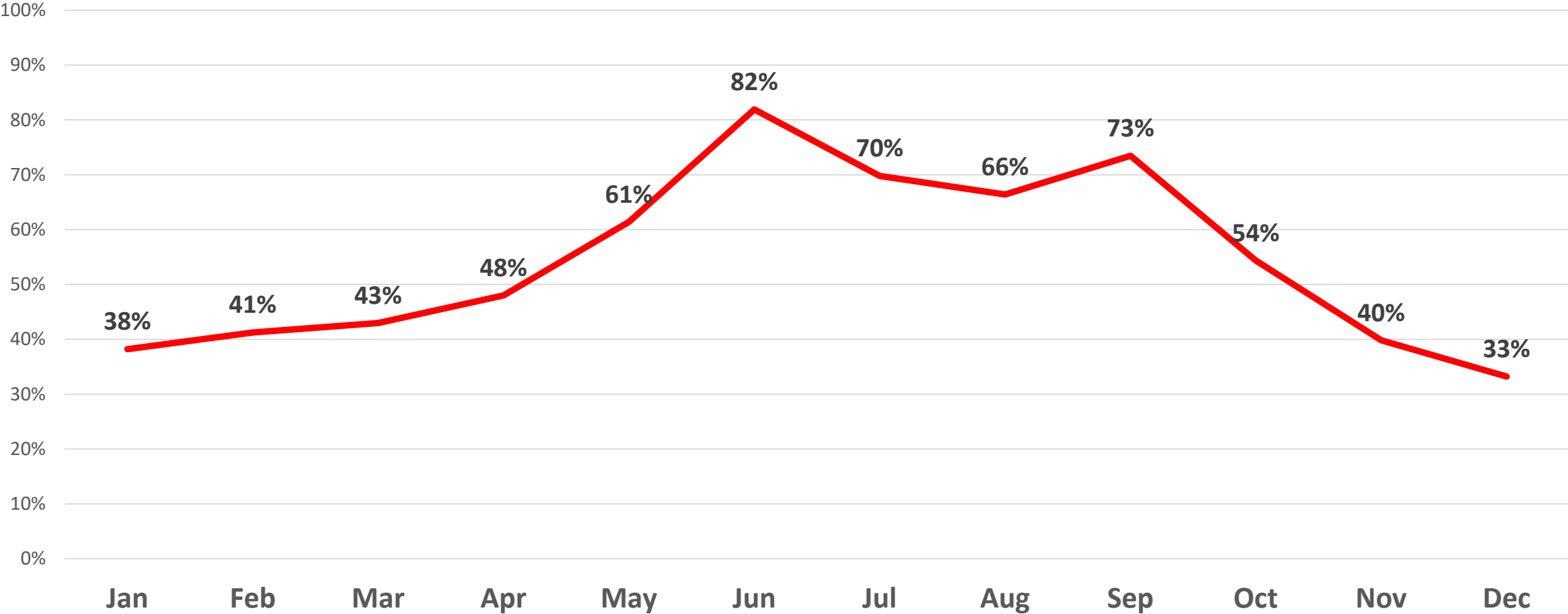
Hotel Room Supply, Fremont and Hot Springs Counties, 2015-2022



Hotel Room Demand, Fremont and Hot Springs Counties, 2015-2022



Hotel Occupancy % by Month, Fremont and Hot Springs Counties, 2022



Hotel Average Daily Rate by Month, Fremont and Hot Springs Counties, 2022



SHORT-TERM RENTALS

Area	# Active Rentals (Current)	# Active Rentals in Peak Qtr.	Avg. Occupancy, Last 12 Months	Avg. Daily Rate, Last 12 Months
Lander Area	42	69	65%	\$158
Riverton Area	31	56	72%	\$131
Thermopolis Area	58	75	55%	\$161
DuBois Area	68	75	70%	\$298
Total	199	275		

DUDE RANCHES & GUEST RANCHES

11 Ranches in Fremont County

- Accommodating at least 255 guests*
- Majority were open summer only, with one listing winter season as well*
- 10 ranches located in Dubois area
- 1 ranch (16 guest capacity) located in Lander

**Guest capacity and seasonal data was available for 9 of the 11 ranches*

CAMPING NIGHTS

- Number of camping nights reserved in WY state parks by location of residence (2021)
 - Total – 102,708
 - Wyoming – 51,237 (50%)
 - Colorado – 29,513 (29%)
 - All other – 21,868 (21%)

Tourism Spending



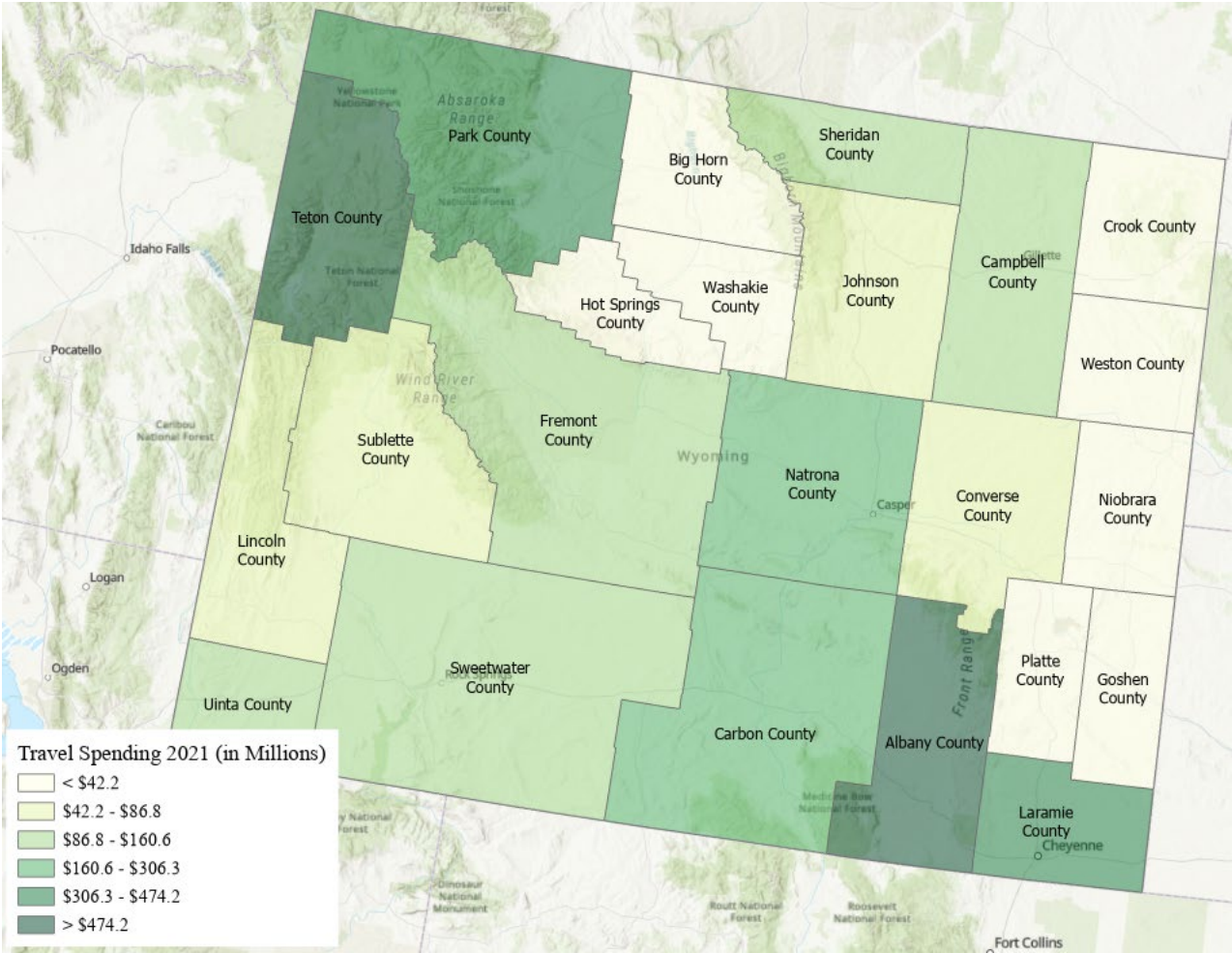
2020 Travel Impacts

	Wyoming	Fremont County	Hot Springs County	Park County	Washakie County	Natrona County	Teton County
Direct Travel Spending (millions)	\$ 3,050	\$ 115.9	\$ 20.1	\$ 319.7	\$ 17.6	\$ 225.9	\$1,051.0
Destinations	99%	84%	91%	95%	81%	82%	97%
Other Travel	1%	16%	9%	5%	20%	18%	3%
Visitor Spending by Type of Accommodation (millions)	\$ 3,020	\$ 97.9	\$ 18.2	\$ 305.1	\$ 14.2	\$ 186.1	\$1,023.6
Hotel, Motel, STR	56%	40%	42%	36%	30%	51%	79%
Campground	23%	30%	42%	57%	46%	11%	16%
Private Home	10%	23%	7%	5%	17%	23%	3%
2nd Home	4%	5%	3%	2%	2%	4%	2%
Day Travel	7%	3%	5%	1%	4%	11%	1%
Visitor Spending by Commodity Purchased (millions)	\$ 3,020	\$ 97.9	\$ 18.2	\$ 305.1	\$ 14.2	\$ 186.1	\$1,023.6
Accommodations	22%	18%	21%	18%	18%	17%	34%
Food Service	24%	26%	26%	21%	27%	29%	26%
Food Stores	7%	8%	9%	10%	10%	8%	6%
Local Transportation and Gas	18%	13%	13%	12%	14%	11%	6%
Arts, Entertainment, and Recreation	14%	19%	16%	21%	18%	16%	14%
Retail Sales	13%	15%	14%	17%	14%	17%	11%
Visitor Air Transportation	1%	1%	0%	1%	0%	2%	3%

Note: Highlighted items indicate higher than state average

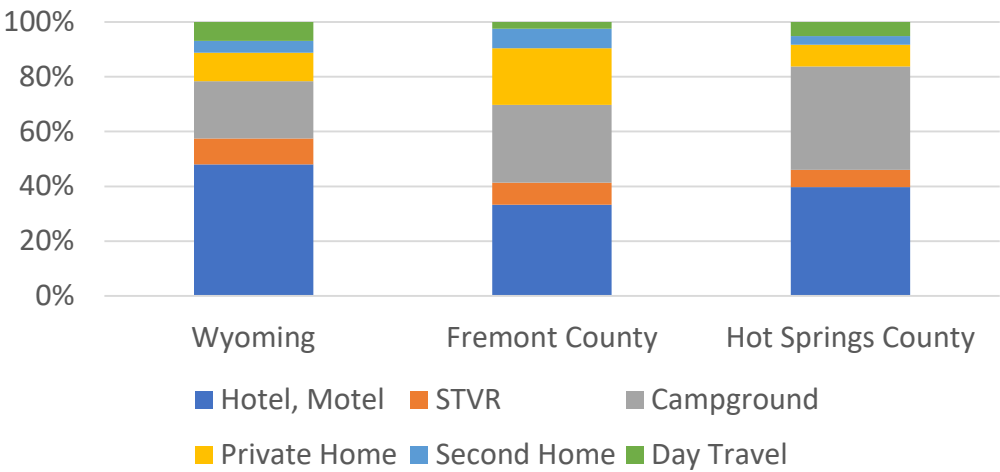
Source: Adapted from The Economic Impact of Travel in Wyoming, 2021

TOURISM SPENDING

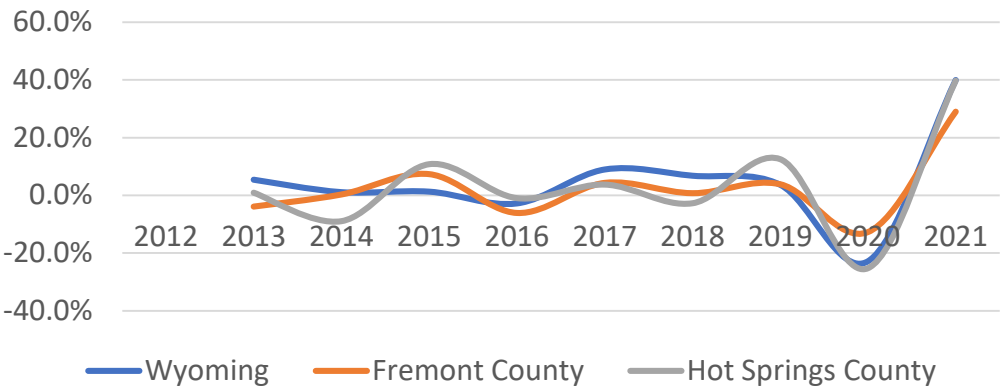


Data from 2021 Wyoming Office of Tourism Report: The Economic Impact of Travel

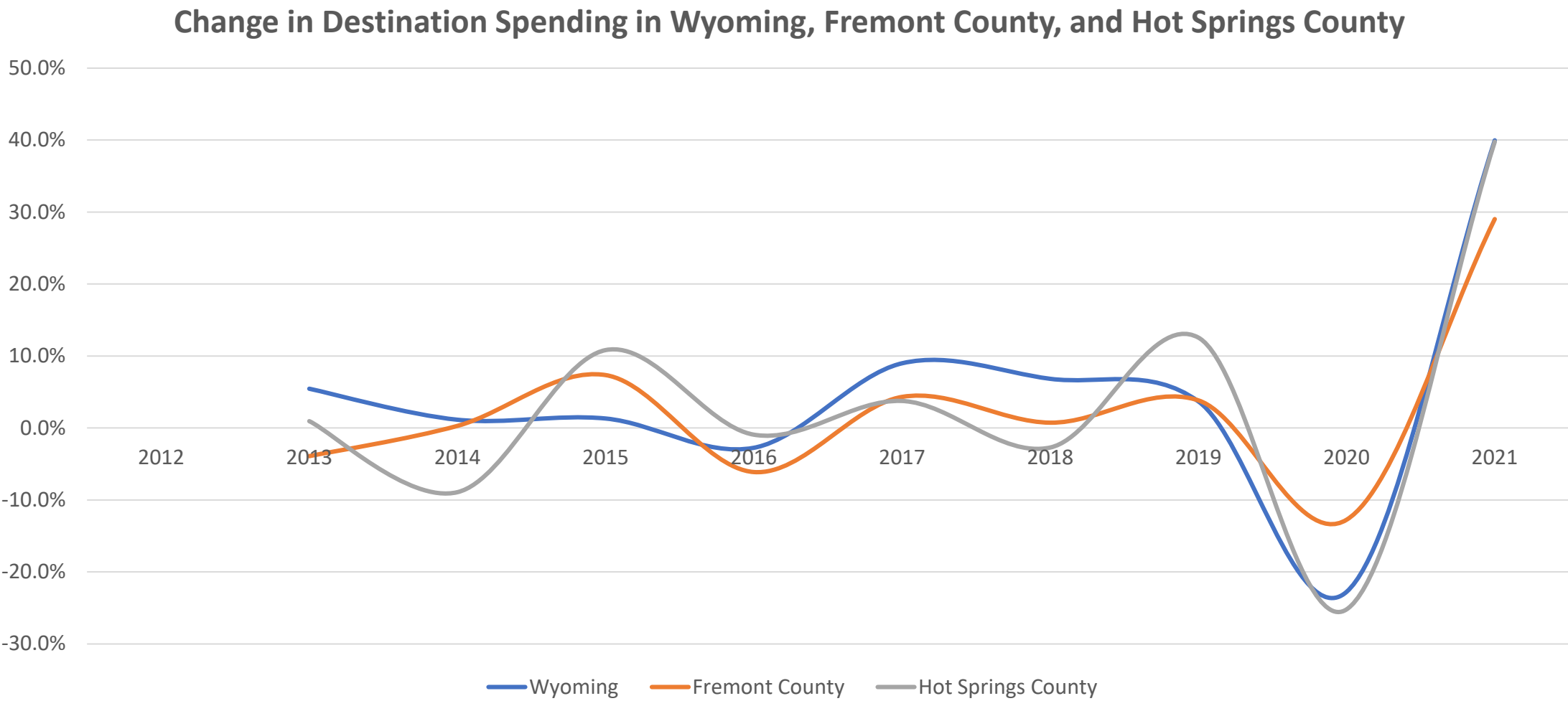
Percent of Visitor Spending by Type of Traveler Accommodation, 2021



Change in Destination Spending in Wyoming, Fremont County, and Hot Springs County



POSITIVE TREND?



BIG PICTURE FINDINGS

Based on data from the Wyoming Office of Tourism:

- Wyoming's travel spending declined 23% in 2020, significantly lower than the US travel spending decline of 36%
- Fremont County had higher than state average shares of visitor spending in visitors staying in private homes (23% vs 11% state) and "other overnight" which includes campsites and 2nd homes (36% vs 27% state)
- Nearly half of visitor spending in Hot Springs County are from visitors staying in "other overnight" which includes campsites and 2nd homes (47% vs 27% state). Further research should probably look into the number of campsites in Hot Springs County

RECOVERY TRENDS

- Wyoming travel spending declined 23% in 2020
 - \$3.96B in 2019 to \$3.05B in 2020
 - **Wyoming's 23% spending decline is lower than the US travel spending decline of 36%**
- Loss an estimated 3,940 jobs – 12.1% decline in travel employment
 - Largest loss in accommodations and food sector which lost 2,930 travel-generated jobs – representing 15.5% decline in the sector
- Local taxes declined 21.8% and state taxes declined 21.0% → Estimated \$43.4M
- Overnight visitor volume dropped 25.8% from 9.3M to 6.9M
- Overnight person trips declined 25.7% in 2020. Hotel, Motel, STR volume is down 19.4% and other overnight travel (private home, 2nd home, and campgrounds) volume is down 31.3%.
 - Hotel/Motel/STR account for 62% of overnight visitor spending
 - Generally, areas that are primarily rural or suburban have higher shares of “other overnight” stays, while urban areas have a greater share of stays in hotels, motels, and short-term vacation rentals. "Other Overnight" includes private home visitation, camping, and 2nd home spending.
- Largest spending loss in gasoline – loss of \$228M
- Visitors who stayed at campgrounds experienced the least amount of travel decline.
- 73% of travel spending in Wyoming in 2020 was from US residents of other states
 - International visitors account for less than 1% of travel spending though historically has been around 5%
 - Wyoming residents 27% of travel spending

Plan Review

A wide-angle landscape photograph of a desert valley. In the foreground, there are rolling, grassy hills with some bare trees on the left and right. The middle ground shows a vast, flat valley floor. In the background, a range of rugged, rocky mountains stretches across the horizon under a clear sky. The text "Plan Review" is overlaid in the center of the image.

PLAN REVIEW

ALPINE SCIENCE INSTITUTE TRAILS CONCEPT PLAN – IMBA / CENTRAL WYOMING COLLEGE | 2022

- This project assesses the feasibility of developing trails at the Alpine Science Institute and provides guidance on trail implementation.
- Enthusiasts will typically devote one week per year to travel to a mountain biking destination. Destination visitors spend close to \$193/day.
- Enthusiasts also take day trips within a four-hour range, and spend approximately \$35 per day.

BISON ON WIND RIVER – WESTERN CONFLUENCE / JANEY FUGATE | 2022

- Describes the relationship of bison to the history of the region and the Wind River Indian Reservation.
- Notes the importance of changing the view of bison from livestock to wildlife.

PLAN REVIEW

SECTOR STRATEGY FOR AGRICULTURE: FREMONT COUNTY, WYOMING – ORBIS ADVANTAGE, INC. / CWC | 2019

- This report charts a course for diversifying agriculture in Fremont County and Central Wyoming, based on economic research and industry analysis, to capitalize on opportunities for both the public and private sector.
- The four core industries identified (Food, Beef, Equine, and Agritourism) can have a catalytic impact to transform communities to be more vibrant to attract and retain tourists and entrepreneurs.
- There is a great need for economic diversification in Fremont County since its per capita income is so low – third lowest in Wyoming and \$3,000 below the national average.
- Agriculture is very appealing to visitors who desire to experience how food is produced or immerse themselves in the tradition and culture of the West.
- Equine events and facilities present an opportunity for attracting visitors.

PLAN REVIEW

DUBOIS, WYOMING REVITALIZATION ROADMAP – DOWNTOWN REDEVELOPMENT SERVICES | 2021

- Dubois is a community sporting a remarkably intact downtown corridor with unique architectural elements. Despite the character elements, the downtown has several areas that are poorly maintained, creating a negative appearance and detracting from the overall community appearance.

LANDER MAIN STREET VISIT | 2022

- Explores the potential for Lander to implement a Main Street program.
- Lander Historic district is on the National Register of Historic Places, with 16 contribution buildings.

PLAN REVIEW

WIND RIVER INDIAN RESERVATION INTERPRETIVE PLAN | 2014

- This interpretive planning project was initiated through the desire of many to hear, sometimes for the first time, the history of the Eastern Shoshone and Northern Arapaho people of the Wind River Indian Reservation. This plan attempts to share an important history in order to gain a broader understanding of the past and present of the state. With this more comprehensive understanding, those who contributed to this project hope that a greater historical and cultural awareness can be gained.
- Travelers to and through the WRIR have few opportunities to learn about the people, their cultures, and regional history. The tribes desire further recognition that their history and culture play an important role in the contemporary life of the Eastern Shoshone and Northern Arapaho, and also in the identity of the surrounding communities, the State of Wyoming, the West, and the nation.
- Themes, storylines, and final design guidelines will serve as a standard for use in promoting consistency and effective messages about the Wind River Indian Reservation (WRIR).
- There is a strong desire to have design consistency for reservation signs and facilities while recognizing that the Eastern Shoshone and Northern Arapaho have previously developed individual internal design elements. Recommendations for a WRIR “look” or “brand” should have some generalized design concepts that may be superseded.

PLAN REVIEW

MARKET ANALYSIS: GRASS FED BEEF RAISED BY NATIVE RANCHERS | 2021

- The Business Plan for the Arapaho Ranch Field Station recommends selling grass-raised beef at a Trading Post, or visitor center.
- Wind River Beef could build on the marketing platform for the Arapaho Ranch Field Station
- The target market for visitors to the guest ranch are young families from the Denver and Salt Lake City areas, these groups are more likely to travel post-pandemic.
- Building on the well-established regional tourism brand would allow Native producers to leverage other marketing, and it serves as an umbrella for both tribes.

PLAN REVIEW

HOTEL STUDY IN THERMOPOLIS (HOT SPRINGS COUNTY) WYOMING – ROBERT S. BENTON & ASSOCIATES | DEC 2020

- The Primary attraction in Thermopolis is Hot Springs State Park. Over the last several years, Hot Springs State Park has attracted just under 2 million visitors per year. It was Wyoming's first state park, founded in 1897. Most popular state park (1.9 M visitors each year).
- Wyoming Dinosaur Center is another popular attraction in Thermopolis.
- Leisure travelers are primary source of demand for hotels in Thermopolis.
- Wind River and Big Horn River provide recreational opportunities for visitors in the area.
- Legend Rock, a cliff approximately 30 miles NW of Thermopolis is a national archaeological site that is open to the public and features numerous petroglyphs.
- Wyoming has two primary tourism seasons → Summer – impact felt throughout the state / Winter – primarily communities proximate to ski resorts.
- Hot Springs County Museum and Cultural Center.
- Wyoming Whiskey (Kirby, WY) is a family-owned world-class distillery that utilizes local grains in its beverages. Tours are available, with a whisky tasting offered after the tour.
- Wind River Canyon – scenic canyon bordered by 2,500-foot rock walls.

PLAN REVIEW

WYOMING'S WIND RIVER COUNTRY ANNUAL REPORT – WIND RIVER VISITORS COUNCIL | 2021

- Tourism Asset Development (TAD) Program: Council distributes 25% of the local lodging tax back to the communities in the percentage that they contribute to the lodging tax. Each community utilizes these funds to help them grow their tourism economy.
- Items mentioned to investigate:
 - Working toward Continental Divide Trail Gateway Community designations for Dubois and Lander-South Pass City.
 - TravelStorys Wind River Indian Reservation Audio Tour
 - BackCountry Discovery Routes

AGRICULTURAL RESOURCE MANAGEMENT PLAN – WIND RIVER INDIAN RESERVATION | 2018

- Vision statement: A viable, self-directed and sustainable agricultural economy that enhances the education, health, natural resources, traditions and culture of native people.
- The ARMP has nine major topics, 12 goals, 46 objectives, and 88 policies that directly relate to agricultural development on the reservation.



Stakeholder Engagement

STAKEHOLDER ENGAGEMENT

February 6, 2023

- Tour of National Museum of Military Vehicles in Dubois and meeting with Dan Starks (owner)

February 6-8, 2023

- Tour of Fremont County and meeting with Beth Monteiro, Executive Director, Central Wyoming College Foundation; and Helen Wilson, Executive Director, Wind River Visitors Council

STAKEHOLDER ENGAGEMENT

February 7, 2023

Workshop with regional planning project working group

February 8, 2023

- Workshop with Riverton stakeholder group
- Meeting with Thermopolis stakeholder group

March 15, 2023

Workshop with the regional planning project working group

IN YOUR OWN WORDS

DUBOIS

- Cowboy
- Ag
- Conservative
- Tourism
adverse

LANDER

- Outdoor
assets

RIVERTON

- Be a place
- Events
- Foodie

THERMOPOLIS

- Discovery Days
- Dino Center
- Hot Springs
- In support of
tourism

STAKEHOLDER FEEDBACK

"We need to be "positioned to have the structure to move forward..."

- Centralized location, support, concierge services
- Become the regional entity
- Create jobs and affordable housing
- Develop a sustainable plan
- Solve transportation issues



Key Strategic Questions

KEY STRATEGIC QUESTIONS

1. How do we elevate the importance of, and create greater urgency for, tourism within the region?
2. How do we create a greater regional impact from the visitor economy?
3. What are the thematic connectors that bind the region together?
4. Who is the “right” visitor for the region?
5. How can tourism help elevate and strengthen regional communities?
6. How can the visitor infrastructure be improved?
7. How can partnerships be strengthened?
8. How can destination awareness and intent to visit be increased?
9. What new visitor experience and product opportunities exist?

1. How do we elevate the importance of and create greater urgency for tourism within the region?

- Tourism is not always seen as a key economic driver for the region.
- Exacerbated by differences between communities, competition for resources, lack of strong regional unity, and a desire to avoid “turning into Jackson Hole.”
- Region needs a single, clarified message about the benefits of tourism for the community.

2. How do we create a greater regional impact from the visitor economy?

- Visitor spending opportunities are relatively limited across much of the region.
- Increasing length of stay is another opportunity for enhancing economic impact.
- Tourism-related business opportunities (traditional and non-traditional) can be further maximized.
- There is a significant opportunity to maximize the outdoor economy via suppliers and manufacturers.
- Food and beverage maker opportunities are also low-hanging fruit.
- CWC can be a major facilitator for the broader outdoor economy.

3. What are the thematic connectors that bind the region together?

- Wind River is an obvious theme, but is centered more upon regional geography rather than the visitor experience
- Hot Springs Travel & Tourism and Wind River Visitors Council have identified strong themes (“Go Beyond Yellowstone”) in their destination marketing, but the region still needs an emotionally-connected identity that is more than just what the area is *not*.
- Opportunity to create national and international awareness.

4. Who is the “right” visitor for the region?

- There doesn't seem to be clarity for who ought to be the target visitor for the region.
- Opportunities for more than just pass-through traffic.
- Can the region be a primary destination, rather than just a gateway to somewhere else?
- What experiences does the region offer that would help define who that ideal visitor is?

5. How can tourism help elevate and strengthen regional communities?

- There are numerous opportunities to help secure the future of Fremont and Hot Springs county communities through tourism, in ways that go beyond just visitation.
- Regional communities need stronger individual identities that support a reason to visit each of them.

6. How can the visitor infrastructure be improved?

- Central Wyoming is a challenging place to get to and visit.
- Commercial air access is vital not just for tourism, but also broader economic growth.
- The region needs new hotel inventory.
- It's difficult to engage with the outdoors without more outdoor recreation suppliers.
- Native American history and culture is especially difficult to engage with in its current form.

7. How can partnerships be strengthened?

- There appear to be a lot of silos, created by differing interests and priorities, distances between communities, and the uniqueness of places within the region.
- Tourism sector strategy ought to be an opportunity to generate new alliances and recognition of shared interests.

8. How can destination awareness and intent to visit be increased?

- This question can be addressed in part via greater thematic connectivity and new products and experiences but may also require greater investment in destination promotion and staff resources.
- What makes Central Wyoming unique on a global scale?

9. What new visitor experience and product opportunities exist?

- Identified opportunities range from the relatively simple to the more complex.
- How can new products and experiences...
 - (1) make it easier to visit?
 - (2) create more visitor spending opportunities or drive longer length of stay?
 - (3) support the regional brand?
 - (4) generate earned media exposure?
 - (5) communicate and celebrate the many storylines that exist in the region?



Goals & Strategies

GOALS

1. Generate new visitation to and longer length of stay within the region.
2. Create thematic connectivity across the region that encourages longer length of stay and visitor dispersal.
3. Identify the most attractive visitor audiences for the region and target with compelling messaging.
4. Increase awareness of the region as a primary visitor destination.
5. Strengthen regional tourism collaboration.
6. Support the growth of needed tourism infrastructure.
7. Develop new tourism products that celebrate the region's uniqueness, engage visitors, and create new reasons to visit.

IMPLEMENTATION STRATEGIES

1. Invest in destination marketing and an emotionally connected brand
2. Formalize regional cooperation
3. Use a regional visitor center as an opportunity for destination marketing and storytelling
4. Support and attract new lodging
5. Plan for and invest in new tourism products
6. Create new events and visitor experiences that align with the regional brand
7. Enhance transportation accessibility to the region

Tourism Marketing



MARKETING INITIATIVES

The Wind River Country destination identity is strong and uniquely Wyoming.

Is there an opportunity for an emotionally-connected regional destination identity that also includes Hot Springs County and leverages the existing equity of Wind River Country?

- Wyoming's Wind River / Bighorn River Country?
- Wyoming's Wind River and Hot Springs Country?

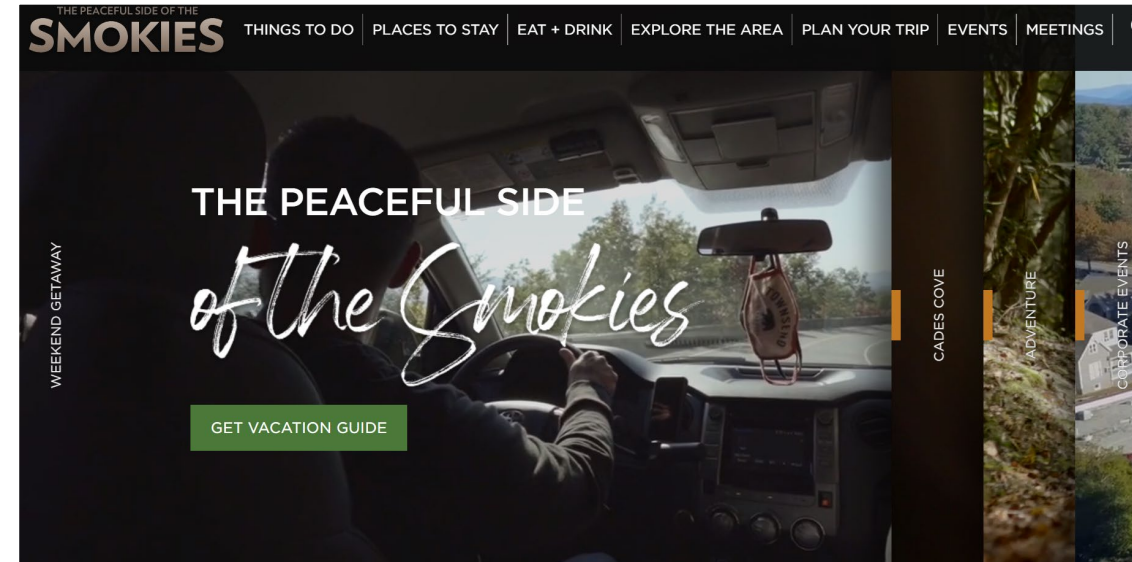
Or is it sufficient to maintain two separate identities while still encouraging regional collaboration?

MARKETING INITIATIVES

The destination identities associated with both counties are strong.

What the region lacks, however, is a brand with a strong emotional connection to potential visitors—something that motivates a visit and sets it apart from other similar regions.

- The last great undiscovered outdoor destination?
- The quiet/secret side of Yellowstone and the Grand Tetons?
 - Example: The Peaceful Side of the Smokies, Townsend TN <https://www.smokymountains.org/>
 - *"East of Yellowstone. Still Undiscovered."*
 - *"East of Yellowstone. Closer to Heaven."*



MARKETING INITIATIVES

Who is the ideal target audience for the region?

- Those travelers seeking "real" Wyoming
- Enthusiasts—Native American history and culture; military history; outdoor recreation enthusiasts (especially those seeking to "get lost" and get away from the crowds)
- Health and wellness travelers
- Travelers priced out of Jackson Hole
 - Digitally target travelers searching for Jackson Hole m/



FRANKLIN COUNTY,

FL: <https://www.floridasforgottencoast.co>

MARKETING INITIATIVES

Regional Thematic Connectivity via Trails

Examples:

- Kentucky Bourbon Trail:
- <https://kybourbontrail.com/>
- Crooked Road Music Heritage Trail, VA:
 - <https://thecrookedroadva.com/>
- Connecticut Sundae Drives Trail:
 - <https://www.ctvisit.com/articles/sundae-drives-ice-cream-trail>



A scenic landscape featuring a body of water, a sandy beach, and mountains in the background under a blue sky with clouds.

Regional Cooperation

REGIONAL COOPERATION

Regional tourism cooperation in the two-county area is currently limited, but there are likely several factors behind it:

- Distances between tourism centers in the two counties
- Differences in the visitor experiences offered across the region
- Differences in available tourism development resources
- Lack of complete buy-in to tourism as an economic development strategy
- No single unifying theme across the region

Central Wyoming College, Wind River Visitors Council, Wind River Reservation, and the Hot Springs County Travel and Tourism Board are all individually very effective, which provides a strong foundational base for greater regional cooperation.

REGIONAL COOPERATION

Four Criteria for Any Successful Regional Tourism Initiative:

- Leadership
- Committed "skin in the game" (funding, promotional resources, etc.)
- Consensus on strategic objectives
- Focused marketing and themes

REGIONAL COOPERATION

Four Criteria for Any Successful Regional Tourism Initiative

- *Leadership*—Regional cooperation requires a group of stakeholders from across the region, including the private sector, and destination marketing leaders willing to see the big picture past county lines.
- *Committed "skin in the game"*--Regional cooperation doesn't necessarily demand huge amounts of investment, but everyone should contribute to the effort, either financially and/or a commitment to promoting the regional effort in their own marketing.

REGIONAL COOPERATION

Four Criteria for Any Successful Regional Tourism Initiative

- *Consensus on strategic objectives*—Clarifying "what's in it for me?" sets appropriate expectations and helps direct resources where they are going to be most effective.
- *Focused marketing and themes*—The regional effort should be additive. Duplicating what local destination marketing organizations are already doing or being so generic doesn't add value for participants.

REGIONAL COOPERATION

Create a formal agreement between Wind River Visitors Council, Hot Springs Travel and Tourism, and Wind River Reservation that outlines specific action items for creating a regional, emotionally-connected brand identity, including strategic objectives, commitments of funding and/or other resources, and regional themes to be promoted and leveraged in future new visitor experiences.

An architectural rendering of a modern, single-story building with large glass windows and a flat roof, situated in a natural landscape. The building is surrounded by tall, dry grass and a few trees with autumn foliage. A small deer is visible in the foreground on the left. The sky is blue with scattered clouds. The text "Visitor Center" is overlaid in the center of the image.

Visitor Center

VISITOR CENTER NEED

- There is a need for a central location for visitor information within the region.
- Would be an opportunity to help reinforce the brand identity for the region.
- Should also be a tourism attraction in itself, such as housing a museum or other cultural destination.
- There is potential to capture and share indigenous stories at the same location.



VISITOR CENTERS





VISITOR CENTERS

GETTYSBURG MUSEUM & VISITOR CENTER

Adams County, PA



INDEPENDENCE VISITOR CENTER*

Philadelphia, PA | www.phlvisitorcenter.com



KENNEDY SPACE CENTER VISITOR COMPLEX*

Brevard County, Florida | www.kennedyspacecenter.com





VISITOR CENTERS: INDIGENOUS PEOPLES





VISITOR CENTERS: INDIGENOUS PEOPLES

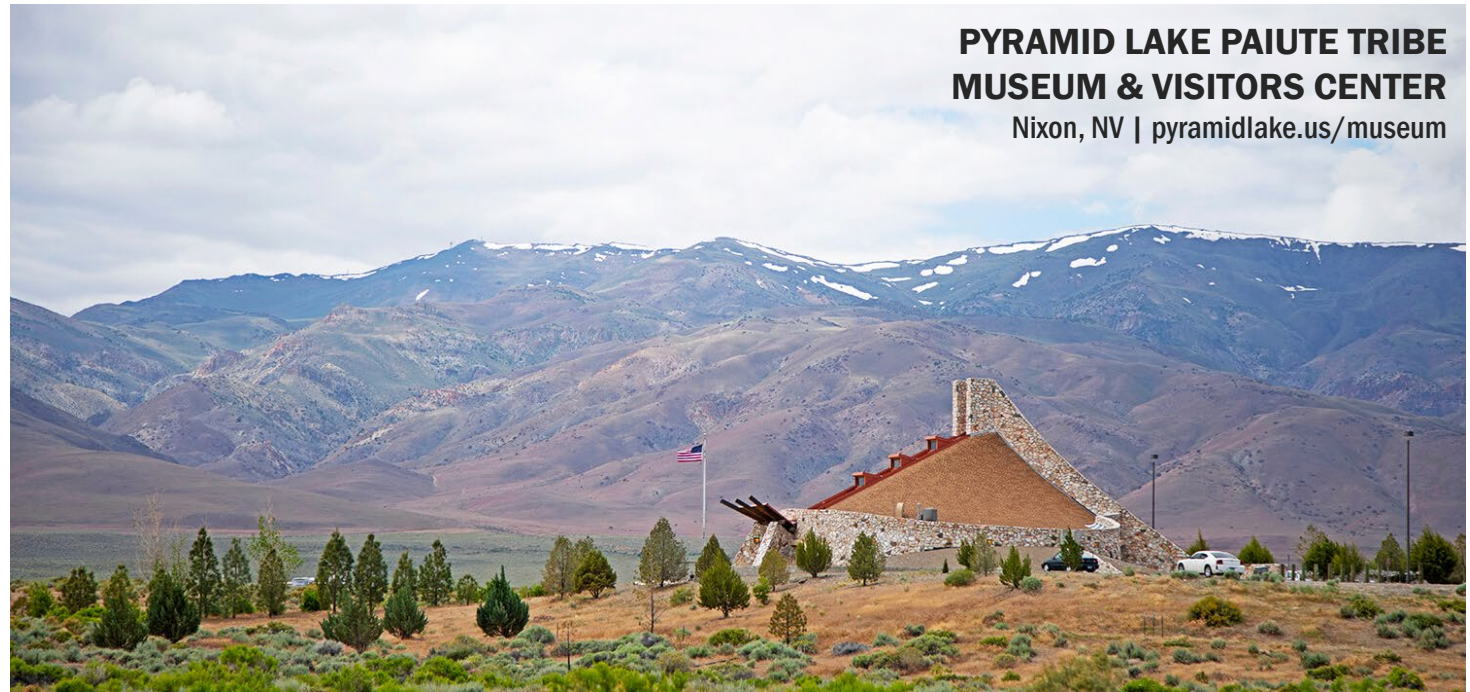
UTE MOUNTAIN TRIBAL PARK

Towaoc, CO



PYRAMID LAKE PAIUTE TRIBE MUSEUM & VISITORS CENTER

Nixon, NV | pyramidlake.us/museum





Lodging

LODGING

- There is a relative lack of lodging in the area, especially newer properties.
- Potential to create lodging experiences to keep visitors in the area longer – leveraging what is already available (hot springs, etc.).
- Most visitors are already staying overnight due to distances so need to provide additional lodging offerings in the form of hotels and non-traditional lodging.
- Consider partnering with existing lodging or hospitality brand.



LODGING EXAMPLES

THE BROADMOOR

Colorado Springs, CO

www.broadmoor.com



BRUSH CREEK RANCH

Saratoga, WY | www.brushcreekranch.com



THE RANCH AT ROCK CREEK
Philipsburg, MT | www.theranchatrockcreek.com





LODGING

THE RESORT AT PAWS UP

Greenough, MT | www.pawsup.com



THE GREEN O

Greenough, MT | www.thegreeno.com



BIG CEDAR LODGE

Ridgedale, MO | www.bigcedar.com

LAZY L&B RANCH

Dubois, WY
www.lazylb.com



LODGE AT TENAYA

Yosemite National Park
www.visitttenaya.com



SPAS & HOT SPRINGS



CHENA HOT SPRINGS
Fairbanks, AK | chenahotsprings.com



TRINITY HOT SPRINGS
Featherville, ID | trinityhotsprings.club



QUINN'S HOT SPRINGS RESORT
Paradise, MT | www.quinnshotsprings.com

CAMPING & RV PARKS

NASHVILLE SHORES

Hermitage, TN | www.nashvilleshores.com



CAMP WANDEWEGA

Elkhorn, WI | www.wandawega.com

CAMP LONG CREEK

Ridgedale, MO | www.bigcedar.com



LEGOLAND BILLUND

Denmark | www.legoland.dk





RV DEVELOPMENT



REAL ESTATE DEVELOPMENT AND PARTNERSHIP INQUIRY

WE'RE ALWAYS LOOKING TO GROW THE AUTOCAMP BRAND THROUGH PROPERTY ACQUISITIONS AND PARTNERSHIPS.



AUTOCAMP
Various Locations (pictured: Yosemite)
www.autocamp.com



BASS PRO SHOPS



Bass Pro Shops is America's premier outdoor and conservation company, whose mission it is to inspire everyone to enjoy, love, and conserve the outdoors.

OMNICHANNEL RETAIL



RESORTS & OUTDOOR DESTINATIONS



CONSERVATION ATTRACTIONS



FOOD SERVICE



Tourism Product

A photograph of a modern building with a prominent white, triangular roof structure. The building has a glass facade and is surrounded by palm trees and other desert vegetation. In the background, there are mountains under a blue sky with scattered white clouds. The foreground shows a low wall with a bed of red flowers.

TOURISM PRODUCTS

- Tribal cultural center and museum that tells the stories of both tribes, enables visitors to engage with and visit the reservation in a directed manner.
- Regional farmers market that also tells the story of local food in Wyoming.
- Interpretive center at Hot Springs State Park.
- A Lander museum that tells the story of westward migration via the great trails, many of which passed through South Pass.
 - How do you avoid duplicating the content of the Museum of Westward Expansion in St. Louis?
- Regional wayfinding signage (not sexy, but needed)
- Small business incubator at Central Wyoming College for outdoor recreation economy businesses.



INCUBATORS



Moosejaw **OUTDOOR ACCELERATOR**

MOOSEJAW OUTDOOR ACCELERATOR

Western Colorado University, Gunnison CO

www.gunnisoncrestedbutte.com/live/icelab/moosejaw-outdoor-accelerator



BUILDING OUTDOOR COMMUNITIES



MADE X MOUNTAINS, NC

www.madexmtns.com



GREENHOUSE OUTDOOR RECREATION PROGRAM (GORP)

University of Arkansas, Fayetteville

[entrepreneurship.uark.edu/programs/
greenhouseoutdoorincubator.php](http://entrepreneurship.uark.edu/programs/greenhouseoutdoorincubator.php)



INCUBATORS

WAYPOINT ACCELERATOR

Asheville, NC

<https://www.mountainbizworks.org/waypoint-accelerator/>



GARMIN LABS

www.garmin.com

REI CO-OP

• • • • •

PATH AHEAD VENTURES



REI PATH AHEAD

www.rei.com/path-ahead

INCUBATORS & EXPERIENCES



EMERGING ISSUE FORUM: OUTDOOR RECREATION



OUTDOOR RECREATION IN WYOMING:

WYOMING EMERGING ISSUE FORUM:
OUTDOOR RECREATION
<https://www.uwyo.edu/haub/ruckelshaus-institute/forums/rec-forum/>

A large crowd of people is gathered on a grassy hillside, watching a performance at a festival. The sun is setting in the background, creating a warm, golden glow. A large tree trunk is visible on the left side of the frame. In the distance, a stage with large screens is visible, and the crowd is spread out across the hillside, some sitting on the grass and others standing. The overall atmosphere is festive and relaxed.

Events & Experiences

EVENTS & EXPERIENCES

- Music Festivals / Venues
- Outdoor Events
- Eco Tourism
- Agrotourism
- Snowmobiling
- Hunting
- Fishing
- All-inclusive trip planning services
- Extreme sports and experiences
- Partnerships with outdoor brand events and experiences

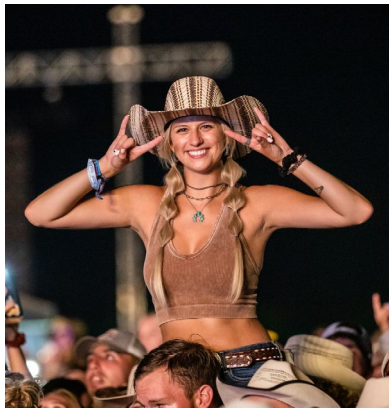




EVENTS & VENUES



BURNING MAN
Black Rock City, NV
www.burningman.org



**ROCK THE SOUTH
COUNTRY MUSIC FESTIVAL**
Cullman, AL | www.rockthesouth.com

COACHELLA MUSIC & ARTS FESTIVAL
Indio, CA | www.coachella.com



BONNAROO
Manchester, TN
www.bonnaroo.com



EVENTS & VENUES





EXTREME SPORTS & EXPERIENCES

WHITE WATER RAFTING

ID, OR, MT | www.rowadventures.com



DARK SKIES STARGAZING & CAMPING

Visit Wyoming to experience Dark Sky communities



REMOTE CAMPING

ID, OR, MT | www.rowadventures.com



DRIVE A TANK

www.driveatank.com



CRUSH A CAR

www.tankamerica.com





EXTREME SPORTS & EXPERIENCES

OURAY ICE PARK WORLD OF ICE
Ouray, CO | www.ourayicepark.com



ICE FESTIVALS, VARIOUS



AMERICAN ALPINE INSTITUTE
Bellingham, WA | www.alpineinstitute.com





ECO TOURISM





AGRITOURISM



BLACKBERRY FARM
Walland, TN | www.blackberryfarm.com



HIDDEN VILLA
Los Altos Hills, CA
www.hiddenvilla.org



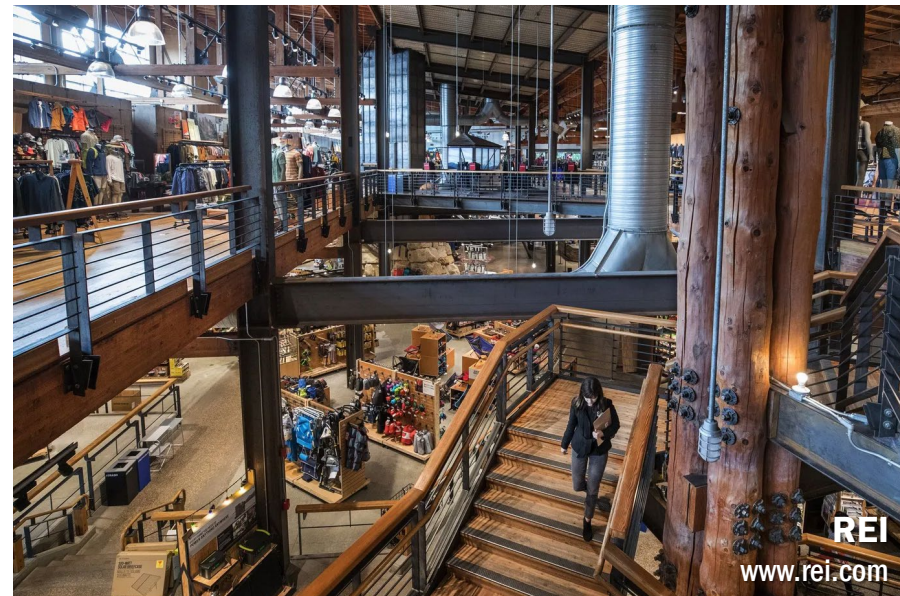
LIBERTY HILL FARM
Rochester, VT | www.libertyhillfarm.com



MOUNTAIN GOAT LODGE
Salida, CO
www.mountaingoatlodge.com



OUTFITTERS





OUTFITTERS



NORTH FACE MOUNTAIN FESTIVAL
www.thenorthface.eu/en_lu/mountain-festival



**LAND ROVER OFF ROAD
DRIVING EXPERIENCES**
experience.landroverusa.com



RAPHA CYCLING EVENTS
www.rapha.cc/us/en_US/ride-with-us



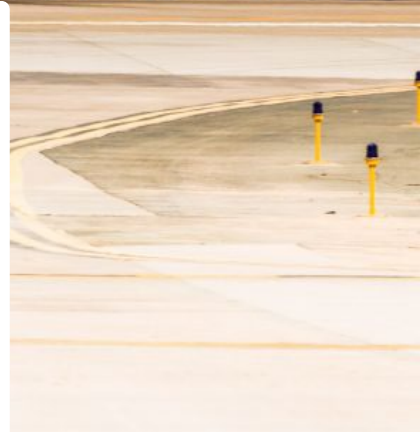
JEEP ADVENTURE ACADEMY
jeepadventureacademy.com

Transportation



TRANSPORTATION

- Improved service at Central Wyoming Regional Airport
- Convenient transportation connections to Jackson Hole Airport
- Private tour operators
- Improved RV infrastructure
- Increasing EV charging stations in the region to appeal to environmentally conscious travelers



TRANSPORTATION



PRIVATE TOUR OPERATORS

Example: Black Hills Tour Company
<http://blackhillstourcompany.com/>





Financing

FINANCING STRATEGIES

Large-scale tourism-focused projects are most often funded with public-private partnerships. Existing funding opportunities include:

- Business Ready Community (BRC) Grant & Loan Program – provides financing assistance for infrastructure that promotes economic development
- Tax Increment Financing (TIF) – typically established by a city/town and provide up-front financial assistance / new to the state of Wyoming and currently only used in Cheyenne
- New Markets Tax Credit (NMTC) – established to attract private capital to low-income communities for job creation and neighborhood improvements by allowing investors to claim a federal tax credit for the equity investments / eligibility overlap with CWC-focus counties
- Wyoming Tourism Board – funding opportunities through State of Wyoming’s annual General Fund allocation from the legislature
- Quarter Cent Sales Tax – local tax used for economic development projects / requires voter approval
- Special Purpose Optional Tax – additional 1% sales tax collected for a specific project (requires voter approval)
- Business Improvement District / Special Improvement District – utilizes a special assessment of property within a geography to provide continued funding

AQUARIUM AT THE BOARDWALK

Branson, MO

- Privately operated aquarium
- New project
- \$51 million project
- \$7 million funded by Tax Increment Financing (TIF)



ASHEVILLE ART MUSEUM

Asheville, NC

- Operated by a non-profit
- Expansion and renovation project
- \$24 million investment
- \$1.5 million funded from Tourism Product Development Fund (county program/lodging tax dollars)
- \$250,000 annual allocation from NC State General Fund



THURGOOD MARSHALL CENTER

Baltimore, MD

- Community center plus museum, gallery, and event space
- New project
- \$14 million investment
- \$9 million in New Market Tax Credits
- \$1 million federal funding allocation



MUSEUM OF FLIGHT

Tukwila, WA

- Independent, non-profit air and space museum
- Expansion project
- \$31 million project
- \$12.2 million in New Market Tax Credits





Implementation

IMPLEMENTATION

- Like many "smaller" destinations, the region faces a Catch-22 around implementation—the destination needs more visitors to support new and existing tourism-related businesses, but it also needs more tourism-related businesses, attractions, and activities to attract more visitors.
- Regional visitation (and economic impact) during the peak summer season is constrained by a lack of capacity, with hotel occupancy exceeding 80% in June and 70% in July.
- However, there are still opportunities to grow visitation, visitor spending, and economic impact even with current lodging capacity.
- More visitors and more visitor spending will help attract new entrepreneurs who see the demand, and generate dollars for public investment.

IMPLEMENTATION

- The initial focus for implementation should be upon creating a formal framework for regional collaboration, followed by developing a regional identity.
- New products and visitor experiences that stimulate awareness, destination storytelling opportunities, length of stay, and positive word-of-mouth should be the next priority. These include regional wayfinding, visitor center, and historic and cultural experiential opportunities.
- Stimulation of related parts of the regional visitor economy is the next highest opportunity, including outdoor economy business incubation, support for food and beverage makers and artisans (including a regional farmer's market attraction), and microgrants for outdoor-related small businesses.
- The development of new lodging and "bigger ticket" attraction and activity investments are longer-term opportunities for growing tourism.
- Continue to pursue regional transportation accessibility to the region.

TOURISM MARKETING

Strategies	Timeline (1-3 years, 3-5 years, 5+ years)	Responsible Party	Potential Funding Partners/Options
Create a regional destination brand identity including both Wind River Country and Hot Springs County.	1-3 years	Wind River Visitors Council, Hot Springs County Travel & Tourism, Wind River Reservation, Central Wyoming College, other public and private partners	Wind River Visitors Council and Hot Springs County Travel and Tourism, Wind River Reservation, and grants as available
Develop regional connectivity via themed itineraries or trails.	1-3 years	Wind River Visitors Council and Hot Springs County Travel and Tourism, and Wind River Reservation.	Wind River Visitors Council and Hot Springs County Travel and Tourism, Wind River Reservation, and grants as available.

REGIONAL COOPERATION

Strategies	Timeline (1-3 years, 3-5 years, 5+ years)	Responsible Party	Potential Funding Partners/Options
Establish a commitment to a formal framework to promote the regional destination and begin work on new regional visitor experiences.	1-3 years	Wind River Visitors Council, Hot Springs County Travel & Tourism, Wind River Reservation, Central Wyoming College	Wind River Visitors Council and Hot Springs County Travel and Tourism

VISITOR ENGAGEMENT

Strategies	Timeline (1-3 years, 3-5 years, 5+ years)	Responsible Party	Potential Funding Partners/Options
Build a regional visitors center attraction to introduce travelers to the two counties and the reservation.	5+ years	Wind River Visitors Council, Hot Springs County Travel & Tourism, Wind River Reservation	Wind River Visitors Council, Hot Springs County Travel & Tourism, Wind River Reservation, local government, grants
Add a new tourism product focused on the indigenous experience.	5+ years	Wind River Reservation	Wind River Reservation, state and federal grants
Create a regional farmers market that also shares the story of food in central Wyoming	3-5 years	Wyoming Department of Agriculture, Central Wyoming College, University of Wyoming Extension, local governments, private sector entities	Wyoming Department of Agriculture, Central Wyoming College, University of Wyoming Extension, local governments, private sector entities

VISITOR ENGAGEMENT (CON'T)

Strategies	Timeline (1-3 years, 3-5 years, 5+ years)	Responsible Party	Potential Funding Partners/Options
Add wayfinding throughout the area to market and direct visitors to local attractions.	3-5 years	Wind River Visitors Council, Hot Springs County Travel & Tourism, Wind River Reservation, local government, Wyoming DOT	Wind River Visitors Council, Hot Springs County Travel & Tourism, Wind River Reservation, local government, Wyoming DOT
Prioritize the development of new immersive visitors experiences and identify funding support as needed.	3-5 years	Wind River Visitors Council, Hot Springs County Travel & Tourism, Wind River Reservation, economic development, Central Wyoming College, private sector	Local government, economic development, grants

LODGING

Strategies	Timeline (1-3 years, 3-5 years, 5+ years)	Responsible Party	Potential Funding Partners/Options
Recruit an existing hospitality brand or developer to expand lodging in the region.	5+ years	Local government, economic development	Local government, economic development
Expand RV facilities throughout the two-county region.	5+ years	Local government, economic development	Local government, economic development

LODGING

Strategies	Timeline (1-3 years, 3-5 years, 5+ years)	Responsible Party	Potential Funding Partners/Options
Recruit (or fund a local provider) a regional transportation provider to connect to Jackson Hole Airport	3-5 years	Local government, economic development	Local government, economic development, grants
Continue to support efforts to fund and recruit improved service at Central Wyoming Regional Airport.	5+ years	Central Wyoming Regional Airport, local state, and federal government, economic development	Central Wyoming Regional Airport, local state, and federal government, economic development, grants