

FISCAL YEAR STATISTICS COMPARISON

	FY2023	FY2024
BUFFALO BILL CENTER OF THE WEST	142,540	159,359
HEART MTN. WWII INTERPRETIVE CENTER	12,159	12,258
YNP EAST ENTRANCE	466,066	476,762
CODY NITE RODEO	98,655	127,685
BB DAM & VISITOR CENTER	75,605	85,053
CODYYELLOWSTONE.ORG	FY2023	FY2024
WEBSITE SESSIONS	938,827	793,533
WEBSITE CONVERSIONS	91,367	157,821
VACATION GUIDE REQUESTS	78,483	90,234
DIGITAL VACATION GUIDE DOWNLOADS	4,643	2,381
PARK COUNTY VISITOR CENTERS	FY2023	FY2024
CODY COUNTRY VISITOR CENTER	96,001	90,268
POWELL VISITOR CENTER	2,545	6,751
MEETEETSE VISITOR CENTER	4,847	4,115



Park County Travel Council
 FY 2024 Annual Report
 1306 Sheridan Avenue - Cody, WY 82414
 www.CodyYellowstone.org

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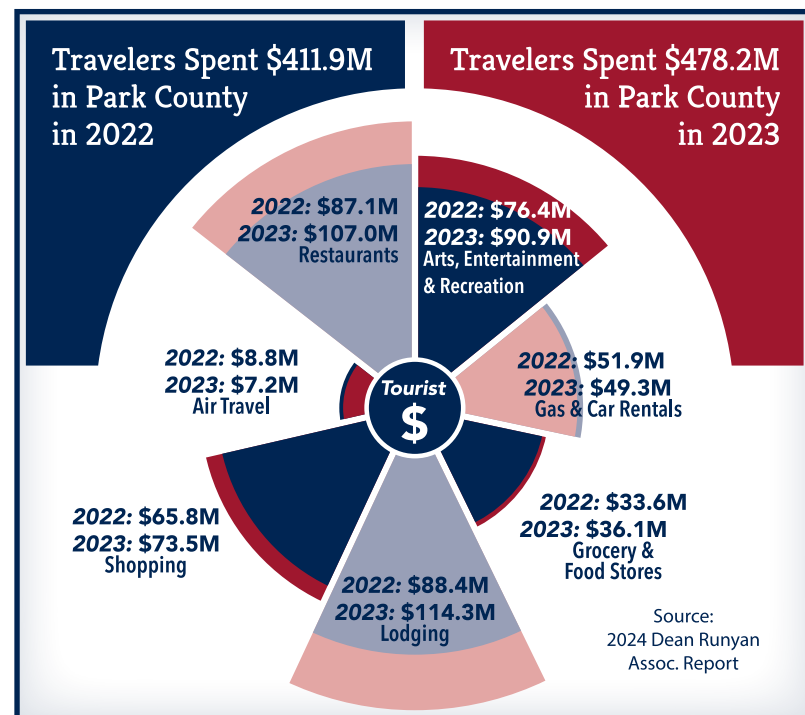
FY2024 GRANTS/PROGRAMS FUNDED BY FY2023 LODGING TAX COLLECTIONS

	GRANTS	COLLECTIONS
CODY COLLECTED.....		\$1,370,594.57
Cody Country Chamber of Commerce	\$142,500.00	
Visitor Center Staffing	\$95,000.00	
V.C. Manager	\$35,000.00	
Admin Support	\$2,500.00	
V.C. Operations	\$2,500.00	
Advertising	\$500.00	
V.C. Training	\$2,000.00	
Technology	\$5,000.00	
Buffalo Bill Art Show & Sale	\$5,000.00	
Buffalo Bill Center of the West	\$30,380.00	
Buffalo Bill Dam & Visitor Center	\$3,138.00	
Cody Country Art League	\$2,000.00	
Cody Stampede Board	\$27,527.00	
Museum of the Old West dba Old Trail Town	\$4,670.00	
TOTAL CODY GRANTS	\$215,215.00	
POWELL COLLECTED.....		\$59,191.95
Powell Valley Chamber of Commerce	\$60,000.00	
Visitor Center	\$55,000.00	
Promotional Video	\$5,000.00	
Heart Mountain Interpretive Center	\$18,000.00	
Homesteader Museum	\$1,812.00	
TOTAL POWELL GRANTS	\$79,812.00	
MEETEETSE COLLECTED.....		\$8,934.08
Meeteetse Visitor Center	\$32,000.00	
Visitor Center Staffing	\$24,000.00	
Events, Adv., Digital	\$8,000.00	
TOTAL MEETEETSE GRANTS	\$32,000.00	
PARK COUNTY COLLECTED.....		\$275,425.99
East Yellowstone Valley Chamber of Commerce	\$43,650.00	
Yellowstone Regional Airport	\$25,000.00	
TOTAL COUNTY GRANTS	\$68,650.00	
YELLOWSTONE NATIONAL PARK COLLECTED...\$1,323,853.80		
(YNP Lodging located in Park County Only)		
Yellowstone is not eligible for PCTC Grants		\$0.00
TOTAL GRANTS	\$395,677.00	
UNIFIED MARKETING	\$1,979,793.87	
ADMINISTRATION	\$408,729.45	
DESTINATION DEVELOPMENT FUNDS	\$589,168.61	
TOTAL GRANTS & PROGRAMS	\$3,373,368.93	

LOCAL PARTNERS

The Park County Travel Council could not host and assist as many media groups without the support of local businesses. The discounted or donated lodging, meals, admissions, and tours allow the Travel Council to spend more on advertising, partnerships and transportation for travel writers and television crews. PCTC board members understand these donations cost businesses and truly appreciate our local partners' cooperation.

Special thanks to Yellowstone National Park Lodges, the Buffalo Bill Center of the West, Cody Nite Rodeo, Cody Firearms Experience, Cody Trolley Tours, Old Trail Town, The Cody Cattle Company, Heart Mountain Interpretive Center, Wyoming River Trips, By Western Hands, North Fork Anglers, Blair Hotels, The Cody Hotel, Best Western Ivy Inn & Suites, The Irma Hotel and Restaurant, Cody Steakhouse, Yellowstone Regional Airport, Cody Yellowstone Guest & Dude Ranches, Proud Cut Saloon, Trailhead Bar and Grill, Buffalo Bill Dam & Visitor Center, 2 Mules Chuckwagon, Out West Adventures, Meeteetse Chocolatier, Wyoming Trout Guides Fly Shop, Powell Economic Partnership, Dan Miller's Cowboy Music Revue, K3 Guest Ranch Bed & Breakfast and The Chamberlin Inn – just to name a few of our 2023/2024 partners.



PARK COUNTY TRAVEL COUNCIL FY2024 ANNUAL REPORT

DEVELOPING THE DESTINATION

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



- community including:
 - **Cohesive wayfinding signage throughout Cody, Powell, and Meeteetse.**
 - With a goal of assisting visitors to our communities by clearly identifying businesses, points of interest, and attractions, the resulting sign system effectively guides drivers, riders, and pedestrians to key destinations, enhancing economic activity. Research indicates travelers feeling confident and comfortable navigating a destination tend to spend more time and money, and are more likely to return with positive impressions.
 - **Development of an established county-wide film commission through the American Film Commissions International to attract commercials, TV shows, and movies.**
 - **A three-way partnership between PCTC, Yellowstone Country, and the Institute for Tourism & Recreation Research concerning the ten-mile stretch of Highway 296 between the Wyoming and Montana border.**
 - The 10-mile stretch known as “The Plug,” has been a controversial topic for decades. Some believe leaving it unplowed is beneficial for world-class snowmobiling, connecting Cooke City and the Beartooth’s trail systems, while others argue that plowing the road would provide a massive economic boost as it would provide year-round access from Cody to Yellowstone National Park. For the first time, a committee with representatives from both sides—a Wyoming partner and two Montana partners—worked together on a non-biased study.

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



SCAN ME



Efforts in the Off-Season

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

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

SECURING FUTURE TRAVEL TO CODY YELLOWSTONE

In August 2023, Cody Yellowstone hosted ten people from seven tour operating companies for a familiarization (FAM) trip. A six-day set itinerary focused on over 20 businesses and points of interest for motorcoach travel. Efforts resulted in four motorcoach tours with more planned for 2025 and 2026.

Our efforts to promote Park County were successful in generating significant earned media coverage across various platforms. Earned media often carries more credibility and authenticity, showing our promotional work's wide-reaching impact. In FY24, hundreds of magazines, newspapers, podcasts, live TV segments, social media, and blogs featured Cody Yellowstone. This media coverage raised awareness and enticed visitors to spend time in Park County.

Along with hosting more than twenty-five media members this year, we showcased our destination to fifty media professionals from fourteen Western states as they convened in Cody for the Western Chapter Conference of the Society of American Travel Writers (SATW). Members of SATW contribute to prestigious publications including USA Today, The New York Times, AAA World, and National Geographic Traveler, among others in both print and digital media. The conference generated substan and national publications, vlogs, and blogs, with the potential to influence millions of

Efforts in the Offseason *continued*

Park County. The campaign resulted in 75 posts, reached 124.2K users and achieved 14 million impressions, translating to an earned media value of \$126.4K.

In April, 2024 we introduced the Wild West Discovery Workshop, highlighting the unique Western experiences of Cody Yellowstone. Six diverse influencer groups enjoyed a planned itinerary, including living the cowboy life at Fiddle Back Ranch, visiting the Buffalo Bill Center of the West on a private tour, a Western leather craftsmanship workshop with By Western Hands, and enjoying a chuck-wagon cookout led by 2 Mules Chuck-wagon. The campaign exceeded our goals of promoting Park County's distinct offerings, fostering collaboration, and generating brand-integrated content.

travelers as content continues to be shared. The estimated advertising value of hosting this prestigious event is \$2.5 million.

At the closing reception, attendees ranked Cody among their top three conference destinations of all time, a testament to exceptional support received from our community partners, a large reason for our success.

PCTC promoted Cody Yellowstone as a unique destination experience all year, using the award-winning campaign, Cody Yellowstone WILD. WILD emphasized the untamed and natural aspects of Park County, aiming to attract adventure seekers, nature enthusiasts, and those seeking a unique experience. Featuring videos of varied duration, we captivated different audiences on multiple marketing platforms. WILD showcases our amazing landscapes, wildlife, unique attractions, and authentic Western experiences through captivating imagery to inspire travel to the area.

Our destination's marketing pillars include: authentic Western experiences, history, world-class outdoor recreation, wildlife, and attractions. In FY24, we marketed these pillars to travelers by:

- Utilizing a campaign focused on the adventure-seeking families and multi-generational independent travelers.
- Building our social media presence and following on seven platforms.

Each business received over 20 mentions and reached approximately 639.8K users. The earned media value totaled an impressive \$538.7K, demonstrating the power of influencer campaigns in creating authentic promotion and high-quality marketing for local businesses and the regional economy.

The Cody Yellowstone Women's Hiking Retreat, held in May of 2024, concluded our workshops. This three-day event enhanced hiking skills for a supportive community of like-minded women as they explored Yellowstone National Park through guided hikes and educational sessions. Held at the Pahaska Tepee Resort, who offered meals and a welcome kit while Grub Steak Expeditions provided transportation—the Retreat fostered a

- Showcasing our destination using short-form video, proven to attract a larger and more engaged audience.
- Partnering with the Cody Stampede Board to launch Heartbeat of the Rodeo, a web series featuring our very own Dusty Tuckness, future Rodeo Hall of Fame bullfighter.

PCTC participated in travel trade shows and events to market Cody Yellowstone to media along with domestic and international tour operators. Events included:

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

Our community outreach generated excitement and proved effective so we continued to support our tourism-focused businesses by providing hands-on learning opportunities including:

- Two free social media workshops led by our award-winning agency of record, Verb Interactive.
- Free photography workshop for all Park County locals led by National Geographic photographer, Scott Kranz and outdoor brand photographer, Stephen Matera.
- Destination audit helping 250 businesses and points of interest develop their profiles on Google Listings and TripAdvisor.

sense of community and empowered women in outdoor activities. PCTC secured a brand partnership with Hikerkind, a female-owned clothing brand. Known for leading women's hiking trips across the U.S., Hikerkind made an ideal partner as we co-branded marketing materials and apparel sent to all attendees, helping us reach new audiences through social media cross-promotion. The retreat generated over 5.7 million impressions and an earned media value of \$79.7K, reinforcing Cody's reputation as a top outdoor destination.

This three-part workshop series significantly benefited the local community and economy by drawing visitors during the off-season. We look forward to building on this success.

PCTC Helps Communities and Events Promote Themselves

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

wide marketing plan. Many Park County conventions, events and sports tournaments received sponsorships from the Park County Travel Council, including 29 events in fiscal year 2024: Buffalo Bill Cody Races, Cody's Downtown Trick-or-Treating, Horsin' Around Cody, Cody's Christmas Stroll, Cody 59ers Rock Club, Plaza Palooza Summer Arts Fest, Wyoming Game Wardens Association, Soroptimist of Powell - Creative Craft Fair, Plaza Diane - Sample the Season, Cody Events Committee - Santa House, CCSA - Avalanche Awareness Training, YRA - Santa Fly-In, Wyoming Ice Fest, Yellowstone Songwriter Festival, Wyoming Swimming

Swimposium 2.0, Wild West Balloon Festival, Fireworks Committee, Cody Stampede Parade, Celebrities for a Cause, Concerts in the Park, Yellowstone Fire Soccer, Plaza Diane - Plaza @ 5:30, Devilstone Run, Powell Wrestling Club, Cody Spring Classic, Wyoming, Agricultural Leadership Council, Cody Romance Roundup, CYAIR - Run the Runway, FOAL Mustang Rendezvous

COMMUNITIES, COUNTY USE LODGING TAX DOLLARS

Park County generated \$36.2 million in sales taxes in 2023. Travelers generated over 32.8% of those taxes, \$11.9 million. The local & state travel generated taxes relieved the tax burden on Park County residents by \$1,649 per household.

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

In FY2024, a total of \$405,476.05 was returned to Park County for distribution to the City of Powell, the City of Cody, the Town of Meeteetse and Park County.

The City of Powell received approximately \$7,110.17 that was earmarked to offset expenses for Powell's Country Christmas and other special events.

The City of Cody received approximately \$161,283.40, spent primarily on covering costs of City staff assisting with traffic control and other tasks required by special events..

Approximately \$906.50 was received by the town of Meeteetse and added to the town's general fund.

Park County is entitled to the portion of the funds that are collected outside Park County municipalities. These properties are guest and dude ranches, guest houses outside the county and Yellowstone National Park lodging that is located within Park County. In FY2024, over \$236,176.01 was added to Park County's general fund and used at the discretion of the county commissioners.

2024 PARK COUNTY TRAVEL COUNCIL

John Parsons, *Chairperson* | Park County Appt.

John Wetzel, *Vice Chairperson* | City of Powell Appt.

Christine Merz-Gleason, *Secretary* | Town of Meeteetse Appt.

Emily Swett, *Treasurer* | City of Cody Appt.

Michael Darby, *Past Chairperson* | Park County Appt.

Ruffin Prevost | Park County Appt.

Mike Keller | Yellowstone National Park

Jill Hartmann | City of Powell Appt.

Christopher Guyer | City of Cody Appt.

Quintin Blair | State Tourism Board Representative's Appt.

PARK COUNTY TRAVEL COUNCIL ADMINISTRATION AND BUDGET

Park County Travel Council administers the 4% Park County lodging tax revenues with the exception of the 10% share returned to the Park County Treasurer. State statues dictate the revenues be spent on tourism promotion only.

Our 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.

The Park County Travel Council is a Joint Powers Board comprised of ten volunteer board members. Four members are appointed by Park County Commissioners, two by the Cody City Council, two by the Powell City Council and one by the Meeteetse Town Council. A representative from the Wyoming Tourism Board or a designee, is also on the Travel Council. Budgets created and approved are funded by the previous year's lodging tax revenue.

Ryan Hauck, executive director of the Park County Travel Council, is responsible for implementing and overseeing a variety of marketing strategies for Park County.

Amanda Keyes, executive administrator, handles magazine inquiries, fulfillment requests and maintains printed and digital data for the PCTC website, Visitor Guide and other resources. In addition, she prepares all materials for board meeting and works sessions.

Katrina Southern, marketing manager, manages our presence on Tik-Tok, Snapchat, Pinterest, and LinkedIn. Katrina also runs the local ambassador program #WildWatch that includes 2-5 local ambassadors highlighted on social media and displayed on our website. She also executes Cody Yellowstone's social media takeovers and assists with graphic design and user-generated content (UGC) video production.

Carson Rapsilver joined the PCTC staff in July 2024 as the Brand Content Creator & Coordinator. Carson captures high-level traditional video, social and still content for use in PCTC's overarching campaign.