

Strategic Plan 2026-2029

VISIT *Casper*

Purpose

The purpose of this Strategic Plan is to focus Visit Casper on its core strategic initiatives to develop the travel industry for the benefit of residents and visitors within each community represented on the Natrona County Joint Powers Board.

The Strategic Plan demonstrates that the organization has considered its options and established conscious priorities for moving the region forward. Visit Casper has built this plan after considering the overarching objectives of the 2026 Casper Area Tourism Master Plan.

Using this Strategic Plan as a guide, Visit Casper staff will develop a business plan each year that describes the actions needed to implement the Strategic Plan's initiatives. Visit Casper staff and Board of Directors should review the Strategic Plan annually to determine if updates are needed because of changing trends or conditions. If none are needed, no changes to the Plan are necessary until 2029 when a full revision is recommended.

Mission

Visit Casper is a driving force that draws visitors to Natrona County in support of our local economy and quality of life.

Vision

A more vibrant Casper area, celebrated by residents and visitors alike.

Strategic Objectives



Strategic Objective 1

Marketing & Sales

- Market Natrona County as a leisure, business and sports destination following a research-driven business plan targeting the highest return-on-investment to the region.
- Perform market research on out of area visitation, economic impact and other relevant topics as needed.
- Sell the Casper area as a sports destination for tournaments and events. Build on the region's strengths including facilities, community support and central location.
- Support Compete Casper to ensure the region remains a competitive hub for state high school athletics.
- Partner with Casper area sports facilities including but not limited to the Ford Wyoming Center, Central Wyoming Fairgrounds and Wyo Sports Ranch to drive out-of-area visitation and economic growth.
- Provide market research, co-op sales/marketing programs, stakeholder workshops and updates on Wyoming Office Tourism programs to the Natrona County hospitality industry.
- Pursue media, film, and group tour business as appropriate often in conjunction with the Wyoming Office of Tourism and other partners.

Measures

- Annual business plan with measurable ROI
- Market research on visitor impacts and trends
- Increase group sales leads, booked business and room nights for meetings and sports
- Increase lodging room demand





Strategic Objective 2

Tourism Industry Development

- Support public and private efforts to develop new sports facilities and keep existing ones competitive in the marketplace.
- Support efforts to enhance the Ford Wyoming Center, as well as add amenities around it.
- Develop new businesses, attractions, and events, and help enhance existing ones through the efforts of Visit Casper and partner organizations. Market these improvements using Visit Casper promotional tools to help the community remain bustling, progressive, and livable.
- Support efforts to improve Casper's commercial air service through publicity campaigns, airline negotiations, and other means.
- Operate the Visit Casper bus as a transportation option for conventions and sporting events in conjunction with the City of Casper.
- Support and help implement wayfinding and interpretive systems throughout Natrona County guiding guests and residents easily to local attractions, trails and outdoor recreational assets.

Measures

- New / renovated sports facilities
- New hospitality businesses and attractions
- Air service efforts / Deplanement growth•
- Visit Casper bus ridership growth
- Wayfinding and interpretive signage



Strategic Objective 3

Educate About the Tourism Industry

- Regularly convene travel industry businesses and partners to listen and identify issues affecting the Natrona County travel industry.
- Develop strong messaging about the successes of Visit Casper and the positive impact of the travel industry. Regularly present this Visit Casper messaging to civic, community, and government groups.
- Be the voice of the travel industry on the vital issues affecting the industry with local and state elected officials.
- Provide critical hospitality training to front-line employees of area travel businesses and attractions. Promote the service to other business sectors beyond travel.
- Help amplify younger viewpoints and the voices of residents and visitors concerning community amenities.
- Develop a Natrona County promotional campaign to create local pride and identity. Educate residents on the area's amenities, turning residents into ambassadors for promoting the region.

Measures

- Industry sector round tables
- Visit Casper Advocates (VCA)
- Tourism Keeps the Lights On
- Civic presentations on relevant issues





Strategic Objective 4

Organizational Excellence & Partnerships

- Strengthen ties and collaborations with economic development partners and government entities on critical policy, development and funding issues.
- Maintain up-to-date policies, procedures, and training to ensure the highest level of performance by the Visit Casper staff and board.
- Explore new funding options for Visit Casper and grow voluntary lodging assessment participation among Natrona County lodging properties.
- Invest in on-going staff and board training, and participate in appropriate state, regional, and industry-specific trade organizations to remain cutting-edge on industry knowledge.
- Develop and use the 5150 Foundation as a powerful tool for Visit Casper to grow and develop the local hospitality industry. Raise funds as appropriate to allow the Foundation to assist events, infrastructure, and other development projects critical to Natrona County's tourism industry.
- Be a connector for the Natrona County travel industry – connecting stakeholders, elected officials, government staff, and marketing professionals into a unified marketing and development team.
- Develop and use the Casper Sports Alliance as a powerful tool to foster and promote city, county, state, regional, national and international amateur sports competitions participation and activities within Natrona County.

Measures

- Annual independent audit
- Monthly economic development meetings
- Staff and board professional tourism development opportunities
- Industry sector outreach



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