



Haub School of  
Environment and  
Natural Resources

Faculty Senate

# Wyoming Outdoor Recreation, Tourism, Hospitality (WORTH) Initiative Update



# Dr. Dan McCoy



- 25 years at UW
- 2017—Outdoor Recreation and Tourism Management Degree Coordinator
- 2022 — Interim Director, WORTH Initiative



# Importance of outdoor recreation and tourism industries

- Tourism in Wyoming (2022)
  - \$4.5bil.
  - 33,000 employed
  - Welcomed 7.5mil. Visitors
- Outdoor Recreation in Wyoming (2022)
  - \$2.02 bil.
  - 4<sup>th</sup> highest GDP percentage contribution in US
  - 16,202 employed





# Mission

To support, expand, and diversify Wyoming's economy through outdoor recreation, tourism, and hospitality industries. We achieve our mission by:

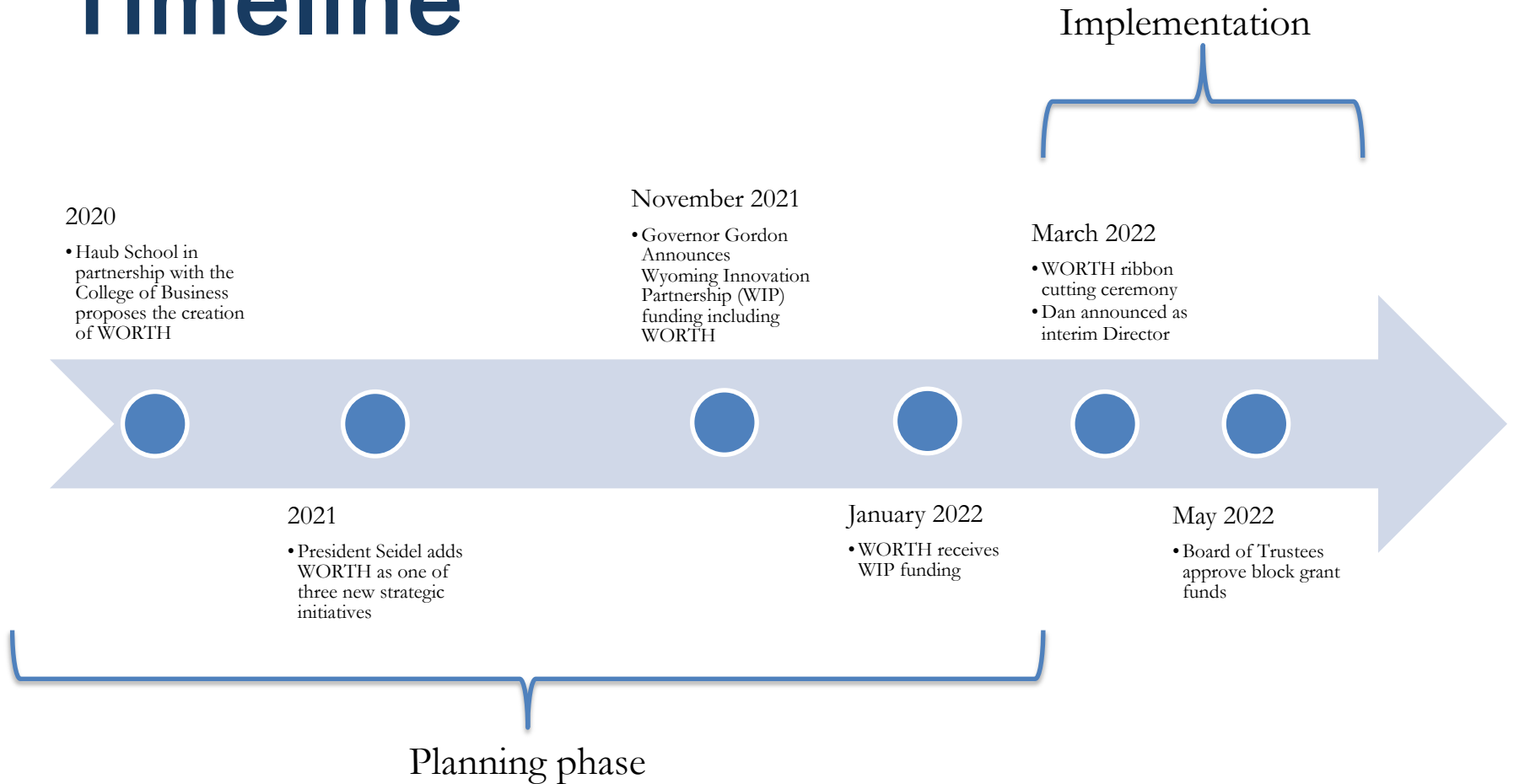
- Supplying diverse workforce training products to students and industry professionals
- Delivering timely and relevant applied research to WORTH industries
- Providing extension and outreach to the tourism industry across Wyoming



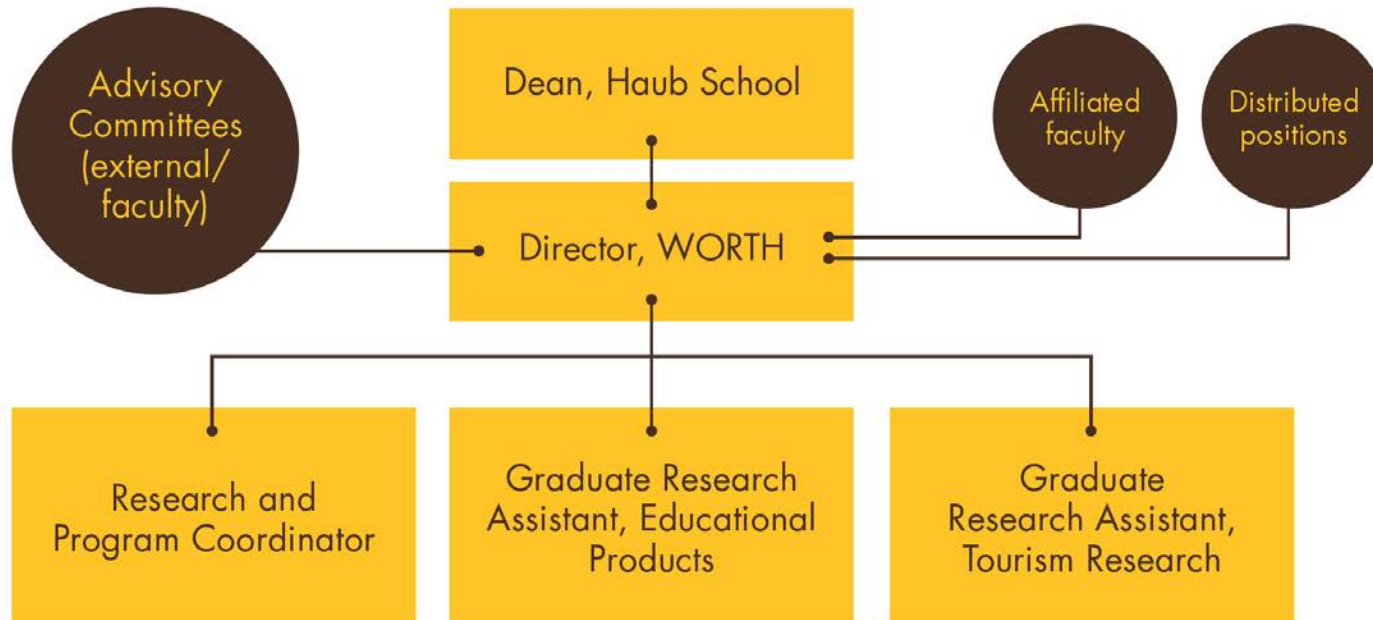
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Wyoming Outdoor  
Recreation, Tourism and  
Hospitality Initiative  
(WORTH)

# Timeline



# WORTH Current Org. Structure



## DISTRIBUTED POSITIONS





# External Advisory Committee

FIRST NAME	LAST NAME	TITLE	INSTITUTION/ORGANIZATION
Budd	Betts	Owner	Absaroka Ranch
Domenic	Bravo	President & CEO	Visit Cheyenne
Chris	Brown	Executive Director	Wyoming Hospitality and Travel Coalition
Dave	Glenn	Interim Director	Wyoming State Parks and Cultural Resources
Tom	Holland	Executive Director	Wilderness Adventures
Mike	Keller	General Manager of Yellowstone National Park Lodges	Xanterra Parks & Resorts
Karen	Kemmerer	Member	Haub School Board
Alex	Klein	Vice President and General Manager	Grand Teton Lodge Company and Flagg Ranch Company
Mike	Lilygren	Co-Owner	Maven Outdoor Equipment Company
Kristi	Murphy	Recreation Program Manager	USFS, Medicine Bow-Routt National Forests & Thunder Basin National Grassland
Debbie	Pummel	Regional Director of Sales	Safari Hospitality
Diane	Shober	Executive Director	Wyoming Office of Tourism
Andrew	Way	Vice President, Marketing	Jackson Hole Mountain Resort

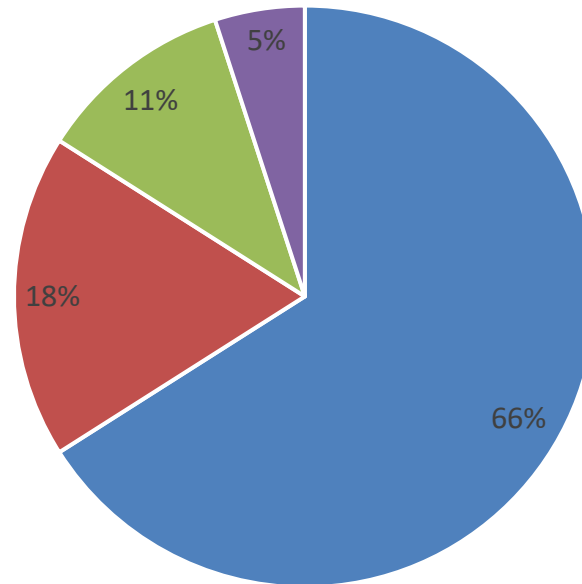


# Faculty Advisory Committee

<b>First Name</b>	<b>Last Name</b>	<b>Title</b>
Chase	Thiel	College of Business
Curt	Davidson	Haub School of Environment and Natural Resources
Kelly	Crane	College of Agriculture, Life Sciences, and Natural Resources
Curtis	Biggs	Office for Research and Economic Development
Caroline	McCracken-Flesher	Arts and Sciences
Jeff	Hamerlinck	At large



# WORTH Revenue Sources



■ Wyoming Innovation Partnership ■ UW Block Grant  
■ Grants and Sponsored Projects ■ Wyoming Office of Tourism



# Supporting the educational mission

- BS Management, Hospitality Management Track
- Minor, Hospitality Business Management
- BS Outdoor Recreation and Tourism Management



College of Business



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# Internship and Employment Coordinator

- Joint position COB and Haub
- Develops relationships with employers
  - Internships
  - Careers
  - Partnership agreements





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# Student professional experience



BRUSH CREEK RANCH



WYOMING  
GOVERNOR'S  
HOSPITALITY & TOURISM  
CONVENTION





# UW Faculty Research Grants

- Seven awards (10 proposals)
- \$432,942 total awarded
- Seven schools or colleges
- Four Wyoming community college partners
- Three external partners
- Focused on Wyoming interdisciplinary research in tourism, outdoor recreation, or hospitality





# Affiliated Faculty



# Inter-Tribal Tourism Summit

- 80 attended, 27 presenters, three field trips
- Goal: to create more awareness, understanding, and discussion around the impacts and opportunities of tourism on the sovereign nations and inhabitants of the Wind River Indian Reservation





# Outdoor Recreation Forum

- 160 attendees, 3-days
- 50 presenters
- 3 field trips
- 60+ undergraduate and graduate students presented



## WYOMING OUTDOOR RECREATION *Summit*

- April 18-20, 2024
- Casper, WY
- Search and Rescue summit on April 20th

Link to register





# Outdoor Guide Course

- Online, self-paced, 6-weeks (non-credit)
- Since 2021
  - 15 courses offered
  - 175 registrants nationally and internationally





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# Extension Educator



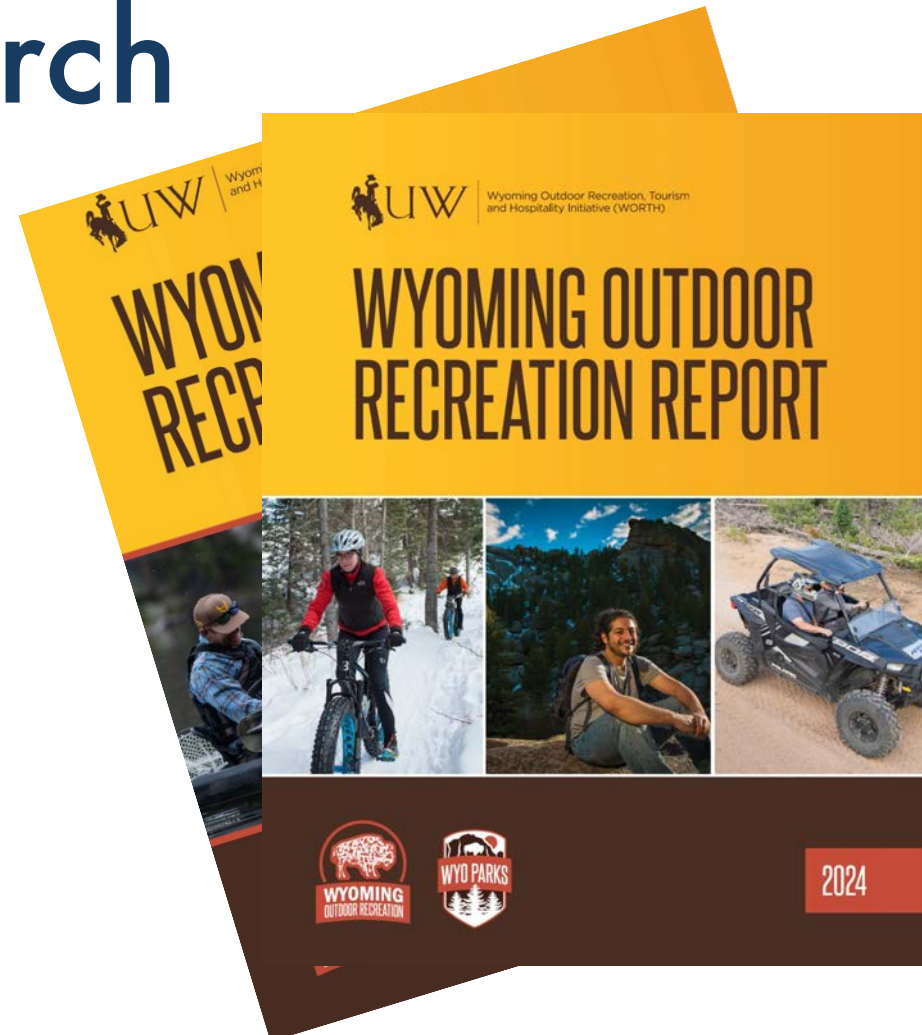
⊖ ReidCreekLodge  
at Wagonhound



JACKSON FORK

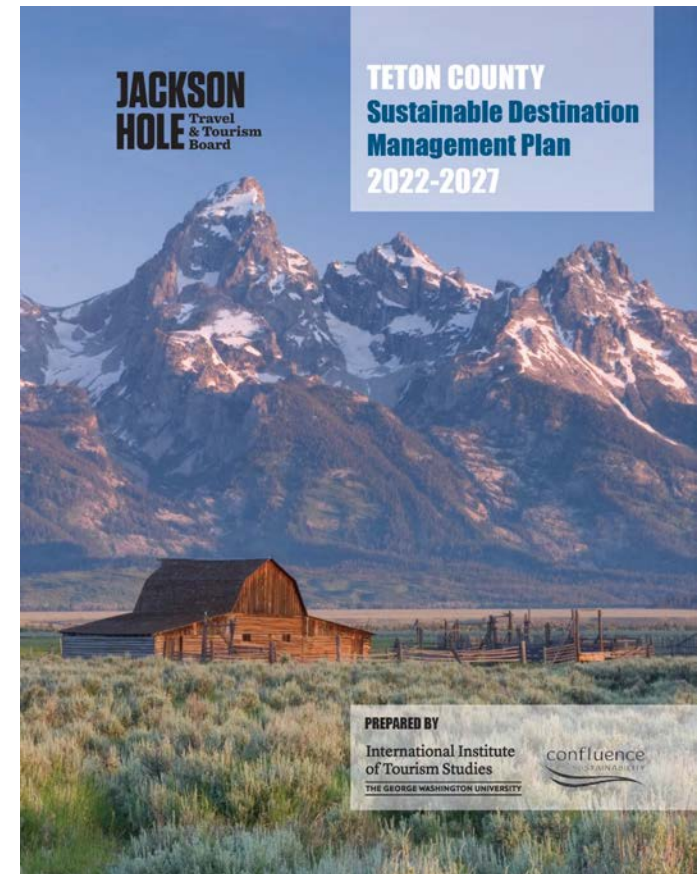
# Applied Research

- 2023 Wyoming Outdoor Recreation Report
  - 1,589 mailed
  - 420 individually handed out
  - online: 1957 views and 467 downloads (wyo scholar)



# Applied Research, cont.

- Contract with the Jackson Hole Travel and Tourism Board
  - Measure the SDMP impact indicators
  - Visitor intercept survey
  - Resident sentiment survey







# International

## Jordanian Tourism Industry



## İpek İtir Can, PhD Candidate





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# Go Pokes!

