

The following organizations and businesses had individual(s) represented at the meeting

Tom O'Day Productions	Grub Steak Expeditions	Yellowstone National Park
Wyoming Dinosaur Center	Big Horn Mountain Coalition	Park County Travel Council
Northwest College Community Training & Development	Worland/Ten Sleep Chamber of Commerce	Yellowstone Recreation Foundation
Hot Springs State Park	Bureau of Land Management (Worland office)	Buffalo Bill Historical Center
Wyoming Travel & Tourism	State Legislature	Big Horn Radio Network
Big Horn Canyon NRA	Old Trail Town	Buffalo Bill State Park
Cody Stampede	Federal Aviation Administration	Hidden Treasure Charters
Wyoming Business Council		

The following represents the Prioritization of the Potential Major Elements of the Plan by those in attendance

MARKETING (18)
CULTURE AND HERITAGE (13)
OUTDOOR RECREATION (12)
TECHNOLOGY (12)
PARTNERSHIPS (12)
ENVIRONMENTAL/SUSTAINABILITY (11)
WILDLIFE (11)
RESEARCH (11)
COMMUNICATIONS (10)
VISITOR SERVICES (9)
INFRASTRUCTURE (9)
TRANSPORTATION (6)
RESOURCES (6)
EDUCATION AND TRAINING (5)
PRODUCT DEVELOPMENT (3)
SAFETY AND SECURITY (2)
RULES AND REGULATIONS (N/A)

Concepts/Ideas/Concerns/Challenges that were identified by the meeting participants and that should be considered as part of the development of the Tourism Master Plan. These are organized by the major categories that will be considered for the Master Plan outline.

MARKETING

International marketing
Youth marketing
Home schooling curriculum to market in other states-referring to Wyoming history, natural history
Follow up travel planner inquiry with DVD
New and novel ways to get message out on what we have to offer
Get Wyoming characters in Interactive Gaming (children's games)
TV shows based in Wyoming -films
"Men of Wyoming" calendar
Attractions promote each other to encourage extended stays
Promote rodeo as authentic West
Better improved photography and descriptions of all Wyoming sites
More visitor friendly website
Information sharing if one-stop website is not reality - Links
Need all Wyoming attractions and activities included on website
Magazine ads targeting specific groups
Create a Wyoming character or characters who tweet, blog, appear on You Tube to communicate about the state
Utilize chamber web network as program vehicle
More cooperation between tourist sites to "tie together" a tour
Social media
Emphasize attractions throughout the state-Yellowstone is a given
Play off of "Forever West" by highlighting other attractions in state-don't just highlight National Parks-put cowboy hats on dinosaurs, show medicine wheel & Pow Wows
Bear Tooth Mountain, Clarks Fork, National Parks & Monuments, state parks, USFS & BLM (public lands)
Aim Wyoming "uniqueness" at European audiences (i.e. Wyoming is not Texas)
Don't spend all marketing dollars on Yellowstone and Tetons. Tourists want to know what else the state has to offer
Wyo. Own Bear Tooth Mountains
Youth activities guide
"Happenings" brochure for regions of Wyoming, regularly updated and printed e.g. WREN magazine reports on events for next 2 months
"Local Wyoming resident" discounts for off-season lodging and meals
Developing target areas and use media to best advantage
Have live person at Travel Shows for 1 on 1 contact
Create links-loops of interest that cross state lines
Advertise kids programs at sites linked to girl/boy scout badges or service projects
Tales of Wyoming-PP&L-(tales of the Pacific Power Land) foreign languages
Appropriate niche marketing
Direct mail target groups

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CULTURE AND HERTIAGE

Working landscape....Wyoming people depend on the land
Enhance cultural education/awareness/appreciation with respect and without exploiting cultures
Aviation archeological sites identification
Geology Bighorn Basin
Wyoming natives are an important part of our state culture
Compile and publish a state rodeo calendar
Celebrate our unique diversification
Promote living history performances at sites
Native American culture heritage sites (medicine wheel)...western history-homesteaders...archeology-natural history
Monetary and informational assistance for people interested in highlighting culture & history
Highlight history where it happened, not just in museums
Ranch recreation-more affordable options to dude ranches
The northwest region has a variety of culture including ancient and western
Guide to Wyoming museums
Make culture and history come alive using real people
Wyoming ghost town tour
Work with SHPO to research history of many Wyoming sites
Wyoming western history...roads, trails, people, local...promote
Promote and preserve long distance pre-historic trails
Identify cultural sites with narration on web site

PARTNERSHIPS

Regional linkage-attractions in surrounding states
Partner with magazines create Wyoming Travel magazine (like Arizona Highways)
Partner with other states, federal agencies (BLM) forest services, national parks
Work with Nat'l parks to have them better support and promote surrounding communities
Government agencies at all levels Fed. , State, County, City Visitor Centers staffed by all
Community colleges partner with group to assist with and delivering training
Improve existing partnerships between local, state, and regional businesses to work for same shared goals
Attractions go in together to help fund people going to tourism demo shows around the country
Tourist attractions within regions putting together travel packages
Raise money through private companies and state agencies to help recreation start-ups
FAM Tours
Partner with AAA-they don't do a good job giving info about Wyo.
Develop (and enhance) partnerships with national/international media and with media targeted at specific audiences

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Partnerships(Continued)

Area attraction-multi-event/attraction ticketing ideas

Hwy. dep't of Wyo. and Montana partner to clear Hwy into YNP Northeast gate in winter

Look at working with energy companies to promote natural history/natural resources of the state

International partnership to market state with Chinese tourist agencies

Partnership with airlines for Wyoming destination pricing

Historic preservation and travel/tourism

Expand public/private efforts to market cost-share product

FAA (safety team) and Wyo. Div. of Aeronautics and Wyo. Pilots Assoc., and other aviation entities

OHV area development management (need private nonprofit or local government to manage OHV areas on BLM land)

Long distance 4WD trail from town to town. Partnership between BLM/FS and local governments or non-profits

Wyo. tourism with Wyo. Chambers of Commerce

Like industries partnering for marketing: guest ranches, high end restaurants, western furniture, dinosaur sites

OUTDOOR RECREATION

Mountain biking trails with signage & level of difficulty info.

State/Fed. Agencies need to be more willing to allow additional recreation opps. on their lands

Dinosaur digs...they are a once in a lifetime opportunity

Keep YNP open all year-snowmobiling

Enhance cooperation with Fed. Agencies to provide for responsible OHV "play areas"

Guided fishing and hunting trips

Winter sports promotion

Increase opportunities for youth to enjoy the outdoors. "It's not that scary after all"

More hiking trails/opportunities

Safe and responsible 4WD fun

Become known for great mountain biking

Hiking, photography, hunting, fishing, rock climbing, Geocaching

Boat tours are fun

Versatile, accessible for all ages and physical abilities (no more wildernesses)

Outdoor adventure tours, wagon trains, horseback

Wyoming is best seen from horseback

Make Wyoming synonymous with outdoor recreation

More guide service on national forests

Promote the "human-powered" activities; kayaking, climbing, biking, hiking etc.

Aerial tours (certification process to fly for hire)

Rock climbing

Promote family hiking and biking trails

Continue to spread word about our fantastic outdoor recreation

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TECHNOLOGY

Auto driving tours of Wyoming available on a designated radio station
Create a radio network with 1 frequency that would automatically change to inform the traveler of sites to see around where they are
Interactive information kiosks at major destinations
Internet service throughout the state
Shock-factor ads to high-tech audience
Can we use cell phones to act as the “kiosk” of the new millennium? I.e. cell phones that can be used at interp. Sites.
Cell towers-how important is access to travelers? Do people enjoy the fact that they must unplug? Do people not come because access is spotty?
Cell service throughout the state
Cell service statewide is poor
Enhanced radar detection (or jamming)
Best way to get the world to learn about the many attractions here (Internet)
Use technology for interpretation (example: podcasts that people can download-get them excited before they come & enrich their experience)
Google Earth & street view for rec. sites
GIS database linking trails-historic, hiking, motorized
Statewide listing of all attractions with and without website listings
Information dissemination methods?
Can I get Wi-Fi in the bed & breakfast?
Travel and tourism portal-state website
Use GPS devices to play games within the state or for education
Using technology to Wyoming’s advantage-embracing it and being a leader
Wyoming applications for I Pod/I Phone
Tour games...games on cell/I-pod
Down loadable “theme based” maps i.e. 4x4 trails, geological interests, battle grounds/forts, dinosaur digs/tracks/exhibits, arts/cultural
Internet link from a popular web site for access to Wyoming site
DVD libraries of tour highlights-free-at local chambers
State map on Web with point and click interpretation of what is of interest near that point
Virtual classroom visits to significant Wyo. tourist destinations (e-fieldtrips) built around national curriculum
Twitter, who tweets about Wyoming? (Apparently this is important...) so, how should twitter/face book be used?
Use social media...can be used for interaction (youth) and marketing
Cell, I Pod or radio traveling for different areas or regions
Use XM/Sirius for recreation related to education
Geocaching is an emerging GPS-tied sport/activity

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ENVIRONMENTAL/SUSTAINABILITY

Preserve environment
Conservation of natural resources & wildlife....preservation of history and culture
Sustainability is key-don't kill the goose that laid the golden egg
Think ahead more than lifetime, one generation
Ban all billboards
Promote the wind energy that Wyoming creates
Tour guides to teach/model environmental ethics to tourists (e.g. don't litter, stay on trails)
Promote Wyoming's fresh, non-polluted air and night skies
Inventory activities...group and promote by season
Encourage green practices...recycling, energy conservation, etc.
Lay claim to being "clean state"...not a lot of trash
State law banning bottled water (especially plastic bottles)
Must make Wyoming residents aware of what the state has to offer
Work toward "green" practices in business/transportation
Promote local travel (residents)
Ensure that most important products (wildlife, for example) are managed for long-term sustainability
Keep Wyoming as a true western adventure state
Encourage conservation easements

WILDLIFE

Emphasis on wildlife as a truly unique visitor experience
Keeping wildlife WILD while promoting safe viewing etiquette
Wild Mustang awareness /keeping them FREE
Tie success in sustaining wildlife numbers to good ranching practices
Education for visitors about importance of habitat, hunting, etc.
Catch and release fishing ONLY on Northwest Wyo. rivers
Develop wildlife spotting game with score card for families
Manage wildlife populations such that they will be here for future generations to see
Wildlife tours
Let them be
Promote the variety of wildlife we have
Wild horses...get up close and personal (adopt one and take it home)
Sometimes wildlife and people are not in the best interest of wildlife
Identify wildlife viewing "Hot Spots" on maps, WEB, etc.
Habitat protection is key to wildlife viability
Wolves (adopt one and take it home)
Wyoming wildlife identification book

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Wildlife(Continued)

Keep out of the way of the wildlife safety zone
 Nurture good outdoor ethics for activities like shed hunting (don't chase elk with sled...)
 Don't move a Mussel programs
 Promote wildlife tours ...variety of wildlife year around
 Educate visitors on how to be safe
 Photo shoot (aerial photography) helicopters
 Don't feed the deer
 Wildlife exhibits in visitors centers

RESEARCH

Will year long tourism be sustainable?
 Psychological benefits from outdoor recreation (kids)
 Research dinosaurs and landmarks to build a dinosaur trail and historic trail through the state
 Why would travelers choose NOT to come to Wyoming?
 What do people want from their WY experience (outside of NPs)?
 How may like businesses exist (or there is an interest in developing) that could group together for marketing, product development?
 Where do your ideas of the West come from?
 Visitor satisfaction survey (post visit)
 List all tourist destinations in the state
 Interest in education
 Local demographics
 Visitor intercept surveys throughout Wyo.
 Health, economic, social and environmental benefits from enjoying the outdoors
 Mode of transport by visitors, % of visitor who would use another type of transportation
 Statewide visitor surveys

VISITOR SERVICES

Visitor centers with bathrooms for groups (motor coach)
 Affordable family oriented guides/ B&Bs
 Family attractions at all price ranges/camping, moderate hotels, high end lodges
 Bear spray vending machines
 Latte stands open on Sunday
 More visitor centers
 More multi-lingual tours available/French, German Italian etc.
 Concierge services at key locations friendly, knowledgeable specialists at visitor centers
 Awareness training of service people
 Internet access at all visitor centers to allow better info.
 Easy exit polling (give feedback)
 State map - look at it, update—scenic, ranches
 Detailed maps to attractions
 Ongoing hospitality training

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INFRASTRUCTURE

Better information for accessing sites
Better signage-sometimes dinosaur tracks are hard to find
Better signage for towns
When rest stops are closed for repair, can a temp. service be available?...porta potties
Partner to develop and expand trails around communities. Partner to build/maintain restrooms to expand trail systems
More rest stops close to or on site of attractions
Enhanced rest areas/ visitor centers
How to use 2 tracks to designate 4 WD or ATV trail system or hiking/equestrian trails
Keep highway open between Cody and Cooke City MT in the winter for access to Yellowstone Park
Eliminate private rest stops
Van or bus service to and from attractions from hotels/accommodations
Municipal Wi-Fi (free)
Passenger/scenic train
More and improved welcome centers
Ask for all road construction to be done in off tourist season
Winter highway access from Cody to Yellowstone's Northeast gate
"green" facilities
Improve corporation
Promote (via technology) places to fly where roads do not go
Affordable luxury
Enhanced sites vs. primitive sites
Create "5 star" public restrooms (and lots of them)
More information about local destinations at rest stops
Improved state highways in many parts of state
More hiking trails
Maintain/upgrade existing facilities
All sites: restroom, information, trash cans, parking

COMMUNICATIONS

WY public radio (NPR)
Statewide local TV stations, WY public TV, WPR accessibility
International guests-interpretation, welcome them in own language
Tales of Pacific Power Land-resurrect

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TRANSPORTATION

Improved air service
Develop public transportation where workable
Passenger rail service-Amtrak
Establish better bus service throughout the state
Develop various Tour itineraries for different target groups: families, foreigners, seniors. Have itineraries available at airports
Bicycle touring trails
Planes, trains, automobiles ☺
Hiker/biker shuttles to trailheads for backpackers/mountain biking
Upgrade key highways to provide for safer bicycle routes along highways
Road bike or mountain bike tours of regions within Wyo.-work with recognized bike tour map providers
More cost effective transportation from Denver, Salt Lake City for International tourists
Back county & scenic byways and highways
Utilize train tracks for passenger/scenic travel....cheap yet effective
Train from Denver to Billings
Encourage organized bus/train tours
Signage
Wyoming proprietary travel application for handheld devices
Aviators flying rodeo (Wyo. DOT aeronautics and FAA safety team)

RESOURCES

Money and people!
Guest speakers on network news nationally
Subject experts
"WY rodeo cowboys" continue
TV radio PSA
Legislature who understands tourism...money to fund and staff
Repackage into different formats
WY authors-use them
FAA-web site use...aviation.com
National endowments heritage tourism projects

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EDUCATION AND TRAINING

One on one contact
More wayside exhibits on highways to explain the historical/geological/natural features that are unique to WY
Education through web sites, web cams, historical TV programs
Inclusion of secondary tourist areas and sites in statewide tourism promotion
All tourist attractions be put on official state map
More natural history/geology education
Wyoming promotional DVD for local service industry workers
Provide for more outdoor ethics education
Ambassador training for all customer service staff at various venues
Provide for more youth oriented programs
Packets sent to tourist attractions and chambers to teach their employees about what the region and state has to offer
Educate tourist on everything Cody area has to offer
Provide tourism hospitality training seminars through municipalities or state
Educate service staff on recreation, tourism and points of interest in the area
Visitor education re: outdoor etiquette
A basic guide to WY for the service workers throughout the state
Web-based to entice travel to and throughout WY
Establish a rating system for restaurants and hotels as it relates to the training of its employees
Customer service training...encourage hospitality/retail establishments the importance of it
Free state training seminars for tourism industry employees
On-going hospitality & customer service training for front-line staff (mentioned 3 times)
Develop game or games for kids on the web site

PRODUCT DEVELOPMENT

Educational tours of sites, resources targeting school children
"Affordable" dude ranches to sell the cowboy experience for families
Western style "Fantasy Island" experience
Promote to movie producers to make more movies here
Bio-fuels services
Historic trail...equestrian tours, mountain bike tours, covered wagon?
Bike/walking trails with distance markers and signs
Cody botanical garden
Dinosaur trail
Passenger/scenic railway

Concepts/Ideas/Concerns/Challenges that were identified by the meeting participants and that should be considered as part of the development of the Tourism Master Plan. These are organized by the major categories that will be considered for the Master Plan outline.

Product Development(Continued)

Training center “outdoor”
Ice climbing park
Kayaking park on Shoshone River
White water kayaking park
Aviators flying rodeo (div. of aeronautics and WY pilots assoc. had one planned for Sept.; can’t)
Need to strike a balance in people visiting and relocating in the State
Slogan “Forever West” good!
Ways to engage people that begins electronically and ends in a “real” experience
Product...statewide wildlife watching, photography trail: a self-guided or guided tour

SAFETY AND SECURITY

National forests-ensure safety
Cell phone coverage
Winter travel
Webcams on roads
Search and rescue fee
Safety around wildlife
Adventure sports training certification-educate safety vs. mandate safety

RULES AND REGULATIONS—THIS CATEGORY WAS ADDED AS PART OF THE SECOND MEETING IN RIVERTON SO IT WAS NOT AN OPTION AVAILABLE TO THE PARTICIPANTS IN CODY

Vision and Direction

The following represents the key words/phrases and their prioritization as part of developing the Vision and Direction for the Master Plan. The following words/phrases were developed from the list of initial words/phrases developed by the participants at the meeting and represent consensus from the participants.

WESTERN CULTURE (17)
TECHNOLOGY (10)
AUTHENTIC (10)
EDUCATE (9)
ADVENTURE (8)
WILDLIFE (7)
SUSTAINABILTY (6)
YEAR ROUND (6)
FUN (5)
EXPERIENCE (4)
COORDINATE (4)
FRIENDLY (4)
OPEN SPACES (4)
UNIQUE (3)
AWARENESS (3)
INFRASTRUCUTRE (3)
COOPERATION (2)
HOSPITALITY (2)
WY RESIDENTS (1)
CUSTOMER
VALUE
GROWTH
RECREATION
PRODUCT
ACCESSABILITLY
LASTING

NOTE: THE KEY WORDS THAT WERE PRIORITIZED WERE IMPORTANT WORDS OF THE GROUP EVEN THOUGH THEY MAY NOT HAVE BEEN GIVEN A PRIORITY

Original words/phrases developed by the participants in the meeting and used as a basis for
developing consensus words/phrases.

Communication, Cell coverage
Known world wide
Co-ordinate Efforts-Goals, methods, message
Interconnected electronic travel planning
The state as a whole should have a single "clearing house" for announcing advertising programs. A one-source point of info-so efforts aren't unnecessarily duplicated.
Own the outdoors
Direction-promote More than "Cowboys"
Share or combine resources - Each group is doing its own thing
Accommodating to all visitors-all ages
Welcoming
Inclusive (all are welcome)
Include aviation
Enhance Public transportation between Wyo. Destinations
Diversify Need more than just YNP to keep visitors local
Promote statewide resources (besides Yellowstone & Tetons)
Don't duplicate effort
Develop infrastructure where lacking
More "Nationally Know" events held in our state
Native America
Enhance visitor research for geographic specific regions in Wyo.
Business Assistance
Grow businesses that serve tourism AND communities
"Adventure" activities
Funding-Share resources
Destination
"Get them in-give them an experience, get their money
Foster recreation in Wyoming. Put recreation in the "front seat" and nurture the economic, community (social), personal & environmental benefits of recreation
Family Value (price)
Affordable Lodging
Destinations-getting people out of the car/RV
See wildlife, spread wings, buy into the west
Enhance opportunities for more intimate knowledge & appreciation of (key) areas in Wyoming. Foster appreciation
Government agencies participation and role well-defined
Western adventure
Year-round
Adventure "The Wyoming experience"
Extend tourism season from June-Sept.
Seasonal development-winter & spring travel
Stronger winter season
Grow tourism during the "shoulder seasons". (fall, winter & spring)
Increase number of tourists throughout the year
Four seasons
Cooperation among attractions
Quality vs. Quantity
Product preservation
Attraction development
Utilization of resources-protect
Protect view sheds for wildlife/landscapes (open)
Celebrate high scenic quality
Connected to the land
Open spaces

Original words/phrases developed by the participants in the meeting and used as a basis for developing consensus words/phrases.

(Continued)

Increase length of visitor stay in Wyoming
Tour/Business/Hotel etc. industries working together to encourage longer visits to Wyoming through various itineraries
Authentic
Authenticity
More work force training in hospitality
Trained and valued staff
Knowledge of area features
Create connections with the resources
Teach culture-value diversity
Education, interactive
Satisfied tourist who will spread the word about our state/"region"
Improve customer service in restaurant and hotel business
Improve "experience" ex. Service level of visitors
Sustainable (Mentioned 4 times)
Cooperation in regions of the state and with other states
Responsible recreational use (no cross-country motorized travel, wild life harassment, respect landowners)
Responsible (coordinate activities with landowners, mgmt agencies-don't assume access without permissions)
Destination resources available for activities, out of state advertising, historical, authenticity, creative events to draw tourists
Yellowstone, Tetons, rodeo, Big Horn Nat. Monument, cowboys, ranching, oil, recreation, wildlife, Buffalo Bill
Celebrate cultural lifestyle
Working landscapes (it's not nature alone, but is also the families and communities who use Wyoming that make us unique and interesting)
Heritage/history preservation
Available to handicapped, elderly
Top of mind destination
Product
Length of Stay
Local
Educate staff
Educate visitors
Awareness
Historic first locations
Friendliness
Unique
Wyoming Residents

Additional summaries available for meetings conducted in:

Riverton Jackson Rock Springs Laramie Douglas Gillette