

May 21, 2010

The following organizations and businesses had individuals represented at the meeting

Weston County Travel Commission	Sundance Area Chamber of Commerce	Sheridan Travel & Tourism
Converse County Chamber of Commerce	Campbell County Convention & Visitors Bureau	Sheridan County Chamber of Commerce
Newcastle Chamber of Commerce	West Texas Trail Museum	Big Horn National Forest
Campbell County Library	Burgess Design	Buffalo Chamber of Commerce
Newcastle Economic Development	State Senate	Wingate Hotel
Candlewood Suites	Clarion	Herman's Antiques
Cam-Plex	Durham Ranch	Gillette Workforce Center

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

CULTURE AND HERITAGE (16)
PARTNERSHIPS (16)
MARKETING (15)
VISITOR SERVICES (15)
EDUCATION AND TRAINING (13)
RESOURCES (13)
COMMUNICATIONS (12)
PRODUCT DEVELOPMENT (12)
TECHNOLOGY (12)
OUTDOOR RECREATION (10)
TRANSPORTATION (8)
ENVIRONMENT (4)
RESEARCH (3)
WILDLIFE (3)
INFRASTRUCTURE (2)
RULES AND REGULATIONS (2)
SAFETY AND SECURITY (2)
SUSTAINABILITY (1)

May 21, 2010

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MARKETING

International marketing
Energy related tourism touted on a national basis and promoted statewide
Ghost trails—panorama
Identify and market Loop tours—off the road (interstate)Map development
Awareness—educate local residents
Ranching as activity mechanism
State assistance with local promotions of small area tours and attractions
I-90 promotions—partnering
Job creation more sustainable long term
Broader marketing/advertising for Gillette area in other areas of the state
“Historic moments” statewide radio—keep tourism in the state—radio instant response
Signage (more uniform)
Energy marketing
Expanding regional marketing
“Rock Star” of the West
Balance tourism year long—less seasonal
Economic growth-investment—year round—less seasonal
Develop and market train watching
Industrial Tourism—develop tourism centered around our resource industries
Green—using our resources for green tourism
Visitor center—interstate signs over the road “Getaways”—artistic

CULTURE AND HERTIAGE

More theme parks built around western culture
Support local and regional historical groups—promote oral history programs
Native American culture
Regional cultural awareness
Downtown walking tours
Keep cowboy and rodeo up
National Basque 2011
Develop more and diverse museums—Smithsonian of the west
Develop old timer rancher stories/story telling into a tourist attraction
Keep authentic not over commercialized
Promote Indian culture and events
Basque communities and other similar groups

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Culture and Heritage(Continued)

Better statewide cultural guide with all communities giving input

Cultural resources

Promote Historic Sites

Require downtowns to be in Main Street Program

Promote Significant Historical sites

PARTNERSHIPS

Partner with freight and trucking companies with Wyoming “wraps”

Wrap train cars leaving Wyoming

Hotels working together to increase benefits to all

FAM tours for downtown merchants—know what each other do in town tours also FAM tours

Enhanced attractions promotions

Community partnerships

Cultural institutions are great partners

International sister cities and tours or from the east coast

Education of partnerships availability

Tourism related industries to embrace Chamber of Commerce benefits

Tourism to become part of the coal mine operations

Lodge Net as partner for Hotel TV Wyoming video presentation

Film Commission expansion more of it

Small town attractions on the way to Yellowstone that you must see

Support from local government entities to grow tourism in our community

Partner known with unknown attraction i.e. Teton Park/Yoder Dams

Small town neighbors

Combine marketing ideas and events and attractions with other areas (small rural areas)

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OUTDOOR RECREATION

Ranch Stays
Mountains in Gillette and a lake
Eco Tourism
Hunting
Fishing
Development of long distance trails across the state for horse and hiking, etc.
Winter sports
More skiing outside of Jackson
ATV Parks
Scenic Byways

TECHNOLOGY

Mobile web apps.—partner with telecoms
Smart Phones—information for travelers
Sometimes it's a blessing we can't be reached—just turn it off
Interactive websites for attractions
Electronic billboards tied into GPS change frequently
Quality web pages
Public access and usage throughout the state
Fiber optic system statewide—rural areas connected better
Social networking
More cell service statewide
Broad band statewide
Hertz—never lost GPS ways to tie into it
Collaborate Statewide TV program for hotels

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ENVIRONMENTAL/SUSTAINABILITY

Highlight generational ranching—good stewardship
Pristine
Love the solar rest stops
Don't overdevelop like S. Dakota—keep authentic
Protect our water and teach why it is important
Beatification efforts—tree planting, trash pickup etc.
Develop dry land gardens
Botany tours
Buffalo conservation district

WILDLIFE

Bird watching (mentioned twice)
Loop Tours
State Zoo
More wildlife tours
Follow the antelope

RESEARCH

Book State—use tool to talk about “real” stories
Cut through stories “specific details” authentic verified
UW research projects can bring in tourists (volunteers to help in field)
Cultural History research then tell the story
Signage to direct off main travel routes
Utilize University of Wyoming for research projects—marketing research, etc.
Interpretive signs to showcase more important sites
More data on conversion for individual communities

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VISITOR SERVICES

Bigger regional visitor centers
50 mile markers with fun info, tips, history, that people can follow along the way. Good for kids and families. Make it a marked and marketed program/trail
Things to do that leave great feelings
Rest stops
Emergency phone system
How do we welcome tourists? Interesting wallscapes, art, etc.
How to finance new visitor centers if can't use lodging tax funds for capitol
Electric plug ins for electric cars in all visitor centers
Bigger regional visitor centers
Improve the look and feel of all airport terminals in the state
Build more experience based opportunities for tourists. Let them experience for themselves
Training for employees especially on local areas—make their interaction seamless
Welcome centers—make sure they meet all the needs
Easy access to information for visitors
Access to public restrooms
More people to provide year round services
Add more providers services
More toilets and keep them clean
Local info in visitor centers

INFRASTRUCTURE

Internet-Broadband-data lines-fiber optics, etc.
Signage
Incentivize developing businesses around tourism opportunities
"Bighorn NFS"—build and develop paths, trash cleanup—story telling—recreation

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COMMUNICATIONS

GPS interactive statewide tour module
Face book
Twitter
Wide open spaces
Statewide notices—special events more communications
Promote whole state, not just Yellowstone
Geocaching
Wyoming—Land of firsts—first park, first national monument, first national forest, etc.
Have a comprehensive map people can use for their interests—hieroglyphics—have a trail covering all sites in the state, Dinosaurs, Golf courses, etc.
Commemorative Coins
Off the beaten path—get off the highways
Signs of interest and history are placed on roadside—finding out what happened is difficult—if not native to Wyoming you don't know what sign is commemorating

TRANSPORTATION

Black Hills to Bighorn train
More Allegiant type air service around the state
Segways
Make transportation available throughout the state
More traffic off interstate back on loop tours to unique attractions
Bus tours in National Parks within Parks
Free bikes in communities
Improved air service—Wyoming Air
More user friendly bike routes
Luxury Train to Jackson
Public Transportation to sites in town
Construction companies need better organization of barricades and cones during
Motorcycle tours
Bus tours from hub WY cities to destination sites
Better maintenance for highways
Better transportation statewide for all—rural communities need connectivity, buses, trains, air
Scenic Train

May 21, 2010

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Transportation(Continued)

Rail tours and access

Buses within communities

In state Road construction more tourist friendly

Biking Tours

Network weather reports turn into or combine with local tourism information etc.

RESOURCES

Need to address who is going to pay for all this as part of the process

Funding rest stops/toilets

Find a way to “use” Forests relating to bark beetle

Funding assistance for area tours

Fund state parks system

Provide \$\$ to existing business to develop their business into a tourist attraction

\$support for private companies who provide tours/tourism opportunities so we can expand/increase offerings to more visitors

Energy related tours

More assistance with promotions

I-80 toll road

Educational tours of the forest—seriousness of the bark beetle

Renew lodging tax

Staffing issues in general

Additional funding for Capital expenditures for local visitors centers

EDUCATION AND TRAINING

Learning Vacations formerly elder hostel, passport in time, people that want to run heavy equipment

Radio—historical minute and local events to help keep residents up to date on tourism

Need to find a way to educate local (city and county) officials on value of tourism and heritage

More history training for our students

Signage

Overall state training info—educate entire town (oh I didn’t know that) Radio and TV

Wyoming residents—training what is here for visitors to see vs. “there’s nothing to do here”

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Education and Training(Continued)

Energy education center
Front line training
Wyoming residents—training—customer service
Train local staff on what to do in community
Educational emphasis on pre-historic sites
Continuing education for tax boards
High school for training
Provide training to individual business and their employees on how to better market their own business (both in and out of state)
Create a culture for customer services
Educate communities on importance of tourism to their community and state
Online Wyoming History courses
Hospitality education for all employees in those fields
Training for businesses—more info
Organized training on Wyoming for line level staff
Community knowledge for <u>every</u> employee
More training for employees about what’s available in the area
Employee training
Museum “Passport” system—paleontology—old west museums—etc.

PRODUCT DEVELOPMENT

Botany tours
Junior ranger program for families/kids
Organized Geo Caching program around the state
Industrial/Techno tourism—utilize our premier facilities
More/better retail offerings in smaller towns
Tours of working ranches
More forest service agents to help with maintenance
More working ranch sites
Eastern part of state—more rodeo’s, storytelling, gun fights
Create energy museum that educates the public about energy resources and history of energy
“Star Nights”
Family tourism developed(tours including kids specifically)
Moon light walks—example Black Hills
Art in the Forest—landmarks—artist in residence

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Product Development(Continued)

- What attractions can be developed on private land—ex. ATV trails
- How can we encourage ranchers to offer horseback riding as an attraction?
- Wind farm tours

SAFETY AND SECURITY

- Bears eat people—don't they—educate them
- Barriers for mountain driving
- Highlight low crime rate
- Private Road means "private"
- More web cams can be linked to a statewide network

RULES AND REGULATIONS

- Additional percentage allowed to collect for lodging tax per state statute—not a 4% cap
- Better business bureau—handle complaints
- Signage sensitive to landscape
- Tip credit issues raise minimum wage
- Research on signs—process to get signs up—what is it make the process easy
- Some statewide business license to track who it is

May 21, 2010

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 (12)
Lifestyle (11)
Natural Resources (all inclusive—broadest concept)(11)
Fun (8)
Attraction (6)
History (5)
Partnerships (5)
Wildlife (5)
Authentic (4)
Sustainable (4)
Heritage (3)
Recreation (3)
Culture (2)
Profitable (2)
Visitors (2)
Active (1)
Creative (1)
Diverse (1)
Economic (1)
Educational (1)
Friendly (1)
International (1)
Quality (1)
Service (1)
Customer
Cowboy
Development
Family Orientated
Preservation

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

May 21, 2010

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

Consumptive	Visitation
Non-consumptive	Knowledge of community
Active	Welcome
Futuristic	Partners
Concise	Cooperation
Progressive	Presentation
Attraction	Paleontology
Festivals	Protection
Consistent	Promotion
Scenic Byways	Lifestyle
Growth	Creative
Educational	Outreach
Eco System	History/Historic
Funding	Fun
Economic	Impact
Diversity	Unique
Diversification	Animals
Lifestyle	Referral
Rural way of life	Available
International	Small town
Partnerships	Know
Culture/Cultural	Timing visits
Heritage	Warm (people)
Quality	US Serengeti
Friendly	Rural
Visitors	Sustainable
Authentic	Cowboy
Western/West	Preservation
Recreation	Profitable
Development	Diverse
Service	Family Oriented
Natural Resources	

Additional summaries available for meetings conducted in:

Cody Riverton Jackson Laramie Rock Springs Douglas