



Regions, Road Shows and Partnership in 2017

Berkeley Young



Major Trend Focus– The Traveler EXPERIENCE

- The quest for authentic and unique
 - Been there, done that jaded travelers
- Boutique brand proliferation & unique local food/wine/beer
- Sharing Economy – rentals & transportation – booking changes – connect with people
- Websites intuitive & responsive design = engagement
- Millennial singles & parents are traveling, BUT WILL do it their way!
- Story telling inspires visitation
- Connecting the parts for the traveler – concierge communications



The Traveler EXPERIENCE – Find Your Adventure!

- How do we make Wyoming a seamless, connected experience for travelers?
- How do we coordinate the independent drive into a connected experience?
- Traveler focused but capturing the unique Wyoming experience = stay on brand
- Think beyond your attraction, hotel, site, retail store & destination
- How do you connect travelers to your business and the NEXT experience?
- Travelers know experiences – they don't know county names



Drive Focused:
Salt to Stone
Rockies to Tetons
Park to Park
Black to Yellow



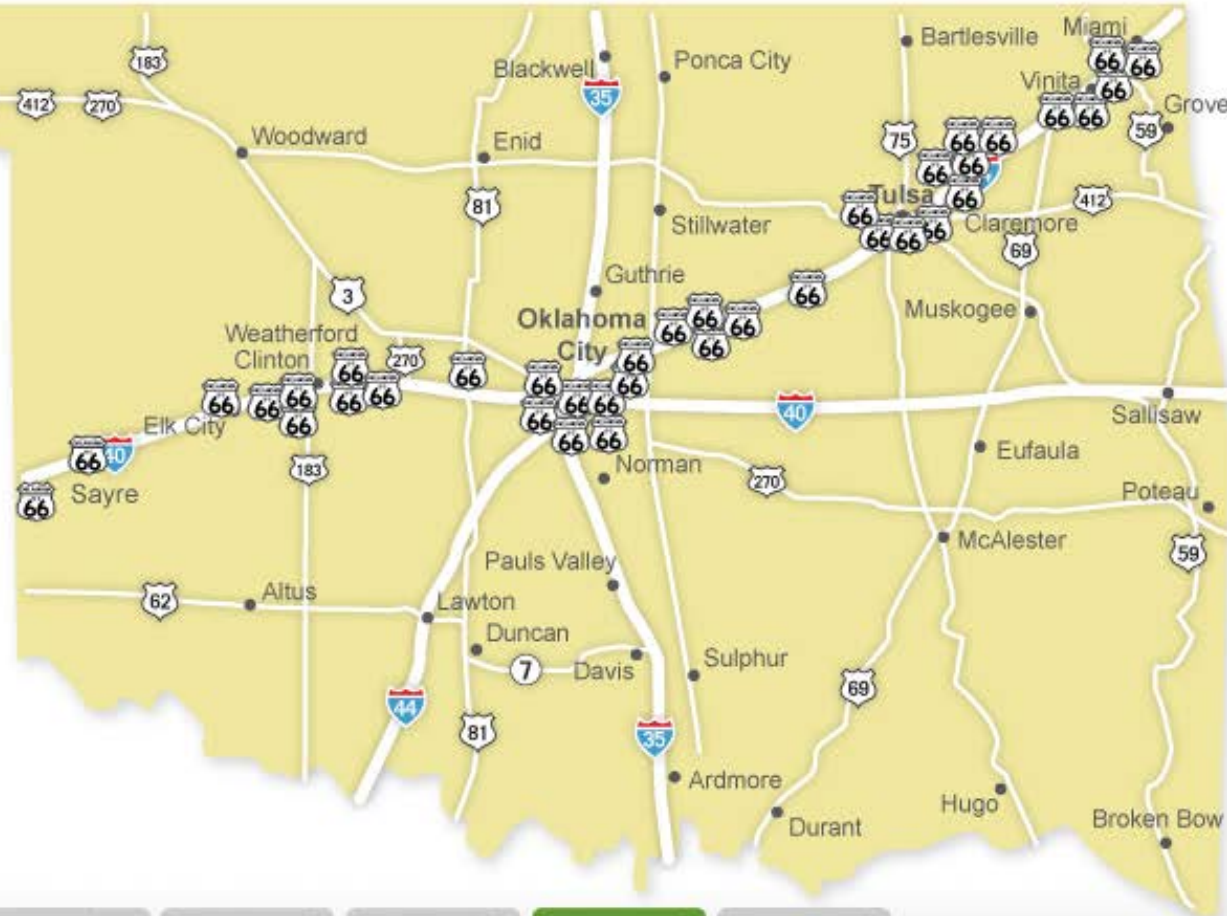


Discover Major Route 66 Attractions by Map.

Click any Route 66 logo to link to a full detail page about the attraction.

Visit our [Route 66 page](#) for more information on the Mother Road.

[See more options below](#) ↓



CITIES

COUNTIES

STATE PARKS

TOURISM INFO CENTERS

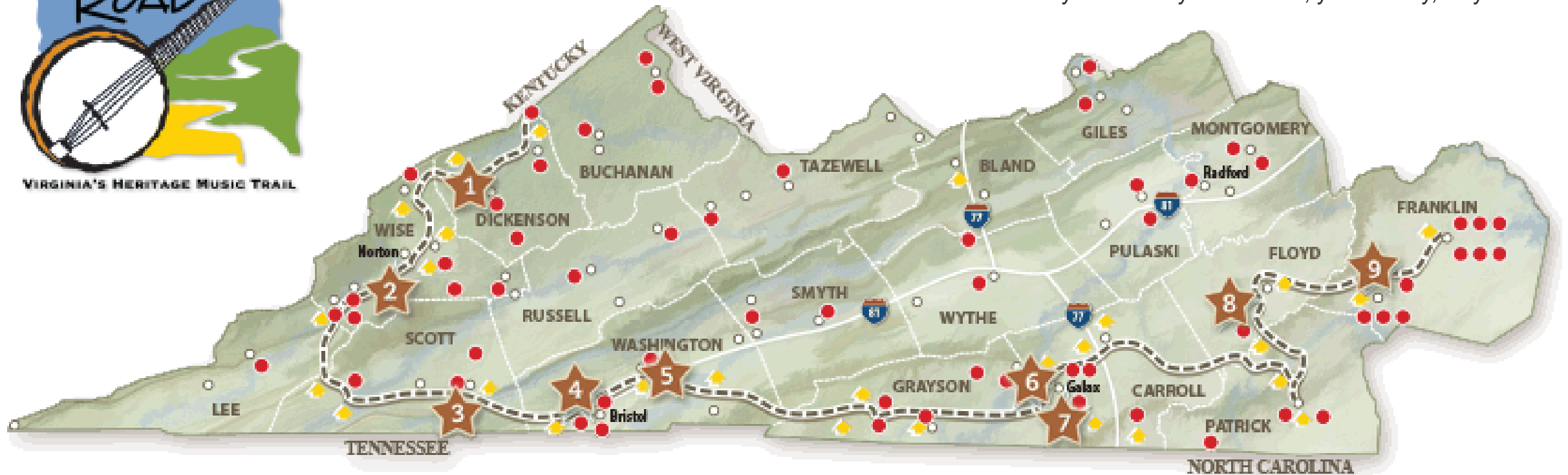
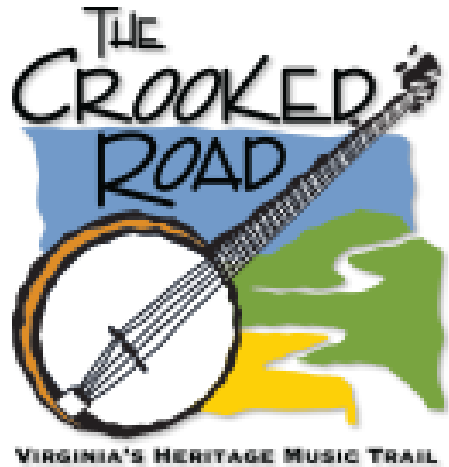
CASINOS

LAKES

ROUTE 66

WINERIES





Trip Planner

Our trip planner helps you remember places and events as you explore My Southwest Virginia, 'Round the Mountain and The Crooked Road.

- On any of the web pages, click on Trip Planner to view your selections on a map and a list.
- You can continue to add places and events while you are browsing the website.
- Your list will be saved to your account. You can log in at any time to add events or places, print out your list, or email your list to your friends, your family, or yourself.





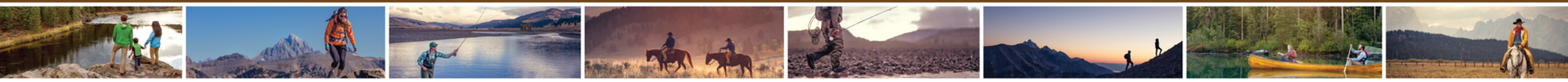
Discussion Leaders:

Salt to Stone - Jenissa Meredith

Rockies to Tetons - Paula McCormick

Park to Park - Brook Kreder

Black to Yellow - Mary Silvernell



Creating a connected EXPERIENCE for the traveler:

SOME topics to consider..."What can we do within the route":

- Come up with 6 – 10 suggestions for "WY Not" experiences in your region
- Getting visitors to the next stop
- Sticker program
- Route Facebook page
- Co-op advertising
- Print guide for the route
- Map
- Visitor centers/kiosks
- Brochure & information swap –tailgate party
- Route educational workshops - Spring 2017 - the front line at all lodging, restaurants, gift shops, attractions, info centers etc.

