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(Wyo.)-State's Tourism Economy Thrived In 2012



By: Roxie Graham-Marski Posted at: 02/04/2013 09:25 AM

CASPER, Wyo. (AP) - Wyoming's tourism economy posted a banner year in 2012.

A study prepared for the Wyoming Office of Tourism says travel spending totaled \$3.1 billion in 2012, eclipsing the previous mark of \$2.9 billion. The spending was driven in part by an increase in the number of visitors to the state, which grew from 8.34 million in 2011 to 8.67 million in 2012 - an increase of 4 percent.

Preliminary figures show local and state tax revenues generated by travel in Wyoming were up 7.6 percent over 2011, with \$128 million in tax revenues surpassing 2011's record of \$119 million.

Diane Shober, director of the tourism office, says the report "is a strong indication that our well-placed marketing efforts are working."