

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.

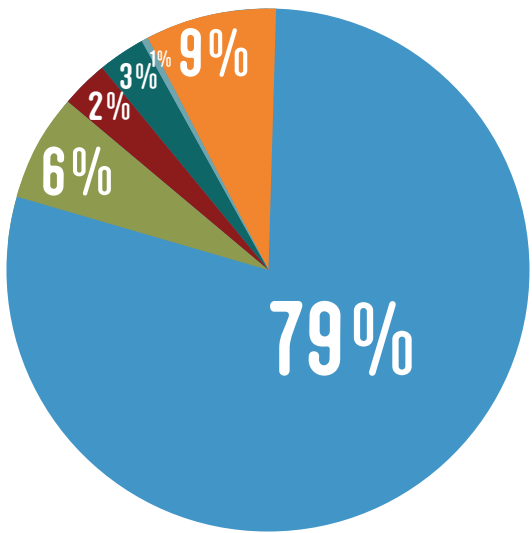


LOCATION, LOCATION, LOCATION.

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

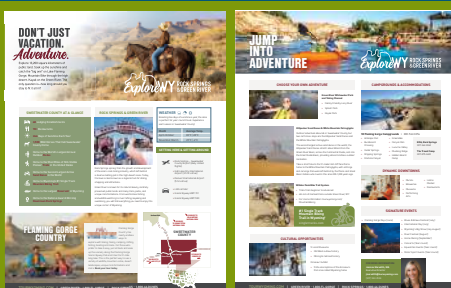
SWEETWATER BLUES & BREWS
ALL OUT BALL OUT BASKETBALL TOURNAMENT
SWEETWATER HIGH SCHOOL & JUNIOR HIGH RODEO
RUDY GUNTER MEMORIAL WRESTLING TOURNAMENT
STATE SOCCER TOURNAMENT
HIGH SCHOOL REGIONAL TRACK MEET
HIGH SCHOOL SOCCER JAMBOREE
MULE DEER DAYS
BMX TRIPLE GOLD CUP QUALIFIER
SWEETWATER CMSA MID MOUNTAIN 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.



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.





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.



307-382-2538
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 fixings 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



SURF THE DUNES

Get your Sandboard at the Visitor Center

ExploreWY.com

TOUR THE FLAMING GORGE

Full Day Bus Tour
\$68

EXPLOREWY.COM

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

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

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

EXPLORE ROCK SPRINGS & GREEN RIVER, WYOMING

In Southwest Wyoming, halfway between Yellowstone and Canyonlands National Parks, lies the unforgettable Sweetwater County. Striking landscapes, sand dunes, and towering rock formations make this high-desert hidden gem a must-see on your next Wyoming adventure.

- Killpecker Sand Dunes
- 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
- Learn Task Volcano from White Mountain Petroglyphs
- Wild Horses of Pilot Butte
- 700+ Events Annually

EXPLOREWY.COM

Sweetwater County Travel & Tourism

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

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

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

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. If you have any questions, please don't hesitate to contact 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**



Explore WY
ROCK SPRINGS
& GREEN RIVER