



We generated record bookings for DRA member ranches.

Task

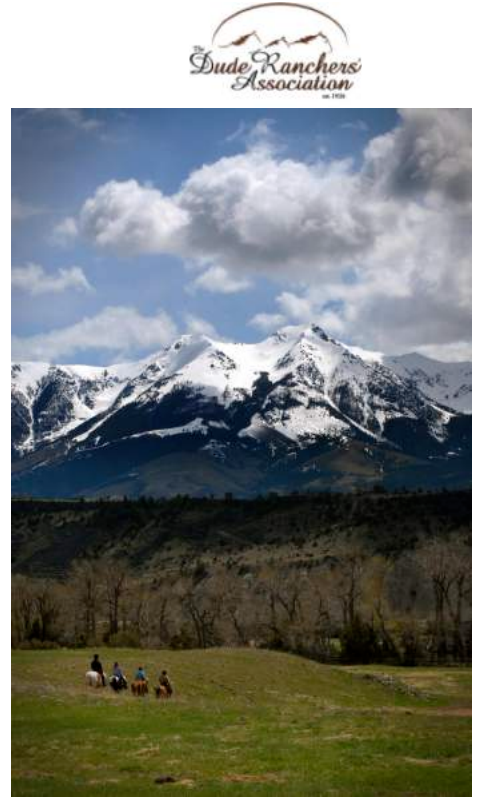
Established in 1926 in Cody, Wyo., the Dude Ranchers' Association (DRA) represents a broad spectrum of more than 100 guest ranches across North America and is dedicated to upholding the core principles of dude ranching: horses, hats, hospitality, heritage, honesty and heart. While dude ranches have been around for decades, many mainstream audiences (i.e., cosmopolitan travelers and families) were unaware of their existence at all or were under the mistaken impression that all dude ranches are "hokey." The DRA engaged FWV to increase awareness of the DRA and its individual guest ranches among various target audiences, as well as encourage consideration of the Western U.S. as a vacation destination.

Approach

FWV worked with individual member ranches to leverage the variety of attributes found at each ranch. We coordinated interviews with chefs, wranglers, general managers and other ranch representatives. We worked with specific ranches to host select members of the media for press trips, increasing the opportunity for thorough reporting, inclusion of key messages and more robust feature-type profiles. Simultaneously, we worked closely with media to ensure all stories included a mention of the Association itself, along with a link to the website. We also utilized the Executive Director of the DRA for select opportunities.

Results

- Hundreds of millions of media impressions and millions of dollars in PR value
- Consistent media coverage in respected travel outlets and mainstream consumer outlets
- Record vacation bookings for DRA member ranches
- Unique partnerships including an exclusive whisky tasting event with Pendleton Whisky hosted at a high-end ranch and a flyaway sweepstakes with the RAM National Circuit Finals Rodeo



The Dude Ranchers Association
1888



Family-Friendly Fitness Vacation Spots to Hit Before Summer's Over

These adventurous family vacas are anything but boring—and have get-fit perks too



By Cassie Shortsleeve | Aug 05, 2016

Topics: [hiking](#), [healthy travel](#)

The Red Rock Ranch in Kelly, Wyoming



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ALL PHOTOS

De-stress and disconnect Old West-style at the Red Rock Ranch, a dude ranch surrounded by red cliffs and dotted with log cabins, just outside Grand Teton National Park (from \$2,280 for a six-night stay for guests age 13 and older and from \$925 for guests ages 2 through 12, [theredrockranch.com](#)). Counselors will lead your kids on horseback along scenic mountain routes, where they might see bald eagles and elk. If you want to sneak some cardio in while the kids are away, grab a guide and request a strenuous hike; your trek can be personalized to guarantee that your heart rate gets cranking. Make a pit stop at Blue Miner Lake, an awe-inspiring aquamarine lake, framed by wide-open land and a skyline of snowy peaks. Back at the ranch, nightfall brings live music from local artists, square dancing, and traditional western barbecue. You'll also score a date night: Once a week, the staff hosts a kids' cookout by the river, while you enjoy a gourmet meal, complete with wine and a campfire under the starlit Wyoming sky. (And if relaxation is your first priority, try one of [these destinations](#) instead.)



Dude ranches: The new all-inclusive snow vacation



Skiing Vista Verde. (Eileen Ogintz)

By Eileen Ogintz
Traveling the Kids

OCTOBER 21, 2016, 12:18 PM

Twenty-five miles isn't a long distance, but it can sometimes seem like a world away.

At least it can here in tiny Clark, Colorado, at Vista Verde Guest Ranch, outside the famous ski town of Steamboat Springs that has produced more winter Olympians than any other town in North America.

The stars are so bright in the clear night sky we have no trouble seeing the famous Winter Circle, the distinctive star pattern in the southeast skies, consisting of eight stars and rises, visible when the winter solstice arrives in late December. Throughout winter, the circle slowly moves west until it disappears.

