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# PARK COUNTY TRAVEL COUNCIL FISCAL YEAR 2025 MARKETING PLAN

RYAN HAUCK, EXECUTIVE  
DIRECTOR



*Cody*  
**YELLOWSTONE**  
WYOMING





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# 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.





UNIFIED

ADVERTISING



# VERB - \$1.3M

**This fiscal budget will focus on building continued marketing momentum and powerful technology to establish Cody as “Cody Wild and Free” for July 4th, 2026 as well as continue to build powerful and profitable relationships with and for our local community.**



## Industry

Building 2026 programming for their advantage.



## Partnerships

Growing and expanding relationship with Hikerkind.



## Creative

Driving Wild Forever forward and planning for July 2025 creative.



## Tech

Optimizing for AI, building for personalization & wowing with creativity.



## Media

Building on performance media plan with strategic Upper Funnel placements.



## Activations

Launching one, influencer-led activation based on previous workshop learning.



## Country

Lean into our audience's love of country through strategic partnerships.



## Publicity

Share our wins, submit for awards, publish case studies.



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# VERB - \$1.3M

## Performance and Awareness

The largest percentage of Cody's media budget into performance media (SEM, PMax, Social, YouTube) in order to drive partner referrals, email leads and guide orders and maintain powerful momentum for the brand. As Cody strives to gain an increasing amount of awareness and consideration and build connections across the US and into parts of Canada, we also recommend upper funnel media placements – at strategic times - to continue filling the trip planning funnel with those new-to-brand or those we want to consider the brand in a new light. Upper funnel activities will be supported by increased investments in brand search in aligned markets and time periods in order to capture interest and push it to the site. For example, a Calgary Stampede sponsorship would be coupled with a customized Performance Max, YouTube and Brand Search campaign in Calgary of the duration of the sponsorship as well during the Always On campaign period.





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# VERB - \$1.3M

## Calgary Stampede

With aligned sensibilities and one of the most famous rodeos in North America, Alberta is a natural connection point for Cody. In 2024 we will initiate a relationship with the stampede in the form of a smaller scale sponsorship. Based on performance, we will grow this relationship to include a more robust sponsorship and activation program.





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# VERB - \$1.3M

## OTT + Streaming

With new OTT streaming networks in its roster, iHeart now has the ability to place streaming video throughout multiple networks, including Paramount+ (home to Yellowstone and aligned audience-interest programming). We will leverage the Dusty Tuckness spots across iHeart's expanded OTT network alongside brand campaign spots. Digital audio streaming will also be included in the buy, ensuring Cody messaging is inescapable across streaming platforms in our target markets.





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# VERB - \$1.3M

## iHeart Country Festival

2025 marks the 12th year of this week-long Austin-based festival. With festival partners seeing an average lift of 69% in brand opinion, a sponsorship (placed within a target network such as Denver), could have the ability to push Cody towards its goal of “owning” July 4, 2026. With a sweepstakes contest included in the sponsorship package, Cody can also place actionable CTAs, such as Order a Guide, Email Opt-Ins and Website Visits.



# VERB - \$1.3M

## Strategic Print Placements

The July/August double issue of Conde Nast Traveler will feature a full page Cody Yellowstone ad, allowing the brand to debut the Wild refresh to six target markets: Atlanta, Chicago, Dallas, Denver, Houston, Phoenix, and Utah. The feature will include a custom QR code, allowing us to monitor any direct action taken from the print piece. Based on performance, we may consider two additional placements in the November issue and Jan/Feb double issue.





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# VERB - \$1.3M

## Working Media Budgets

Performance Channel	Budget
SEM	\$230,000
Programmatic/Performance Max	\$125,000
Social Advertising	\$100,000
Video (YouTube and Demand Generation)	\$75,000
<b>Total Working Media</b>	<b>\$530,000</b>
Digital Media Management (12%)	\$63,600
<b>Total Budget*</b>	<b>\$593,600</b>

Awareness Channel	Budget
Calgary Stampede Sponsorship	\$20,000
Condé Nast Traveler *	\$15,000
iHeart: OTT, Streaming, Country Festival Sponsorship	\$90,000
<b>Total Working Media</b>	<b>\$125,000</b>
Digital Media Management (12%)	\$15,000
<b>Total Budget*</b>	<b>\$140,000</b>

\*\*\* Can increase CNT buy to include additional issues if desired. There are two other available issues, November and Jan/Feb double issue.

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# VERB

## Services and Special Projects

Deliverable	Budget
Content Marketing: Social, Email & SEO	\$120,000
Influencer Workshop	\$68,000
Influencer/Brand Partnerships	\$30,000
Lifestyle Photo/Video Shoot	\$65,000
July 4 Rollout & Training	\$10,000
Web Maintenance & Creative Production	\$125,000
<b>Total Budget*</b>	<b>\$418,000</b>

Technology Enhancements	Budget
Headless Website & Copywriting	\$115,000
Generative AI Initiatives	\$40,000
Website Hosting & CDN	\$4,800
<b>Total Budget*</b>	<b>\$155,000</b>

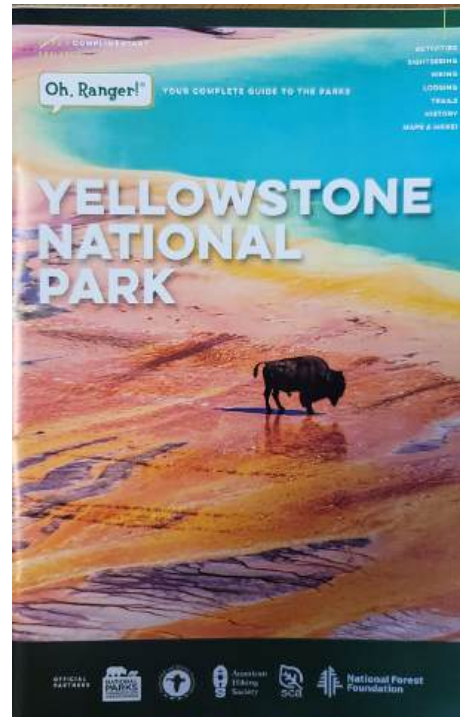
**Total Budget: \$1,306,600 USD**



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# 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, Cabela's, 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 Wi-Fi portals, super targeted to reach the outdoor consumer across the region

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# PBS

## Wyoming PBS - \$5,200

- 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

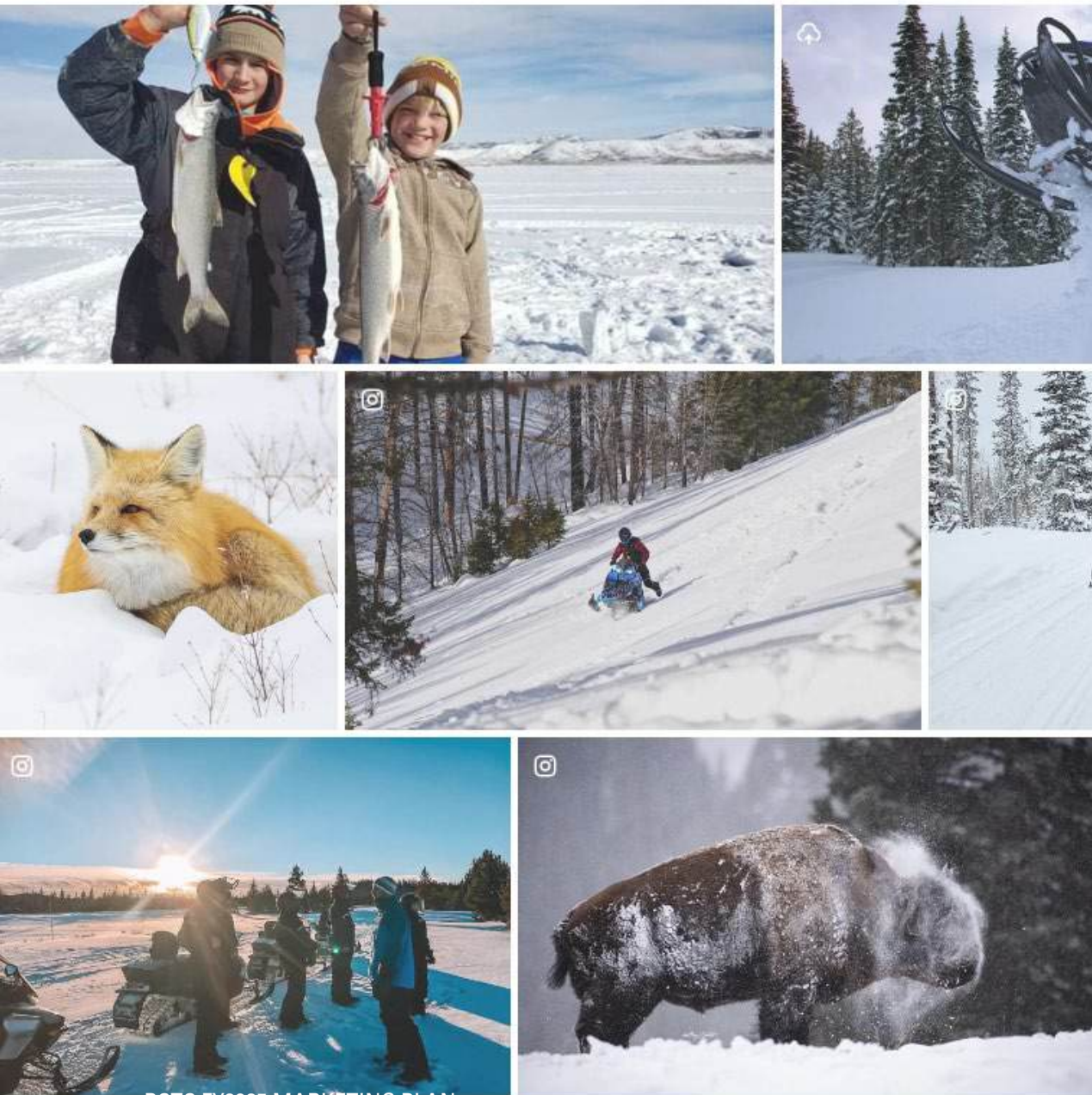
## Montana PBS - \$6,480

- 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 PBS - \$11,370

- 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





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# CROWDRIFF - \$20,000

- User Generated Content for Travel Brands
- Grow Assets
- Branded Digital Assets
- Photos from locals and visitors

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# 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





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# 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



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# SALES & ADVERTISING OPPORTUNITIES - \$110,000

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.



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# EXPEDIA - \$25,000



# Expedia

- **Oct-Dec 2024**
- **621,375 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>**

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# KUTV – \$10,700



## 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

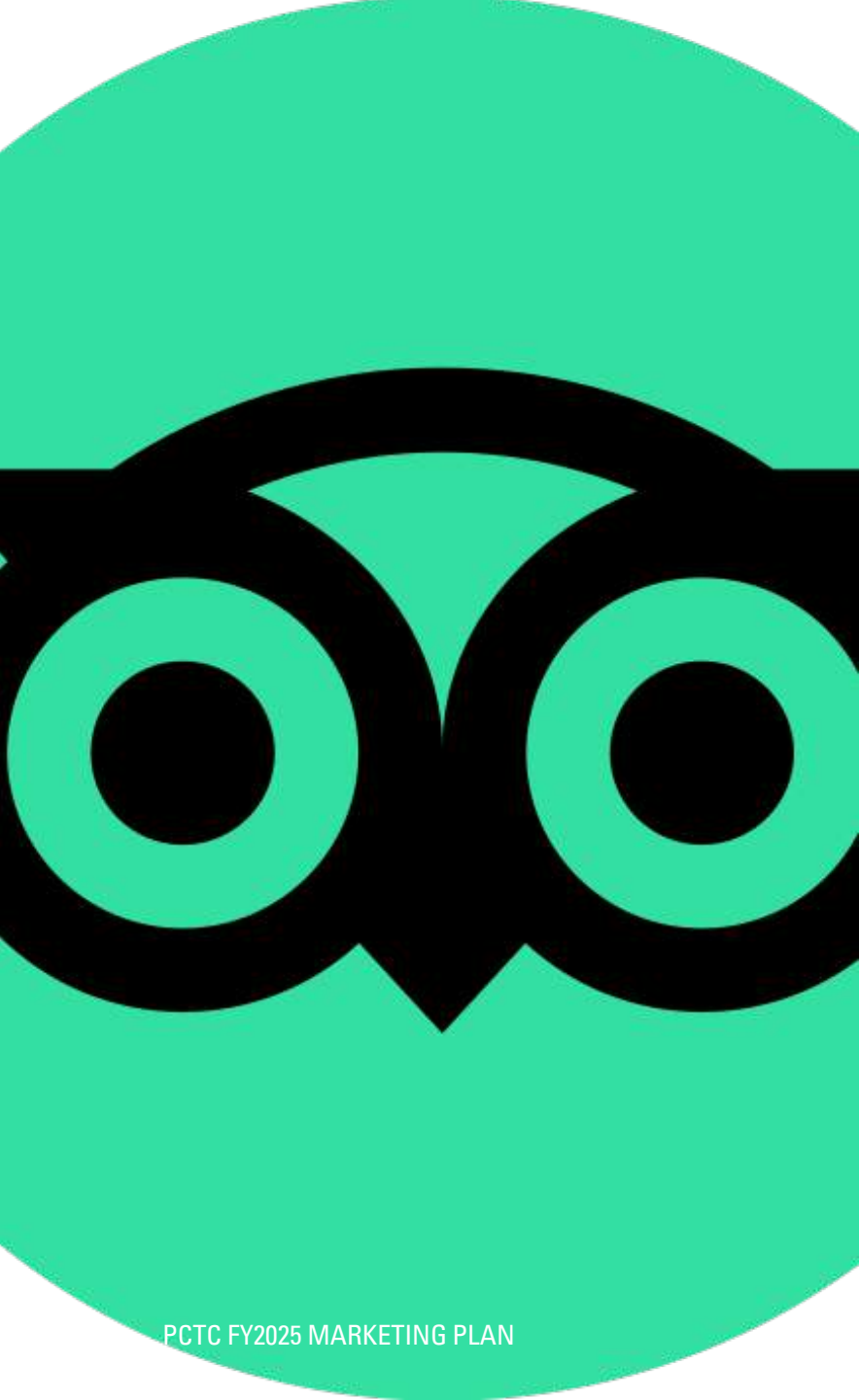
- This will link to the Road Trippin ' features page on KUTV.com

300,000 banner ads on KUTV.com

50,000 Targeted marketing email

All TV segments posted to KUTV.com





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# TRIP ADVISOR - \$50,000

- **Tripadvisor Roveaudience extension retargeting**
  - June 1, 2024 – April 30, 2025
- **Cody Competitive Conquesting + Cody Travel Intenders**
  - June 1, 2024 – April 30, 2025

## **Economic Impact**

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

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

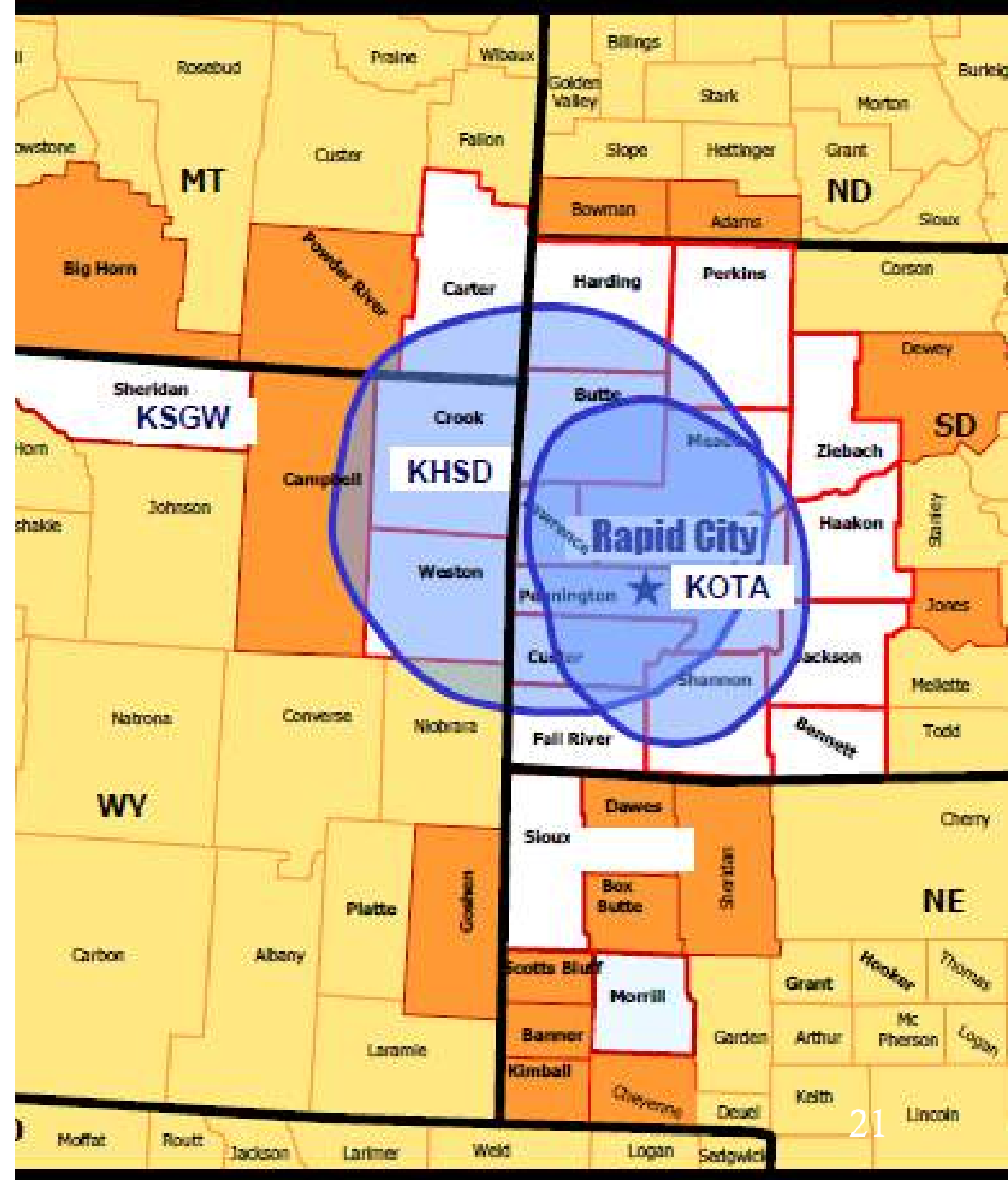
## **Media Impact**

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

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# 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







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## IN HOUSE CREATIVE- \$10,000

As our Brand Content Creator and Coordinator produces professional creative for the Park County Travel Council, he will need dedicated funding for mileage reimbursement, props, talent acquisition, Food and Beverage, and other items to complete the projects.



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# UNIFIED



Publications & Promotions

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# 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





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# BROCHURES

Brochure Distribution - \$9,000

Historical Attractions Guide - \$2,000

Scenic Drives/Guest Ranch - \$2,000



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# BILLBOARDS - \$34,360

## East of Shoshoni Junction

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





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# BILLBOARDS

## East of Gillette

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



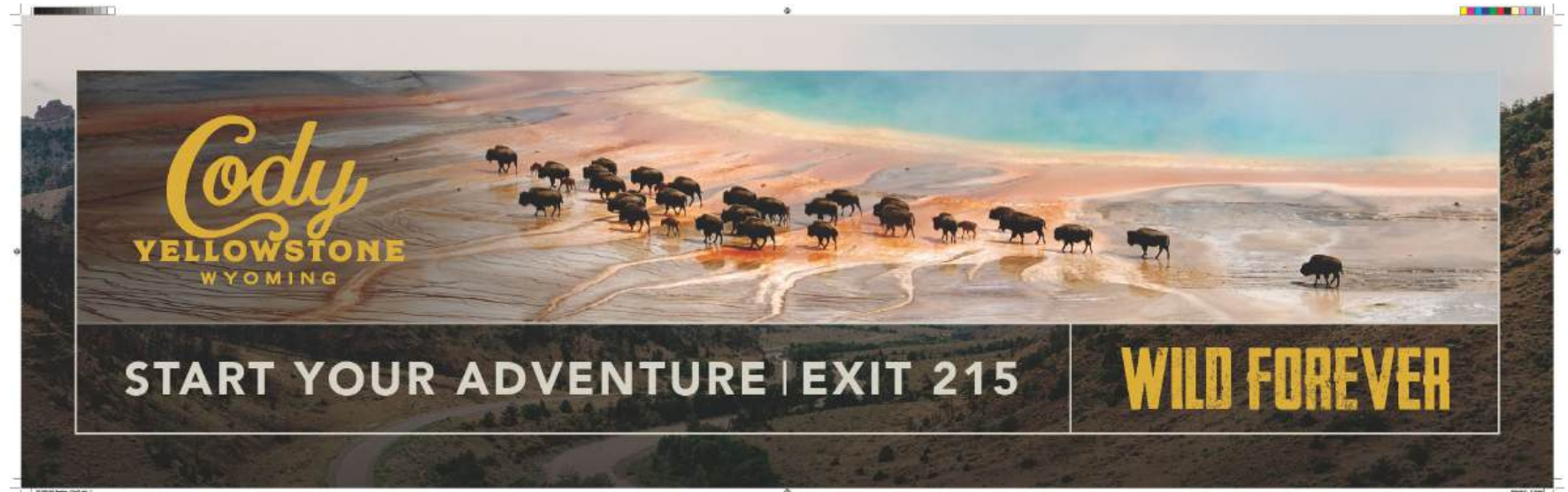


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# BILLBOARDS

## West of Elk Mountain

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



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# BILLBOARDS

## Downtown Cody

- Promotion of Sippin' Trail
- Seasonal



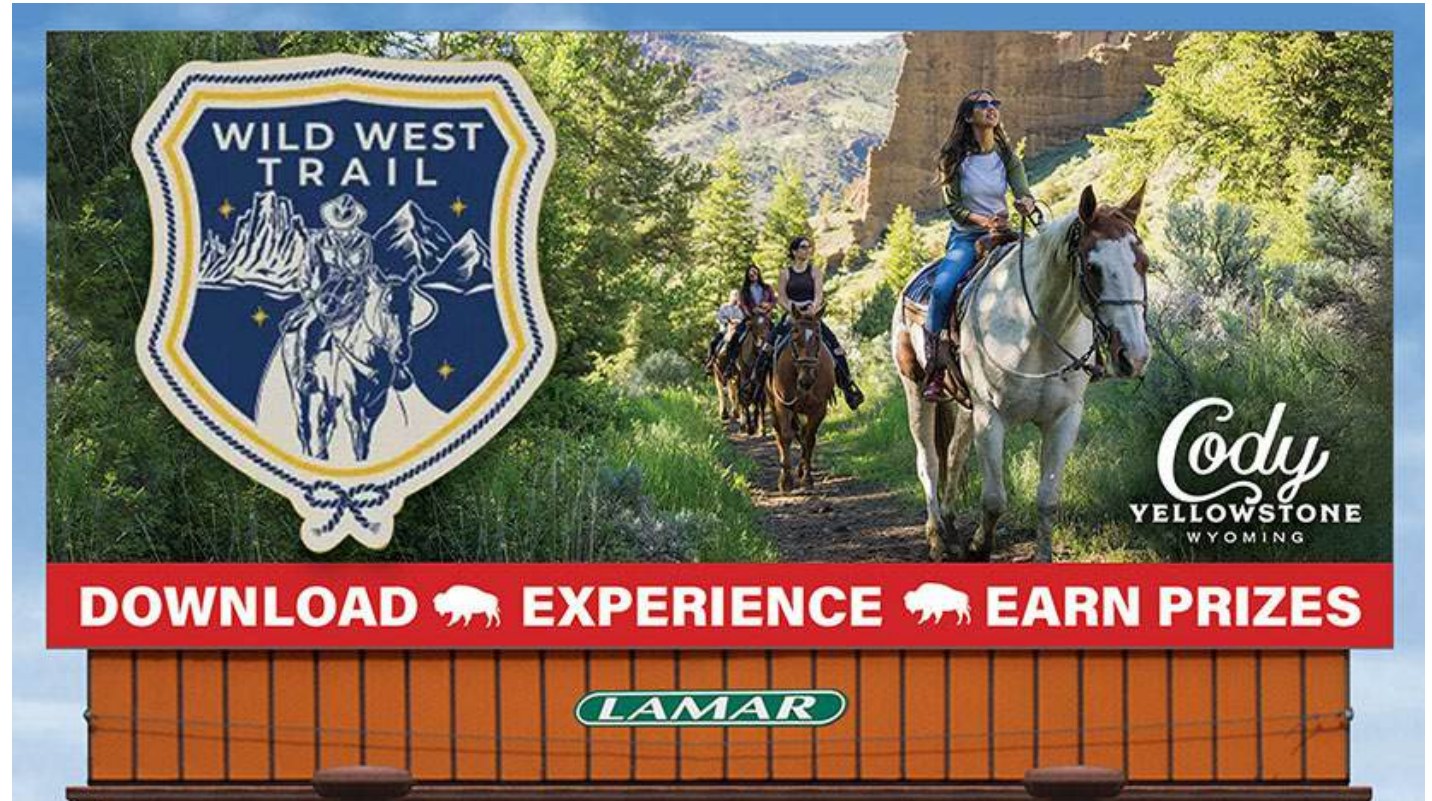


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# BILLBOARDS

## Downtown Cody

- Promotion of Wild West Trail
- Seasonal





# BILLBOARDS

## Downtown Cody

- Promotion of Bears in the Basin
- Seasonal



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# SPONSORSHIP ASSISTANCE - \$50,000





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# 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 FY2023 ANNUAL REPORT

### A WILD YEAR

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

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

We continued to promote Cody Yellowstone as a unique destination experience


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

- A campaign focusing on the adventure-seeking millennial market.
- Giveaways to increase social media awareness and increase overall following.
- Build on our new social media platforms.
  - Increased presence on LinkedIn to gain interest with meeting and event planners.
  - Use TikTok to reach a much younger market as well as highlight unique businesses and attractions in our area.
  - Develop Pinterest as a way to reach millennials and female heads of households to help plan their time in Cody Yellowstone.
  - Paid campaigns on Snapchat to introduce Cody Yellowstone to an untapped market and unique audience that can't be found on other social apps.
- Included more ambassadors to our #WildWatch program.
- Influencer Campaigns promoting our shoulder seasons and winter. PCTC continues to participate in travel trade shows and events that allow us to market Cody Yellowstone to a variety of media, domestic and international operators, including:

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

- Wyoming Hospitality and Tourism Coalition Event
- American Bus Association Marketplace
- United States International Powwow
- International Roundup with the Great American West
- American Corp
- National Tour Association Travel Exchange

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



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

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# UNIFIED

Technology







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# TECHNOLOGY - \$33,295

- **Computer Service | Software | Training - \$11,500**
  - Service from Osirys Computer Systems, LLC
  - Adobe Creative Cloud
  - Canva
  - Envato
  - Splice
  - Microsoft Office Class – Executive Administrator
- **Simpleview - \$7,200**
  - CRM
  - Industry Communication
  - Lead Response
  - Information Log
- **Hardware - \$14,120**
- **Drone License for BCC&C - \$475**



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# UNIFIED



Research

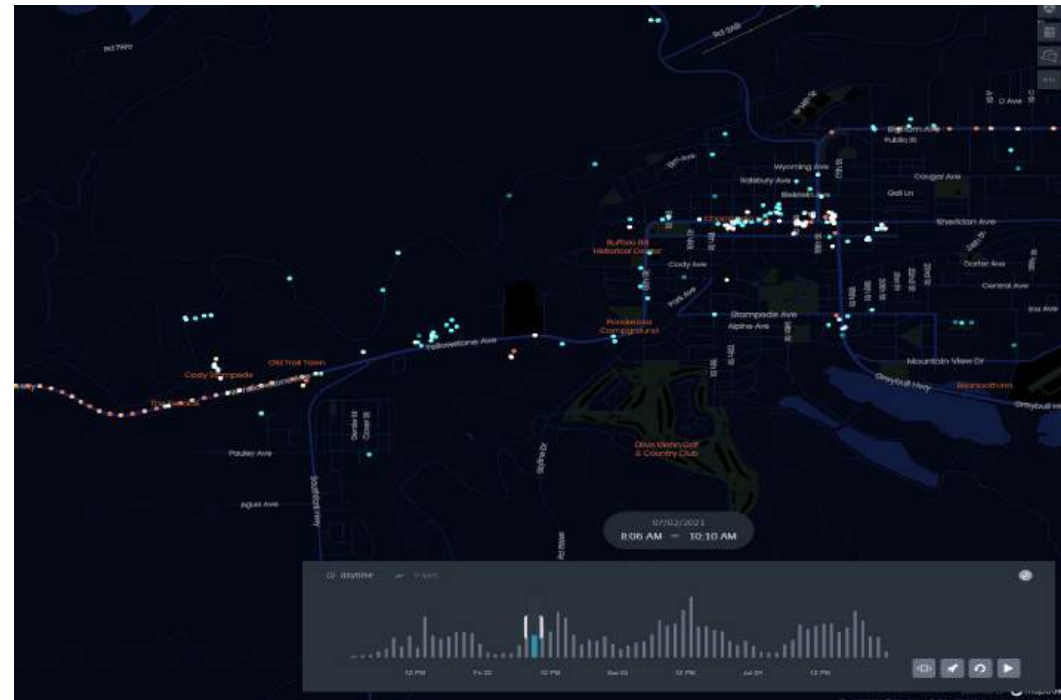
317 Cody, Wyoming During Stampede

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# 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



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# STR REPORT - \$3,600

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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# HVS - CONFERENCE CENTER DEMAND STUDY - \$50,000

- **Interviews**
- **Competitive Conference Venue Analysis**
- **Building Program Recommendations**
- **Demand Projections and Room Night Projections**
- **Connections with Developers**





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# UNIFIED

Public Relations





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# MESEREAU TRAVEL PUBLIC RELATIONS

## **Mesereau Retainer – \$49,200**

- 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 – \$2,500**

- Expenses related to executing the public relations plan





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# MESEREAU TRAVEL PUBLIC RELATIONS

## **PBS Hometown Series - \$6,500**

- TEAM:
  - Jacob Dellinger I Executive Producer, Cinematographer; 10-time EMMY award-winning filmmaker
  - Joshua Deel I Director, Writer, Cinematographer, Editor; 3-time EMMY award-winning filmmaker
  - Julie Newman I VP & General Manager, Producer; 4-time EMMY award-winning producer
- PURPOSE:
  - In this travel series they uncover the soulful narratives behind diverse communities worldwide, delving into the captivating stories of how these places came to life and the heartfelt reasons why they remain cherished places to the people who call them home.
- SYNOPSIS:
  - In "Hometowns" they transcend conventional tourism narratives choosing to focus instead on the unique characters who call a place home, acting as storytellers and ambassadors for their community. The show's popularity stems from a commitment to showcasing the genuine diversity of backgrounds and voices that make each destination unique.
  - This show doesn't just capture picturesque landscapes; it examines the essence of each community through the eyes of its inhabitants. By highlighting personal stories and connections to a place, they explore the "why" of travel - the genuine human experience.



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# MESEREAU TRAVEL PUBLIC RELATIONS

## **International Media Marketplace - \$4,000**

This annual networking event takes place each January in New York's Javits Convention Center. MTPR meets with 24 hand-picked travel journalists and influencers to pitch custom story ideas to writers. MTPR will continue to attend this event on behalf of Cody Yellowstone.





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# MESEREAU TRAVEL PUBLIC RELATIONS

## Two Press Trips - \$20,000

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 2025, we plan on executing a Fall and Winter trip. Each will include 4-6 handpicked top tier media from around the US.



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# MEDIA FAMILIARARITY TOURS - \$10,000

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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# UNIFIED

Travel Trade Shows





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# TRAVEL TRADE SHOWS - \$44,550

## American Bus Association Marketplace

- January 2025 | Group Leisure

## US International Pow Wow

- June 2025 | International

## Great American West Roundup

- May 2025 | International Group & FIT

## DMA West – CEO Summit

- June 2025 | Industry and Professional Development

## American Cup

- September 2024 | Media, Group Leisure, International

## DMA West – Tech Summit

- March 2025 | Industry and Professional Development

## ESTO

- August 2024 | Industry and Professional Development





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# UNIFIED

Meetings | Conferences





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# WYOMING GOVERNOR'S CONFERENCE | MEETINGS | RETREATS - \$14,000

## **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.

## **Two Retreats for the Fiscal Year**





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## TOUR OPERATOR FAM - \$12,000

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.



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# 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.

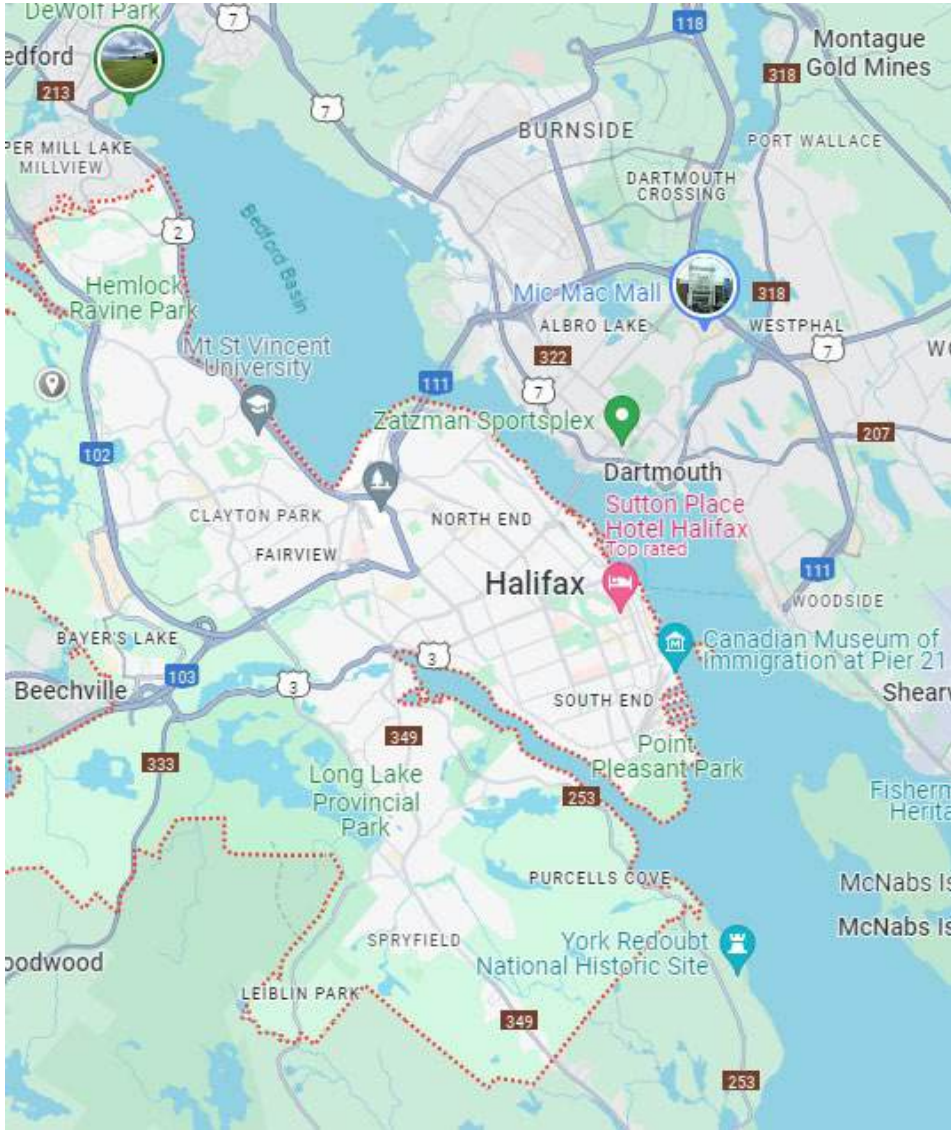
**Leadership and Team Dynamics:** Enhancing leadership skills and promoting effective teamwork and communication among board members.

**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.







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# VISIT AGENCY AND CONTENT PRODUCTION - \$10,000





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# UNIFIED

Inquiry Response

STATE PARK  
EAGLE POINT  
PICNIC AREA  
←



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# INQUIRY RESPONSE - \$31,275

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





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# UNIFIED

Associations







# ASSOCIATIONS - \$16,245



- National Tour Association - \$800
- US Travel Association - \$3,700
- American Bus Association - \$620
- Wyoming Hospitality & Travel Coalition - \$1,500
- Meeting Professionals International - \$550
- DMA West – \$1,200
- Billings Chamber of Commerce - \$475
- Black Hills & Badlands - \$250
- Destinations International - \$7,150





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# UNIFIED

Partnerships

A wide-angle photograph of a grassy field under a bright sky. Two riders on horseback are silhouetted against the horizon, moving from left to right. The foreground is filled with tall, golden-brown grass and some low-lying shrubs. A large, fallen log lies horizontally across the middle ground. Several evergreen trees are scattered throughout the landscape, including a prominent one on the right side.



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# TV COMMERCIAL – COWBOY CHANNEL - \$2,000

## 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



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# ROCKY MOUNTAIN INTERNATIONAL - \$7,500

**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.



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# 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.

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# 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



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# 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.



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# 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**





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# AMBASSADOR PROGRAM - \$4,000

## #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.





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# 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.



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# 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.



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## WYOMING OFFICE OF TOURISM & PARTNER COOPS - \$45,000

**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.**





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# 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.





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# FILM OFFICE - \$40,000

- 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 OFFICE  
*Cody*  
**YELLOWSTONE**  
WYOMING

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## **CODY FIREWORKS COMMITTEE - \$10,000**

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Helping fund the Cody Fireworks Committee will continue to keep our destination as a “must-do” for the 4<sup>th</sup> 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 250<sup>th</sup> anniversary in 2026.





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# UNIFIED

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



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# UNIFIED

Destination Development - \$600,000

Signage | Airline MRG | Community Projects | Pathways





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# UNIFIED

Regional



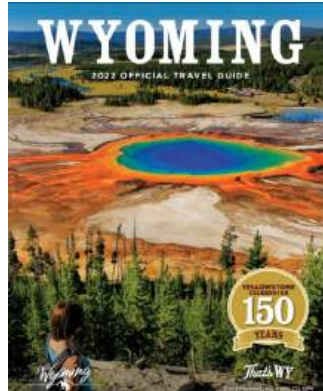


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# COOPS - \$8,883

## 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

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# COOPS - \$8,883

## PRAIRIE ROSE PRODUCTIONS - WILD TV

- Six episodes
- \$5,500 per episode
- Presence in all 6 episodes
- Built into the series intro in every episode
- Logo appears on screen during the episodes
- Built into the closing in every episode
- Company name is included in the show credits in all episodes
- These episodes will be watched over and over for years to come
- Employees get a one year free subscription to Wild Rides TV
- Commercial spot airs during the episodes
- Receive weekly social media exposure
- Piggyback with all advance series promotions
- Episodes air on WILD RIDES TV, the Cowboy Channel, 350,000 BEK TV households, Consolidated Cable + YouTube and more



1. Horse Sale
2. Shoshone National Forest otherwise known as the Horse Forest
3. Buffalo Bill Center of the West – You’ll need to work with Ken Straniere - [kens@centerofthewest.org](mailto:kens@centerofthewest.org)
4. Guest and Dude Ranches of Cody Yellowstone
5. Cody Stampede Rodeo – July 1-4
6. Front-facing western attractions



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# 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

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# 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
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# 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**

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# CONSUMER MAGAZINES - \$83,090

## 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





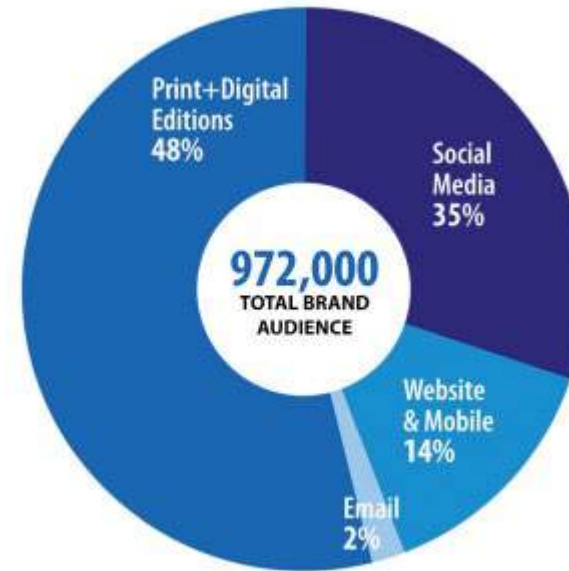
# CONSUMER MAGAZINES

## Group Tour Magazine - \$6,296

- 12 Weeks of Summer, Run of Site, Social, E-news 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)



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# CONSUMER MAGAZINES

## **American Bus Association - \$6,592**

- Full Page ad in Destinations magazine.
- 90 consecutive days Travel Showcase with 5-word headline and 50-word description with a link to [codyyellowstone.org](http://codyyellowstone.org) in Tour Stop weekly eNewsletter.
- 90 consecutive days Leaderboard in weekly Insider.
- 18,300+ Impressions





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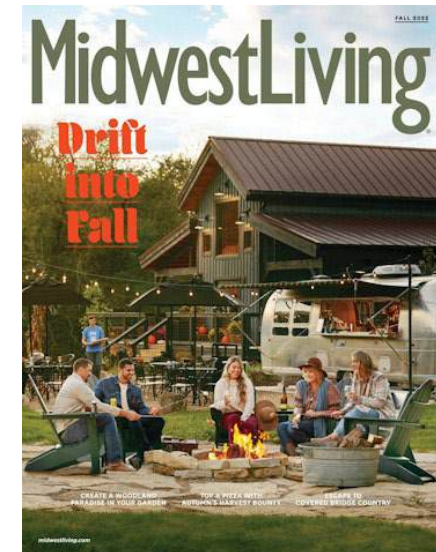
# CONSUMER MAGAZINES

## Texas Monthly – \$30,302

- 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



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# RV DIRECTORIES - \$6,505

## 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





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# DIGITAL ONLY - \$21,039

## 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 - \$395

## EnjoyYourParks.com - \$599

## MyYellowstonePark.com - \$5,000

- 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



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# GRANTS

Community Specific | Attraction





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# GRANTS - \$515,111.50

## Community Specific Grants - \$338,410

- Cody Country Chamber - \$149,680
- Cody Country Chamber Art Show - \$10,000
- East Yellowstone Valley Chamber of Commerce - \$68,190
- Meeteetse Visitor Center - \$45,540
- Powell Economic Partnership - \$65,000

## Attraction Grants - \$176,701.50

- Buffalo Bill Center of the West – \$40,690
- Buffalo Bill Dam & Visitor Center – \$3,000
- Cody Stampede Board - \$29,994
- Heart Mountain Interpretive Center - \$20,000
- Museum of the Old West - \$5,017.50
- Yellowstone Regional Airport - \$25,000
- Homesteader Museum - \$3,000
- Wyoming Shooting Complex - \$50,000

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# ADMINISTRATION





# ADMINISTRATION - \$514,641.83

	FY2022 BUDGET	FY2024 BUDGET	FY2025 BUDGET
ADMINISTRATION			
A. Wages/Taxes/Ins/Retire	\$312,074.17	\$319,514.45	\$432,151.83
i. Executive Director - Ryan Hauck			
ii. Marketing Manager - Katrina Southern			
iii. Administrative Assisant - Amanda Keyes			
iv. Brand Creative Coordinator - Carson Rapsilver			
B. Office/Board Expenses	\$4,000.00	\$8,000.00	\$8,000.00
D. Financial Audit	\$6,000.00	\$7,000.00	\$7,250.00
E. Monthly Accounting	\$1,800.00	\$9,900.00	\$12,000.00
F. Board Liability Insurance	\$2,033.00	\$2,155.00	\$2,240.00
G. Grant Advertising/Legal Ads	\$1,000.00	\$1,500.00	\$1,500.00
H. Rent	\$0.00	\$27,000.00	\$24,000.00
I. Utilities	\$0.00	\$6,000.00	\$6,000.00
J. Liability Insurance	\$0.00	\$4,330.00	\$4,330.00
K. Phone/Internet	\$0.00	\$3,540.00	\$4,000.00
L. Printer/Copier/Scanner/Paper	\$0.00	\$3,100.00	\$3,100.00
M. Water	\$0.00	\$650.00	\$500.00
N. Mailing Machine	\$0.00	\$420.00	\$450.00
O. Admin Needs	\$0.00	\$6,000.00	\$6,000.00
P. Cleaning	\$0.00	\$3,120.00	\$3,120.00
<b>TOTAL</b>	<b>\$348,998.17</b>	<b>\$408,729.45</b>	<b>\$514,641.83</b>

