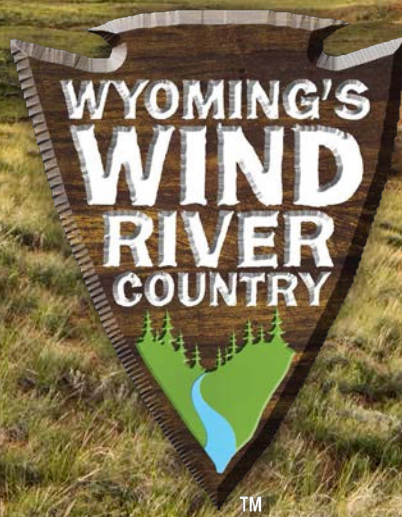


# 2023

## ANNUAL REPORT



Wind River Visitors Council  
[www.windriver.org](http://www.windriver.org)  
(307) 332-5546  
[hwilson@windriver.org](mailto:hwilson@windriver.org)



Photo: Bill Strickavage

# MISSION:

To stimulate tourism by increasing awareness of, and encouraging visitation to, the unique destinations, activities and events in Wind River Country.

# WRVC BOARD MEMBERS:

**Owen Sweeney**  
President  
Lander Representative

**Frank Welty**  
Vice President  
Dubois Representative

**Helen Gordon**  
Treasurer  
Hudson Representative

**Hal Herron**  
Secretary  
Riverton Representative

**Ben Barto**  
Dubois Representative

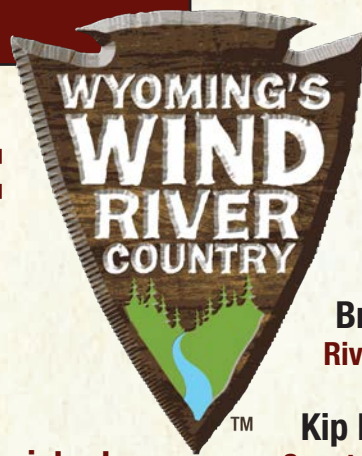
**Joel Highsmith**  
Shoshoni Representative

**Bryce House**  
Riverton Representative

**Krista Lobera**  
Lander Representative

**Kip Post**  
County Representative

**Erika Yarber**  
County Representative



# WRVC STAFF:

**Helen Wilson**  
Executive Director

**August Vanderford**  
Content Creator/Administrative Assistant

**THE LODGING TAX:** The purpose of the lodging tax is to promote and enhance local travel and tourism for the benefit of the local economy. The Wind River Visitors Council serves as the lodging tax board for Wind River Country, which includes Fremont County and the Wind River Indian Reservation.

## TOURISM ASSET DEVELOPMENT PROGRAM (TAD):

The purpose of the TAD program is to provide financial support to communities through the Fremont County lodging tax. The TAD program is a voluntary program that is unique to Wind River Country. The Wind River Visitors Council distributes 25 percent of the local lodging tax back to the communities in the percentage that they contribute to the lodging tax. Each community utilizes these funds to help them grow their tourism economy by investing in new, or expanding existing, tourism related services, events, signage, facilities, attractions, points of interest and promotional activities. The goal is to increase visitor spending by encouraging visitors to stay longer in Wind River Country.

### TAD DISTRIBUTIONS IN 2023

Dubois	\$79,422.99
Hudson	\$5,200
Lander	\$65,550.99
Riverton	\$73,290
Shoshoni	\$10,400

**Total TAD Distributions in 2023: \$233,863.98**

## FROM THE EXECUTIVE DIRECTOR OF THE WRVC

The Wind River Visitors Council (WRVC) is excited to release its 2023 Annual Report. In order to keep Wind River Country's busy summer months intact, the report is based on the 2023 calendar year, instead of the WRVC's fiscal year, which runs from July 1 to June 30.

2023 was, once again, a record breaking year for lodging tax revenue, which came in at \$1,000,154.33. The previous record was set in 2022 at \$987,657.02. \$233,863.98 was distributed back to Dubois, Hudson, Lander, Riverton and Shoshoni in the form of Tourism Asset Development (TAD) funds, which were used for numerous projects in each community.

Please reach out if you'd like any additional information.

Special thanks to the Wind River Visitors Council's staff and Board of Directors, as well as our partners throughout Wind River Country and all of Wyoming.

**Helen Wilson, Executive Director  
Wind River Visitors Council**



Photo: Wind River Country

# 1,550

Fremont County jobs supported by tourism



## LODGING TAX COLLECTIONS (BY CALENDAR YEAR)

2016	\$705,611.66
2018	\$715,162.88
2018	\$737,391.35
2019	\$753,607.73
2020	\$655,536.79
2021	\$967,976.25
2022	\$987,657.02
<b>2023</b>	<b>\$1,000,154.33</b>

## Where Fremont County's 2023 Visitors Came From (Top 10)

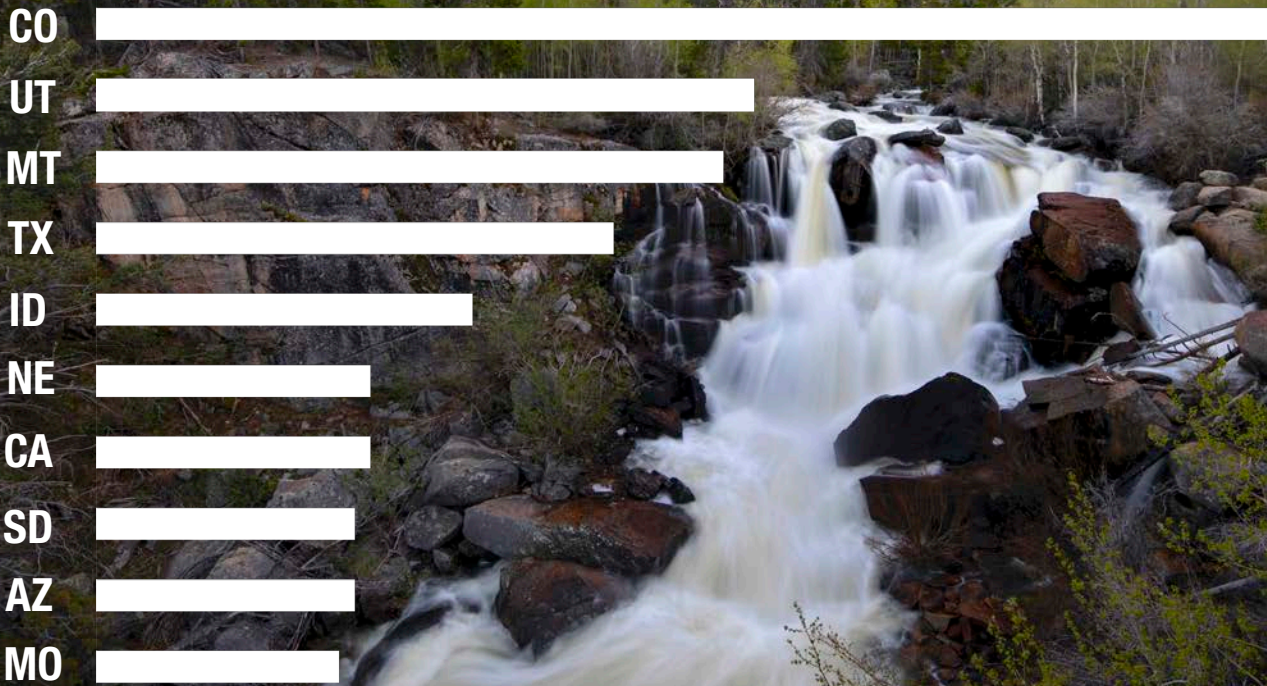


Photo: David Rule

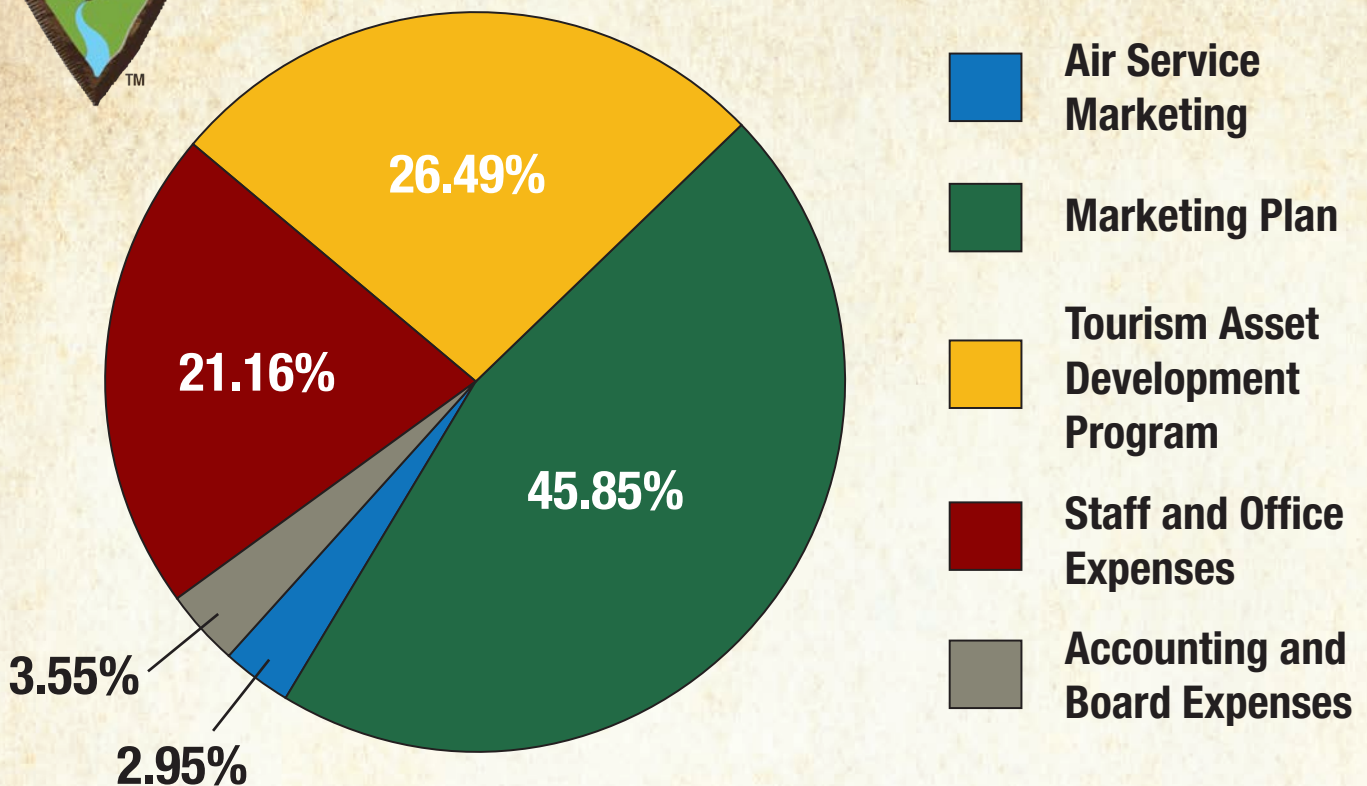


Travelers spent  
**\$170  
Million**  
in Fremont  
County in 2023

Photo: Wind River Country/Brad Christensen



## BUDGET BREAKDOWN (FY 2023 TO 2024)



## VISITOR SPENDING BY COMMODITY PURCHASED (MILLIONS)

Accommodations	\$28.2
Food Service	\$34.6
Food Stores	\$11.3
Local Transportation & Gas	\$20.1
Arts, Entertainment & Recreation	\$23.4
Retail Sales	\$18.7
Visitor Air Transportation	\$1.8
<b>TOTAL</b>	<b>\$138.1</b>

## ESTIMATED OVERNIGHT VISITOR VOLUME

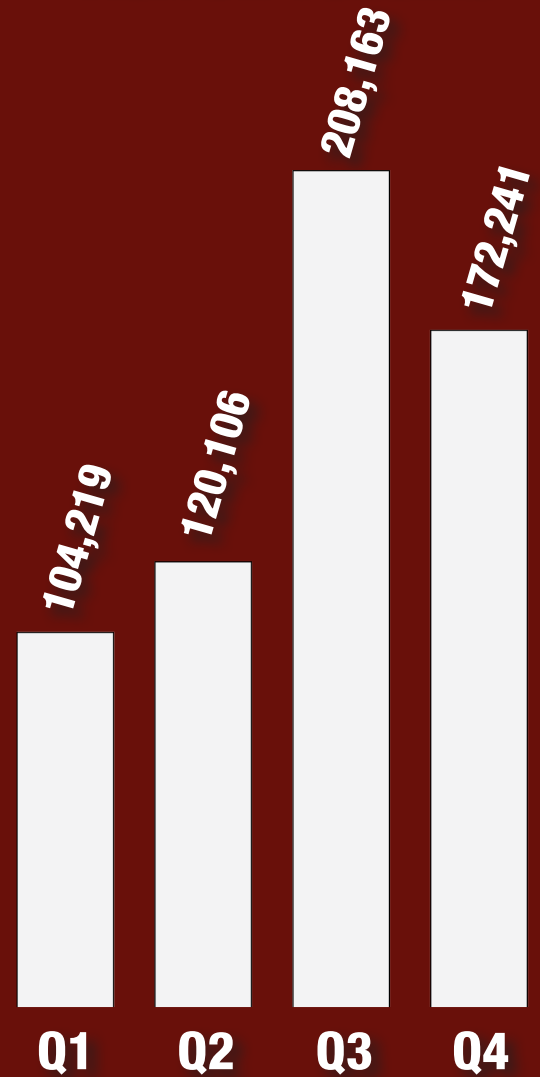


Photo: Bill Sincavage

# VISITOR SPENDING BY TYPE OF TRAVELER ACCOMMODATIONS (MILLIONS)

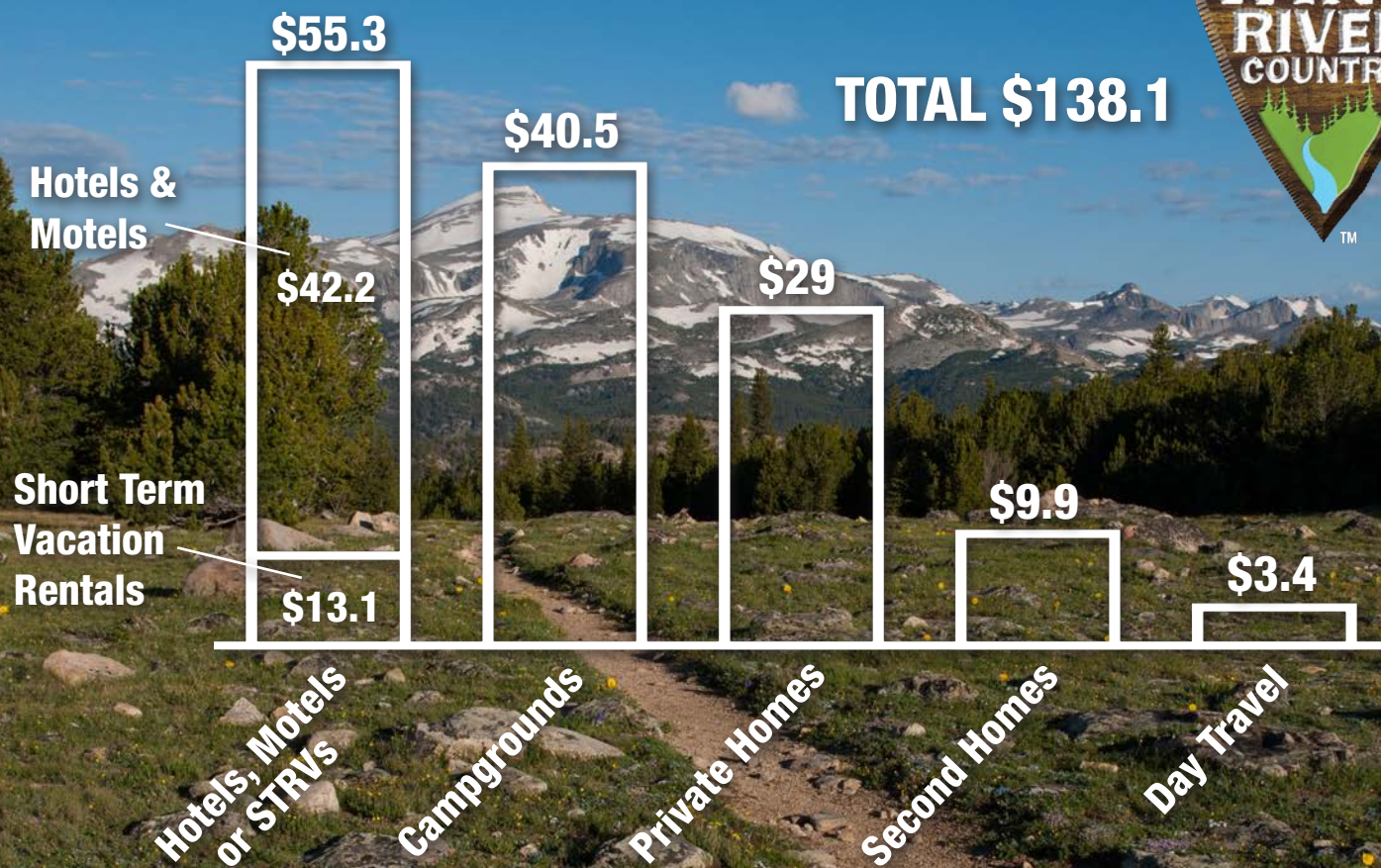
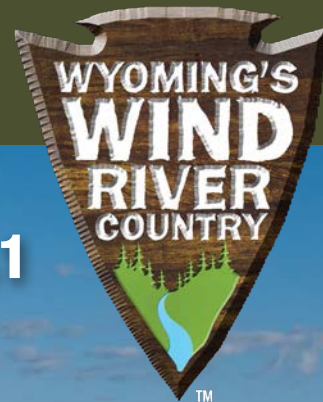


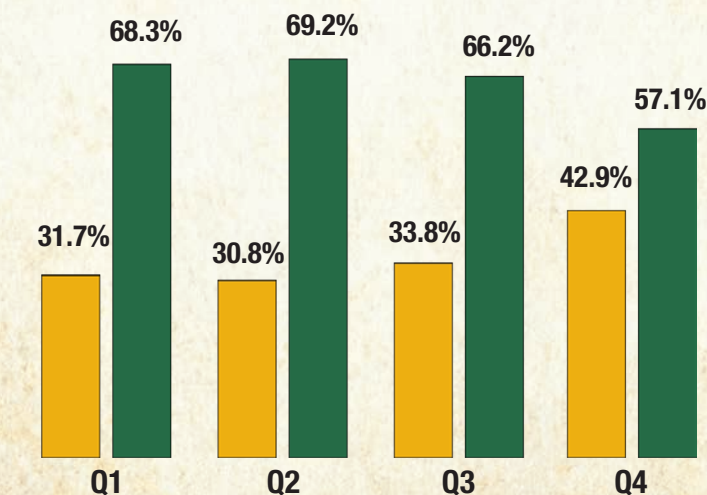
Photo: Scott Copeland

## INDUSTRY EARNINGS GENERATED BY TRAVEL SPENDING (MILLIONS)

Accommodations & Food Service	\$25
Arts, Entertainment & Recreation	\$33.2
Retail	\$7.3
Ground Transportation	\$0.5
Other Travel	\$3.6
<b>TOTAL</b>	<b>\$69.6</b>

Retail: gasoline station employment and earnings.  
Other Travel: resident air travel, travel arrangement and conventions.

## TRIP TYPE BY QUARTER



■ % Daytrippers = less than 8 hours in Fremont County.

■ % Overnight Trips = 8+ hours/2+ days in Fremont County.



# DUBOIS

TAD Distributions in 2023: \$79,422.99

Photo: Bill Sincavage



# LANDER

TAD Distributions in 2023: \$65,550.99

Photo: David Rule



# SHOSHONI

TAD Distributions in 2023: \$10,400

Photo: John Bass





# HUDSON

TAD Distributions in 2023: \$5,200

Photo: Preston Ackerman



# RIVERTON

TAD Distributions in 2023: \$73,290

Photo: Journal of Lost Time



# WIND RIVER INDIAN RESERVATION

Wind River Indian Reservation Interpretive Plan Support: \$35,000

Photo: Wind River Country

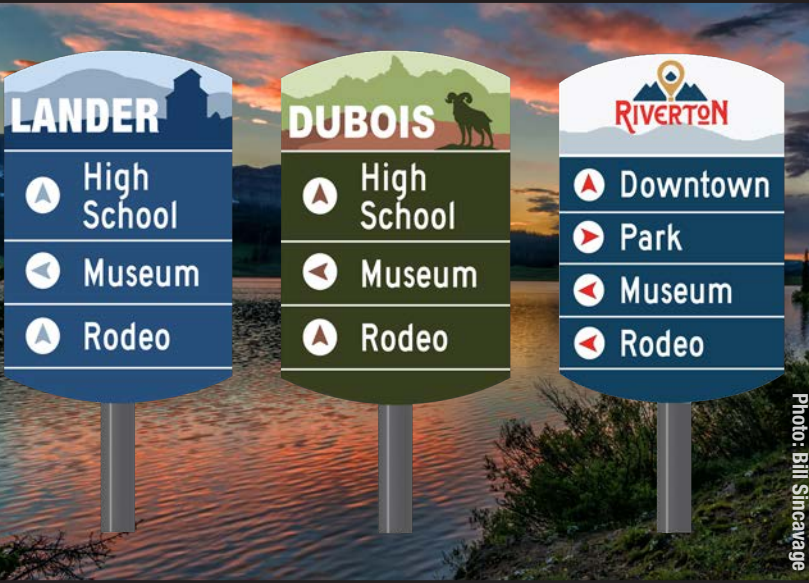


Photo: Bill Stricavage

# Destination Development

The Destination Development Program was created in 2023 by the Wyoming Office of Tourism for Wyoming's 27 local Lodging Tax Boards. The Wind River Visitors Council (Fremont County's Lodging Tax Board) was one of the recipients.

## Projects that have been completed as part of this program include:

- Two State marketing co-ops
- Advertising in the *National Park Journal*, *Yellowstone*
- Communication/meetings/graphic design supplies
- A video display in the Lander Chamber of Commerce Visitor Center
- A video profiling fly fishing
- A digital sign in Hudson



Photo: Wind River Country/The New Fly Fisher



Photo: Wind River Country

## Projects that are in the works include:

- An expansion of the Art Banner Project in Hudson and Riverton
- A TravelStories downtown Dubois walking tour
- Wayfinding signage in Dubois, Lander and Riverton
- An informational kiosk on the Wind River Indian Reservation

## HIGHLIGHTS FROM 2023:

In addition to marketing to local, state, national and international audiences, the Wind River Visitors Council has also been involved in lots of projects. Some of these are highlighted below.

Photo: Wind River Country



- Hosted a press trip titled “Winter in the Wilds of Wyoming”
- Presented at the Lander Chamber of Commerce Community Awards Luncheon and the Emerging Issues Forum: Outdoor Recreation
- Co-hosted the Inter-Tribal Tourism Summit
- Hosted the reception at the Wyoming Working Together Conference
- Hosted a seminar for local business owners on growing their online presence on Google
- Sponsored the Riverton Community Summer Kick-Off Party
- Provided support for the new “Scenic Loop Road in Wyoming’s Wind River Country: A Tour Guide and Road Log”
- Hosted a fall press trip
- Served on Wyoming’s State Shooting Complex Fremont County Committee
- Started working on an educational video about powwows on the Wind River Indian Reservation

# YOU WON'T BELIEVE YOUR EARS

DISCOVER THE HOME OF THE EASTERN SHOSHONE AND THE NORTHERN ARAPAHO.



Photo: Wind River Country/Suite1491

## THERE'S A STORY HERE!

EXPLORE THE WIND RIVER  
INDIAN RESERVATION  
FREE SELF-GUIDED  
MOBILE AUDIO TOUR



DOWNLOAD THE APP

