

FOR IMMEDIATE RELEASE: May 16, 2011
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Editor's note:

WORD document attached titled: Lander Llama National Geographic Traveler rev.doc
2 PDFs attached titled: Lander Llama 2-pg spread.PDF, Natl. Geographic Traveler Magazine cover.PDF

Note: Higher resolution image available upon request.

Photo Caption: Lander Llama Company has 8-page story in May/June issue of National Geographic Traveler magazine.

Photo Credit: National Geographic Traveler Magazine

Local Outfitting Business, Lander Llama Company, Hits it Big with Coverage in National Geographic Traveler.

Lander, WY – If you haven't seen the May/June issue of the National Geographic Traveler magazine yet, you're in for a real treat. In eight pages with many full-color photographs, local outdoorsman and owner of [Lander Llama Company](#), Scott Woodruff takes National Geographic writer David Roberts and photographer Dawn Kish into the Wind River Mountains on a 6-day journey. As a seasoned guide of 25 years, Scott reveals many secrets and favorite spots to camp, fish and enjoy the breathtaking scenery.

When Roberts asked Woodruff "How'd you get into Llama trekking?" he answers, "Every waking minute I'd take those Llamas in to the backcountry, learning the valleys and learning my wilderness business philosophy as I went. It's pretty basic. Give the clients spectacular beauty and comfort - good gear and good food, fresh steaks and fruit, not freeze-dried noodles. And focus on low impact. Camp at least 200 feet from a lake or stream."

A story like this one, in a national magazine, is as good as it gets for tourist-based businesses. Chuck Coon, Media Relations Manager at the Wyoming Office of Tourism calculated the ad value to be \$450,000 if it had been purchased as ad space from the National Geographic Traveler magazine.

Although The Wind River Visitors Council doesn't take credit for this story, the Council loves this kind of exposure for Wind River Country businesses. The Council works diligently with travel writers, FAM (familiarization) tours (domestic and international), [Top 10 Scenic Drives](#) partners, the Lander, Riverton, Dubois and Jackson Hole Chambers, as well as the [Wyoming Office of Tourism](#) in hopes of getting just this type of coverage for Fremont County tourism businesses.

After seeing the magazine story, Scott Goetz, Executive Director of the Lander Chamber of Commerce and President of the Wind River Visitors Council, stated, "We are excited for Scott, and for any business in Lander, as this kind of exposure always generates some good local business."

The mission of the Wind River Visitors Council is to “Develop awareness of unique attractions in Fremont County, and to promote them as a tourist destination, in a manner that protects and preserve the resource for future generations.”

To learn more about what Wind River Country has to offer, or to request a vacation packet, please visit us at <http://www.wind-river.org> or call 800-645-6233. You can [fan us on Facebook](#) at Wyoming's Wind River Country, [follow us on Twitter](#) under WindRiverWY, and [watch us](#) on YouTube.

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