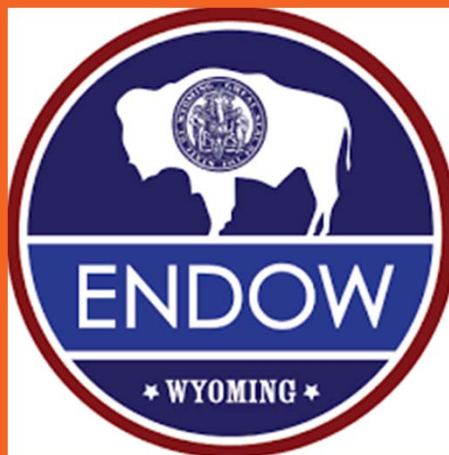
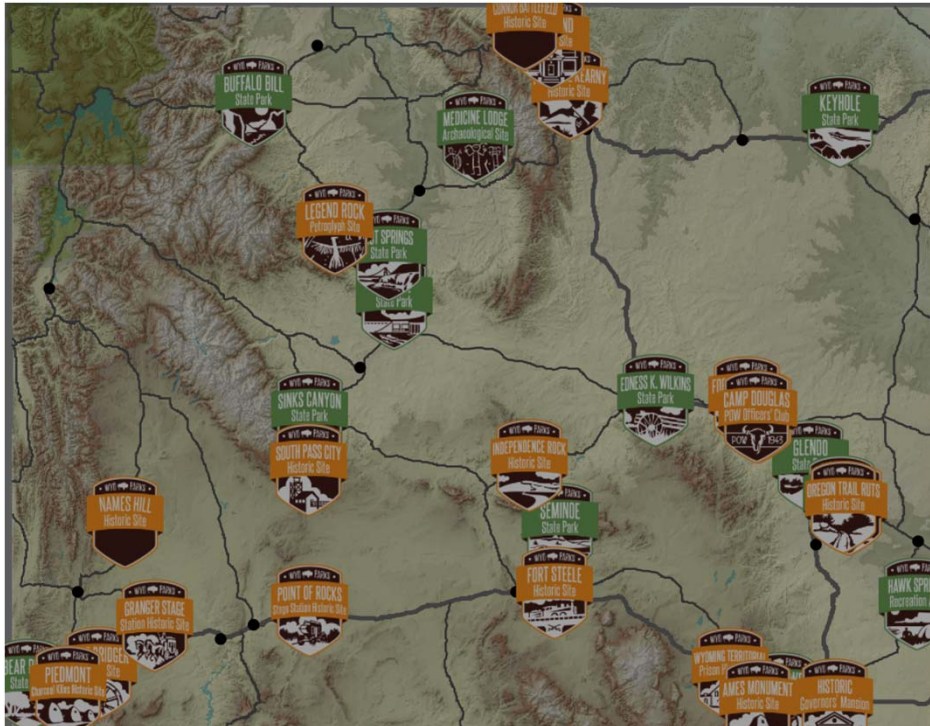


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## The WY: of Tourism and Outdoor Recreation

We have a ton of strengths

- a. \$5.6 Billion industry in WY
- b. \$800+ Billion in US
- c. Travel brought in \$3.6 Billion in 2017 and has grown at a rate of 3.4% since 2007

Technology is growing in this sector

- a. Canada just 3-D printed the first RV
- b. Sugar Beet byproduct is stronger than Carbon Fiber



## **Strengths and Weaknesses**

**Workforce is both a Strength and a Weakness**

### **i. Strengths**

- 1. The people here want to stay here to keep their recreation opportunities**
- 2. They will take a decrease in income**
- 3. Attracting workforce from other states is easier**

### **i. Weaknesses**

- 1. Marketing to outside workforce what we have to offer**
  - 2. Overcoming climate barriers**
-



**Lots of cross-over in other sectors**

**a. Manufacturing**

- i. The reason they will move here is Tourism and Outdoor Recreation for owners and employees**
- ii. Use of product in Tourism and Outdoor Recreation, ex. Weatherby**
- iii. Opportunities for strategic growth**



### **Obstacles: Examples**

- a. **Public land permitting process**
  - i. **This needs to be streamlined**
- a. **Workforce housing**
- a. **Affordable Capital support**
  - i. **Find innovative funding for Outdoor Recreation and Tourism, including ways to help fund infrastructure and business support.**

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**Tourism and Outdoor Recreation is here to utilize and support the agencies and staff already in place**

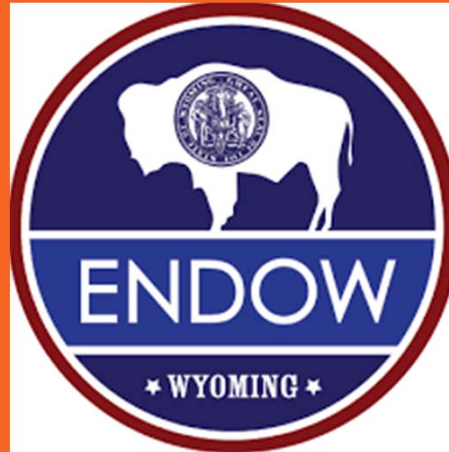
- a. This has been recognized as a major opportunity for diversification of Wyoming**
- b. It is our goal to unify the key stakeholders**





**We are primed to provide experiences and growth by synergizing the Tourism and Outdoor Recreation industries.**

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V y i w x n s r w D #

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