

May 4, 2010

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

Tracks Across Wyoming	Riverton Chamber of Commerce	Arapaho Ranch
Wind River Visitors Council	Bureau of Land Management	NATIC
National Bighorn Sheep Center	Hot Springs Arts Learning Foundation	US Senator Barasso's Office
Wind River RV Park	Holiday Inn Express-Lander	Eastern Shoshone Tribe
Washakie Museum	Northern Arapaho Tourism	Dubois Town Council
Wyoming Business Council		

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

EDUCATION/TRAINING (17)
TECHNOLOGY (16)
CULTURE & HERITAGE (13)
PARTNERSHIPS (12)
OUTDOOR RECREATION/WILDLIFE (12)
INFRASTRUCTURE/PRODUCT DEVELOPMENT (11)
RESEARCH/REGULATIONS (9)
VISITOR SERVICES (8)
TRANSPORTATION (7)
RESOURCES (7)
ENVIRONMENT/SUSTAINABILITY (6)
MARKETING/COMMUNICATIONS (6)
SAFETY AND SECURITY (4)

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MARKETING/COMMUNICATIONS

Review brand impact
Promote entire state of WY
More, larger regional coops-tie in with larger top 10 scenic drives in Rockies
Promote all routes toward Yellowstone, not just through Cody
Lack of communication with National Parks
More promotion of outdoor activities
Separate the state tourism site from regionalism i.e. visitors do not know regions
Anticipate and plan to use national celebration items like "100 years of...." i.e. "piggyback"
State and local use of items like face book & twitter
A way to invite our guest to nature outside of YNP & GTNP...(the parks are worn out)
Make Yellowstone Loop
"Own Yellowstone"
Promote the "firsts" in our state
Materials, cultural sensitivity to tribes...local and statewide
"Market in state"
Add private fishing permits

CULTURE AND HERTIAGE

Arts & Crafts
Arts and cultural organization that advocates & promotes regional artisans
Understanding cultural sensitivity...transportation-better roads
Cultural interaction
Like Oregon Trail "All Trail"
State-wide historical/heritage tours
Have the highest quality Native American cultural experience in the country right here for visitors-experiential and educational
Recognize the mass diversity of cultures in the state and emphasize that with factual information (cowboy, Native American, farmer, energy, etc.)
Include more tribal tourism in Master Plan-casinos, tourism infrastructure, cultural heritage tourism, retail
Better sharing of information to visitor centers
Resources to get good information
Do it yourself guide
Accurate representation
SHPO-coordination
Use Wyoming tribal members to represent state

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PARTNERSHIPS

Open more “doors” to Wind River reservation ranger stations on reservation
Better reservation participation
Would like to see the Northern Arapaho experience be more open to include the reservation and its resources along with the youth as well as elders & surrounding towns and people
Tourist- location, where are they coming from...are they WY, Montana, Colorado...how far do they come from...how can we pull them into WY to stay longer and visit more sites etc.
Improve cross jurisdictional road blocks...city vs. city, city vs. county, county vs. county, state
Cross state coordination of significant events i.e. sesquicentennial of transcontinental RR (multiyear-multi community-state wide)
WY tourism with chambers that are not also visitor centers
Minerals economy at odds with tourism economy. How to fund state but not destroy our tourism resources: landscape, scenery, wildlife habitat, nature
Buy in from community, business, native community, government-all levels
Latest ideas from Bureau of Reclamation, NPS, USFS, BLM, adjacent states
Regionalism vs. cooperation
No conflict of interest
Coal, oil, natural gas...PR problem...we should work together
Utilize WY businesses first
Heritage centers or areas

OUTDOOR RECREATION/WILDLIFE

Emphasize the variety of ALL species of animals-greatest emphasis on endangered species (both big game and small game)
More open-minded ideas regarding outdoor recreation...marathons etc.
Make our trails and paths more accessible and friendlier to those with disabilities (not only state parks and such, but all attraction locations)
Hunting
Rafting
Hiking
Extreme sports...climbing
Fishing
Do it yourself...do it yourself guide

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Outdoor Recreation/Wildlife(Continued)

Different time frames for licenses, review more options-easier to get (1 day-3 day-7day)...compare to other states

What are other states doing to bring hunters and anglers into their state

WY G&F... link board to tribal site

Safety and security for hunting

TECHNOLOGY

Wireless access

Social media coop-support from state within state

Ready report-apply to texting

Info while you dine

Better satellite coverage for cell phones/radio etc.

Lack of strong radio signals-local

Share information on each other and different areas. More videos of the state. More attention to the way people learn (visual, audio, hands on, etc.)

No limits-access to tourism info: A Wyoming-owned satellite that makes the entire state accessible to all wireless devices-computers, phones, hand-held devices, etc.

Web cams of interest to tease visitor to see the real thing and experience

New tourism information access-call the 411 number and access local tourism info like you get local road conditions

Check the techs...follow up content accuracy

Current website to navigate

Picture-streaming video

Build it-keep it current

Look and feel of website-keep it fresh

Be leader in Web

Explore face book

"Content" part of contact at WT&T

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ENVIRONMENTAL/SUSTAINABILITY

Eco-tours
Bark beetle infestation killing our forests... How to control before our national forests are dead
More cooperation FS & Tourism
More cooperation between separate forest service units
Preserve and protect
You pack it in pack it out
Balance environment, social , and economic

RESEARCH/REGULATIONS

"Best Practices"
Determine what travelers from out-of-state are interested in seeing
The plan should identify needs i.e. services & products that could best be provided by private sector to help WY attract more visitor spending
Survey what visitors want
Match changing demographics: age, economic, interests, transportation
Coop market research-local and state
RV research
Local, private sector, other agencies...fill gaps "all segments"
Research to define which assets
Census results...work into this
Examine and change state and local regulations that impact tourism infrastructure/investment....state, federal, city, tribal, county
Tourism part of process...zoning issue
Endangered species
Lack of regulations can create problems

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VISITOR SERVICES

Tourism information center in Fremont County
Enormously increase tourism oriented signage
Allow commercial signage assistance on highways other than the interstate
KISS-keep it simple
Easy to use
Eye pleasing
WY PO tour map-more of it

INFRASTRUCTURE/PRODUCT DEVELOPMENT

New things-cell service within WR Canyon, not enough cell towers-more cell towers-create a program to attract more tourists to ranch
Safety and security issue
Satellite phones
Signage like interstate on state roads
Information signing: trails, sites, etc.
Big Horn Basin Nature & Discovery Center in Hot Springs State Park
Consumer train service (i.e. Wind River Canyon)
Museum displaying artifacts on reservation to educate public about history
Train tours (dinner through canyon)
Tour busses across WY-local and regional
Interpretive sites at mines, oil fields, agricultural projects
Wedding of the Waters casino...no limits

TRANSPORTATION

Better roads
Statewide/regional mass transit system (bus or train system)
Buses, railroads...none come through here
Passenger rail road from New Mexico through Shoshoni to Billings
Air service...Allegiant Air into areas
Bighorn Basin transportation plan
Yellowstone Bureau transportation study...23 cities, 3 states
Centralized scenic byway

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RESOURCES

Funding resources for development and sustainability of small start-ups in arts, culture,
Advertising grant pool for small communities/partnership
I would like to see the master plan developed in such a way that it serves as a valuable tool for investors when developing and modifying their business plans
Set priorities! \$ limited-go for best return
There will be cut backs \$\$

EDUCATION AND TRAINING

Understanding visitors needs
Respect
Cultural education & awareness to include: diversity/sensitivity training, history, tours
Eco-tours & education: nature preserves, natural resource education and discovery
Guide visitors to ask the "right" questions (because they will be knowledgeable about WY and opportunities available)
How to treat the guest-customer service
Educate local restaurants
Do marketing within destinations
Safety and security-gas, rest areas
Annual destination training-lodging, gas, retail....all clerks
Educate guests on wildlife
Training for industry on state website use
Put value on signage/interpretation

SAFTEY AND SECURITY

Advantage
Related to wildlife education
National Institute Insurance rankings
Customers ask about security "RV etc."
Urban travelers are insecure/ acknowledge and think about it
Comfort level

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.

CULTURAL 10
PRESERVE (PRESERVATION) 8
HERITAGE 5
PARTNERSHIPS 5
CREATE (INNOVATE) 4
DESTINATION/NOT ONLY PASS
EXPERIENCE 4
STATEWIDE 4
DEVELOPMENT 3
DIVERSITY 3
EDUCATE/TRAIN 3
MARKETING 3
SUSTAINABLE 3
WILDLIFE 3
INVESTMENT 2
NATURAL 2
ADVOCATE 1
AUTHENTIC 1
BUSINESS-DRIVEN 1
COLLABORATION 1
CONNECT 1
COOPERATION 1
INTERPRETATION 1
MULTI-SEASONAL 1
PARTICIPATE 1
TECHNOLOGY 1
TRUTHFUL 1
WELCOMING 1
ACCESS
LEADING EDGE
OPPORTUNITIES
CUSTOMER DRIVEN
GAMING

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

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

Appearance of information
Engagement
Ease of travel
Outdoor activities
Cooperative training
Heritage-related tourism (includes culture)
Statewide
Working together to enhance E.D.
Emphasize Wyoming's special qualities
Promote groups
Recognize
Economic opportunity
Travel information availability within locations
Environmental education for out of state guests
Cultural connection-Chief Washakie-Sacajawea
Tribal gaming and hotel
Tribal contribution
Geology dream
Western
Accurate data
Coming home
Utilize Wyoming businesses
Help vendors succeed
Re-invent "cowboy" culture (dude ranch)
Truthful
Exceeds visitor expectations
Historical heritage
Customer driven
"Experiences" focus
Tourism advocate (top down not bottom up)
Preserve natural resources
Authenticity
Authentic
Scenery
Heritage corridors (other than Scenic By-Ways)

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

Adventure "The Wyoming experience"
"Corridors"
Destination-not pass through
Cultural tourism
Collaboration
Cooperation (partnerships)
Partnerships
Rural assets
Diverse attractions

Additional summaries available for meetings conducted in:

Cody Jackson Rock Springs Laramie Douglas Gillette