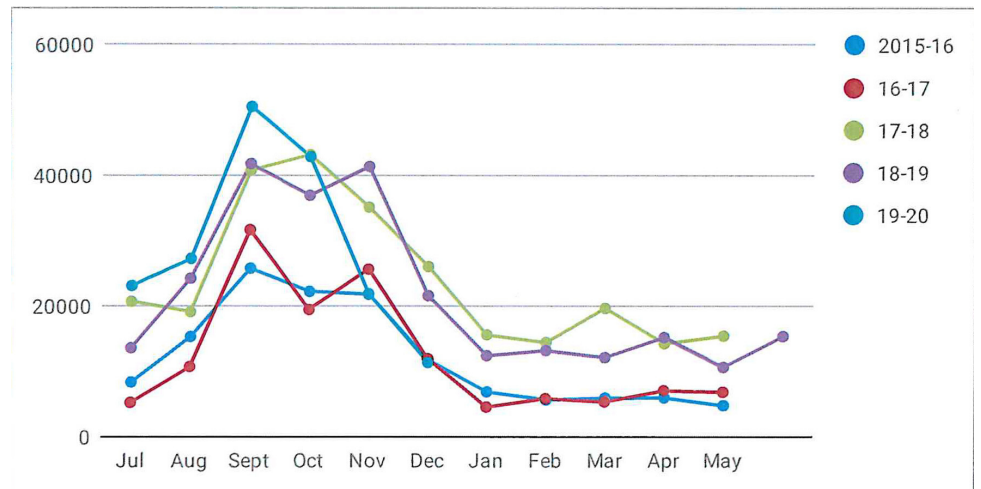


THE REAL WYOMING PINEDALE

REVENUE

Pinedale Travel & Tourism received \$42,912.20 for October, \$21,916.72 for November & \$11,401.13 for December in Lodging Tax Dollars. In total, the tax collected \$23,855.63 less than the previous years 4th quarter.



MARKETING RECAP

October, November, & December

- Creative Development, Campaign Optimization, Production \$7500
 - <http://www.visitpinedale.org/community/popular-attractions>
- Organic & Paid Social Media Posts \$5500
 - <https://www.facebook.com/VisitPinedale/>
 - https://www.instagram.com/visit_pinedale/
- Google Display \$2500
- Video (You Tube, etc.) \$3000

COMMUNITY RELATIONS

- Attended the Snow Show in Utah
- Monthly visits to lodging facilities in Pinedale
- Provided area maps and other local materials to lodging facilities
- Coordinated with hotels on lodging package deals for upcoming PTTC funded events
- Promoted Pinedale area events with the Wyoming Office of Tourism
- Attended Community Collaborators regarding community organizations and 2019 Events
- Promoted area events on the Visit Pinedale social media accounts
- Attended local organization meetings to get a better understanding of each organization and their upcoming events
- Updated activity information on Visit Pinedale website
- Enhanced calendar submissions for community events promoting tourism
- Corresponded with local businesses to be added to the 2020 WY Travel Guide
- Attended the Travel & Hospitality Summit in Cody, WY for networking and education

COUNCIL INFO

Commission members: Boomer Friesen (Chair), Laura Hattan (Vice Chair), Stuart Lamson (Secretary), Jim Hamilton (Chamber of Commerce Representative), and Tyler Swafford (Town Council Representative)

Past Meetings: October 23rd, 2019 at noon, special meeting October 30th, 2019 at 10:00 AM, November 13th, 2019 at noon, December 18th, 2019 at noon.

Upcoming Meetings: January 15, 2020, February 19, 2020, & March 18th, 2020.