

HOW BRAND USA PROMOTES WYOMING

📍 Grand Teton National Park

Advancing the growth of legitimate inbound travel to strengthen the U.S. economy, bolster exports, and create quality jobs.

ADVANCING TRAVEL TO THE U.S. IN THE GLOBAL MARKETPLACE

Through data-driven campaigns focused on boosting international travel to the United States, Brand USA helps generate visitor spending and economic benefits for communities and businesses across Wyoming. These efforts highlight destinations and experiences throughout the state, increasing awareness of Wyoming as a U.S. travel destination.

ECONOMIC IMPACT FROM TRAVEL AND TOURISM

International travel to Wyoming boosts spending in the state's travel and tourism sector, supports job growth, and increases economic activity.

	State jobs supported by travel and tourism industry	34,400
	Travel spending	\$4.2 B
	Tax receipt	\$177 M

Source: Tourism Economics

BRAND USA MARKETING & PROMOTIONAL ACTIVITY

▶ WITH THE HELP OF BRAND USA

204K

Wyoming welcomed **204,000** international visitors in **2024**, supporting jobs and economic growth statewide.
Source: National Travel and Tourism Office

▶ THROUGH COOPERATIVE MARKETING

Wyoming destinations participated in Brand USA programs to engage key international markets and drive bookings.



▶ THROUGH MEDIA AND DIGITAL ENGAGEMENT

Brand USA featured Wyoming experiences through:

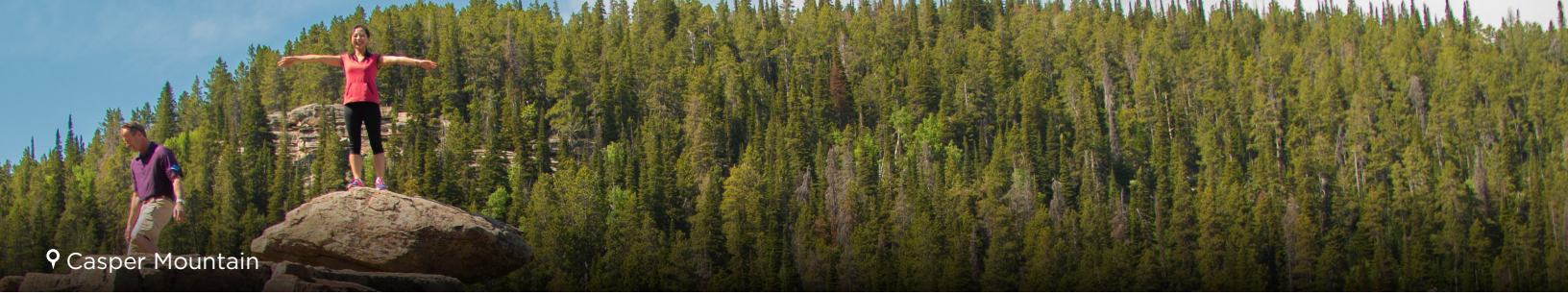
91	Social media	
195	Stories	
4	Hosted media trips	



📍 Cheyenne



📍 Jackson Hole



📍 Casper Mountain

TRAVEL TRADE ENGAGEMENT

Brand USA partners with international tour operators and travel advisors to expand offerings, promote new experiences, and train sales teams to drive bookings to communities across the country.

 **25%**

According to the National Travel and Tourism Office, **25% of international visitors** use a travel advisor to plan their trips to the United States.

SALES MISSIONS AND TRADE SHOWS

In FY24-FY25, Wyoming destinations participated in Brand USA sales missions and trade shows in key global markets.

- Australia & New Zealand B2B Day
- Brand USA Travel Week (UK and Europe)
- Canada Connect
- Canada Connect West
- Discover America Nordic Roadshow
- Japan Korea Sales Mission
- Japan Sales Mission
- Mexico Sales Mission
- South America Sales Mission
- South Korea Sales Mission



DESTINATION IMMERSIONS

Destination Immersions brings international tour operators to the U.S. to experience destinations and create new itineraries. In FY24-FY25, Wyoming was featured in several of these programs.

2024 Destination Immersions:

- India 🔄 Yellowstone
- Canada 🔄 Cheyenne

2025 Destination Immersions:

- Latin America 🔄 Cheyenne, Laramie



BRAND USA PARTNERS WITH 19 ORGANIZATIONS IN WYOMING

- Buffalo Chamber of Commerce (Johnson County Tourism Association)
- Campbell County CVB
- City of Lander
- Cody Yellowstone
- Converse County Tourism
- Crook County Tourism
- Explore WY Rock Springs and Green River
- Jackson Hole Chamber of Commerce
- Jackson Hole Wildlife Safaris
- Park County Travel Council / Cody
- Sheridan Travel & Tourism
- Thermopolis Travel and Tourism
- Travel Wyoming
- Visit Carbon County
- Visit Casper
- Visit Cheyenne
- Visit Laramie
- Wind River Visitors Council
- Xanterra Parks & Resorts, Inc.

“

Brand USA does a great job of bringing well-qualified tour operators for us as a small business; it's not something we could do at that scale. Brand USA gets us potential partnerships we just couldn't build on our own.”

- **Mary Bess**, Director of Marketing & Special Projects, Jackson Hole Safari



📍 Devils Tower National Monument