

WYOMING SPENDING MILLIONS ON TOURIST MARKETING



While the prices for gasoline are still quite high in the Wyoming area, the state is still expected to have a very large tourism season during the summer. People travel from areas all around the world to come and visit the state of Wyoming and all that it has to offer in terms of attractions and other sightseeing adventures. As of right now, there is an indication that the tourism season will go very well in Wyoming and that is a good thing for the entire state. Tourism is, after all, one of the largest industries in the state, producing nearly \$2.8 billion and creating thousands of jobs for the local residents who are living in the area. Diane Shoher, a tourism director, says that this is a good year for tourism and that just about 30,000 jobs will continue to be supported from the travel and tourism industry. With all the different kinds of jobs available in the state, a fraction of those jobs are involved in the tourism industry. And, as a way of promoting tourism and getting people to travel to the state of Wyoming, it is important for the state to spend money advertising on the destination. This is generally important because when advertisements are made that show what the city has to offer, it paints a picture and helps people to decide where they want to go on their vacation. This year alone, the state of Wyoming will spending \$7 million for several advertising campaigns, which will be displayed in Minneapolis, Denver, Salt Lake City, and Chicago. The advertisements that will be displayed in these different areas will be featured on television commercials, radio broadcasts, a number of magazines, and on social media outlets as well. Shoher said that while Wyoming will be spending a large portion on advertising, the most part of the advertising will be on television. It is generally the best way for the state to provide a clear message to other people who are not from the area, letting them know that they are welcome and that there is much to do and see in the state of Wyoming. Wyoming is, after all, a perfect place for people who have a love for nature, hiking, and visiting national parks and mountains. It is the type of state that is perfect for outdoor activities and is great for family fun. There are a lot of travelers out there who have a lover for nature and traveling and Wyoming will be one of the places they can go to enjoy a new and exciting experience. Anyone looking to get away from the city and come to a relaxing area would enjoy a trip to Wyoming and that is why these advertisements are made, to make people aware of it. The tourism industry is not what it was prior to the recession but it is finally getting there and that is a good thing. [Click here](#) to find out which Travel Advisor jobs are available in Wyoming.