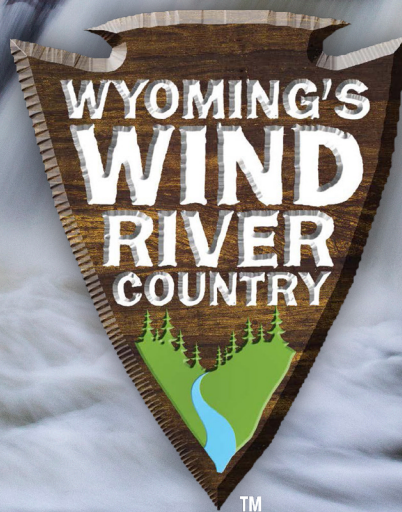


# 2022

## 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 Sincavage

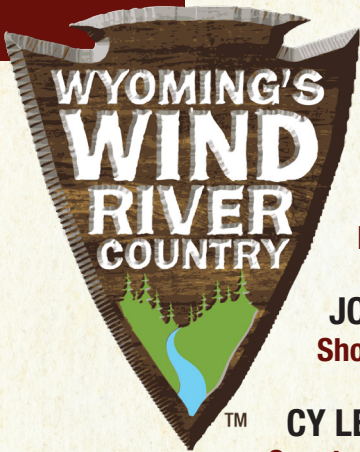
# MISSION:

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**  
Executive Director

**MELANIE HOEFLE**  
Community Engagement Manager



# WRVC BOARD MEMBERS:

**RANDY LAHR**  
President  
Dubois Representative

**HELEN GORDON**  
Treasurer  
Hudson Representative

**JULIE BULLER**  
Riverton Representative

**JOEL HIGHSMITH**  
Shoshoni Representative

**CY LEE**  
County Representative

**OWEN SWEENEY**  
Vice President  
Lander Representative

**HAL HERRON**  
Secretary  
Riverton Representative

**KRISTA LOBERA**  
Lander Representative

**KIP POST**  
County Representative

**FRANK WELTY**  
Dubois Representative

# 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 2022	
Dubois	\$66,925.92
Hudson	\$4,000
Lander	\$58,137.21
Riverton	\$65,922.77
Shoshoni	\$8,000
Total TAD Distributions in 2022: \$202,985.90	

# FROM THE EXECUTIVE DIRECTOR OF THE WRVC

The Wind River Visitors Council (WRVC) is excited to release its 2022 Annual Report. In order to keep Wind River Country's busy summer months intact, the report is based on the 2022 calendar year, instead of the WRVC's fiscal year, which runs from July 1 to June 30.

2022 was a record breaking year for Fremont County lodging tax revenue, which came in at \$987,657.02. The previous record was set in 2021 at \$967,976.25. \$202,985.90 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.

This report contains lots of data from 2022. 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

# 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.



Photo: Bob Wick

# 1,520

Fremont County jobs supported by tourism



## LODGING TAX COLLECTIONS (BY CALENDAR YEAR)

2016	\$705,611.66
2017	\$715,162.88
2018	\$737,391.35
2019	\$753,607.73
2020	\$655,536.79
2021	\$967,976.25
2022	\$987,657.02

Destination Development Program: \$300,000

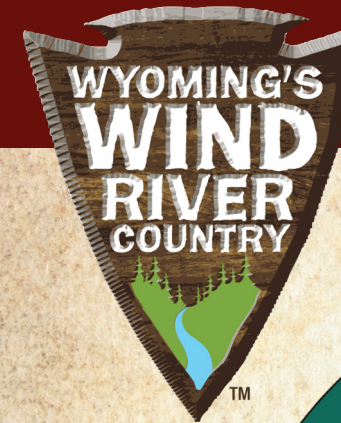


Travelers spent  
**\$167 Million**  
in Fremont County in 2022

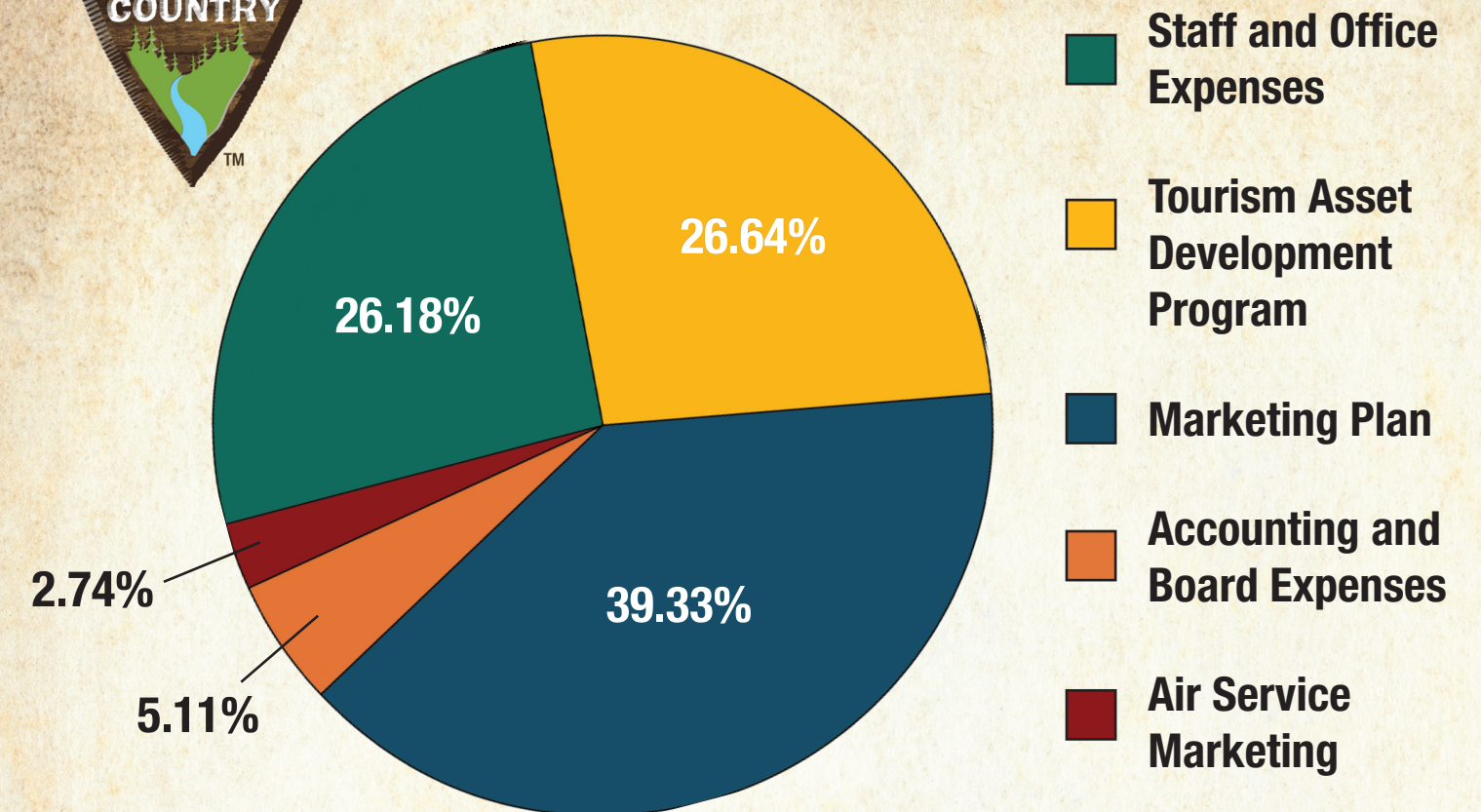
## Where Fremont County's 2022 Visitors Came From (Top 10)



Photo: Journal of Lost Time



## BUDGET BREAKDOWN (FY 2022 TO 2023)



VISITOR SPENDING BY  
COMMODITY PURCHASED  
(MILLIONS)

Accomodations	\$26.8 M
Food Service	\$31.9 M
Food Stores	\$10.9 M
Local Transportation & Gas	\$21.9 M
Arts, Entertainment & Recreation	\$22.4 M
Retail Sales	\$18.6 M
Visitor Air Transportation	\$1.8 M
TOTAL	\$134.3 M

ESTIMATED OVERNIGHT  
VISITOR VOLUME

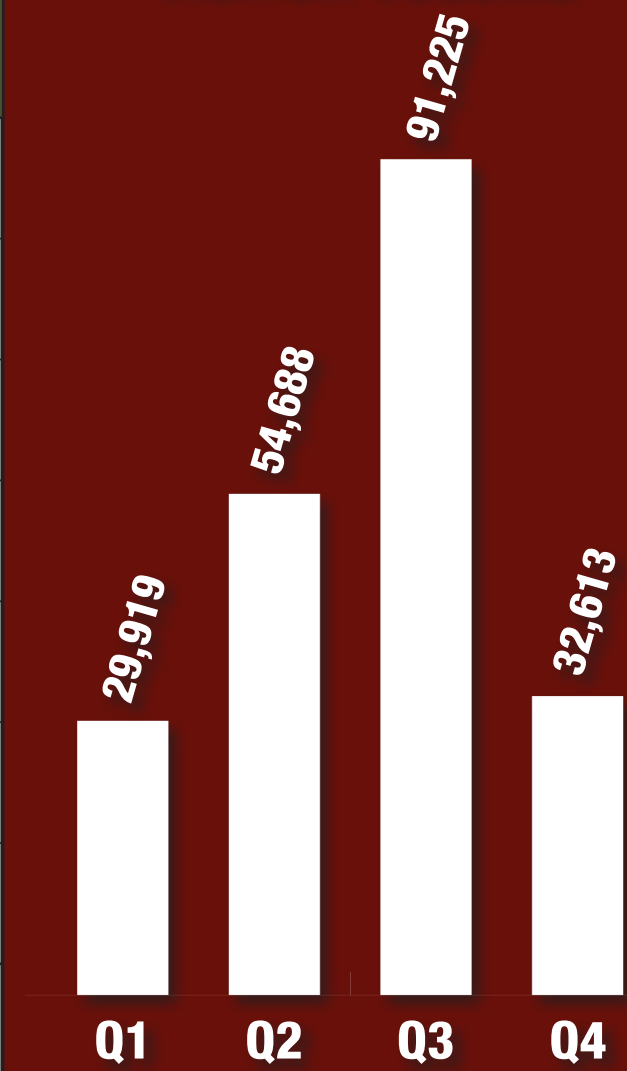


Photo: Bill Sincavage

VISITOR SPENDING BY TYPE OF  
TRAVELER ACCOMODATIONS (MILLIONS)

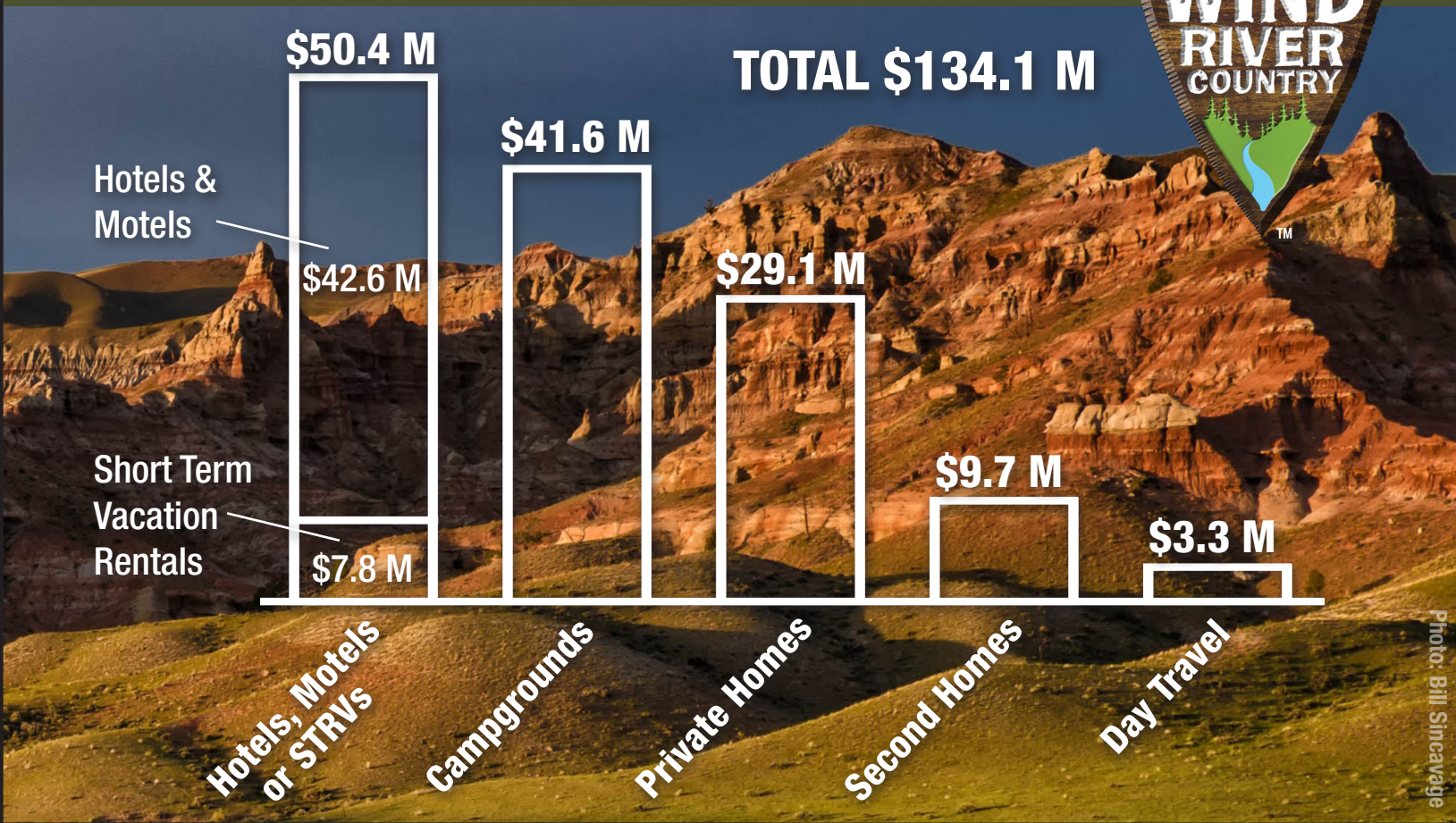
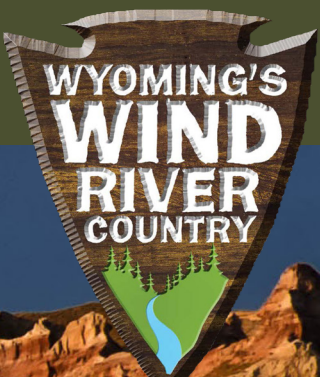


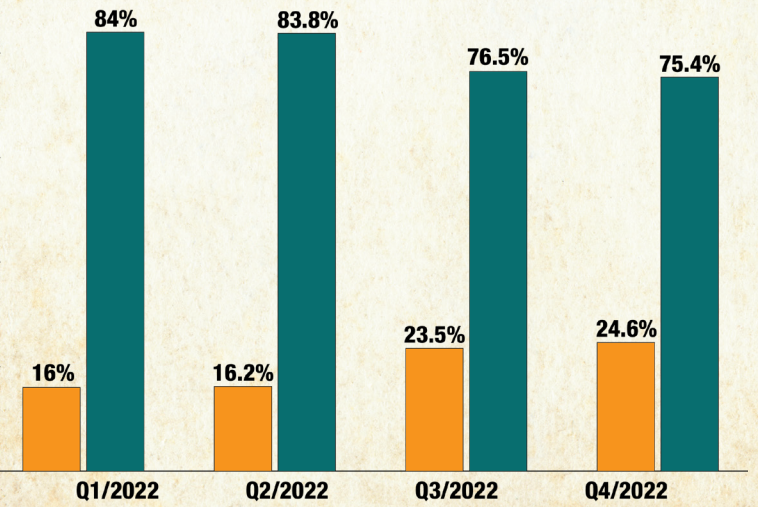
Photo: Bill Sincavage

INDUSTRY EARNINGS GENERATED  
BY TRAVEL SPENDING (MILLIONS)

Accomodations & Food Service	\$23.2 M
Arts, Entertainment & Recreation	\$28.1 M
Retail	\$4.4 M
Ground Transportation	\$0.4 M
Other Travel	\$5.3 M
TOTAL	\$61.4 M

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 2022: \$66,925.92

Photo: Bill Sincavage



## LANDER

TAD Distributions in 2022: \$58,137.21

Photo: Scott Copeland



Photo: Jennifer Strickland

## SHOSHONI

TAD Distributions in 2022: \$8,000



## HUDSON

TAD Distributions in 2022: \$4,000

Photo: Hudson Town Hall



Photo: Melanie Hoefle

## RIVERTON

TAD Distributions in 2022: \$65,922.77



Photo: Wind River Country

## WIND RIVER INDIAN RESERVATION

Wind River Indian Reservation Interpretive Plan Support: \$25,000



## 2022 SUNSET TRAVEL AWARDS WINNER: WIND RIVER COUNTRY

The Wind River Visitors Council applied for the 2022 Sunset Travel Awards. Wyoming's Wind River Country received the award titled "Remarkable Outdoor Recreation Region."

Read the article at [www.sunset.com/travel/2022-sunset-travel-awards](http://www.sunset.com/travel/2022-sunset-travel-awards).

### OUTDOOR RECREATION IN WIND RIVER COUNTRY

Wind River Country is an angler's paradise, home to 43,000 acres of lakes and reservoirs and nearly 2,000 miles of streams and rivers.



With 235 days of sunshine each year, winter recreation includes nordic and cross-country skiing, snowshoeing, fat biking, ice fishing and dogsledding.



There are hundreds of miles of trails to hike in Wind River Country, from the tallest mountain in Wyoming, Gannett Peak, to the Continental Divide Trail.



There are more than 600 miles of groomed snowmobile trails located in Wind River Country, and thousands of acres of off-trail riding in virgin powder.



Full-service commercial campgrounds and RV parks are located in Dubois, Lander, Riverton and Shoshoni, complete with showers, hookups, cabins, tent sites, yurts and shade.



Wind River Country is home to world-class rock climbing. In Lander alone, rock climbing contributes \$4.5 million each year to the local economy.



Photo: Kirk Rasmussen

SOURCES: WYOMING OFFICE OF TOURISM 2022 ECONOMIC IMPACT OF TRAVEL; ZARTICO 2022 ANNUAL REPORT BY WYOMING OFFICE OF TOURISM; [WWW.WYOMINGCLIMBERS.ORG/ECONOMIC-IMPACT-STUDY](http://WWW.WYOMINGCLIMBERS.ORG/ECONOMIC-IMPACT-STUDY); WYOMING DEPARTMENT OF REVENUE

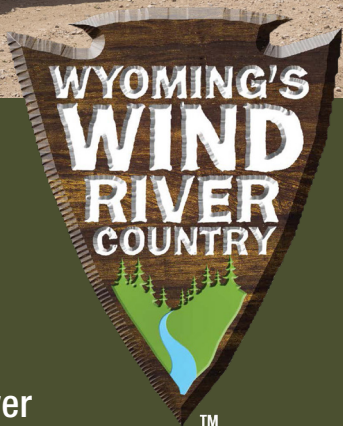
### HIGHLIGHTS FROM 2022:

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/Brad Christensen

- The Northern Arapaho section was added to the TravelStories Wind River Indian Reservation audio tour
- Lander-South Pass City was designated as a Gateway Community for the Continental Divide Trail
- The WRVC sponsored the Wind River Rally, a county-wide event based in Hudson
- The New Fly Fisher video, featuring several locations throughout Wind River Country, was released
- The WRVC co-sponsored the Wyoming Backcountry Discovery Route and film tour
- Wyoming's Wind River Country won the "Remarkable Outdoor Recreation Region" category in Sunset Magazine's 2022 Travel Awards
- The WRVC released a drone video to promote Riverton
- 2022 was a record-breaking lodging tax revenue year in Wind River Country
- The WRVC promoted the state's WY Responsibly campaign, which included the installation of BearSaver recycling bins and bike racks



# YOU WON'T BELIEVE YOUR EARS

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



Photo: Wind River Country/Suite 1491

## THERE'S A STORY HERE!

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



DOWNLOAD THE APP

