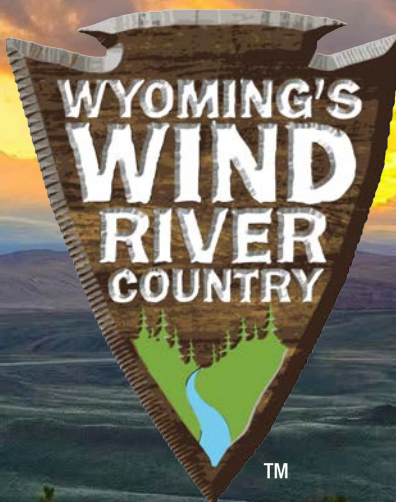


2025

ANNUAL REPORT



Wind River Visitors Council
www.WindRiver.org
(307) 332-5546
hwilson@windriver.org

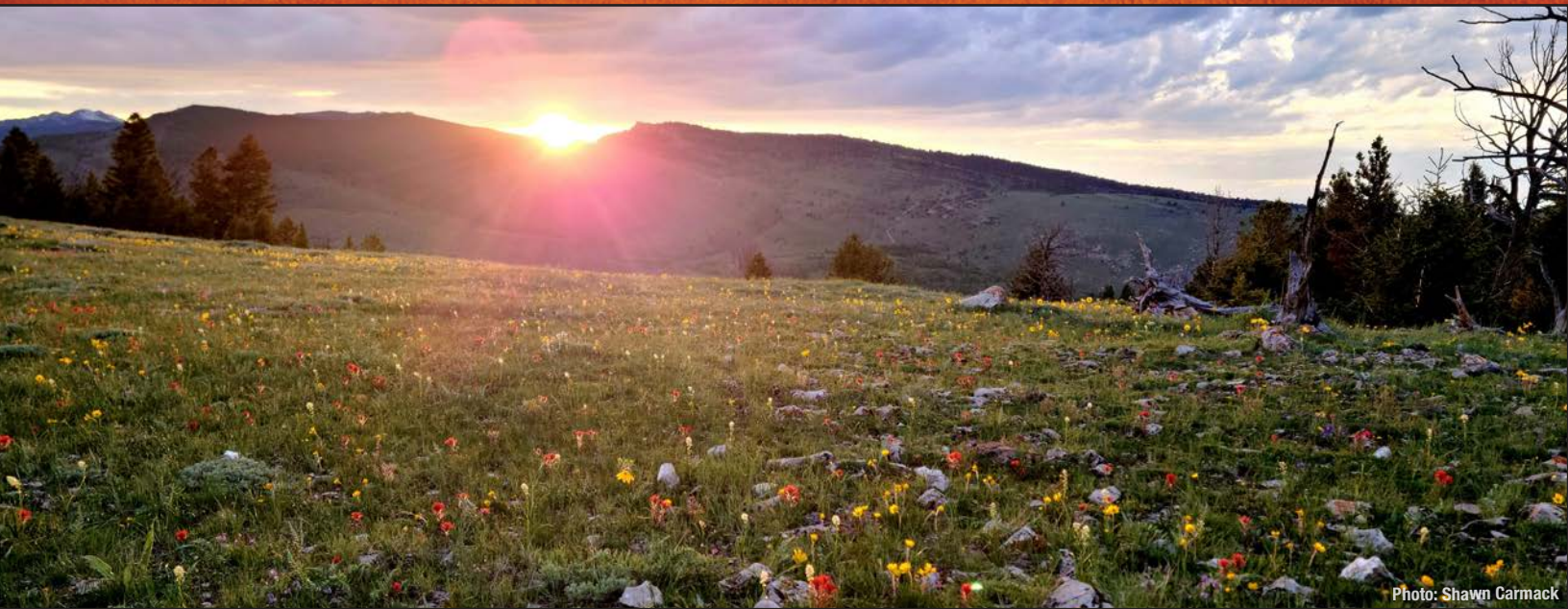


Photo: Shawn Carmack

MISSION:

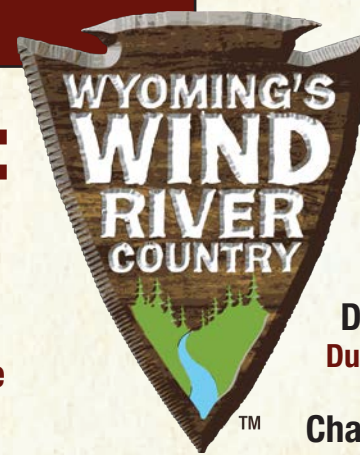
To stimulate tourism by increasing awareness of, and encouraging visitation to, the unique destinations, activities and events in Wind River Country.

WRVC STAFF:

Helen Wilson
Chief Executive Officer

Rubie Ratliff
Visitor Experience Representative

Alex Watts
Administrative Technologist



WRVC BOARD MEMBERS:

Krista Lobera
President
Lander Representative

Helen Gordon
Treasurer
Hudson Representative

Anne Even
Lander Representative

Dave Furman
Dubois Representative

Charene Herrera
County Representative

Hal Herron
Vice President
Riverton Representative

Bryce House
Secretary
Riverton Representative

Jay Merritt
Shoshoni Representative

Suzanne Osegueda
Dubois Representative

Erika Yarber
County Representative

TOURISM ASSET DEVELOPMENT (TAD) PROGRAM:

The Tourism Asset Development (TAD) program is a voluntary initiative unique to Wind River Country, through which the Wind River Visitors Council returns 25 percent of local lodging tax revenue to participating communities in proportion to their contribution. Funds are administered locally by the Shoshoni Chamber of Commerce, the Cities of Lander and Riverton and the Towns of Dubois and Hudson, supporting community-led marketing efforts such as events, grants, educational programming and other initiatives that strengthen local visibility and the visitor economy.

TAD DISTRIBUTIONS IN 2025

Dubois	\$86,549.49
Hudson	\$5,000
Lander	\$76,875.99
Riverton	\$83,219.49
Shoshoni	\$9,900

Total TAD Distributions in 2025: \$261,544.97

FROM THE CEO OF THE WRVC

The Wind River Visitors Council (WRVC) is pleased to present its 2025 Annual Report. To preserve the integrity of Wind River Country's peak summer season, this report reflects the 2025 calendar year rather than the WRVC's fiscal year, which runs from July 1 to June 30.

Lodging tax collections reached another record high, totaling \$1,074,120.05—an increase of \$21,520.47 over the previous year. Of that total, \$261,544.97 was distributed back to the communities of Dubois, Hudson, Lander, Riverton and Shoshoni through the Tourism Asset Development (TAD) program, supporting a wide range of locally driven projects and initiatives.

This report includes a comprehensive overview of 2025 data. Please do not hesitate to reach out if you would like additional information.

I extend my sincere gratitude to the staff and Board of Directors of the Wind River Visitors Council, as well as our valued partners across Wind River Country and the state of Wyoming.

Helen Wilson
Chief Executive Officer
Wind River Visitors Council



Photo: Jennifer Strickland, USFWS

1,540

Fremont County jobs were supported by tourism



LODGING TAX COLLECTIONS (BY CALENDAR YEAR)

2018	\$737,391.35
2019	\$753,607.73
2020	\$655,536.79
2021	\$967,976.25
2022	\$987,657.02
2023	\$1,000,154.33
2024	\$1,052,599.58
2025	\$1,074,120.05



Photo: Brady McLean

Travelers spent
\$181.3 Million
in Fremont County
in 2025

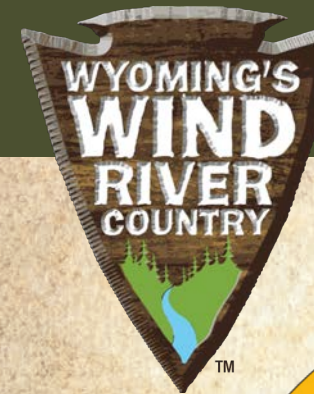
Top 5 States Driving Visitation



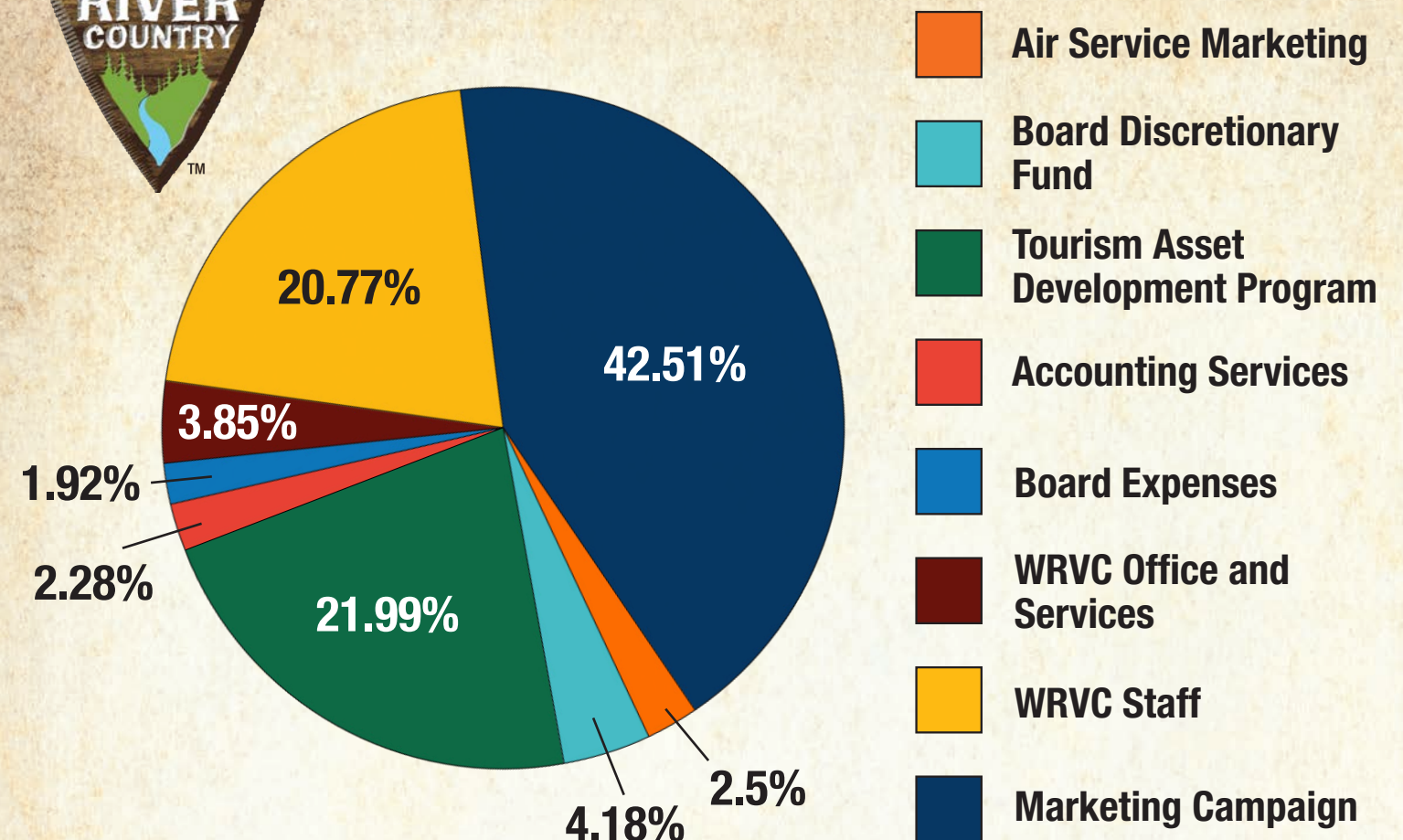
Top 7 Cities Driving Visitation



Photo: Bob Wreck



BUDGET BREAKDOWN (FY 2025 TO 2026)



VISITOR SPENDING BY COMMODITY PURCHASED (MILLIONS)

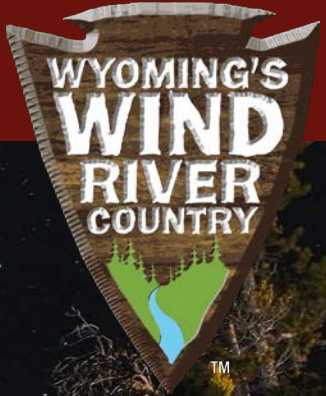
Accommodations	\$30.9
Food Service	\$38
Food Stores	\$12
Local Transportation & Gas	\$19.6
Arts, Entertainment & Recreation	\$27.3
Retail Sales	\$17.7
Visitor Air Transportation	\$3.2
TOTAL	\$148.7

ESTIMATED OVERNIGHT VISITOR VOLUME

	Nights	Trips
Hotels, Motels & STVR	342	146
Private Homes	383	137
Other Overnight	461	235
TOTAL	1,186	518

PERSON VOLUME (THOUSANDS)

VISITOR SPENDING BY TYPE OF TRAVELER ACCOMMODATIONS (MILLIONS)



AVERAGE EXPENDITURES, PARTY SIZE AND LENGTH OF STAY

2025	Spending Per Person		Spending Per Party			
	Day	Trip	Day	Trip	Party Size	Length of Stay
Hotels, Motels, STVRs	\$179	\$419	\$504	\$1,179	2.8	2.3
Private Homes	\$78	\$220	\$162	\$453	2.1	2.8
Other Overnight	\$117	\$229	\$284	\$538	2.4	2
All Overnight	\$119	\$272	\$284	\$645	2.4	2.3

SHARE OF SPEND FROM VISITORS

ACCOMMODATIONS	78%
RESTAURANTS	24%
RETAIL	23%



Photo: Wyoming Office of Tourism

Photo: Coody Conk



DUBOIS

TAD Distributions in 2025: \$86,549.49

Photo: Davis Clem



Photo: Melanie Limpus

HUDSON

TAD Distributions in 2025: \$5,000



Photo: Katie Boue

Photo: Melanie Limpus

LANDER

TAD Distributions in 2025: \$76,875.99



Photo: Wind River Country/Preston Ackerman

RIVERTON

TAD Distributions in 2025: \$83,219.49



SHOSHONI

TAD Distributions in 2025: \$9,900



Photo: Journal of Lost Time

TOTAL TAD DISTRIBUTIONS IN 2025: \$261,544.97

DESTINATION DEVELOPMENT PROGRAM

The Destination Development Program, created by the Wyoming Office of Tourism, supports projects that enhance the visitor experience and strengthen tourism infrastructure across Wyoming. The Wind River Visitors Council continues to leverage this program to invest in projects that benefit both visitors and local communities.

Recent efforts have focused on improving navigation, enhancing sense of place and supporting critical access to the destination.

Wayfinding Signage Across Wind River Country

The Wind River Visitors Council has advanced a multi-community wayfinding initiative across Dubois, Lander and Riverton, with expansion into Hudson and Shoshoni. This coordinated system of signage creates a more intuitive and welcoming experience for visitors, while reflecting the unique identity of each community. The project strengthens connectivity between attractions, businesses and public spaces, encouraging exploration throughout Wind River Country.



Photo: Wind River Country

Support for Central Wyoming Regional Airport

The Wind River Visitors Council supported Central Wyoming Regional Airport through its Minimum Revenue Guarantee (MRG), helping to sustain and strengthen commercial air service to the region. Reliable air access is a critical component of destination development, supporting visitation, economic growth and long-term competitiveness for Wind River Country.



Photo: Wind River Country

HIGHLIGHTS FROM 2025:

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.

- Released a video titled "Celebration: Powwow on the Wind River Indian Reservation"
- Released "Discover Dubois," a TravelStorys audio tour
- Completed an expansion of the Art Banner Project in Hudson and Riverton
- Advanced and largely completed wayfinding signage in Dubois, Lander and Riverton, with expansion into Hudson and Shoshoni
- Launched and analyzed a resident sentiment survey in partnership with the University of Wyoming
- Hosted Continental Divide Trail Awareness Week in partnership with local organizations
- Began development of Wind River Country Heritage Quest: A Digital Discovery, tied to America's 250th anniversary
- Implemented a "250 Days" digital content series leading up to the semiquincentennial
- Placed a large-format destination advertisement in Denver International Airport
- Hosted free Google Business Profile and Tripadvisor training seminars for local businesses



Photo: Wind River Country/Brad Christensen

DISCOVER WIND RIVER COUNTRY! FREE SELF-GUIDED MOBILE AUDIO TOURS

SHORT, PODCAST-STYLE AUDIO TOURS IN WIND RIVER COUNTRY



Photo: Brady McLean

THERE'S A STORY HERE!



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