



# 2025

## ANNUAL REPORT



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**ExploreWY**  
ROCK SPRINGS  
& GREEN RIVER

**EXPLOREWY.COM**



# OUR MISSION:

TO ENHANCE THE ECONOMY OF SWEETWATER COUNTY BY ATTRACTING AND RETAINING VISITORS.

## BOARD MEMBERS & STAFF

### FRONT ROW

- AINHOA FERRER**  
*Board Member*
- JESSICA FLORENCIO**  
*Board Member*
- JENISSA MEREDITH**  
*CEO*
- ALLISON VOLCIC**  
*Industry Relations Manager*
- JULIA RUBLE**  
*Board Member*

### BACK ROW

- DEVON BRUBAKER**  
*Board Treasurer*
- ANGELICA WOOD**  
*Board Secretary*
- MARK LYON**  
*Board Chair*
- TAMARA MUSGROVE**  
*Board Member*
- KIM STRID**  
*Board Member*
- CORY GARDNER**  
*Board Vice-Chair*

### NOT PICTURED

- DOMINIC WOLF**  
*Board Member*
- MEGAN WARNER**  
*Marketing & Operations Manager*
- LUCY DIGGINS-WOLD**  
*Flaming Gorge Bus Tour Guide*
- LISA CARRILLO**  
*Board Member*

## THE LODGING TAX

The Sweetwater County Local Option Lodging Tax was originally approved by Sweetwater County voters in 1991. Since then, local voters have approved the renewal of the tax every 4 years. It was on the November 2022 general election ballot and passed with 81% support and will be on the 2026 general election ballot. The purpose of the tax is to promote and enhance local travel and tourism for the benefit of the local economy. The lodging tax board is required to commission an audit of financial records by a CPA annually and has consistently received a clean and successful audit report every year since inception.

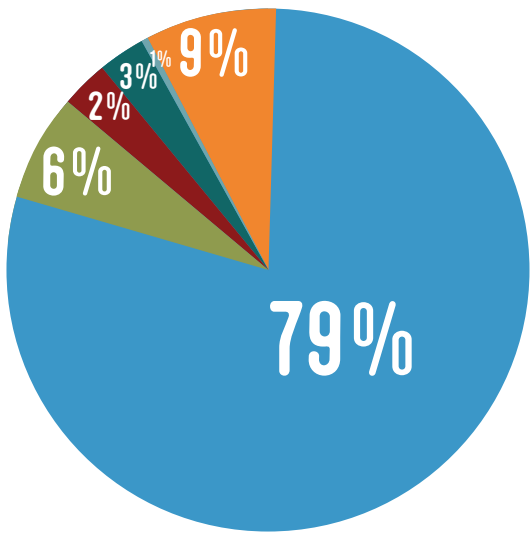


## LOCATION, LOCATION, LOCATION.

Sweetwater County Travel and Tourism operates the Explore Rock Springs & Green River Visitor Center at 1641 Elk Street in Rock Springs. Elk Street (Hwy 191) is the perfect location to offer information and encourage travelers to spend more time in Rock Springs and Green River as they travel to and from the Yellowstone and Grand Teton National Parks.



## BUDGET BREAKDOWN



- MARKETING PLAN
- EVENT GRANTS
- CHAMBER BLOCK GRANTS
- SEC BLOCK GRANT
- DOWNTOWN RS BLOCK GRANTS
- ADMINISTRATION

## LODGING TAX COLLECTION

FISCAL YEAR	TOTAL	% CHANGE
2019-20	\$1,051,686	4%
2020-21	\$970,733	-8%
2021-22	\$1,279,615	32%
2022-23	\$1,347,635	5%
2023-24	\$1,458,079	8%
2024-25	\$1,533,427	5%

## BLOCK GRANTS



# EVENT GRANTS

Any organization holding an event resulting in overnight stays at a Sweetwater County lodging property is eligible for T&T advertising and marketing or sponsorship funding. Grant hearings are held in March, June, September, and December.

**THE TRAVEL & TOURISM BOARD COMMITTED FUNDING TO THE FOLLOWING 2024 & 2025 EVENTS:**

## 2024

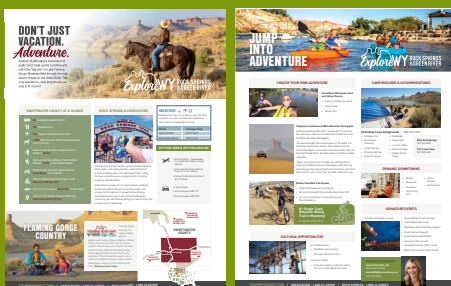
SWEETWATER BLUES & BREWS  
ALL OUT BALL OUT BASKETBALL TOURNAMENT  
SWEETWATER HIGH SCHOOL & JUNIOR HIGH RODEO  
RUDY GUNTER MEMORIAL WRESTLING TOURNAMENT  
STATE SOCCER TOURNAMENT  
HIGH SCHOOL REGIONAL TRACK MEET  
HIGH SCHOOL SOCCER JAMBOREE  
MULE DEER DAYS  
BMX TRIPLE GOLD CUP QUALIFIER  
SWEETWATER CMSA MID MOUNTAIN REGIONAL  
WYOMING SENIOR BABE RUTH TOURNAMENT  
GREEN RIVER BABE RUTH LEAGUE  
ROCK SPRINGS AVENGERS SOCCER  
ART ON THE GREEN  
FLAMING GORGE DAYS  
RED DESERT ROUNDUP RODEO  
RIVER FESTIVAL  
VIVA LA IQUALDAD  
ARTEMBER  
2024 WYOMING ASSOC. OF COUNTY OFFICERS CONFERENCE  
GREEN RIVER KNIGHTS INVITE TOURNAMENT  
THOMAN INVITATIONAL WRESTLING TOURNAMENT  
FLAMING GORGE CLASSIC  
REGIONAL CROSS COUNTRY MEET

## 2025

WEST SOFTBALL TOURNAMENT  
SHOOT PONY CLASSIC MOUNTED SHOOTING EVENT  
ART ON THE GREEN  
ALL OUT BALL OUT BASKETBALL TOURNAMENT  
SWEETWATER HIGH SCHOOL & JR. HIGH RODEO  
TRIPLE GOLD CUP QUALIFIER BMX RACE  
RUDY GUNTER MEMORIAL WRESTLING TOURNAMENT  
SHOOTOUT IN THE SPRINGS BASKETBALL TOURNAMENT  
WYOMING ASSOCIATION OF COUNTY OFFICERS CONFERENCE  
GREEN RIVER KNIGHT INVITE BASEBALL TOURNAMENT  
RED DESERT ROUNDUP RODEO  
QUILT WYOMING 2025  
FLAMING GORGE DAYS 2025  
THOMAN INVITATIONAL WRESTLING TOURNAMENT  
THE ROCK CHALLENGE SOCCER TOURNAMENT  
FLAMING GORGE CLASSIC BASKETBALL TOURNAMENT  
FRESHMEN BOYS INVITE BASKETBALL TOURNAMENT  
YEARLY FRESHMAN BASKETBALL TOURNAMENT  
WYOMING STATE SNOWMOBILE ASSOCIATION CONVENTION  
QUILTING ON THE GREEN  
REGIONAL 4A WEST BASKETBALL TOURNAMENT  
BUD CUP HOCKEY TOURNAMENT  
SHIVER IN THE RIVER SWIM MEET  
OVERLAND STAGE STAMPEDE RODEO  
MULE DEER DAYS  
BLUES & BREWS  
RIVER FESTIVAL  
NATIONAL HIGH SCHOOL FINALS RODEO



## EVENT & INTERNATIONAL TOUR RECRUITMENT



Since 2010, SWCTT has worked with several local partners to successfully recruit numerous events which have brought thousands of visitors to the area. These events include the 2013 & 2014 State Boys and Girls High School Soccer Tournaments, as well as the WY State High School Speech and Debate Tournament 2012-14, 2017 and 2020, 2023 & 2024 State 3A & 4A Boys and Girls Soccer Tournaments, and most recently the 2027-2028 State 3A & 4A Boys and Girls Soccer Tournaments.

# COMMITTEES & BOARDS

## JENISSA MEREDITH CEO INVOLVEMENT

WYOMING OFFICE OF TOURISM  
GOVERNOR-APPOINTED BOARD MEMBER

WYOMING HOSPITALITY AND TOURISM  
COALITION  
BOARD MEMBER

SWEETWATER COUNTY OUTDOOR RECREATION  
COLLABORATIVE  
STEERING COMMITTEE MEMBER

SWEETWATER COUNTY LODGING ASSOCIATION  
CHAIR

SWEETWATER COUNTY  
EVENT RECRUITMENT COMMITTEE  
CHAIR

ROCK SPRINGS BEAUTIFICATION/TREE BOARD  
CHAIR

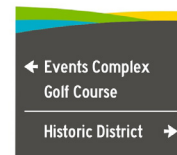
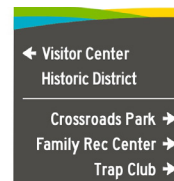
FLAMING GORGE-GREEN RIVER BASIN SCENIC  
BYWAY COMMITTEE  
VICE-CHAIR

ONE WEST TOURISM ALLIANCE  
FOUNDATION BOARD MEMBER

DESTINATIONS INTERNATIONAL  
SMALL DESTINATION TASKFORCE MEMBER/  
PROFESSIONAL DEVELOPMENT COMMITTEE MEMBER

## SWEETWATER COUNTY TOURISM MASTER PLAN

The Sweetwater County Joint Travel and Tourism Board developed the **Tourism Master Plan for Sweetwater County** in 2021. The master plan set the framework for travel industry development, cooperation, and promotion for both the public and private sectors and positioned SWCTT to be prepared to apply for funding in the future.



## STATUS:

### PARTNERSHIPS & COLLABORATIONS:

Partnering daily with local industry and organization leaders to gain mutual support and secure project funding.

**OUTDOOR RECREATION:** Serving on Sweetwater Outdoor Recreation Collaborative Steering Committee working to move projects forward. Implementing update to Rock Springs Way Finding Program with WOT Destination Development Funds. Working to secure funding and develop turnouts/amenities around the Flaming Gorge.

**ATTRACTIONS & AMENITIES:** Implemented Phase 2 of Rock Springs Way Finding Project. Commissioned feasibility study to assess the need for a local Indoor Sports Facility.

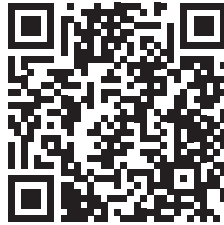
**TRAVEL INDUSTRY INFRASTRUCTURE:** Hosting Lodging Association meetings monthly to keep a finger on pulse of industry needs.





# FLAMING GORGE TOURS

The Flaming Gorge Bus Tour is a full-day guided tour aboard an air-conditioned motorcoach that makes nine stops around the Flaming Gorge National Recreation Area. Lunch, water, and snacks are all included. SWCTT has received incredible five-star reviews on Google and TripAdvisor. Tours will continue in Summer 2026.



## SAND BOARDING

### ***What is Sandboarding?***

Sandboarding is a boardsport and extreme sport similar to snowboarding that involves riding across or down a sand dune while standing on a board, either with both feet strapped in or while standing loose without bindings. Sandboarding can also be practiced sitting down or lying on the belly or the back. It typically involves a sandboard, although it is also possible to use sleds, surfboards, a skateboard deck, or snowboards.

- Wikipedia

*SWCTT encourages visitors to explore and “surf” the Killpecker Sand Dunes and sells sandboards and sleds at the visitor center on Elk Street.*

### ***Residential Mailer***

SWCTT mailed out a resident piece again in 2025 encouraging residents to “Rediscover Rock Springs & Green River, Wyoming.” The piece included details on the importance of the local option lodging tax and featured several attractions and offerings in the county.



# 2025 BOARD PROJECTS



## THE FLAMING GORGE SCENIC BYWAY: THE NATION'S NEWEST ALL-AMERICAN ROAD



After decades of promoting the Flaming Gorge Scenic Byway, SWCTT worked with corridor partners in 2021 to update the Corridor Management Plan and submitted an application for the Byway to be designated an All-American Road as part of the National Scenic Byway Program - a destination unto itself. The application was successful, and the designation was granted later that year. It is now one of only 37 All-American Roads in the United States, and this status provides opportunities for funding to build out amenities along the Byway. SWCTT received \$100,000 for the Henry's Fork Art site from the Wyoming Office of Outdoor Recreation and is applying for the remaining funds from the National Scenic Byways office. Construction on the project will begin once decisions are made with Federal Funding.



## ROAD TRIPPIN'

SWCTT partners every year with KUTV Channel 2 News out of Salt Lake City. The 2025 segments encouraged viewers to "Explore Rock Springs and Green River, Wyoming."

## DOWNTOWN ROCK SPRINGS



### Lighted Display

SWCTT provided funding for the lighted holiday display.

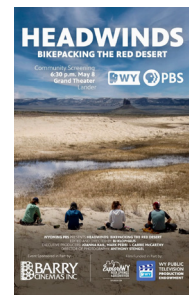


### Bronze Art

SWCTT provided funding to the new Bronze Statues in Downtown Rock Springs.

## FILM PROJECT FUNDING

SWCTT provided funding to several film projects including:



PBS Headwinds: Bikepacking the Red Desert; Angling Wisdom: Fly Fishing the Flaming Gorge; Burning Torch Productions: Amelia Earhart Documentary

# MEDIA, MARKETING & PUBLIC RELATIONS SUMMARY

Sweetwater County Travel & Tourism continues to make significant strides in terms of media and marketing efforts, resulting in extensive media coverage from various renowned publications including Thrillist.com, Cowboy State Daily, Luxury Travel Guide, KUTV-TV (Utah), Cowboys & Indians, Fox 13 Now (Utah), Inside Hook, Trekaroo, AAA Via (online), VIA Magazine (Mountain West Group), Ontheroadwithsarah.com, MSN.com & many more.

## TRADITIONAL ADVERTISING

- 2025 Wyoming Travel Journal
- In-state Radio (TownSquare Network)
- Wyoming Press Association (39 newspapers throughout WY)
- Wyoming State Fair & Rodeo Guide/WY Livestock Roundup
- Rodeo Life Magazine
- Colorado Community Papers
- Denver Post
- Salt Lake City Tribune
- Utah Life Magazine
- Explore Magazine (Jackson Hole/Tetons & Yellowstone OVG)
- National High School Finals Rodeo Program
- Billboards
  - US 191 (1.1 miles north of MM 3 WS)
  - I-80: 90191-I80 NS @ Exit 104 FE
  - I-80: 90151-I80 NS (1 mi east of Exit 107 FE)
  - Two billboards outside of the new Visitor Center on Elk Street

## ONLINE ADVERTISING

- TravelWyoming.com
  - Banners
  - Listings, deals, and calendar
  - Leads Program
  - Emails - (Featured Partner) and Seasonal Events
  - Custom Content Article
- MyYellowstonePark.com lead generation
- Google SEM
- Facebook / Instagram / Facebook Boosts – ads, custom audiences, retargeting, videos
- Cowboy State Daily Presenting Partner Feature
  - Banner
  - Newsletter
  - Logo on-site

## TRAVEL GUIDE FULFILLMENT

- 936 Travel Guides fulfilled between July 2024-June 2025

## DATABASE MANAGEMENT & E-NEWSLETTER (JULY 2024 – JUNE 2025)

- Total leads from lead programs from July 2024- June 2025 - 6,628
- Number of Leisure email active subscribers: 35,647
- Average Monthly email open rate: 38.05%

## WEBSITE MANAGEMENT (JAN.-DEC. 2025)

- 91,631 Website Users
- 107,723 Website Sessions
- 48.48% Engagement Rate (up 4.7% from last year)

## SEARCH ENGINE MARKETING (JAN.1– DEC. 9, 2025)

Total conversions from paid search efforts (travel guide orders, e-newsletter signups, contact us) increased 41.6% YoY (2,817 vs 1,990), while the overall conversion rate decreased 33.2% (5.31% vs 7.95%). Cost per conversion was down 37.1% YoY (\$4.62 vs \$7.34).

**Note:** session conversion rate is down YoY due to the large influx of overall sessions that we saw in 2025. (Total sessions increased 125.4% YoY (37,462 vs 16,623).

- Top campaigns for conversions in 2025 were P-Max, Things to Do, and Brand.
- Spend was down 10.9% YoY. (\$13k vs \$14.6k).
- Impressions were up 171% for a total of 1.42M
- Clicks were up 118.9% YoY. (46,005 total)



- CPC was down 59.3% YoY. (\$0.28)
- CTR (3.25%) was down 19.1% YoY.

**Note:** Overall CTR is low due to the Performance Max and Display campaigns, which typically see much lower CTRs than traditional Search.


## SWC PAID SOCIAL (JAN. 1–DEC. 1)

- Total Impressions: 674,614
- Clicks: 22,292
- Click-Through-Rate: 3.29%
- CPC: \$0.38
- Landing page views: 18,002
- C/LPV: \$0.47
- Bus Ticket Purchases: 323
- Spend was down 13%

The account performed well this year. There was a slight decrease in LPVs (-17%), LPVs (-5%) and increase in CTRs (+47%) and Landing Rate (+68) YoY. The decreases are not concerning considering the similar drop in the spend and seeing landing page views stay steady and landing rate increase is great. We also saw decreases in our cost per landing page view (-7%) making for an efficient social campaign. Our overall account performance far outperformed our social travel industry benchmarks of \$1 CPC and 1% CTR.

**Sweetwater County Travel & Tourism**  
Sponsored · 

Experience the ultimate adventure in Southwest Wyoming. Discover stunning waterways and canyons along the Flaming Gorge Scenic Byway.



explorewy.com  
**Rock Springs & Green River** [Learn more](#)

Our top performing prospecting creative was the scenic byways video, which brought in the most traffic. The Flaming Gorge 15s video was the top performer for our conversion campaign, generating 283 of the purchases at the lowest cost.



EXPLORE FLAMING GORGE LIKE NEVER BEFORE!

Scan the QR code to download our free Flaming Gorge Audio Tour and enjoy a guided journey through stunning landscapes, history, and hidden gems — all at your own pace.



307-382-2638  
www.explorewy.com

This summer, SWCTT launched  
**THE FLAMING GORGE AUDIO TOUR:**  
a self-guided driving experience that encourages visitors to explore Flaming Gorge at their own pace. In its first few months, the Bandwango-powered tour saw strong engagement, with more than 130 check-ins at tour stops from travelers representing 20 different states.



## 7 Spots for Local Flavors

In southwest Wyoming, we know delicious food fuels incredible adventures — like a decadent plate of brioche French toast before a Sunday hike or a hearty bison burger with all the fixins after an exhilarating bike ride. Use our roundup of can't-miss eateries in Rock Springs and Green River to find tasty pit stops for recharging between fun-filled activities.

[Get the List](#)

## FAMILY FUN

[MONTHLY EMAIL NEWSLETTER](#)



## TOUR THE FLAMING GORGE Full Day Bus Tour

Travel along an All-American Road with canyon overlooks, scenic valley vistas and a 502-foot dam.  
Tickets \$68. Full Day Bus Tour. Lunch Included.  
Call (307) 382-2538 for more info!



EXPLOREWY.COM

[PRINT](#)

## EXPLORE ROCK SPRINGS & GREEN RIVER, WYOMING

In Southwest Wyoming lies the unforgettable Sweetwater County. Striking landscapes, tranquil waters and towering rock formations make this true Cowboy Country a must-see on your next Wyoming adventure.

- Flaming Gorge Scenic Byway Bus Tour on an All-American Road
- Host to the National High School Finals Rodeo, Red Desert Roundup Rodeo, USTR Team Roping and more
- Killpecker Sand Dunes
- White Mountain Petroglyphs
- Wild Horses of Pilot Butte
- 700+ Events Annually
- Award-Winning Downtown and Mountain-Bike Trails



EXPLOREWY.COM



# SURF THE DUNES



Get your Sandboard at the Visitor Center

[ExploreWY.com](#)

BILLBOARD

## TOUR THE FLAMING GORGE



Full Day Bus Tour

\$68

[EXPLOREWY.COM](#)

SWEETWATER COUNTY WAS FEATURED IN 229 ARTICLES, REACHING 462,327,643 PEOPLE, WHICH GENERATED A TOTAL EARNED MEDIA VALUE OF \$6,091,000.

Sweetwater County Travel & Tourism Sponsored

Discover Flaming Gorge at your own pace! Download our FREE self-guided audio tour and explore the breathtaking views of ...See more

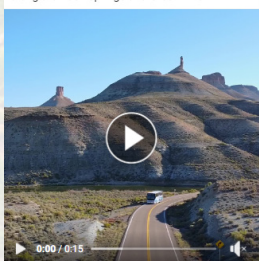


explorewy.com  
Explore Flaming Gorge Self-Guided Audio Tour

[Learn more](#)

Sweetwater County Travel & Tourism Sponsored

A trip to Flaming Gorge Country means watching animals trek through lush valleys along the Rock Springs and Green River.



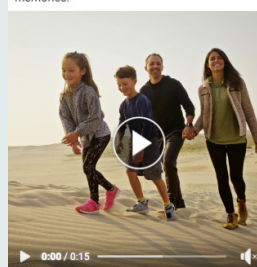
explorewy.com  
Book Your Bus Tour

[Book now](#)

## SOCIAL & DIGITAL

Sweetwater County Travel & Tourism Sponsored

Adventure awaits in Southwest Wyoming. Surf the singing sands for unforgettable family memories.

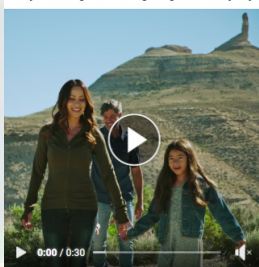


explorewy.com  
See Killpecker Sand Dunes

[Learn more](#)

Sweetwater County Travel & Tourism Sponsored

Experience the ultimate adventure in Southwest Wyoming. Discover stunning waterways and canyons along the Flaming Gorge Scenic Byway.



explorewy.com  
Rock Springs & Green River

[Learn more](#)

# R.E.A.C.H. AWARDS

RARE AND EXCEPTIONAL ACHIEVEMENT  
FOR CUSTOMER SERVICE IN HOSPITALITY



The Sweetwater County Travel & Tourism Board recognizes outstanding customer service in the local lodging industry through the R.E.A.C.H. Awards Program. The importance of these efforts warrant consistent recognition. The R.E.A.C.H. awards luncheon is conducted each quarter of the year to celebrate the employees who truly are the backbone of the Sweetwater County Tourism industry.



The Sweetwater County Certified Tourism Ambassador program is a multifaceted program that serves to increase tourism by inspiring front-line employees and volunteers to turn every visitor encounter into a positive experience. When visitors have a positive experience, they are more likely to return in the future and also share their experience with others. Everyone benefits - the visitors, the industry, the local economy, and most importantly, the front-line workers. There are currently over 200 Sweetwater County Certified Tourism Ambassadors.

## COST/RENEWAL

There is a one-time, non-refundable, non-transferable application fee of \$39 and an annual renewal fee of \$19 per person. In addition to the renewal fee, CTAs must log 50 CTA points throughout the year, earned through a variety of activities.

## CLASS SCHEDULE/ENROLLMENT

For a class schedule and online enrollment, go to [www.ctanetwork.com](http://www.ctanetwork.com). If you have any questions, please don't hesitate to contact [allison@tourwyoming.com](mailto:allison@tourwyoming.com) or call (307) 382-2538.

# TRAVEL IMPACT STUDIES

Sweetwater County Travel & Tourism commissions an annual travel impact study to determine the effectiveness of the marketing campaigns administered with lodging tax dollars.

ADVERTISING  
INFLUENCED  
ALMOST

**\$77**  
**MILLION**  
IN VISITOR  
SPENDING

AVERAGE # OF  
PEOPLE IN  
TRAVEL PARTY:

**2.9**  
**PEOPLE**

AVERAGE # OF  
ACTIVITIES  
IN SWC:

**4.8**

AVERAGE # OF  
DAYS  
SPENT  
IN SWC:

**4**  
**DAYS**

AVERAGE  
TRIP SPENDING  
PER PARTY:

**\$1,825**

ROI FOR EVERY  
ADVERTISING  
DOLLAR SPENT:

**\$798**

ADVERTISING  
INFLUENCED  
OVER

**59,000**  
**VISITS**

NEW  
DATA IS  
AVAILABLE TO  
TRACK VISITOR  
ATTENDANCE  
AT EVENTS AND  
THROUGHOUT THE  
COUNTY THAT WILL  
HELP TO GUIDE  
FUTURE SWCTT  
MARKETING  
EFFORTS

WILDLIFE VIEWING	53%
YELLOWSTONE NATIONAL PARK	43%
MUSEUMS, STATE PARKS, HISTORICAL	40%
FISHING, HIKING, HUNTING, ETC	38%
GRAND TETON NATIONAL PARK	33%
FLAMING GORGE RESERVOIR	33%
SELF-GUIDED DRIVING TOURS	33%
FLAMING GORGE NATIONAL REC AREA	32%
WILD HORSE LOOP TOUR	21%
VERNAL/DINOSAUR LAND	18%
FLAMING GORGE ALL-AMERICAN ROAD	17%
ROCK SPRING HISTORIC MUSEUM	16%
HISTORIC SOUTH PASS	15%
SPECIAL EVENTS (FESTIVALS)	14%
KILLPECKER SAND DUNES	11%
WWCC NATURAL HISTORY MUSEUM	7%
EXPEDITION ISLAND	6%
BROWN'S PARK & JARVIE'S RANCH	4%
WINTER SPORTS/SNOWMOBILING	3%
OUTFITTER TRIP	3%
GUEST RANCH	1%

**SWEETWATER  
VISITOR  
ACTIVITIES**



ExploreWY  
ROCK SPRINGS  
& GREEN RIVER