

Visit Casper Visitor Profile Research

Prepared for:



- Lodging Market Analysis
- Visitor Profile
- Resident Survey

Study Conducted: July – October, 2018
Research Report Submitted – October 2018

Research Conducted by:
Young Strategies, Inc.
Charlotte, NC



Visit Casper

Lodging Market Analysis

Summary & Observations:



- Natrona County, WY currently has **31 hotel/motel lodging properties with approximately 2,780 rooms**. (This number fluctuates regularly as lodging properties add and delete rooms from their inventory).
- **Recent hotel development over the three-year period 2015 – 2017 saw the opening of three new chain-affiliated properties in Natrona County. A total of 277 hotel rooms were added resulting in a 10% increase in total room inventory.** Nearly one-third of the county's room inventory is also fairly new having been developed between 2003 – 2008, while one property opened in the 1990's and the remaining 56% of the room inventory was developed prior to 1984.
- **Market segmentation analysis showed Natrona County's lodging occupancy is being driven by corporate transient (26.2%), skilled workers (14.9%) and group-conference/meeting travel (8.1%), when combined accounts for 49.2% of the total room demand.** Leisure transient is the second highest group driving room nights in Natrona County at 27.3%. The balance of group related travel (22.2%) and "other" (1.3%) accounted for the remaining room demand.
- **Mid-week nights (Tuesday, Wednesday and Thursday) reported the highest occupancy in Natrona County lodging properties.** This data confirms Casper-Natrona County is heavily reliant on the business market but does have leisure/pass-through travel and group business driving weekend stays. Sunday nights are slowest year-round which is typical of most lodging markets.

Casper, WY Lodging Study Methodology

Young Strategies, Inc. (YSI) conducted a survey of the hotel/motel properties located in Natrona County, Wyoming as part of a lodging market analysis commissioned by Visit Casper. A short questionnaire was sent to the Visit Casper database of hotel/motel lodging properties in Natrona County to estimate the following key metrics projected for the full calendar year 2017: percentage of occupancy driven by eight market segments and annual occupancy. The survey contained three open-ended questions allowing hoteliers to share any anticipated changes in overall room night demand in 2018, share their opinion on the biggest challenge in marketing their property as well as future sales/marketing suggestions for Visit Casper. Lodging surveys were collected from April through August, 2018.

Natrona County, WY had thirty-one hotel/motel properties with approximately 2,780 rooms actively collecting lodging tax at the time of the YSI lodging study. Twenty-one of these properties with a total of 2,415 rooms (representing 86.9% of room inventory) participate with STR.

A total of twenty-one Natrona County properties participated in the YSI survey, thus providing an overall response rate of 73.4%. This response rate is considered to be excellent and is a highly predictive sample of the overall market based on the size and geographic distribution of the Natrona County hotel/motel lodging inventory.

Note: The charts and tables on the following pages outline the overall findings from the lodging properties that responded to the YSI survey. YSI estimates a margin of error (+/- 3-5%).



Natrona County, WY Lodging Inventory

The thirty-one hotel/motel properties located in Natrona County, WY are listed in chronological order by open date in the table below.

Natrona County Inventory Inventory – Age / Room Count	Open Date	Rooms
1989 – Prior = 18 Properties	56.4%	1,568
The Inn at Alcova	N/A	10
Ranch House Motel	N/A	11
Riverview Inn	N/A	8
Sage & Sand Motel	N/A	31
Virginian Motel	N/A	18
Yellowstone Motel	N/A	17
Royal Inn	Jun-61	39
Ramada Plaza Hotel/Conference Center	Mar-65	200
Parkway Plaza Hotel	Jun-66	289
National 9 Showboat Inn	Jun-72	46
First Interstate Hotel	Oct-74	60
Ramkota Hotel	Jun-77	230
Super 8 Evansville	Jun-78	101
Super 8 Casper West	Aug-78	66
Days Inn	May-80	119
Quality inn & Suites	Jun-83	92
Motel 6	Nov-83	111
LaQuinta Inn & Suites	Jun-84	120
1990 - 1999 = 1 Properties	2.0%	56
Baymont Inn & Suites	Sep-94	56

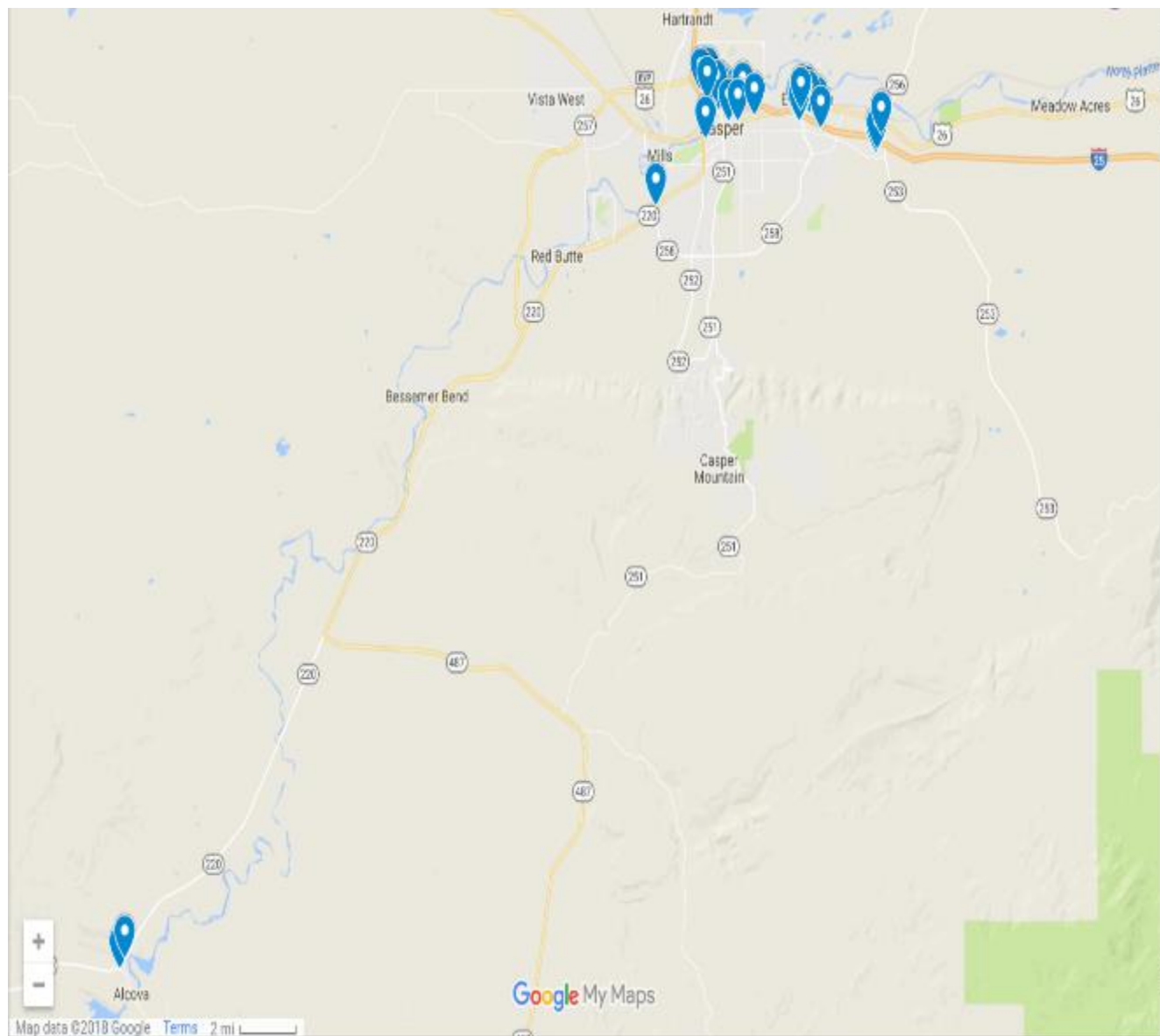
Natrona County Inventory Inventory – Age / Room Count	Open Date	Rooms
2000 - 2009 = 9 Properties	31.6%	879
Comfort Inn Evansville	Jun-03	57
Holiday Inn Express & Suites	Mar-04	84
Sleep inn & Suites	Dec-05	80
C'mon Inn Hotel & Suites	Sep-06	125
Courtyard Casper	Oct-07	100
Mainstay Suites Casper	Apr-08	93
Hilton Garden Inn	Jul-08	121
Holiday Inn Casper East	Aug-08	119
Hampton Inn & Suites	Dec-08	100
2010 - Present = 3 Properties	10.0%	277
Best Western Plus	Apr-15	97
Candlewood Suites	May-16	81
Residence Inn	Oct-16	99
31 TOTAL Hotel/Motel Properties	Rooms =	2,780

Source: STR

Visit Casper

2018 Lodging Market Analysis

- ✓ **Natrona County Lodging**
- Baymont by Wyndham Casper East
 - Best Western Plus Casper Inn & Suites
 - Candlewood Suites Casper
 - Casper C'mon Inn
 - Comfort Inn Evansville-Casper
 - Courtyard by Marriott Casper
 - Days Inn by Wyndham Casper
 - 1st Interstate Motel
 - Hampton Inn & Suites Casper
 - Hilton Garden Inn Casper
 - Holiday Inn Casper East - Medical Center
 - Holiday Inn Express Casper-I-25
 - Inn At Alcova
 - La Quinta Inn Casper
 - MainStay Suites
 - Motel 6 Casper
 - National 9 Inn - Showboat Motel
 - Parkway Plaza Hotel & Convention Center
 - Quality Inn & Suites
 - Ramada Plaza & Conference Center by ...
 - Ramkota Hotel
 - Ranch House Motel
 - Residence Inn by Marriott Casper
 - Riverview Inn
 - Royal Inn
 - Sage and Sand Motel
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 - Virginian Motel
 - Yellowstone Motel

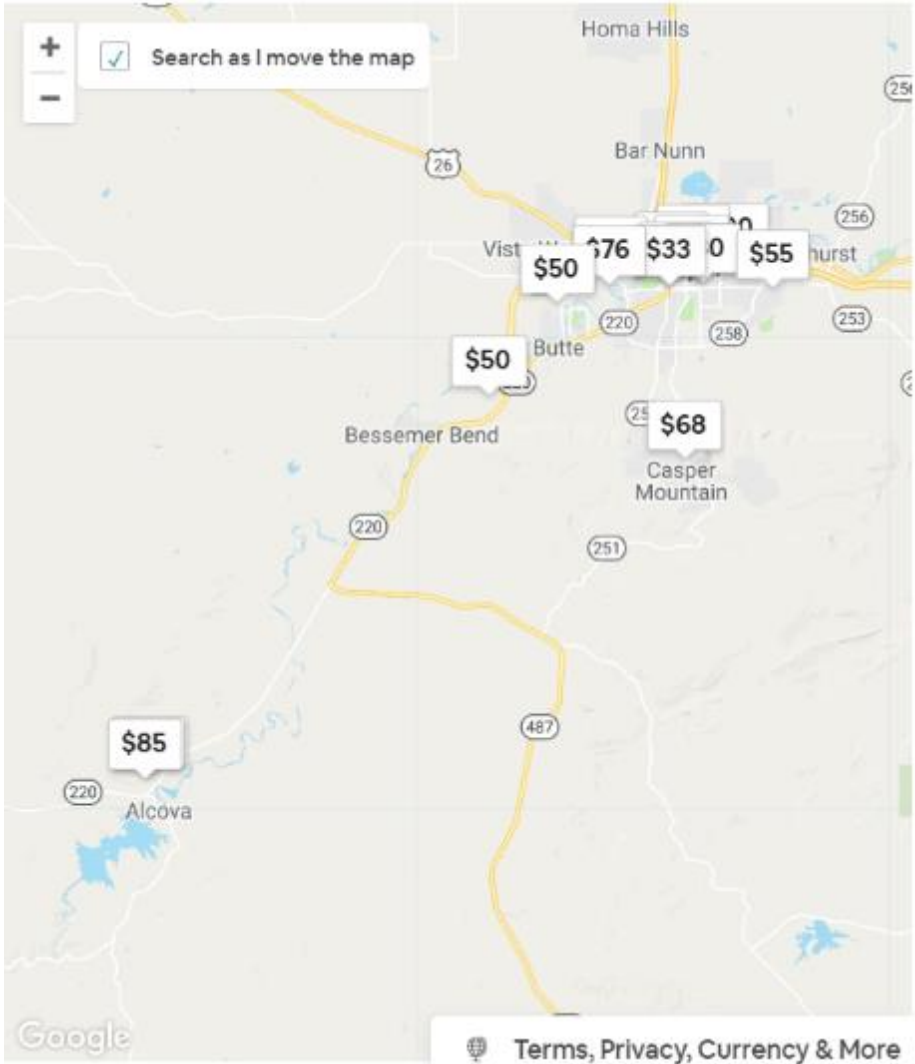


Natrona County, WY Vacation Rentals by Owners

A search on VRBO (Vacation Rental By Owner) for properties available in Natrona County, WY, pulls up 50 properties available for rental. A search on Airbnb brings up 300+ properties in a variety of price ranges.



Source: VRBO.com



Source: Airbnb.com

Casper, WY STR Data Analysis - Young Strategies purchased lodging data from STR for the hotel/motel properties located in Casper, WY in the form of a 6-year trend report and a 365-daily data report for all STR-participating hotel/motel properties. All tables and charts following reflect the STR data provided in these two reports.

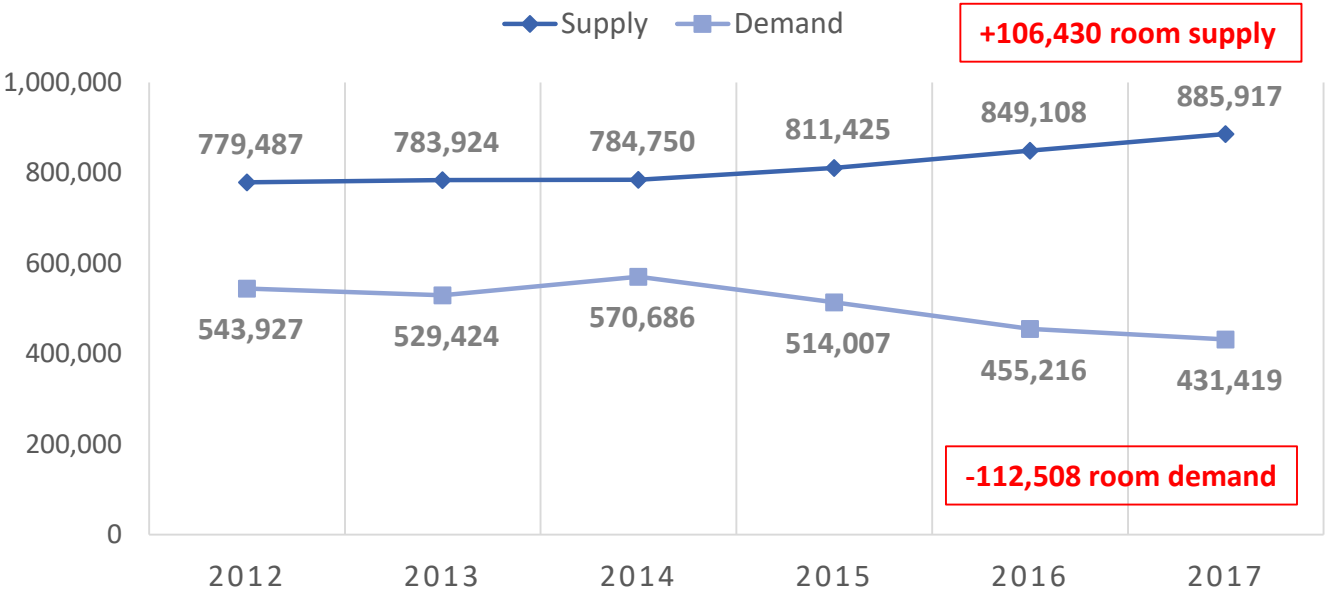
Supply vs. Demand 2012 - 2017				
	Supply	% Chg	Demand	% Chg
2012	779,487	~	543,927	~
2013	783,924	0.6%	529,424	-2.7%
2014	784,750	0.1%	570,686	7.8%
2015	811,425	3.4%	514,007	-9.9%
2016	849,108	4.6%	455,216	-11.4%
2017	885,917	4.3%	431,419	-5.2%

Observations:

- Natrona County experienced growth in room supply over the 3-year time period 2015 – 2017 with an overall increase of 13% in 2017 as compared to 2014.
- However, Natrona County room demand decreased during the same time period but at a much higher rate of 24% when comparing total rooms sold in 2017 to 2014.

Note:
Three chain-affiliated properties opened in the Natrona County lodging market over the last three years, 2015 - 2017. These three properties added an additional 277 rooms, accounting for a total of 10% of the total hotel/motel lodging room inventory.

6-YR SUPPLY VS DEMAND TREND

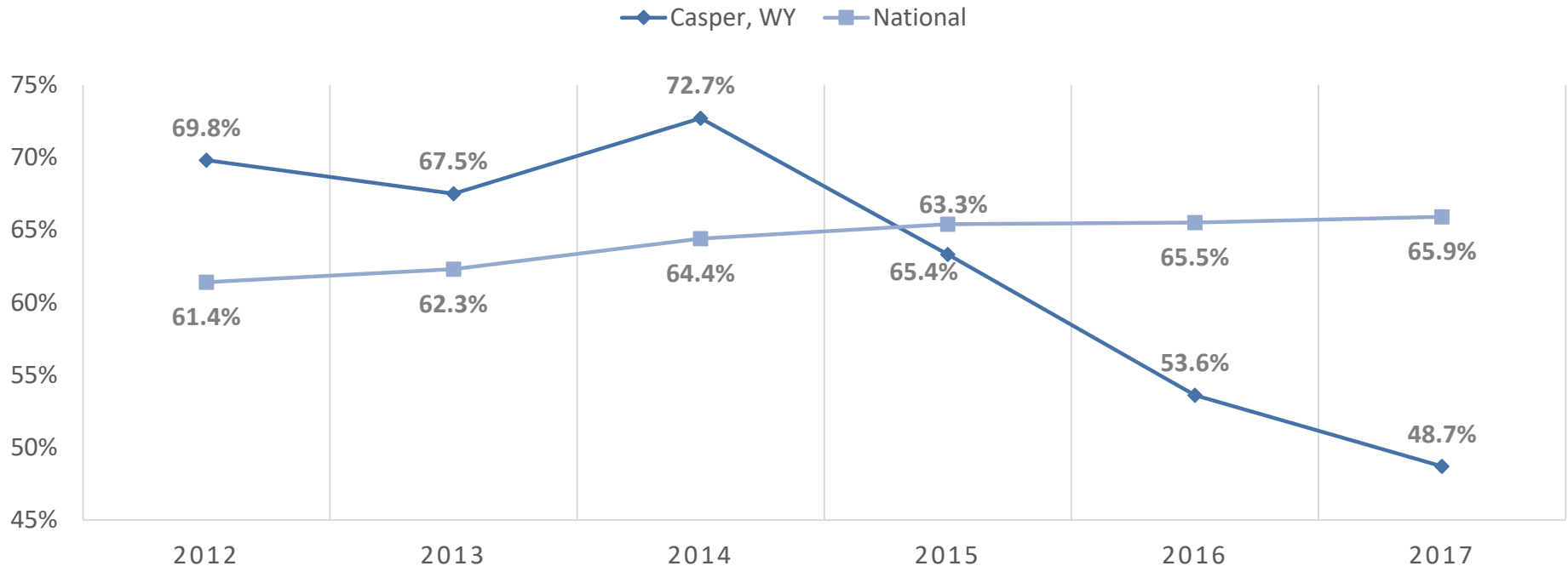


Annual Occupancy Trend 2012 - 2017				
	Casper, WY	% of Chg	National	% of Chg
2012	69.8%	~	61.4%	~
2013	67.5%	-3.2%	62.3%	1.4%
2014	72.7%	7.7%	64.4%	3.4%
2015	63.3%	-12.9%	65.4%	1.6%
2016	53.6%	-15.4%	65.5%	0.1%
2017	48.7%	-9.2%	65.9%	0.9%

Observations:

As seen in the table and chart below, surges in new lodging room inventory caused occupancy levels to go down in Natrona County, most significantly in the 3-year time period 2015 – 2017. A bump in occupancy was reported in 2014 when room supply remained flat while room demand was likewise up 7.8%.

ANNUAL OCCUPANCY TREND



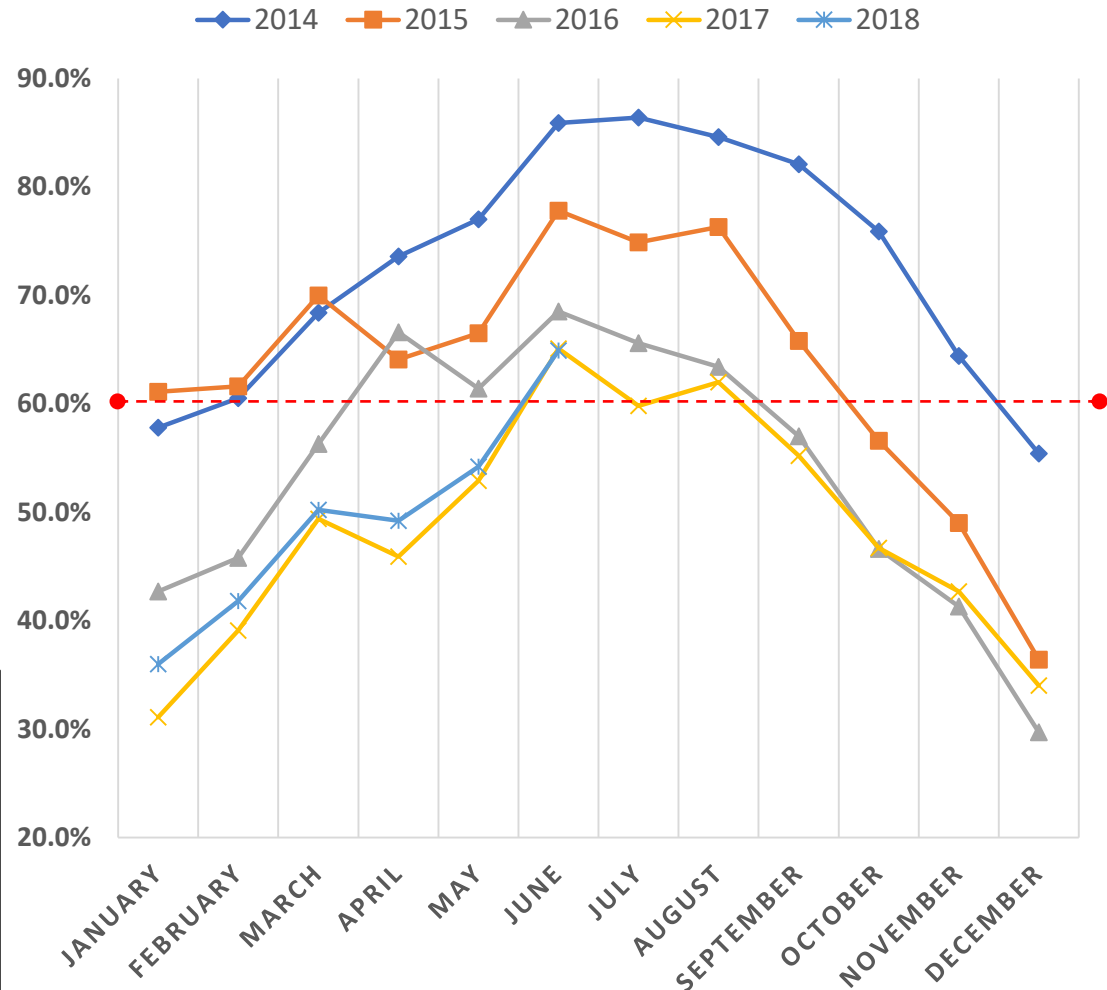
Casper Monthly Occupancy Trend

	2014	2015	2016	2017	2018
January	57.8%	61.1%	42.7%	31.1%	36.0%
February	60.5%	61.6%	45.8%	39.1%	41.8%
March	68.4%	70.0%	56.3%	49.4%	50.2%
April	73.6%	64.1%	66.6%	45.9%	49.2%
May	77.0%	66.5%	61.4%	52.9%	54.2%
June	85.9%	77.8%	68.5%	65.1%	64.9%
July	86.4%	74.9%	65.6%	59.8%	
August	84.6%	76.3%	63.4%	62.0%	
September	82.1%	65.8%	57.0%	55.2%	
October	75.9%	56.6%	46.6%	46.7%	
November	64.4%	49.0%	41.3%	42.7%	
December	55.4%	36.4%	29.7%	34.0%	

Monthly Occupancy Trends

- Highest occupancy %'s have been consistently reported in the summer months of June and July, followed closely by the shoulder months of May and August/September.
- January – May, 2018 reported higher occupancy month over month from previous year showing a positive trend thus far.
- Need periods are consistently November through February/March where occupancy most often dips below critical 60% mark.

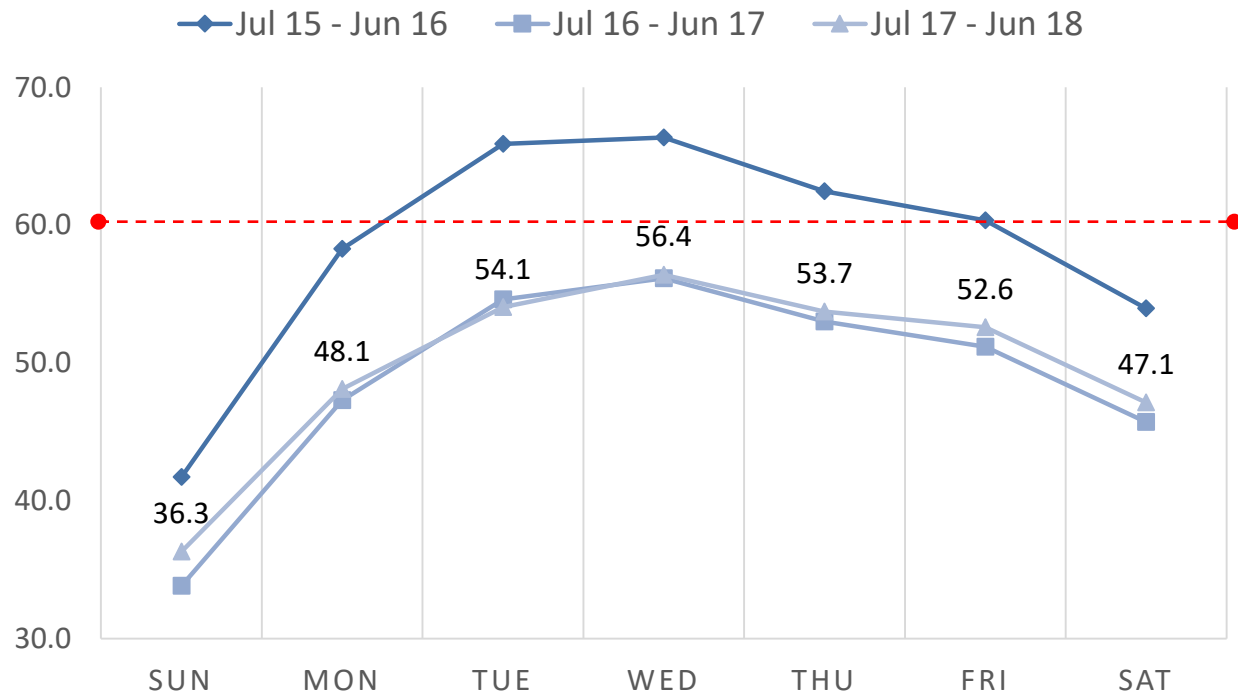
MONTHLY OCCUPANCY TREND



Three Year Occupancy (%)

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Jul 15 - Jun 16	41.7	58.3	65.9	66.3	62.5	60.3	54.0
Jul 16 - Jun 17	33.8	47.3	54.6	56.1	53.0	51.2	45.7
Jul 17 - Jun 18	36.3	48.1	54.1	56.4	53.7	52.6	47.1
Total 3 Yr	37.2	51.1	58.0	59.5	56.3	54.6	48.8

3-YR TREND- DAY OF WEEK OCC.



Observations:

- Data shows weekdays (Tuesday through Thursday) run highest occupancy in the 54% – 56% range over the previous 12-months.
- This data is very reflective of the market segmentation data collected in the YSI survey, whereas business transient, skilled workers and group-conference/meetings account for nearly half of the room nights sold (49.2%).
- Increasing supply in the market is absorbed in peak demand periods while occupancy drops, primarily, in the harder to sell nights, Friday through Monday.

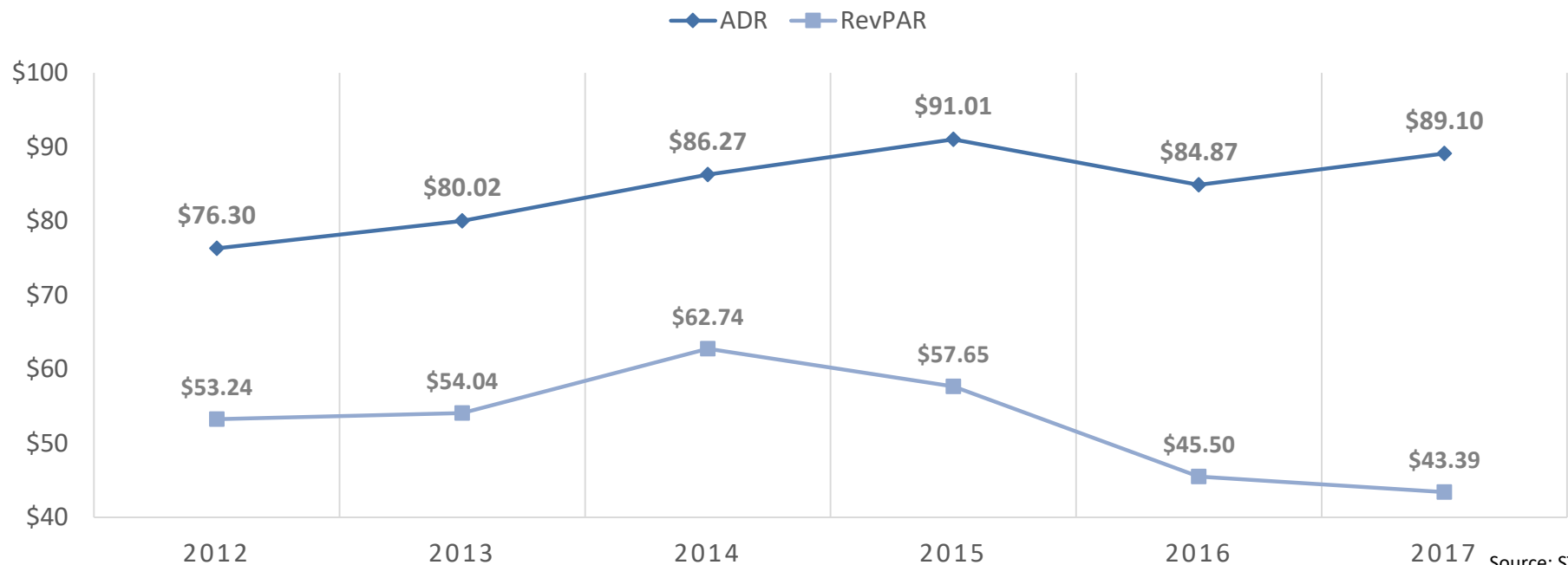
ADR vs. RevPAR 2012 - 2017

	ADR	% of Chg	RevPAR	% of Chg
2012	\$76.30	~	\$53.24	~
2013	\$80.02	4.9%	\$54.04	1.5%
2014	\$86.27	7.8%	\$62.74	16.1%
2015	\$91.01	5.5%	\$57.65	-8.1%
2016	\$84.87	-6.7%	\$45.50	-21.2%
2017	\$89.10	5.0%	\$43.39	-4.6%

Observations:

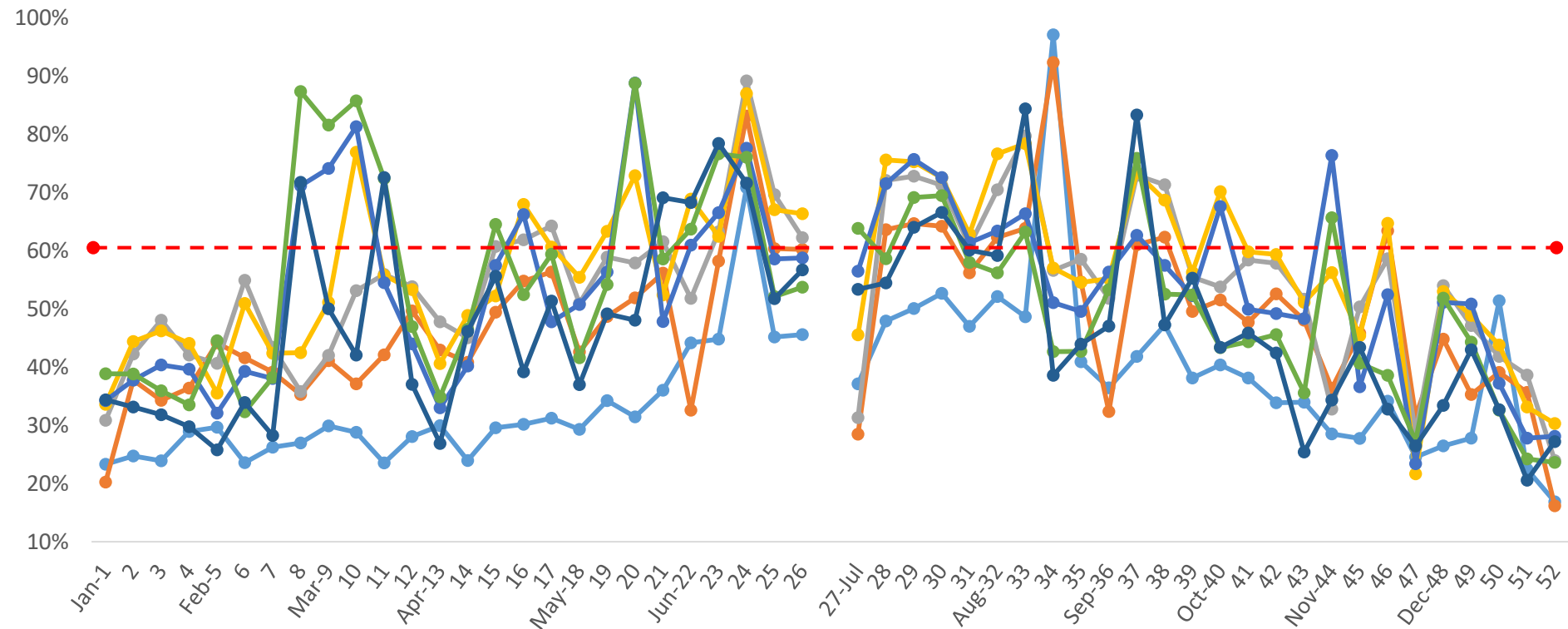
- Hoteliers consistently increased ADR (Average Daily Rates) over the 6-year period 2012 – 2017, with the exception of a very slight decrease in 2016. This strategy works well while room demand is increasing, however, raising room rates without selling more rooms is a dangerous trend that is not sustainable long-term.
- More rooms must be sold for a healthy lodging industry to thrive and a long-term marketing strategy must be developed to sell more rooms.

ADR VS REVPAR TREND



52 Week Occupancy Trend January - June, 2018 & July - December, 2017

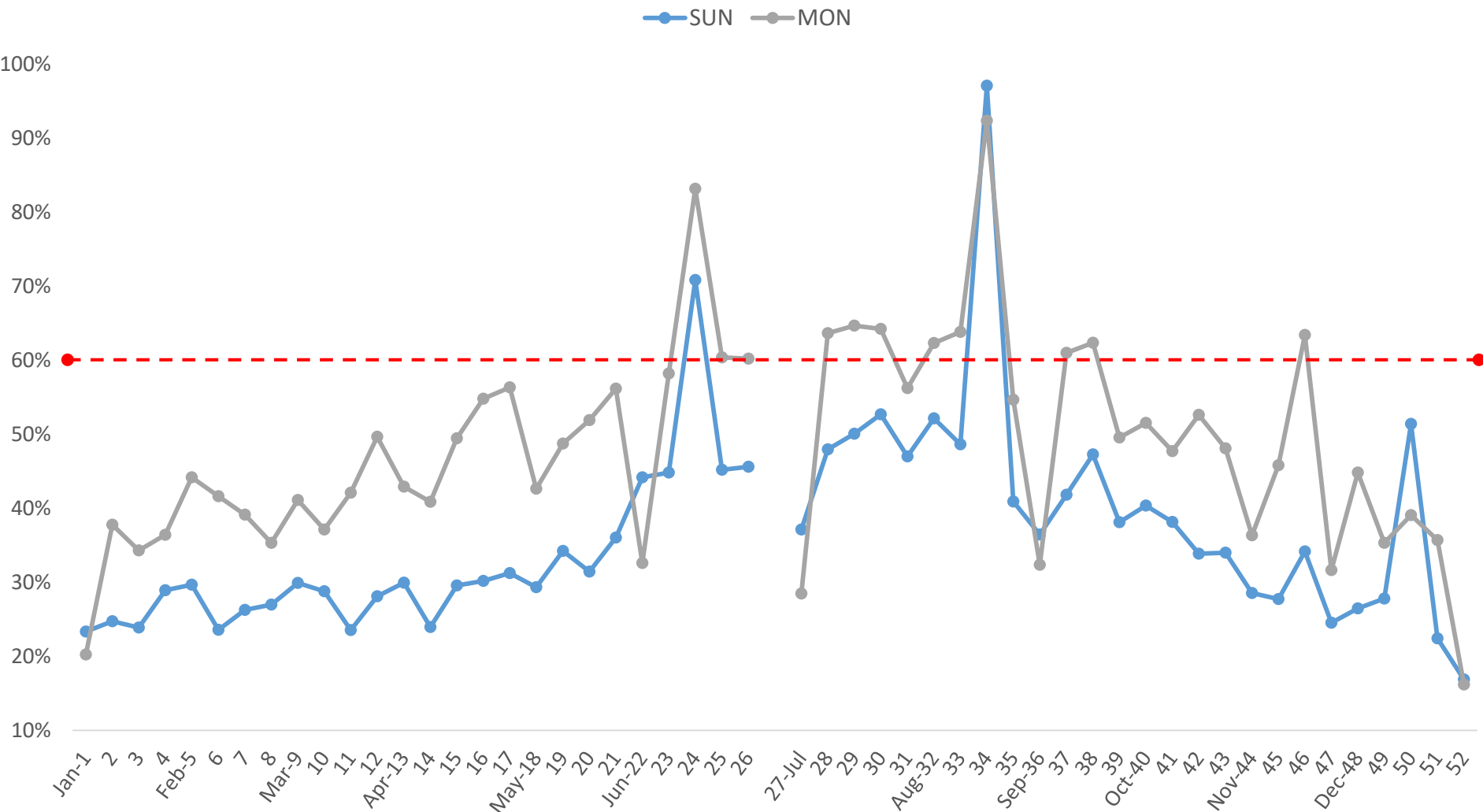
SUN MON TUES WED THURS FRI SAT



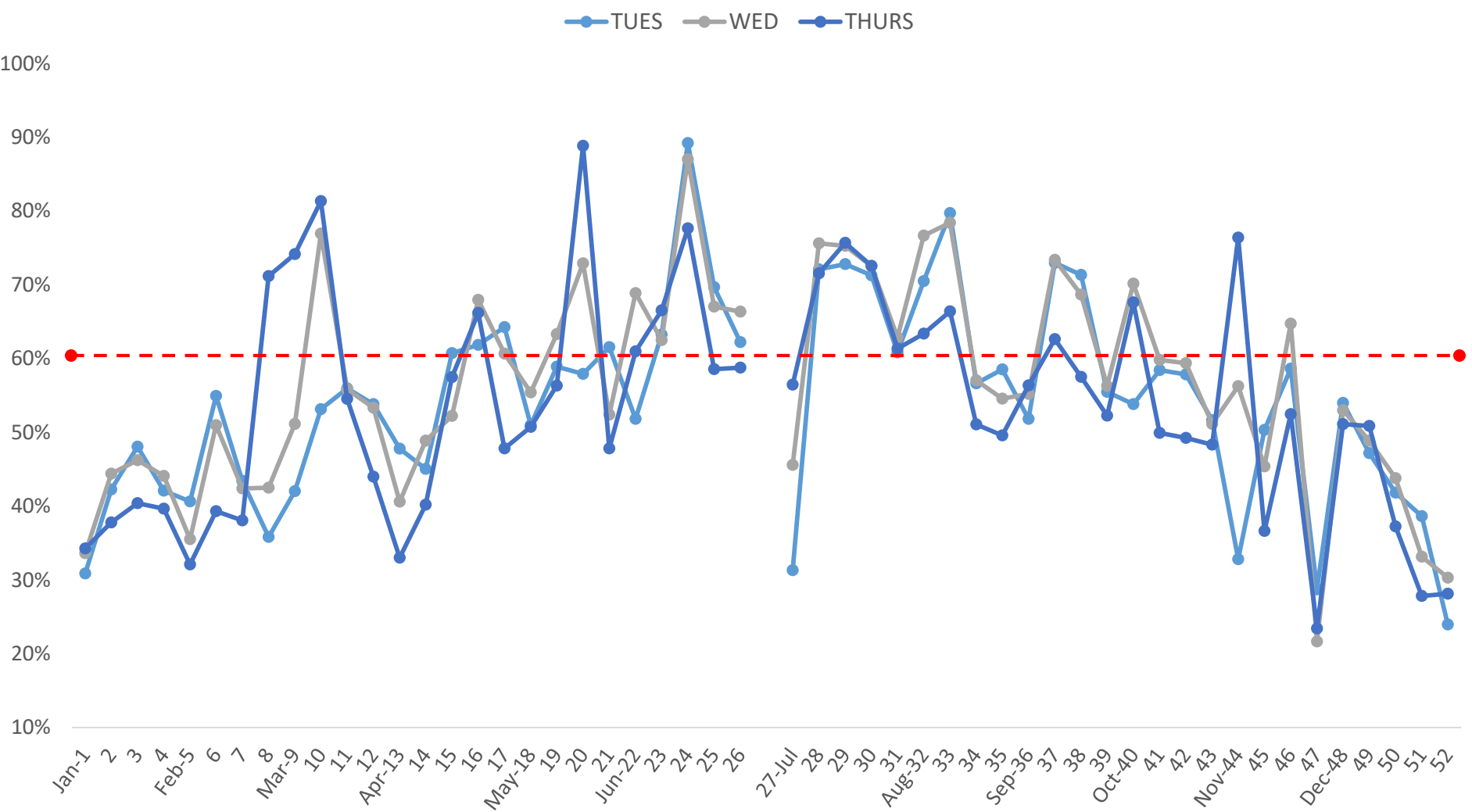
Daily Occupancy %'s	# of days	% of YR
Days reported at 60% - 69%	47	12.9%
Days reported at 70% - 79%	33	9.1%
Days reported at 80% - 89%	12	3.3%
Days reported at 90% - 100%	2	0.5%

Total # of Days 60% or higher occupancy
94 nights = 25.8% of the year

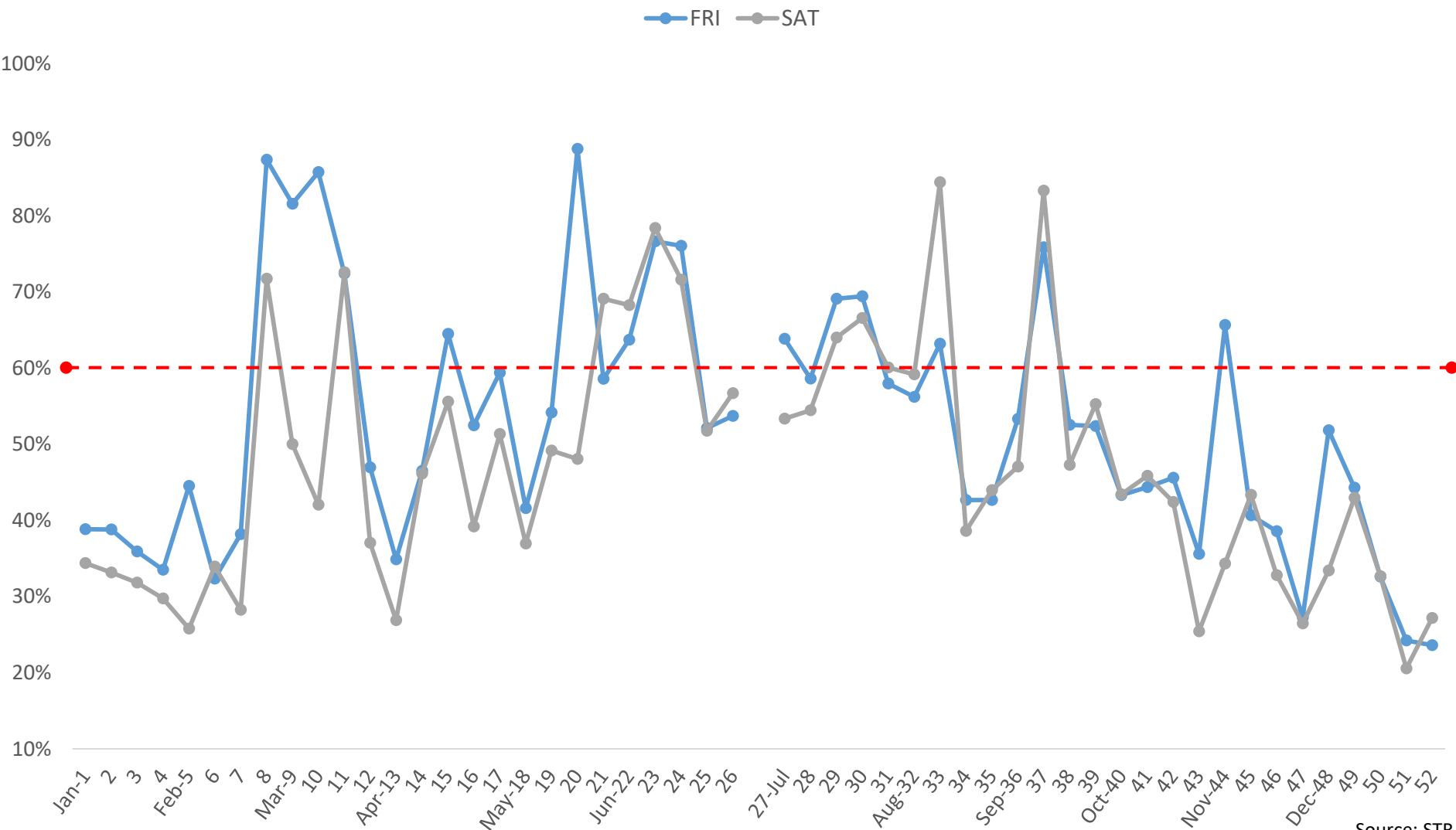
Sunday - Monday Occupancy Trend
January - June, 2018 & July - December, 2017



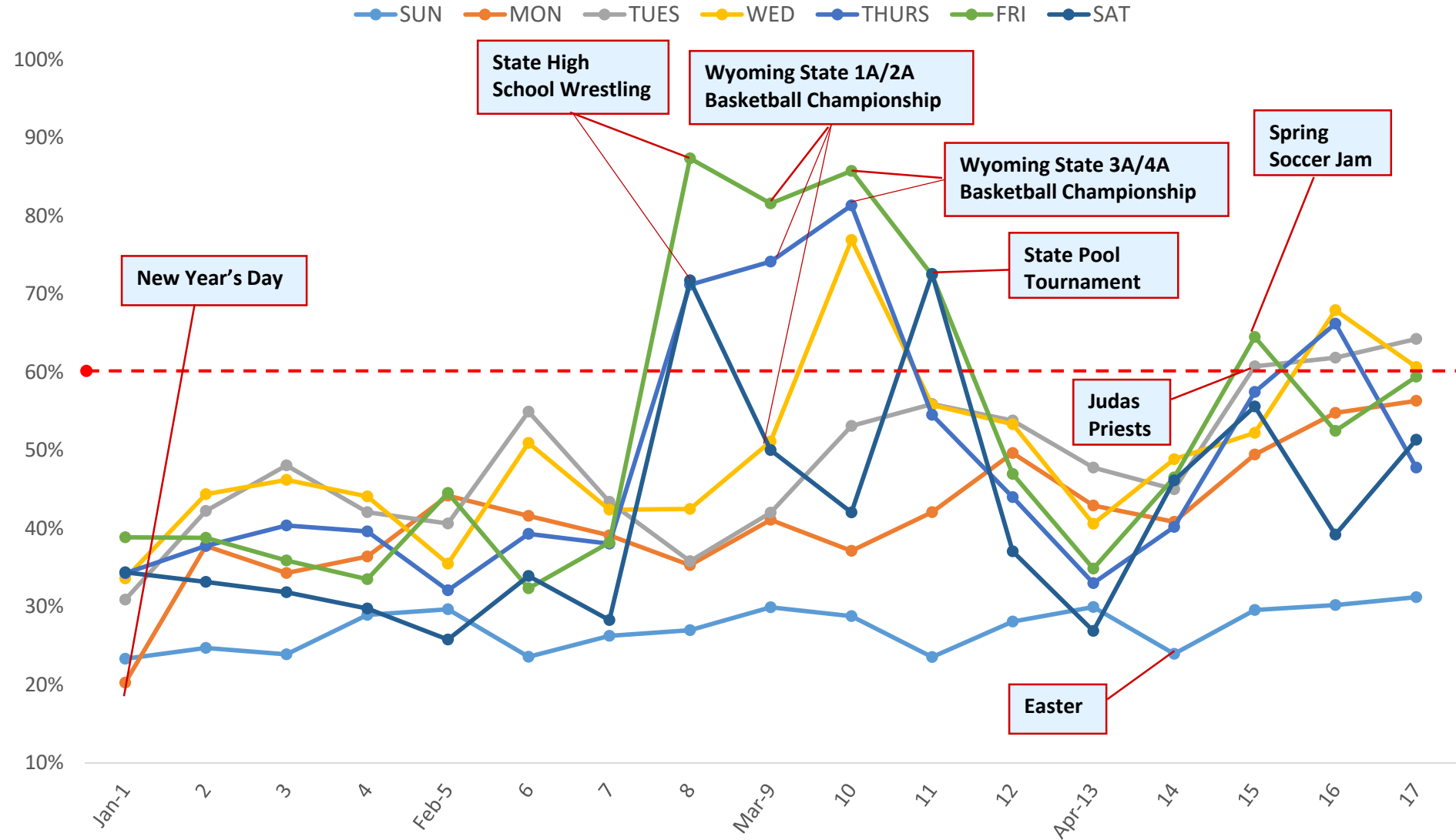
Midweek (Tuesday - Thursday) Occupancy Trend
January - June, 2018 & July - December, 2017

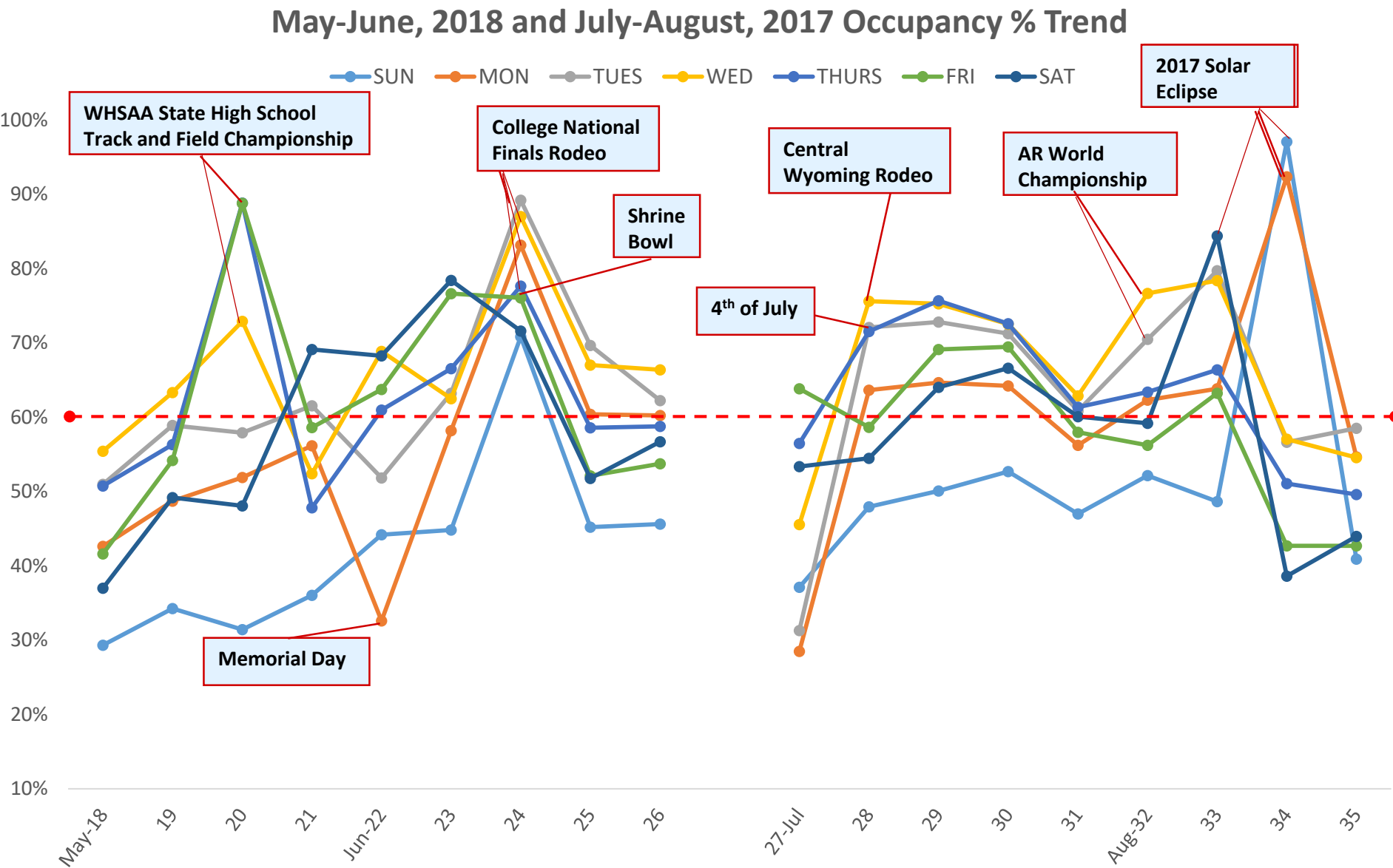


Weekend (Friday - Saturday) Occupancy Trend
January - June, 2018 & July - December, 2017

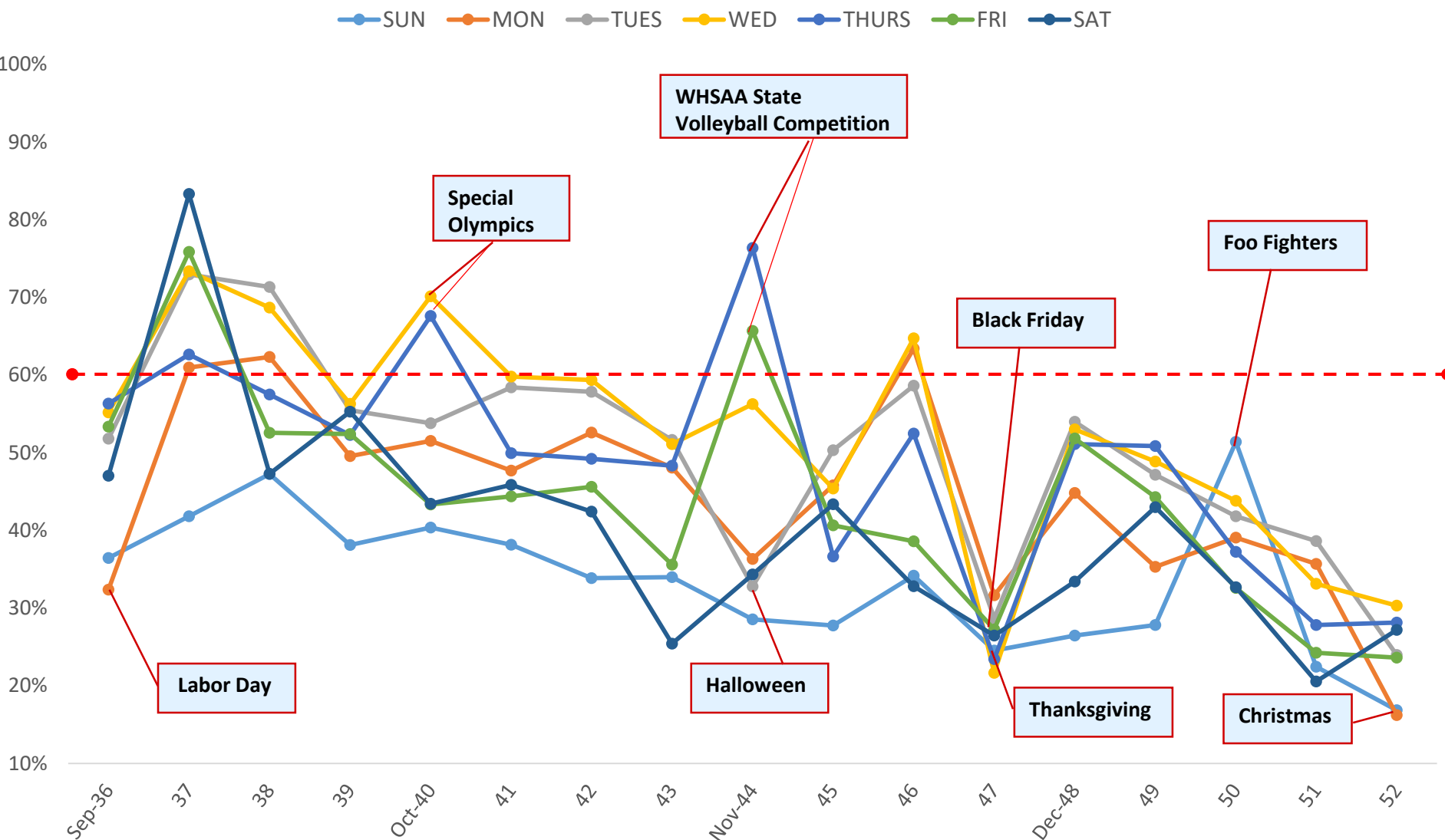


January - April, 2018 Occupancy % Trend





September - December, 2017 Occupancy % Trend



STR Hotel/Motel 6-YR Revenue Trend

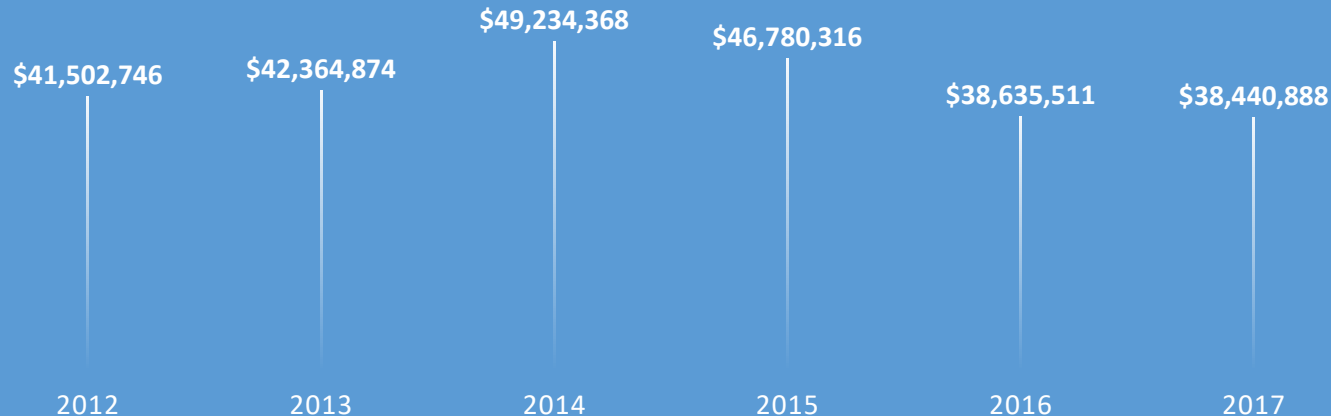
STR reports the total annual lodging revenue generated by the STR-participating properties over the 6-year period 2012-2017 as follows in the table and graph below.

Annual Revenue Trend 2012- 2017		
	Revenue	% Chg
2012	\$41,502,746	~
2013	\$42,364,874	2.1%
2014	\$49,234,368	16.2%
2015	\$46,780,316	-5.0%
2016	\$38,635,511	-17.4%
2017	\$38,440,888	-0.5%

Observations:

- The Casper-Natrona County, WY lodging market experienced declining revenues over the last three years as room supply increased and demand struggled to keep pace. Hoteliers responded by raising room rates to offset the declining room demand. Increasing ADR while room demand was declining prevented room revenue from dropping at the rate as room demand, however, increasing ADR while room demand is decreasing is a dangerous trend that cannot be sustained long-term. This is something that must be closely monitored.
- It must be noted that not all room revenue is taxable (government and long-term rental rooms are exempt), therefore lodging tax revenues will not compare with this data.

6-YR REVENUE TREND



Visit Casper and their travel partners must combine their marketing efforts to drive both an increase in awareness and overnight visitation to Natrona County, WY.

Natrona County Market Segmentation – YSI Hotel Survey

The YSI survey of Natrona County hoteliers revealed the market segments that are driving overnight visitation within the destination. Corporate and group business are tracked closely by rate codes, while leisure segment data is often collected by the management team at the individual properties. Rank order is shown in table below. **A total of nineteen properties participated in the YSI survey, thus providing an overall response rate of 73.4%.**

2017	Market Segmentation
41.1%	Transient - Business
26.2%	Business transient – (individual business travelers- non group)
14.9%	Skilled workers – (mineral industry, commercial, construction, laborers, etc.)
30.3%	Group / Conference / Meeting
13.2%	Team Sports / events – (rodeos, tournaments, etc.)
8.1%	Conferences / Meetings
5.5%	Group Tour / Motorcoach
3.5%	Wedding / Reunion / Family event
27.3%	Transient – Leisure (visiting attractions, shopping, visiting friends and relatives, passing through, etc.)
1.3%	Other

Source: YSI survey of Natrona County lodging properties

Observations:

- This data confirms Casper-Natrona County, Wyoming is a business destination with nearly half (49.2%) of the room nights sold being driven by the combined business segments: business transient, skilled workers and group-conference/meetings. STR data supported these findings with Tuesday, Wednesday, and Thursday nights running highest occupancy in Casper the majority of the year.
- The combined group/conference/meetings reported nearly a third of the room nights sold at 30.3%, followed closely by leisure transient at 27.3%.

Leisure Feeder Markets

Hoteliers were asked to list the top four cities they recommend as future target markets for advertising to drive increased visitation to Natrona County. The markets are ranked by the total number of responses by hoteliers and their top responses are provided in the table below. Casper's close proximity to I-25 brings visitors in from within the 4-6 hour drive market.

Future Target Markets to drive increased leisure visitors	# of Responses
1. Billings, MT (277 miles)	7
2. Denver, CO (277 miles)	7
3. Cheyenne, WY (178 miles)	6
4. Salt Lake City, UT (408 miles)	6
5. Gillette, WY (125 miles)	3

Percentage of taxable room revenues

Hoteliers were asked to report the percentage of their room revenues that were non-taxable. Thirteen hoteliers reported a range of 4% - 41%, with a weighted average of **22% of room revenue that was non-taxable.**

Walk-in Guests with no advance reservation

Hoteliers were asked to report the percentage of their room nights that were booked by walk-in guests with no advance reservations. Seventeen hotels reported a range of 1% - 50% with a weighted average of **15% for walk-in guests** with no advance reservation.

Future Target Markets (Rank Order)

Having established the current market segmentation for those staying in Casper-Natrona County, WY lodging, YSI asked the lodging property managers to indicate in rank order what markets they would like Visit Casper to target with future sales and marketing efforts. The prioritized ranking for future direct sales efforts by Visit Casper is shown in the table below as provided by the lodging properties that responded to this question. Note: Top 3 rankings are highlighted in table below.

Market Segment	Rank Order	Rating
Leisure	1st	2.7
Team Sports	2nd	3.7
Association	3rd	3.8
Government / Military	T-4 th	4.1
S.E.R.F. (Social, Educational, Religious, Fraternal)	T- 4 th	4.1
Group Tour / Motorcoach	6 th	4.6
Conference / Meetings	7 th	4.9

Adult guests traveling without children

Seventeen hoteliers reported the percentage of their guests that were adults traveling without children in a range of 10% - 100%. A weighted average of **59% of travel parties were adults traveling without children.**

YSI Hotel Survey –Open-ended Verbatim Comments

Lodging property managers/owners were asked their biggest challenge in marketing their property in Casper.

15 properties responded; verbatim comments are below:

- Changing corporate rates to NLRA rather than LRA. Once we are at 80% we should block corporate travelers excluding our top 10 accounts.
- Extended stay, lack of two bed rooms, tiered pricing structure based on number of consecutive night stays
- Incline and decline of oil and gas
- Lack of coop advertising opportunities available.
- Location is further away from the downtown area, conference space, and event center. (2)
- Location. Lack of connection on a state travel.
- Property issues
- Retaining companies against newer properties
- Smaller property with no meeting room space.
- There are a ton of hotels in Casper
- Too many rooms at run down properties
- We are extended stay so we have to market to a different segment of travelers
- We are in Evansville right outside Casper
- We are not off the interstate
- When marketing in Casper, we mostly shift our companies from another hotel due to the fact there is not a lot going on in the market at this time.

Lodging property managers/owners were asked to list any major shifts or changing trends in room night sales since 2017.

10 properties responded; verbatim comments are below:

- 2017 Eclipse in August
- Dynamic rate plan for corporate travelers
- Economy
- More corporate coming back
- More recent walk in traffic
- Occupancy is down 5% and the revenue is down by 83,000
- Room sales are still soft but showing an upward shift in the near future.
- Seems that, as of right now, it is a little slower than 2017. I think that this summer will have some increased travelers.
- Slight increase in sports travel
- Transient Business and Transient Skilled are increasing from 2017
- We are picking up a lot more corp Extend 5+ in 2018

Hotel/Motel Future Sales and Marketing Suggestions for Visit Casper

Lodging property managers/owners were also asked to provide any suggestions for future sales and marketing efforts of Visit Casper

6 properties responded; verbatim comments are below:

- Continue to market the changes to downtown Casper
- I think you are becoming stronger with your marketing, and we have seen an increase in leisure visitors! GREAT JOB!
- Love to see a greater push for international visitors and more emphasis on weekends vs weekdays. Hard to push meetings with rundown meeting facilities at rundown hotels. Wish it was a more even playing field with the event center. Casper should also do in market events in Denver, Cheyenne/Laramie, SLC,. These have been successful in other markets I have worked with DMO's similar to Casper.
- More coop advertising opportunities for properties.
- More involvement with hotels outside of City center
- Nothing to provide. Keep up the good work!

Visit Casper

Visitor Profile Research

Summary & Observations:

- Casper continues to be a viable destination for leisure and business travel.
- Typical overnight leisure travel party composition is **adults or families with children**. Most are well-educated and are retired or professionals.
- The majority of travelers to Casper come from all fifty **states and multiple countries which is reflective of the Wyoming travel pattern. Colorado, Wyoming, California, Texas and Minnesota round out the top five origin states for overnight visitors.**
- The vast majority of visitors to Casper are repeat visitors indicating an opportunity to **expand advertising** to a broader geographic market to attract **new first-time visitors**. It is important to find more first time visitation since those travelers tend to stay longer and spend more.
- **Overall trip satisfaction for visitors to Casper is high;** Overnight (4.36), Daytrip (4.30), Business/Conference/Meeting (4.12) on a 5.0 scale. Visitor amenities that rated the highest among all segments were: dining, downtown square, shopping and sightseeing.
- Overall spending per travel party: Leisure Overnight=\$445.80; Leisure Daytrip=\$166.80; Bus/Conf/Mtg Overnight=\$395.03; Bus/Conf/Mtg Daytrip= \$124.40. Casper makes 2-3 times as much money per party on overnight visitors compared to daytrip visitors. Therefore, the prime focus of marketing efforts for Visit Casper should be their overnight segment.



Visit Casper Visitor Profile

Purpose

Visit Casper retained Young Strategies Inc. to conduct visitor profile research for Casper, Wyoming. The research will aide Visit Casper in the development of future planning to drive increased visitation and visitor spending. The visitor profile research identifies the current segmentation of overnight visitation and visitor behavior to Casper, WY.

Methodology

An online survey instrument was prepared by the Young Strategies research team and approved by Visit Casper. Recipients were invited to take a visitor survey and be entered into a chance to win (one of two) \$250 VISA gift cards.

The survey was deployed through weblinks, email invitations and Facebook weblink posts provided to 15 Casper industry partners including: Visit Casper-2714; Fish Casper and Casper Compass-820; Eclipse Emails-569; Ramkota Hotel-184; Visit Casper-127; ISE Rod & Reel-41; Casper Events Center-28; Central Wyoming Fair & Rodeo-19; National Historic Trails Center-11; Hat Six Travel Center-5; Fort Caspar Museum-5; Casper Marathon-4.

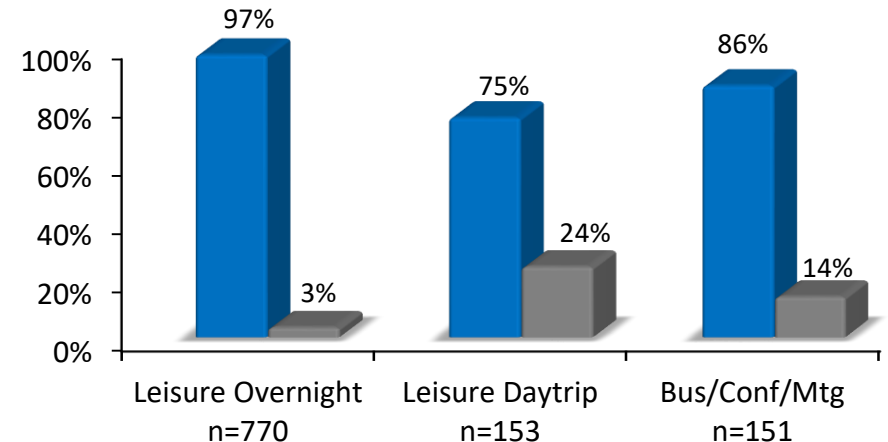
A total of 4,528 surveys were received. Of these,

- 1,789 had not visited Casper in the last 3 years
- 1,253 were daytrip or overnight visitors to the area
- 834 were residents of Casper
- 527 were passing through Casper as part of a longer trip
- 125 were residents of a neighboring county

The surveys received from visitors represent a broad range of behaviors and experiences.

Visitor Respondent Categories

- I was a DAYTRIP or OVERNIGHT visitor to Casper, Wyoming in the last 3 years
- I am a resident of a neighboring county





Visitor Profile

Leisure Overnight N = 770

Leisure Daytrip N = 153

Bus/Conf/Mtg Daytrip N = 151

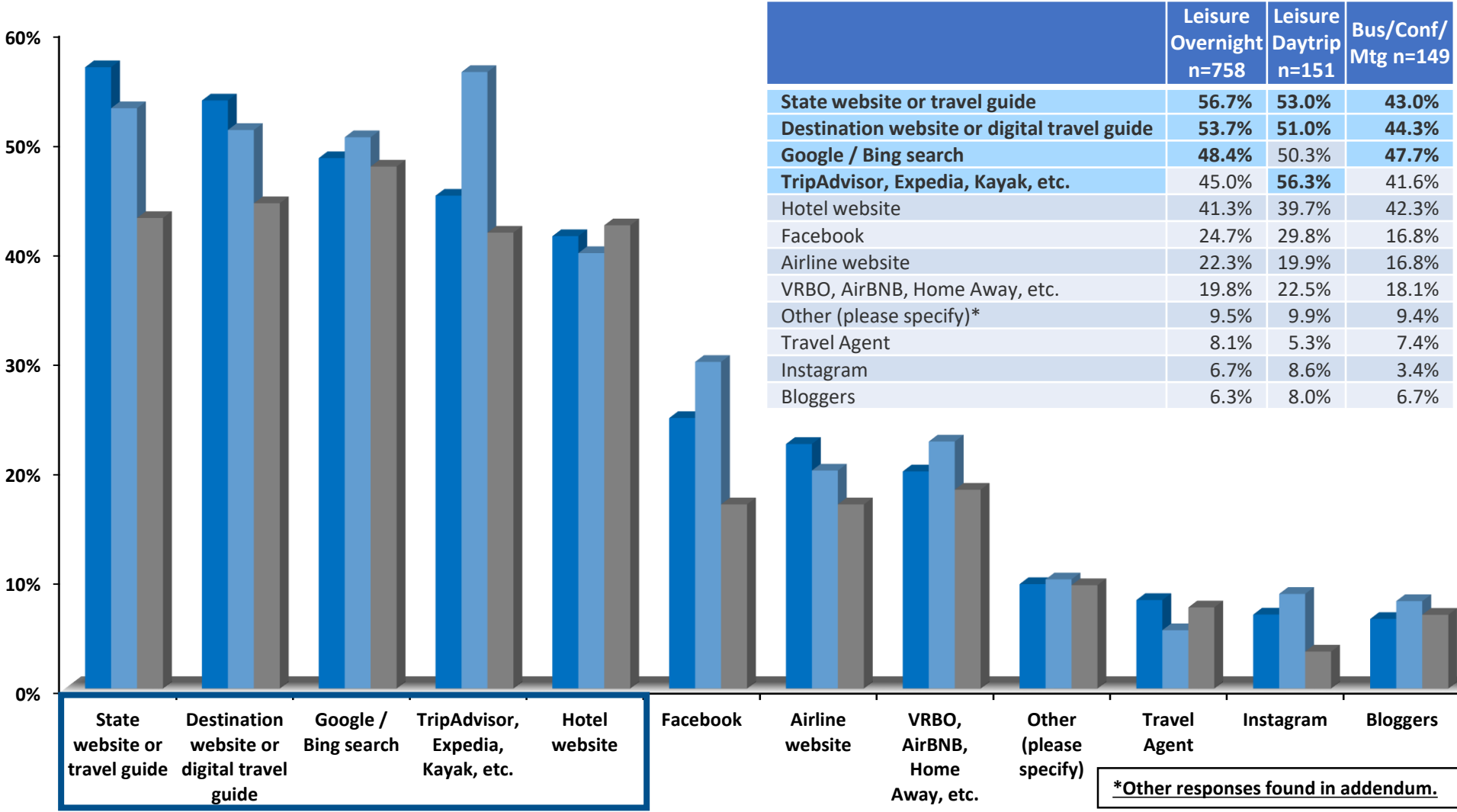
Overall Survey Respondent Demographics

Respondent Demographics	Leisure Overnight n=832	Leisure Daytrip n=153	Bus/Conf/Mtg n=151
Age Group	Teens – 0.3% Fifties – 24.8% Twenties – 5.8% Sixties – 26.4% Thirties – 13.4% Seventies – 9.7% Forties – 19.3% Eighties & up – 0.2%	Teens – 0.0% Fifties – 26.2% Twenties – 5.4% Sixties – 23.8% Thirties – 16.9% Seventies – 4.6% Forties – 23.1% Eighties & up – 0.0%	Teens – 0.0% Fifties – 28.0% Twenties – 8.0% Sixties – 19.2% Thirties – 18.4% Seventies – 4.8% Forties – 20.8% Eighties & up – 0.8%
Gender			
Female	58.0%	71.0%	56.4%
Male	42.0%	29.0%	43.6%
Occupation	Retired - 17.1% Healthcare Industry - 11.7% Education-professor/teacher – 9.2% Administrative / Office support – 8.1% Professional / technical- 7.1%	Retired – 15.3% Administrative / Office support- 9.3% Education-professor/teacher – 8.5% Homemaker – 7.6% Healthcare industry- 6.8%	Sales / Buyer / Marketing- 12.3% Administrative / Office support – 9.7% Government / military - 7.9% Education- professor/teacher – 7.0% Professional / technical- 8.5%
Life Stage			
Full-time employed	52.1%	55.7%	71.4%
Retired	24.8%	20.6%	12.7%
Semi-retired	9.7%	6.1%	6.4%
Part-time employed	6.2%	3.1%	4.8%
Stay-at-home	4.2%	10.7%	3.2%
Student	0.9%	0.8%	0.8%
Ethnicity			
White/Caucasian	85.9%	89.2%	86.4%
Hispanic or Latino	5.0%	3.1%	3.2%
Prefer not to answer	4.7%	3.1%	8.0%
American Indian or Alaskan Native	3.9%	3.9%	2.4%
Asian or Pacific Islander	2.9%	0.8%	1.6%
Black or African American	1.2%	1.6%	0.0%

Planning Sources

What are your preferred sources for vacation / getaway planning?

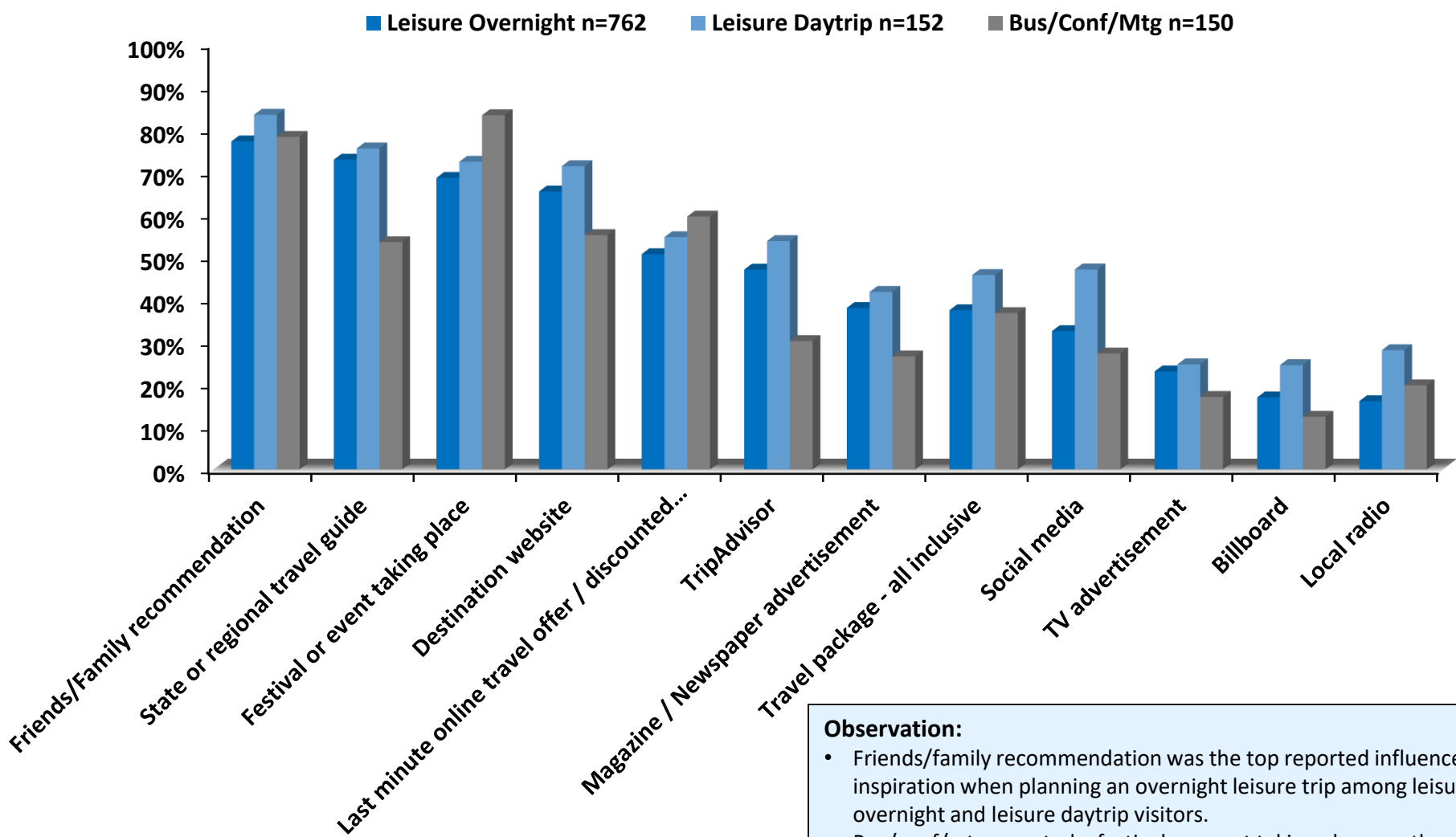
■ Leisure Overnight n=758 ■ Leisure Daytrip n=151 ■ Bus/Conf/Mtg n=149



*Other responses found in addendum.

Trip Planning Inspiration

Please tell us if any of the following influence or inspire your selection of a destination when planning any overnight leisure trip.



Observation:

- Friends/family recommendation was the top reported influencer or inspiration when planning an overnight leisure trip among leisure overnight and leisure daytrip visitors.
- Bus/conf/mtg reported a festival or event taking places as the most influential/inspirational when planning any overnight leisure trip.

Destination Selection Attributes – Leisure Overnight

Please tell us the level of importance for each of the following attributes when selecting a getaway / vacation destination.

Leisure Overnight n=768	Extremely	Somewhat	Not at all	Ratings Average
Nature, Beautiful scenery	81.7%	17.2%	1.2%	2.8
Relaxation	65.9%	30.8%	3.3%	2.6
Outdoor recreation	63.6%	33.7%	2.6%	2.6
Parks	58.3%	38.5%	3.2%	2.6
Good food / Unique dining	58.0%	37.1%	4.9%	2.5
Festivals / Events	38.1%	50.9%	11.0%	2.3
Adventure / Adrenaline	28.1%	56.8%	15.1%	2.1
Arts / Culture	21.8%	63.3%	15.0%	2.1
Wellness	23.1%	54.8%	22.1%	2.0
Evening entertainment	22.8%	55.7%	21.6%	2.0
Romantic setting	21.7%	53.0%	25.3%	2.0
Unique shopping	20.2%	54.6%	25.1%	2.0
Hunting / Fishing	29.4%	32.9%	37.7%	1.9
Water activities	19.6%	53.2%	27.3%	1.9
Ecotourism	15.1%	54.5%	30.4%	1.9
Kid friendly	25.6%	30.2%	44.2%	1.8
Sports	12.7%	41.4%	45.9%	1.7
Instagrammability	7.1%	25.3%	67.7%	1.4

Destination Selection Attributes – Leisure Daytrip

Please tell us the level of importance for each of the following attributes when selecting a getaway / vacation destination.

Leisure Daytrip n=152	Extremely	Somewhat	Not at all	Ratings Average
Nature, Beautiful scenery	76.8%	20.5%	2.7%	2.7
Relaxation	70.0%	26.7%	3.3%	2.7
Outdoor recreation	61.3%	33.3%	5.3%	2.6
Parks	55.9%	39.5%	4.6%	2.5
Good food / Unique dining	66.9%	29.1%	4.0%	2.6
Festivals / Events	43.9%	47.3%	8.8%	2.4
Adventure / Adrenaline	30.7%	54.0%	15.3%	2.2
Arts / Culture	28.7%	53.3%	18.0%	2.1
Wellness	24.2%	53.0%	22.8%	2.0
Evening entertainment	27.3%	49.3%	23.3%	2.0
Romantic setting	24.5%	53.0%	22.5%	2.0
Unique shopping	28.7%	48.7%	22.7%	2.1
Hunting / Fishing	31.8%	30.4%	37.8%	1.9
Water activities	24.5%	51.0%	24.5%	2.0
Ecotourism	15.7%	46.3%	38.1%	1.8
Kid friendly	38.7%	31.3%	30.0%	2.1
Sports	12.7%	43.3%	44.0%	1.7
Instagrammability	7.3%	25.3%	67.3%	1.4

Destination Selection Attributes – Bus/Conf/Meeting

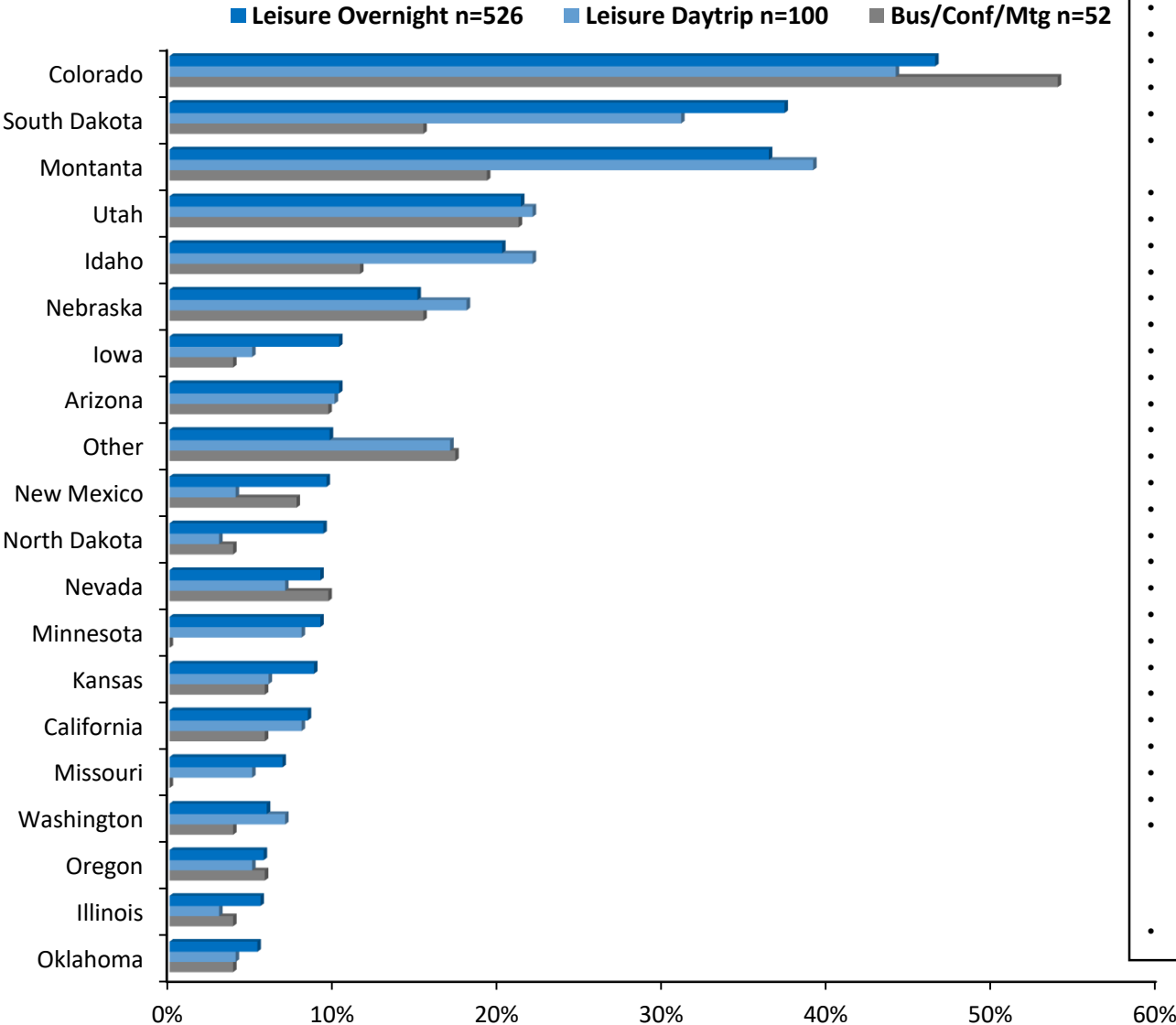
Please tell us the level of importance for each of the following attributes when selecting a getaway / vacation destination.

Bus/Conf/Mtg n=151	Extremely	Somewhat	Not at all	Ratings Average
Nature, Beautiful scenery	71.6%	25.7%	2.7%	2.7
Relaxation	63.3%	34.7%	2.0%	2.6
Outdoor recreation	53.4%	39.9%	6.8%	2.5
Parks	39.2%	53.4%	7.4%	2.3
Good food / Unique dining	65.5%	32.4%	2.0%	2.6
Festivals / Events	41.2%	48.7%	10.1%	2.3
Adventure / Adrenaline	19.9%	56.9%	23.3%	2.0
Arts / Culture	19.6%	55.4%	25.0%	2.0
Wellness	25.2%	47.6%	27.3%	2.0
Evening entertainment	23.5%	58.6%	17.9%	2.1
Romantic setting	9.5%	60.5%	29.9%	1.8
Unique shopping	23.3%	46.6%	30.1%	1.9
Hunting / Fishing	24.3%	27.7%	48.0%	1.8
Water activities	10.3%	48.6%	41.1%	1.7
Ecotourism	10.3%	50.7%	39.0%	1.7
Kid friendly	22.5%	35.4%	42.2%	1.8
Sports	12.9%	42.2%	44.9%	1.7
Instagrammability	4.1%	18.6%	77.2%	1.3

Visit Casper Visitor Profile

Travel Through Other States

If you visited other states on this same trip, please specify those you stopped in to visit.



Other:

Leisure Overnight

- Alabama
- Alberta Canada. (2)
- New Brunswick
- Arkansas (5)
- Calgary, Saskatchewan
- Don't remember just road trips
- Flew directly to Casper
- Florida
- From Colorful Colorado
- Georgia
- Indiana (5)
- Kentucky (2)
- Louisiana (3)
- Maine
- Michigan (4)
- Mississippi (3)
- Mo
- Montreal, Quebec. Canada
- N/A (2)
- Nevada
- New Brunswick
- New York (2)
- None (14)
- Ohio (4)
- Ontario
- Overnight Stops
- Pennsylvania (2)
- Quebec
- Utah
- continued)
- Several Southern States and most of the east coast from Florida to Maine excluding South Carolina
- Tennessee (4)

Leisure Overnight

(continued)

- Texas (9)
- Visited Casper The Whole Time.
- We stayed in Casper one night, We Live in Wy.
- West Virginia
- Wisconsin
- Wisconsin (5)

Leisure Daytrip

- Alaska
- Arkansas (2)
- Canada
- Florida
- Kentucky (2)
- Live in WY
- Nebraska
- New York
- None
- Ohio (2)
- Pennsylvania
- Tennessee
- Texas (3)
- Washington DC

Bus/Conf/Mtg

- I live in Wyoming (2)
- I travel the state for business and leisure.
- I live in Wyoming...day trip to Casper to visit Casper college
- Ohio
- Tennessee
- Texas
- Wisconsin
- Wyoming

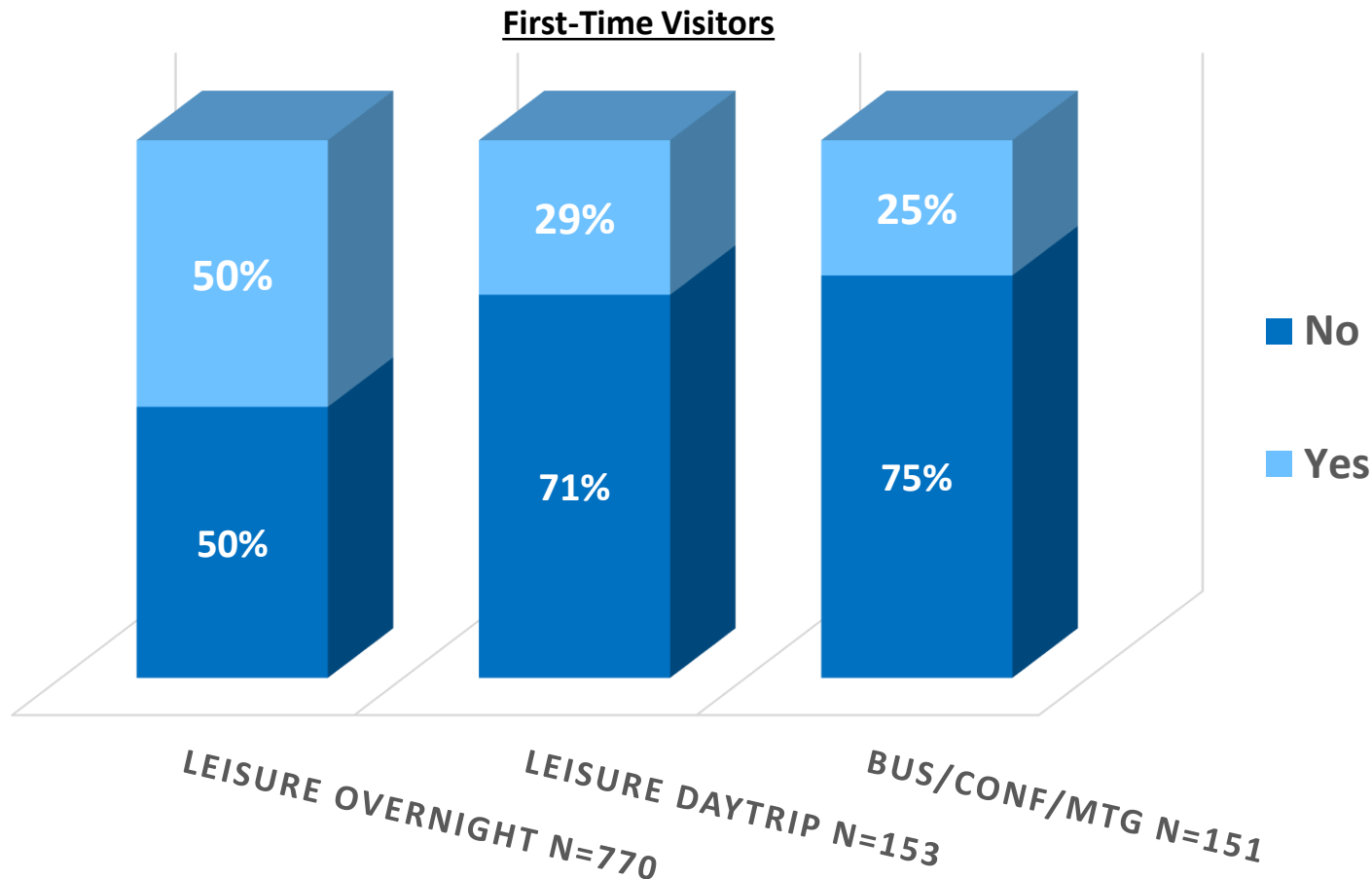
Visit Casper Visitor Profile

First time vs. Repeat Visitation

Observations:

- The vast majority of visitors to Casper are repeat visitors indicating an opportunity to expand advertising to a broader geographic market to attract new first-time visitors. First time visitors tend to stay longer and spend more while in a destination.

Was this your first visit to Casper, Wyoming?

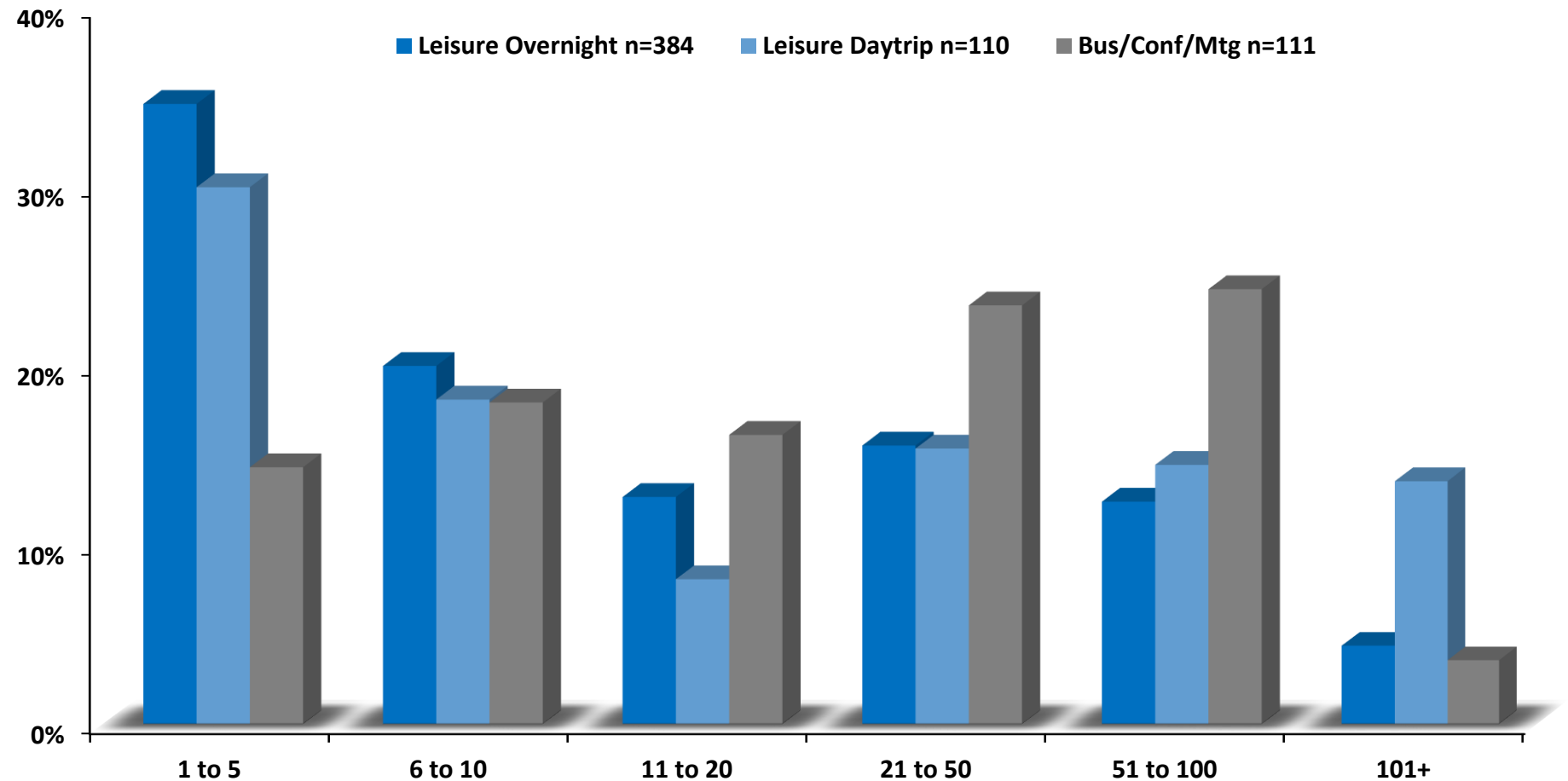


Travel Behavior Characteristics

Observations:

- The majority of Leisure Overnight and Leisure Daytrip visitors reported visiting Casper, WY 1 to 5 times in their lifetime.
- Over half (51.4%) of Bus/Conf/Mtg respondents reported visiting more than 21 times in their lifetime.

How many times have you visited Casper, WY in your lifetime?

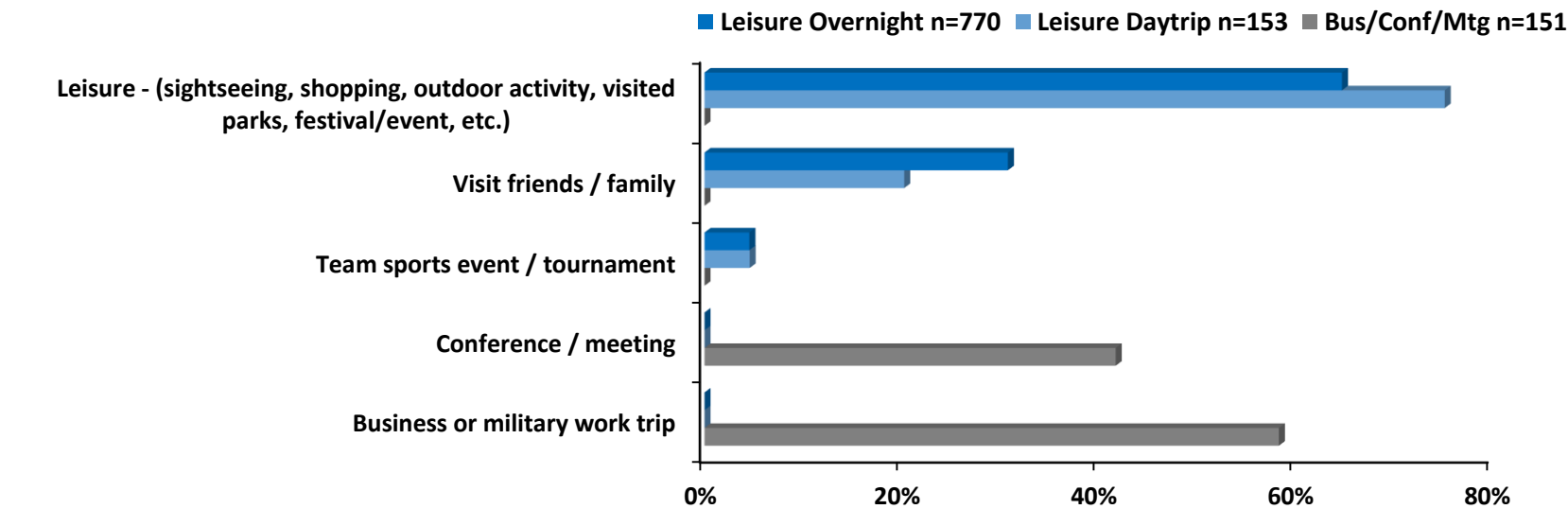


Primary Travel Purpose

Observations:

- The majority of respondents who stayed overnight in Casper stated their primary trip purpose as taking a leisure trip or visiting friends and family.
- Three-fourths (75%) of leisure daytrip visitors primary trip purpose is leisure travel indicating an opportunity to educate them about the things to do in Casper encouraging them to spend a night.

What was the MAIN purpose for your most recent trip to Casper, Wyoming?



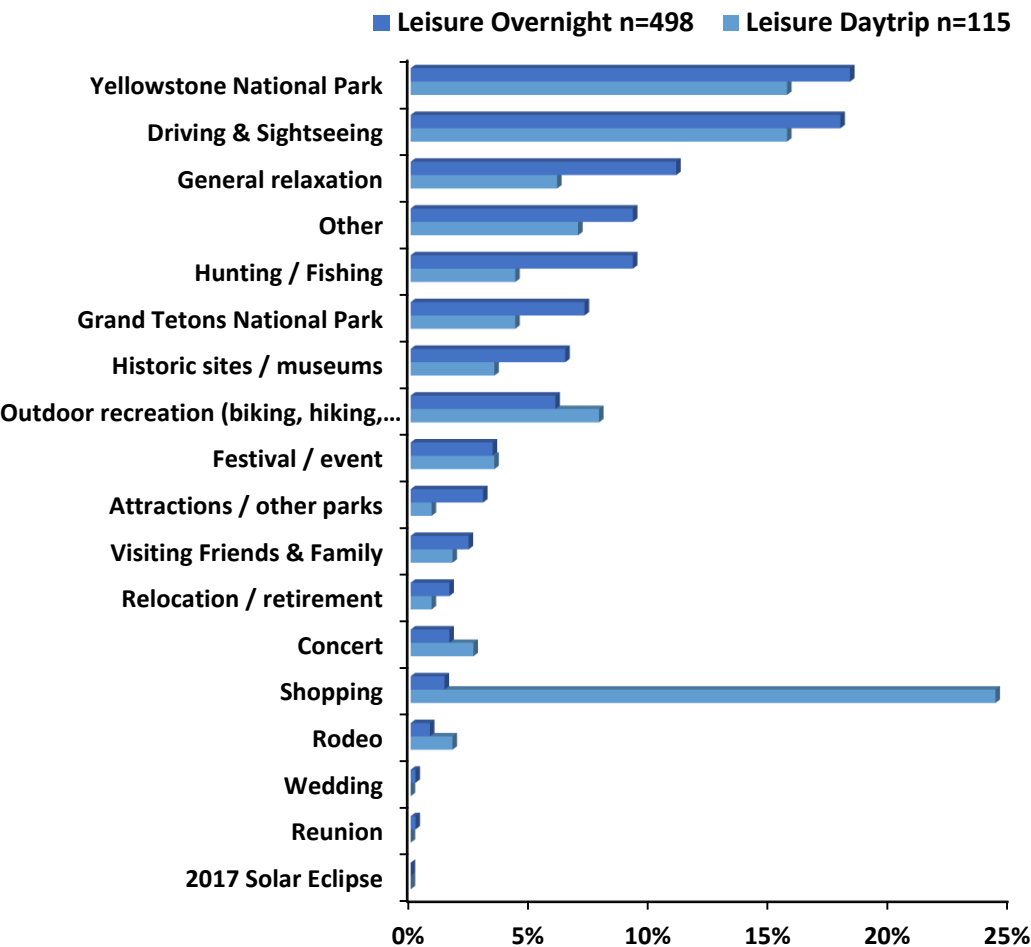
	Leisure Overnight n=770	Leisure Daytrip n=153	Bus/Conf/Mtg n=151
Leisure	64.7%	75.2%	0.0%
Visit friends / family	30.8%	20.3%	0.0%
Team sports event / tournament	4.6%	4.6%	0.0%
Business or military work trip	0.0%	0.0%	58.3%
Conference / meeting	0.0%	0.0%	41.7%

Leisure Travel Purpose

Observations:

- Leisure overnight respondents reported a wide range of primary leisure trip purposes including Yellowstone National Park, driving & sightseeing, and general relaxation.
- Leisure Daytrip respondents reported shopping as the primary trip purpose.

How would you best categorize the PRIMARY purpose for your most recent LEISURE trip to Casper.



	Leisure Overnight n=498	Leisure Daytrip n=115
Yellowstone National Park	18.3%	15.7%
Driving & Sightseeing	17.9%	15.7%
General relaxation	11.0%	6.1%
Hunting / Fishing	9.2%	4.4%
Other*	9.2%	7.0%
Grand Tetons National Park	7.2%	4.4%
Historic sites / museums	6.4%	3.5%
Outdoor recreation (biking, hiking, kayaking, etc.)	6.0%	7.8%
Festival / event	3.4%	3.5%
Attractions / other parks	3.0%	0.9%
Visiting Friends & Family	2.4%	1.7%
Concert	1.6%	2.6%
Relocation / retirement	1.6%	0.9%
Shopping	1.4%	24.4%
Rodeo	0.8%	1.7%
Reunion	0.2%	0.0%
Wedding	0.2%	0.0%

*Other responses found in addendum.

Visit Casper Visitor Profile

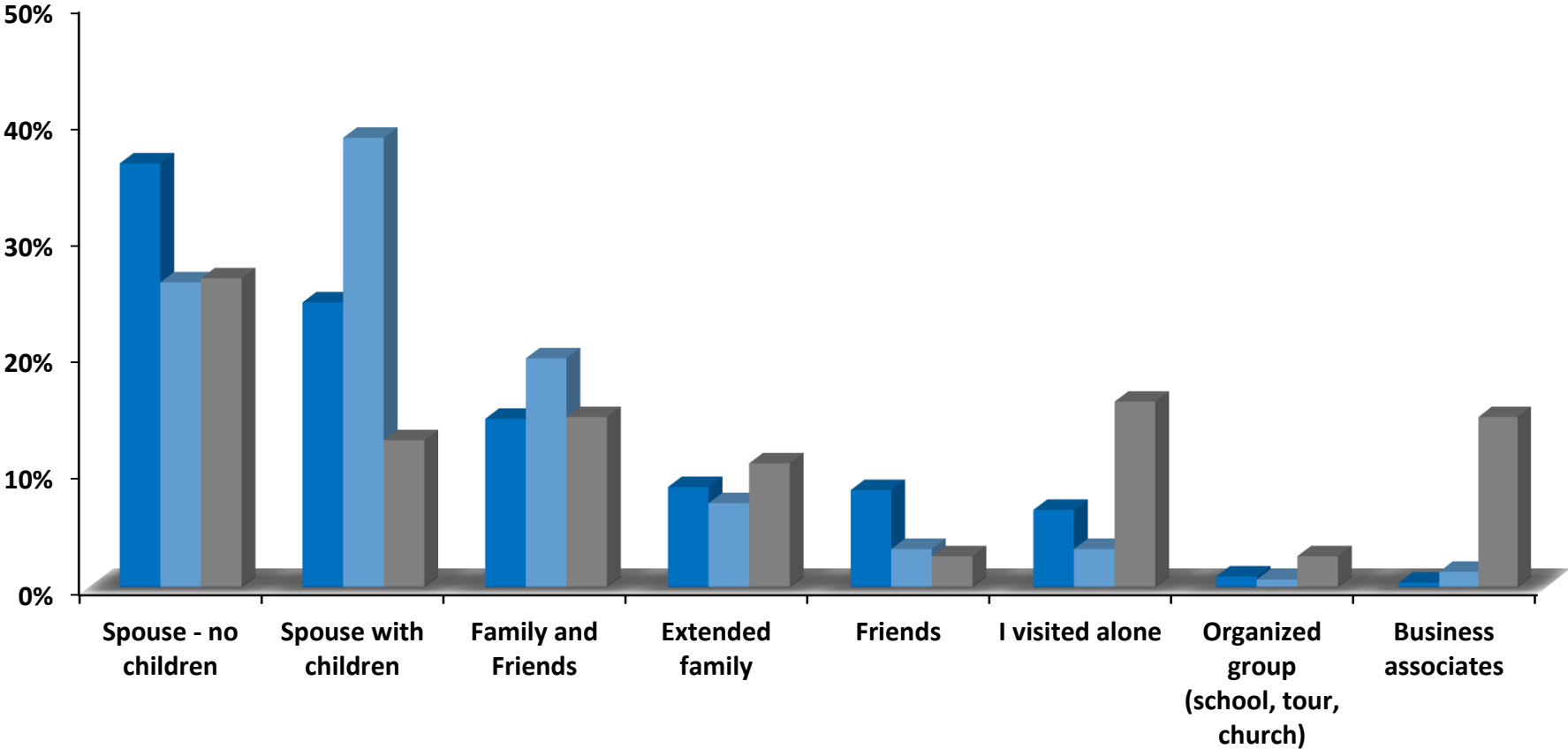
Travel Party Makeup

Observations:

- Respondents reported they were couples traveling without children (Spouse-no children) most often as both leisure overnight and Bus/Conf/Mtg visitors to Casper, the majority of leisure daytrip visitors reported visiting as a family with children (Spouse with children).

Which of the following best describes the people who came with you on this visit to Casper?

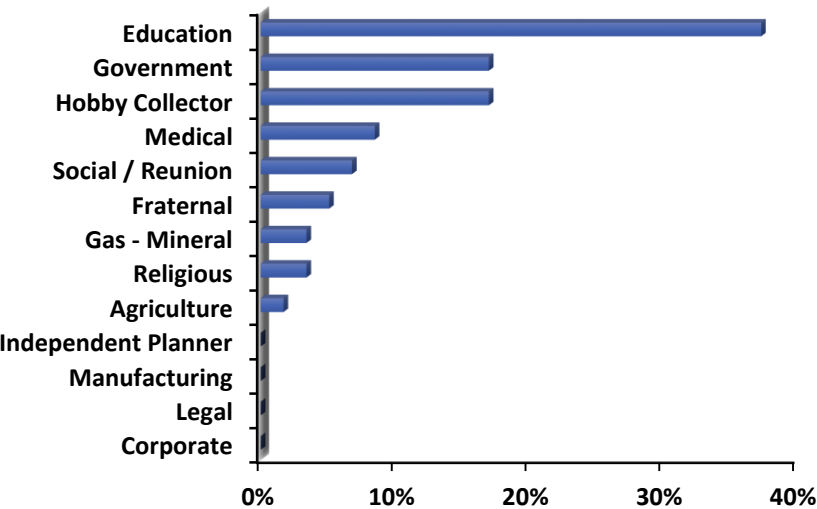
■ Leisure Overnight n=770 ■ Leisure Daytrip n=153 ■ Bus/Conf/Mtg n=151



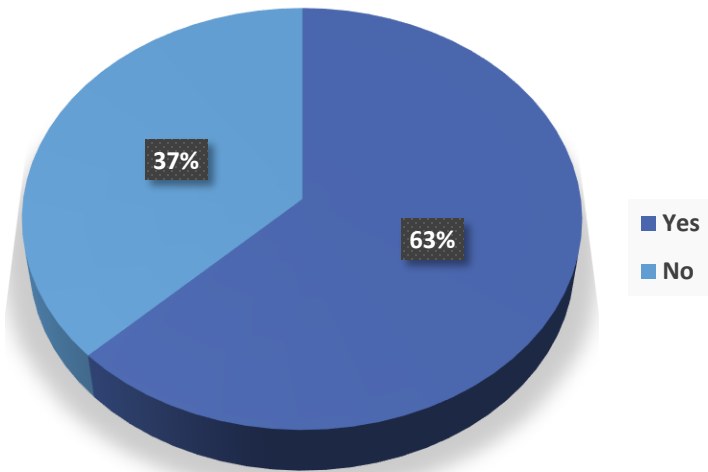
Visit Casper Visitor Profile

Bus/Conf/Mtg Attendees

Please describe the market segment of the most recent conference/meeting you attended. n=59



Did family members accompany you on this trip? n=59



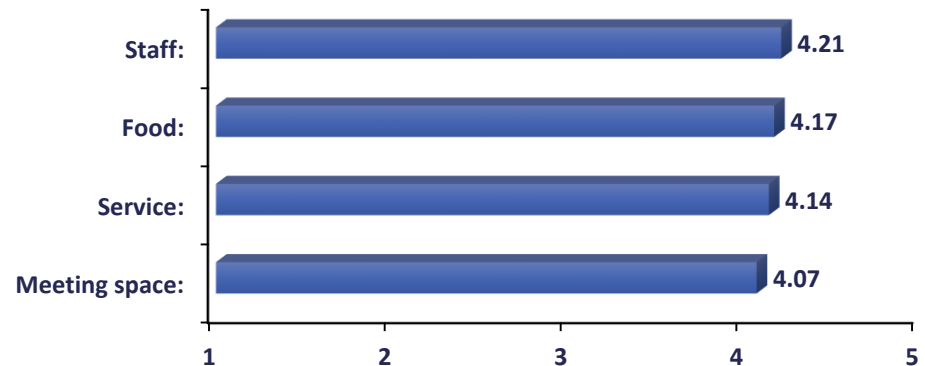
Observations:

- Bus/Conf/Mtg attendees rate Casper high (over 4.0) as a conference/meeting destination in all categories.
- Nearly two-thirds (63%) of Bus/Conf/Mtg attendees bring family with them on their trip indicating an opportunity to educate them about Casper and encourage them to come back with family members.

Please tell us where the meeting you attended was held.

- | | | |
|------------------------|---|---------------------------|
| • Best Western Ramkota | • Highland Park Church | • Parkway (2) |
| • Camp Wyoba | • Hotel on North End - Astronomy Conference | • Parkway Plaza (2) |
| • Casper College (2) | • Kelly Walsh. Casper College. NCHS | • Parkway Plaza Hotel (3) |
| • Casper Conf Ctr | • Local Hotel | • Plaza |
| • Casper Events Center | • Minneapolis | • Private Business |
| • Convention Center | • Motel | • Radisson (2) |
| • Downtown Casper | • Na | • Ramada |
| • Dr. Office | • National County School District Office | • Ramada Plaza |
| • Eggington's | • National Meeting Of The Astronomical League & Eclipse | • Ramkota (11) |
| • Fabtech | • Old Conference Center (2) | • Skills USA |
| • Fairgrounds | | • The Ramada |
| • Federal Building | | • Wy.Medical |
| • Game and Fish Office | | |

Please rate Casper as a conference/meeting destination in the following categories: n=59



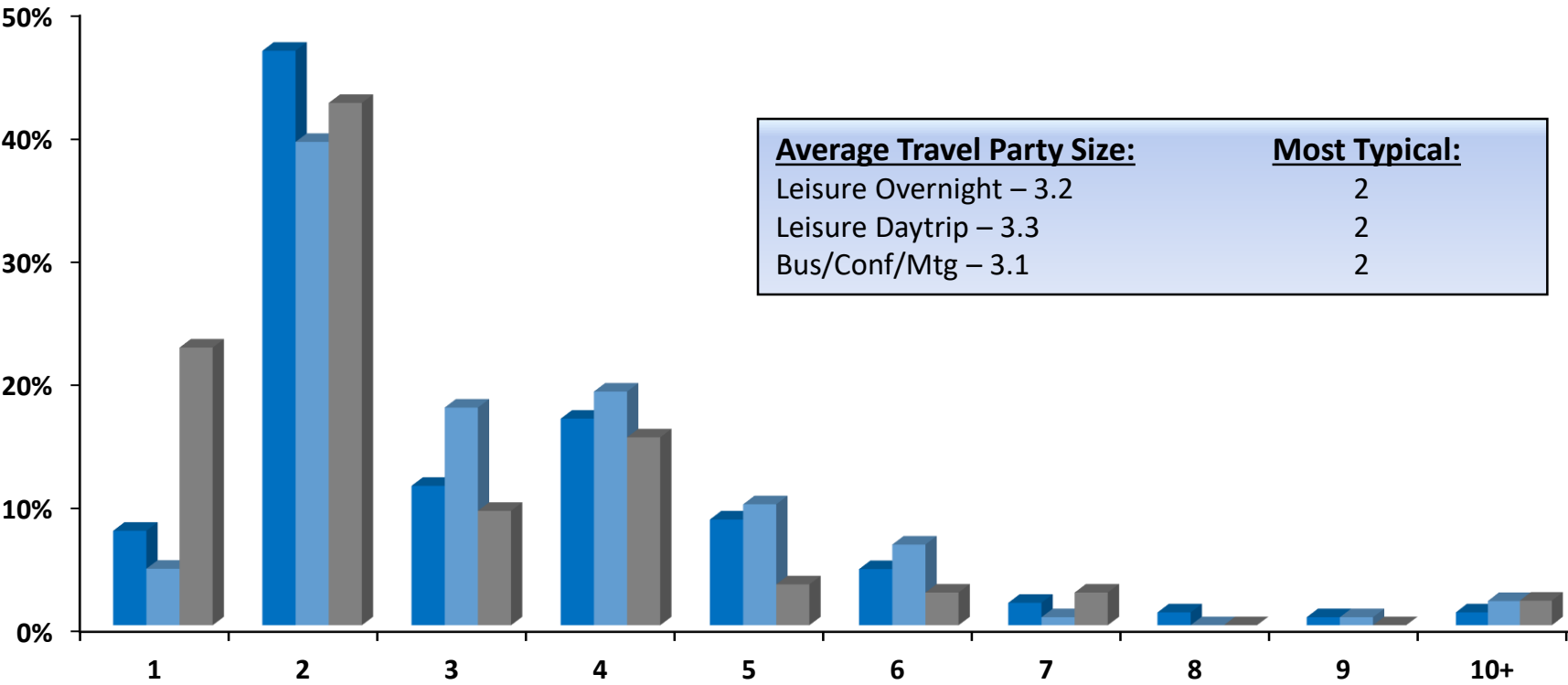
Travel Party Size

Observations:

- The average travel party size for leisure overnight visitors = 3.2, Leisure daytrippers = 3.3 and Bus/Conf/Mtg = 3.1 with the most typical response being a party size of 2 for all segments: Leisure overnight visitors, Leisure daytrippers and Bus/Conf/Mtg respondents.

What was the total number of people in your travel party?

■ Leisure Overnight n=770 ■ Leisure Daytrip n=153 ■ Bus/Conf/Mtg n=151

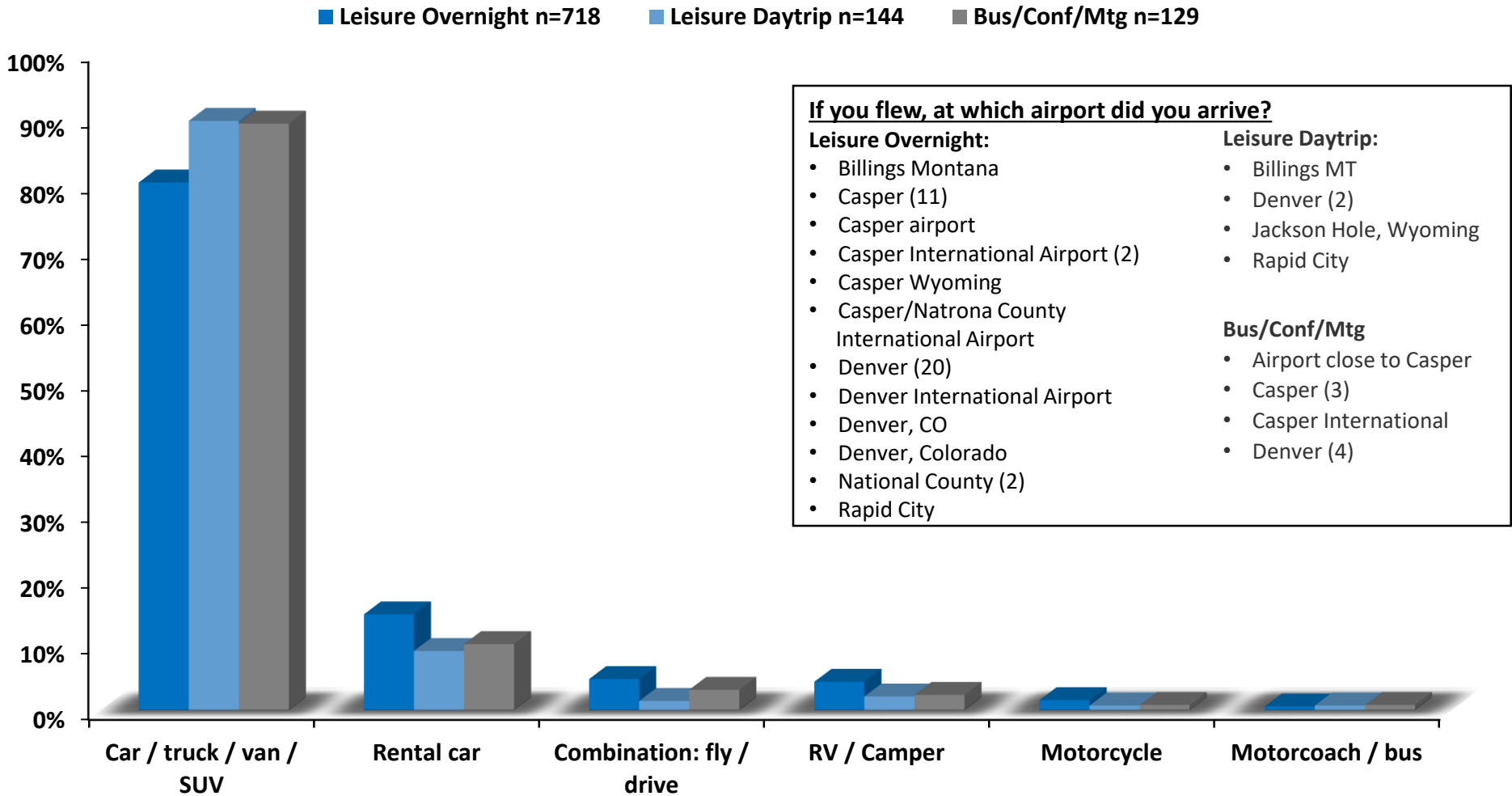


Primary Mode of Transportation

Observations:

- The vast majority of overnight and daytrip leisure visitors as well as Bus/Conf/Mtg visitors reported traveling to Casper by automobile, confirming Casper is a drive destination.

What mode of transportation did you use to get to and around Casper, Wyoming?

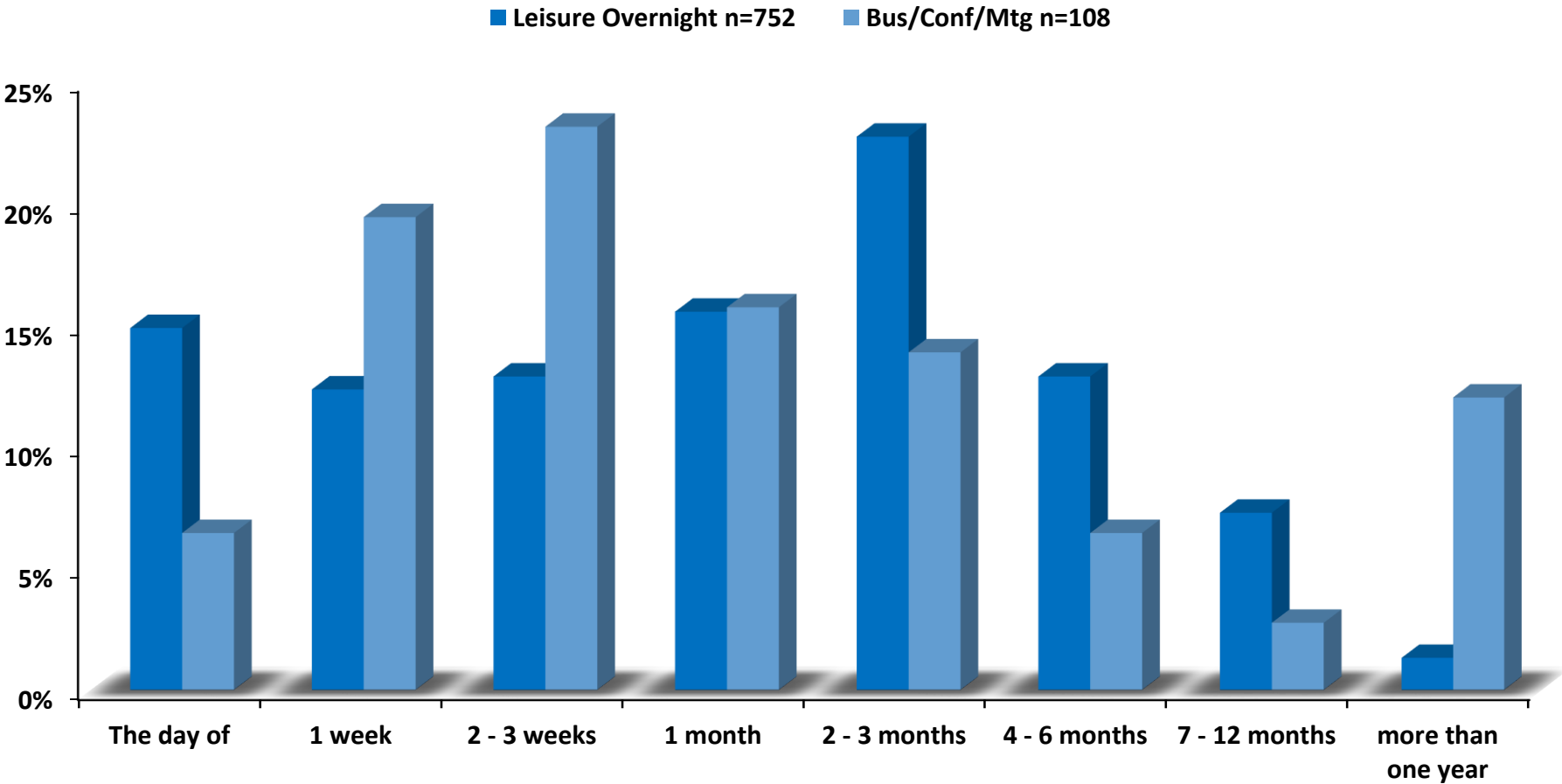


Overnight Trip Planning Characteristics

Observations:

- Over half of leisure overnight (55.7%) and Bus/Conf/Mtg overnight (64.8%) visitors booked their trip to Casper a month or less in advance signifying the importance to respond quickly to information inquiries.

How far in advance did you book your accommodations for your most recent trip to Casper?



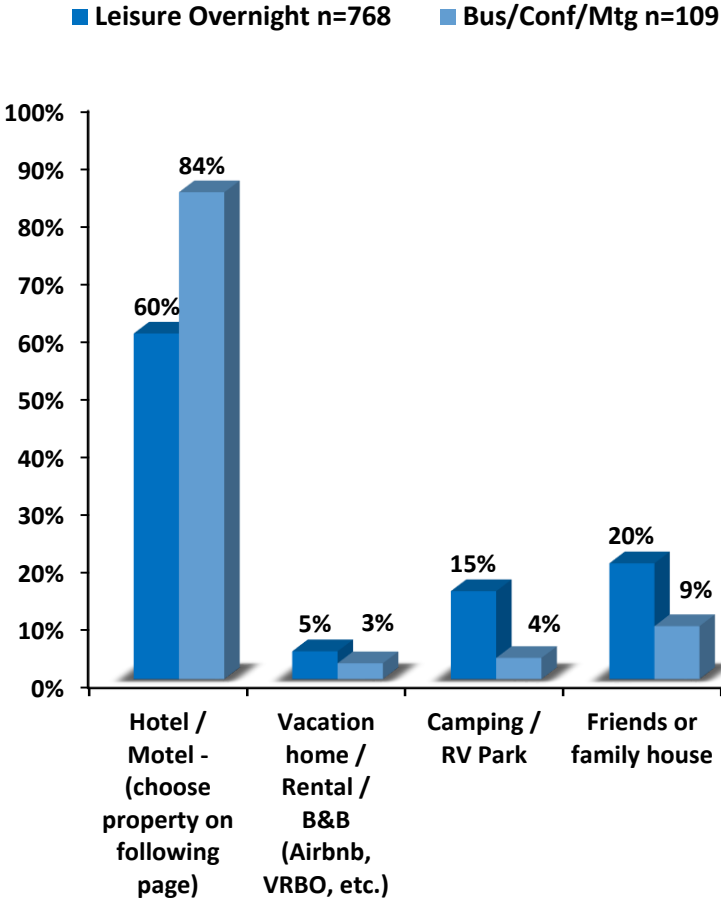
Visit Casper Visitor Profile

Overnight Lodging Preferences

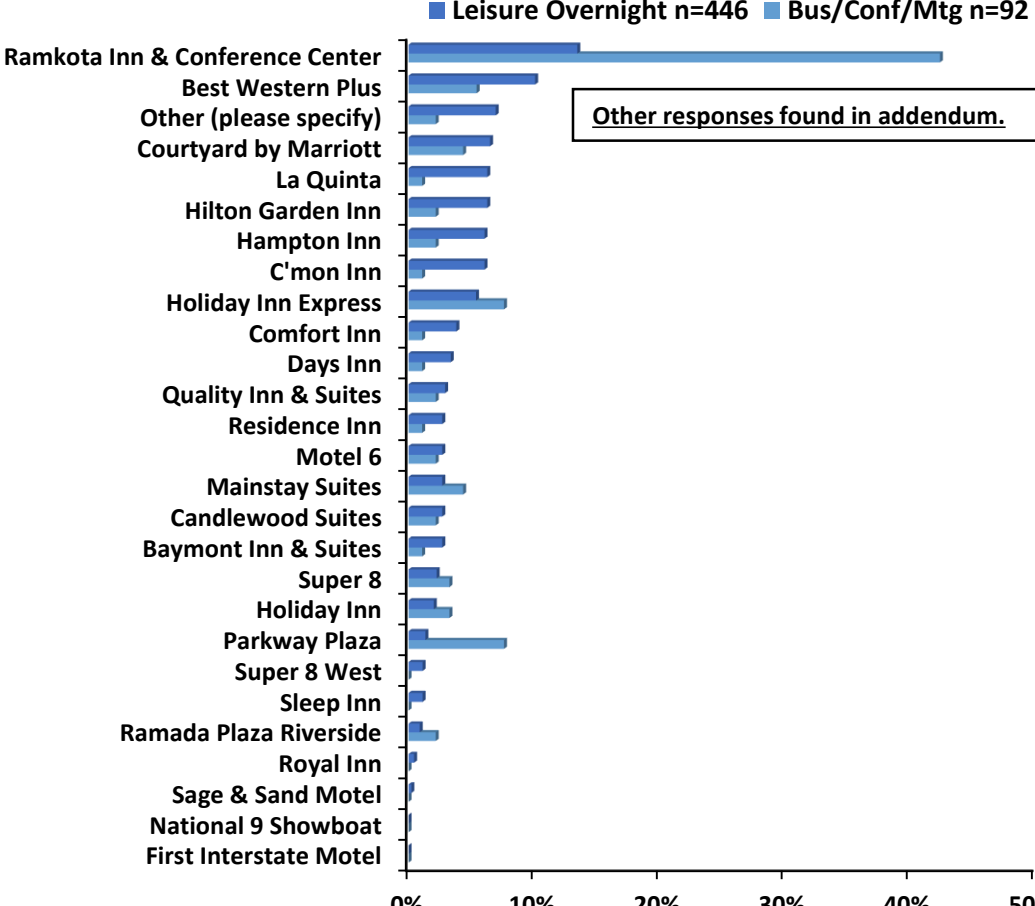
Observations:

- Over half (60%) of leisure overnight visitors and 84% of Bus/Conf/Mtg respondents reported staying in a hotel/motel. It is typical, as seen herein, for as much as 1/3 of overnight visitors to a community to stay in the homes of friends and family. It would be desirable in future surveys for more respondents to indicate they are staying in hotels/motels which would indicate a healthier number of visitors driving economic impact.

Where did you stay during your last visit to Casper?



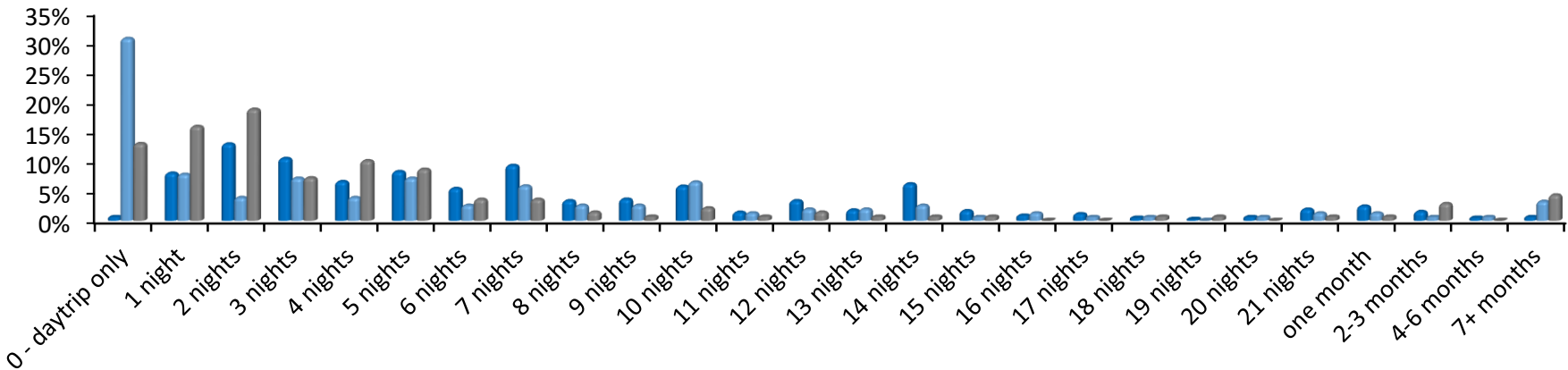
Please choose your lodging accommodations during your most recent stay in Casper:



Overnight Length of Stay

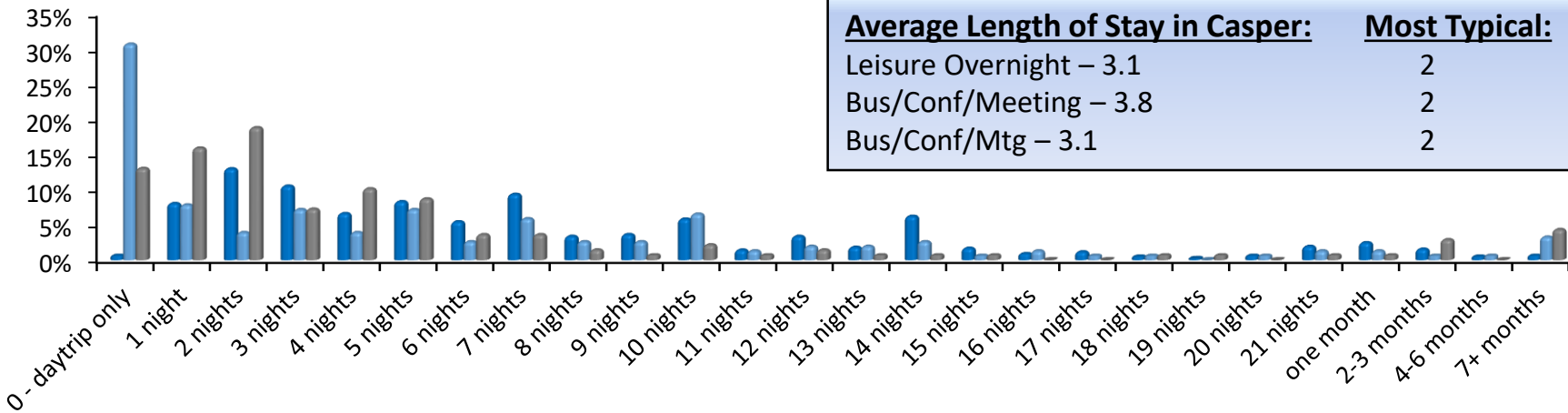
Please tell us the length of your total vacation.

Leisure Overnight n=770 Leisure Daytrip n=153 Bus/Conf/Mtg n=138



Please tell us how many of those nights you spent in the State of Wyoming

Leisure Overnight n=770 Leisure Daytrip n=153 Bus/Conf/Mtg n=138



Average Length of Stay in Casper:	Most Typical:
Leisure Overnight – 3.1	2
Bus/Conf/Meeting – 3.8	2
Bus/Conf/Mtg – 3.1	2

Leisure Overnight Visitor Activities While in Casper, Wyoming

Observations:

- Overnight visitors top activities were unique local dining, driving / sightseeing, shopping, hiking / walking, and downtown square which is similar to what daytrip visitors report.

Check all activities you or a member of your travel party participated in as part of your visit to Casper, Wyoming. n=713

Top 5 Activities by **OVERNIGHT** Visitors

- Dining-unique/local food – 62.8%
- Driving / sightseeing – 51.6%
- Shopping – 41.2%
- Hiking / walking – 34.6%
- Downtown square – 33.2%

Other activities participated in by overnight visitors

Activities	%	Activities	%
Museum / Historical sites	30.6%	Concert / live performance	11.4%
Wildlife viewing	29.6%	Family reunion	9.3%
Visit a national park	28.5%	Other*	7.4%
Visit a state park	23.4%	Rodeo	7.0%
Visit other friends & relatives	21.3%	Kayaking, canoeing, rafting, paddleboards, etc.	5.9%
Arts / cultural events	19.2%	Sports event / tournament	4.2%
Sleep late / take a nap	18.7%	Wedding / reunion	3.7%
Camping	18.0%	Did nothing	3.1%
Festival / event	16.7%	Golf	2.8%
Fishing	15.6%	Hunting	2.8%
Biking / trails	14.6%	Rock climbing	2.4%
Distillery / Brewery	14.3%	Business / meeting / conference / training	2.2%

***Other responses found in addendum.**

Leisure Daytrip Visitor Activities While in Casper, Wyoming

Observations:

- The top leisure daytrip activities were shopping, unique / local dining, driving/sightseeing, downtown square, and hiking/walking.
- It is important to mention that while shopping is one of the most popular activities by visitors, it does not necessarily translate to high spending on shopping. Many people shop for something to do, without making purchases.

Check all activities you or a member of your travel party participated in as part of your visit to Casper, Wyoming. n=137

Top 5 Activities by LEISURE DAYTRIP Visitors

1. Shopping – 48.2%
2. Dining-unique/local food – 47.5%
3. Driving / sightseeing – 38.0%
4. Downtown Square – 21.2%
5. Hiking / Walking- 19.1%

Other activities participated in by overnight visitors

Activities	%	Activities	%
Visit a state park	19.0%	Sports event / tournament	7.3%
Visit a national park	19.0%	Other*	7.3%
Wildlife viewing	15.3%	Sleep late / take a nap	6.6%
Concert / live performance	13.9%	Kayaking, canoeing, rafting, paddleboards, etc.	5.8%
Museum / Historical sites	13.1%	Hunting	5.1%
Arts / cultural events	11.7%	Rodeo	4.4%
Festival / event	11.7%	Did nothing	4.4%
Fishing	11.7%	Business / meeting / conference / training	3.7%
Visit other friends & relatives	11.0%	Family reunion	3.7%
Camping	10.2%	Golf	2.9%
Distillery / Brewery	8.8%	Wedding / reunion	2.2%
Biking / trails	7.3%	Rock climbing	1.5%

***Other responses found in addendum.**

Bus/Conf/Mtg Visitor Activities While in Casper, Wyoming

Observations:

- Bus/Conf/Mtg daytrip visitors come to Casper to primarily conduct business but also participate in other activities indicating an opportunity to encourage them to visit again with family/friends on a leisure trip.

Check all activities you or a member of your travel party participated in as part of your visit to Casper, Wyoming. n=127

Top 5 Activities by BUS/CONF/MTG DAYTRIP Visitors

- Dining-unique/local food- 54.3%
- Business / meeting / conference / training – 47.2%
- Shopping – 40.2%
- Downtown Square – 29.1%
- Driving / sightseeing – 28.4%

Other activities participated in by overnight visitors

Activities	%	Activities	%
Museum / Historical sites	22.1%	Concert / live performance	7.1%
Festival / event	18.1%	Visit a national park	7.1%
Distillery / Brewery	16.5%	Did nothing	5.5%
Hiking / walking	15.8%	Rodeo	3.9%
Visit a state park	15.0%	Family reunion	3.2%
Arts / cultural events	14.2%	Golf	3.2%
Sleep late / take a nap	11.8%	Sports event / tournament	3.2%
Biking / trails	11.0%	Camping	2.4%
Wildlife viewing	9.5%	Hunting	1.6%
Visit other friends & relatives	8.7%	Kayaking, canoeing, rafting, paddleboards, etc.	1.6%
Other*	8.7%	Rock climbing	1.6%
Fishing	7.9%	Wedding / reunion	0.0%

***Other responses found in addendum.**

Visit Casper Visitor Profile

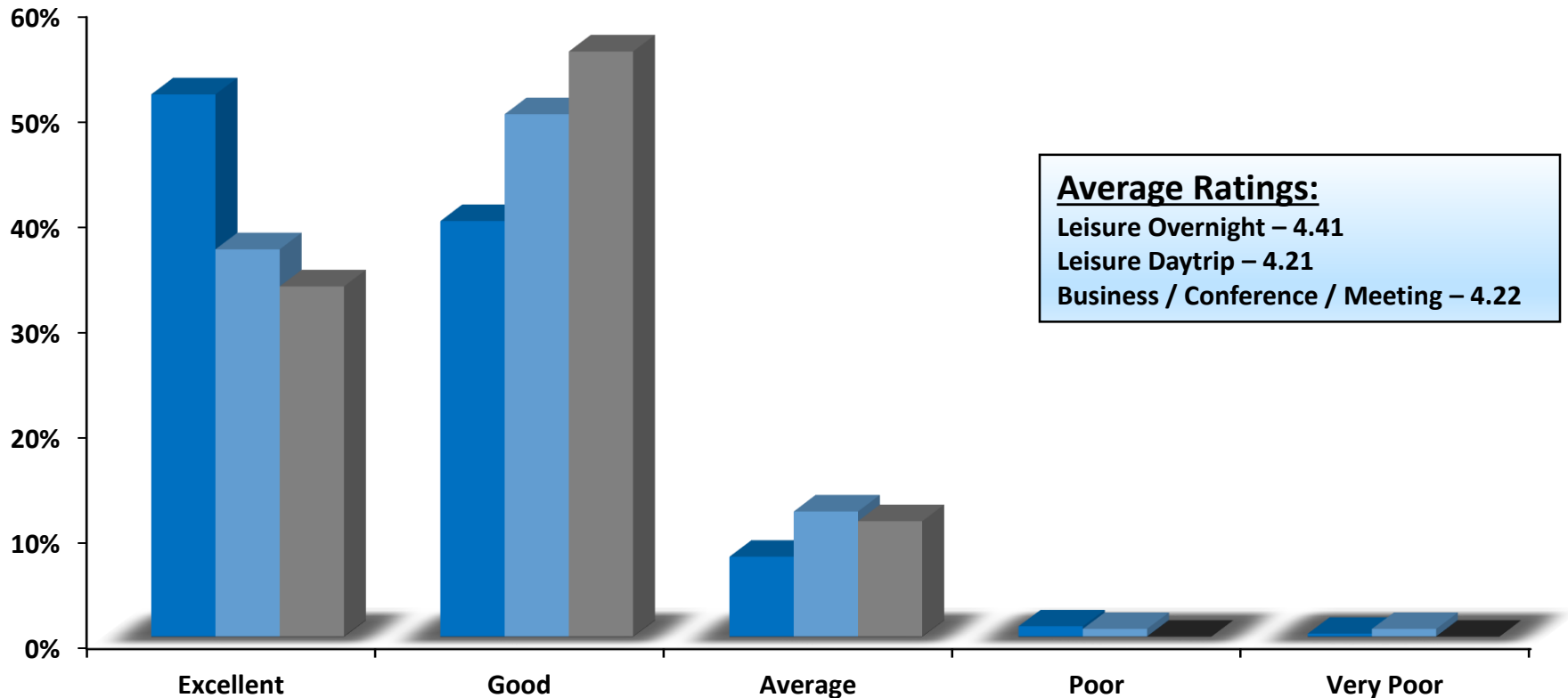
Visitor Satisfaction - Overall

Observation:

- Overall trip satisfaction for visitors to Casper is high; Overnight (4.41) ,Daytrip (4.21), Bus/Conf/Mtg (4.22). The high satisfaction ratings from business travelers must be noted as business travelers often convert to leisure visitors. Thus, high business travelers satisfaction can have a positive impact on leisure visitation.

Overall, how would you rate your experience visiting Casper using the satisfaction scale provided below?

■ Leisure Overnight n=701 ■ Leisure Daytrip n=133 ■ Bus/Conf/Mtg n=126



Visitor Satisfaction - Amenities

Observations:

- Lodging value you receive for the price paid and quality of lodging rooms rated highly with leisure overnight and bus/conf/mtg respondents.
- Leisure overnight and daytrip visitors also rated overall appeal of attractions highly.
- Range of dining choices ranked high for those coming to Casper for leisure daytrips and bus/conf/mtgs.
- Those categories that reported below 4.0 need to be reviewed by Visit Casper and their travel partners to determine areas where improvements can be implemented.

Following is a list of amenities offered in Casper, Wyoming. Considering this visit, please rate each amenity using a 5-point satisfaction scale, where 5 is excellent, 3 is fair, and 1 is very poor.

	Leisure Overnight n=691	Leisure Daytrip n=125	Bus/Conf/Mtg n=121
Lodging value you received for the price paid	4.15	N/A	4.02
Quality of your lodging rooms	4.14	N/A	3.92
Overall appeal of attractions	4.11	4.01	3.86
Range of dining choices	4.07	4.15	4.05
Ease of finding visitor information	4.04	3.96	3.87
Level of service / employee training	4.03	3.92	3.92
Signage and wayfinding	4.02	3.96	3.89
Appeal of shopping & merchandise	3.89	4.06	3.69
Evening activities / entertainment	3.79	3.87	3.73
Variety of children's activities	3.71	3.64	3.69

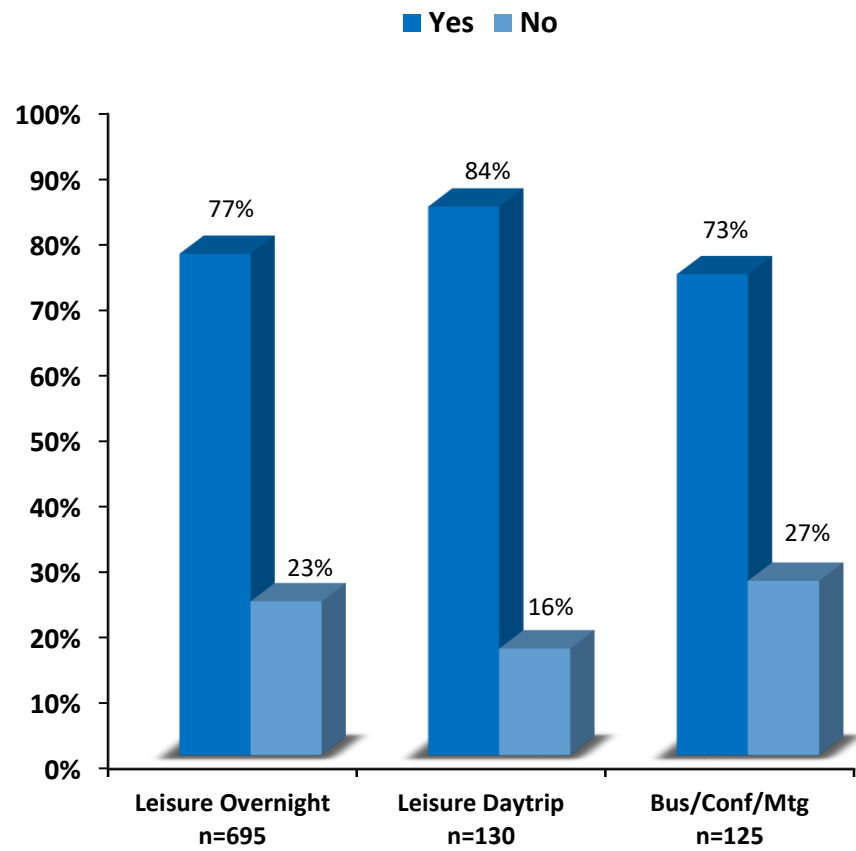
Visitor Satisfaction - Future Visitation

Observations:

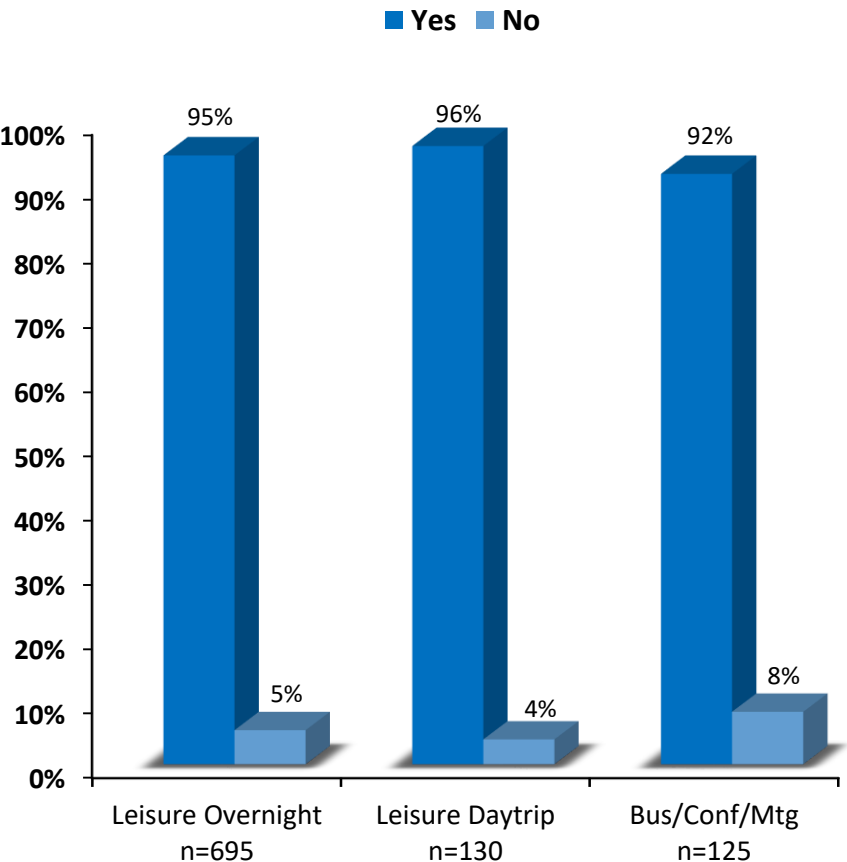
- Overnight and daytrip visitors, as well as Bus/Conf/Mtg visitors indicate a desire to return and recommend the area to others which confirms the high level of satisfaction reported earlier.

Based on your experience during your visit to Casper, Wyoming:

Do you plan to visit Casper, Wyoming in the near future?



Would you recommend Casper, Wyoming to others?



Visit Casper

Visitor Profile

Attractions Visited While in Casper, WY

Please check ALL attractions that you visited while in Casper, WY.

	Leisure Overnight n=713	Leisure Daytrip n=137	Bus/Conf/Mtg n=137
Casper Mountain	36.2%	19.7%	26.8%
North Platte River	33.7%	27.0%	22.8%
Eastridge Mall	24.5%	26.3%	29.9%
Alcova Lake	21.7%	16.1%	12.6%
National Historic Trails Interpretive Center	21.5%	10.2%	20.5%
Independence Rock	20.6%	14.6%	15.0%
Fort Caspar	20.5%	8.8%	10.2%
DID NOT VISIT ANY ATTRACTIONS	18.7%	38.0%	33.9%
Casper Event Center	16.0%	20.4%	18.1%
Fremont Canyon	9.3%	5.8%	3.2%
Backwards Distilling Company	9.0%	6.6%	9.5%
Tate Geological Museum	9.0%	5.1%	10.2%
Wyoming Veterans Memorial Museum	8.3%	4.4%	3.9%
David Street Station	7.7%	4.4%	4.7%
Nicolaysen Art Museum and Discovery Center	6.9%	4.4%	4.7%
Werner Wildlife Museum	6.7%	1.5%	2.4%
Casper Planetarium	6.6%	2.2%	14.2%
Rotary Park / Bridle Trail	6.6%	2.9%	5.5%
Sun Ranch / Mormon Handcart Historic Site	5.6%	2.2%	3.9%
Salt Creek Museum	4.2%	1.5%	2.4%
War Birds Museum	3.9%	2.2%	0.8%
The Science Zone	3.4%	1.5%	5.5%
Hogadon Ski Lodge	2.5%	3.7%	2.4%
Bishop House	2.4%	0.7%	2.4%

Other responses found in addendum.

*Top five attractions from each segment are bolded.

Visit Casper

Visitor Profile

Festivals/Events Visited While in Casper, WY

Please check ALL that you visited while in Casper, WY.

	Leisure Overnight n=710	Leisure Daytrip n=135	Bus/Conf/Mtg n=126
DID NOT ATTEND AN EVENT	77.0%	78.5%	69.1%
2017 Solar Eclipse	10.6%	7.4%	22.2%
Central Wyoming Fair and Rodeo	8.0%	8.2%	6.4%
College Rodeo National Finals	4.2%	4.4%	6.4%
Beartrap Summer Festival	3.1%	5.9%	3.2%
NIC FEST	2.8%	1.5%	1.6%
Casper Balloon Roundup	2.7%	1.5%	4.0%
Cowboy State Games	2.4%	2.2%	2.4%
Riverfest & Great Duck Derby	2.0%	2.2%	1.6%
Canines for Charity Sled Dog Races	0.7%	0.7%	1.6%
Harmony, Hops and Hope	0.7%	0.7%	0.0%
Bear Bait Eight	0.1%	1.5%	0.8%

*Top attractions from each segment are bolded

Other responses found in addendum.

Visit Casper

Visitor Profile

Travel PARTY Spending (Total Trip)

Observations:

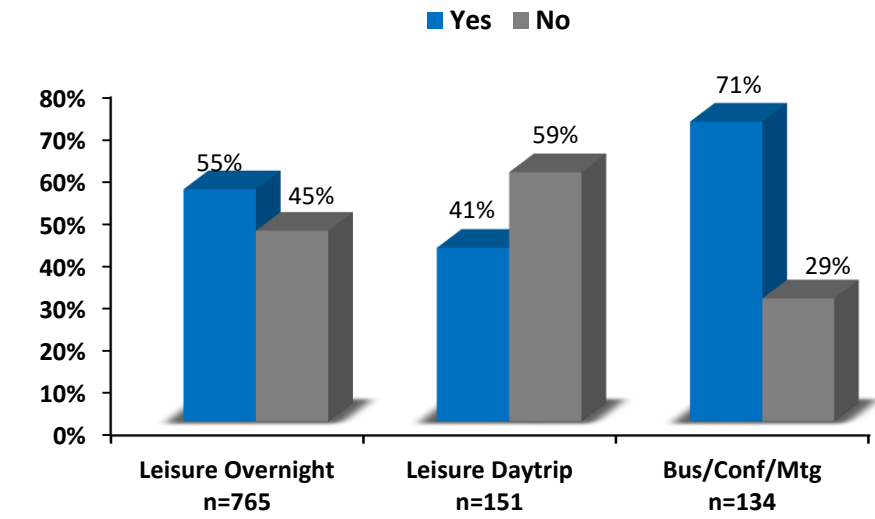
- Overall spending per travel party: Leisure Overnight=\$716.84; Leisure Daytrip=\$307.78; Bus/Conf/Mtg=\$512.72.
- Casper makes 2-3 times as much money per party on overnight visitors compared to daytrip visitors. Therefore, the prime focus of marketing efforts for Visit Casper should be their overnight segment.
- Promotion of the destination to overnight visitors will result in a healthy number of day trippers as a natural by-product.

Spending Category	Leisure Overnight n=770	Leisure Daytrip n=153	Bus/Conf/Mtg n=151
Average total # in Travel Party	3.0	3.2	2.5
Average Length of Stay	3.1 nights	0 nights	3.8 nights
Lodging (% of reporting)	\$286.20 (67.7%)	\$0.00 (0.0%)	\$354.16 (53.6%)
Dining / Food (% of reporting)	\$213.05 (82.9%)	\$89.25 (82.4%)	\$162.55 (78.8%)
Shopping (% of reporting)	\$256.33 (62.2%)	\$236.87 (59.5%)	\$130.00 (51.7%)
Attractions and Events (% of reporting)	\$154.54 (45.5%)	\$88.73 (33.3%)	\$147.42 (21.9%)
Local Transportation (% of reporting)	\$103.81 (45.6%)	\$64.23 (39.9%)	\$66.98 (41.1%)
Average Total Spending Per Travel Party (% of reporting)	\$716.84* (88.3%)	\$307.78* (87.6%)	\$512.72* (81.5%)

***Note:** The spending categories will not add up to the average spending reported in the table on this page. The categories in the table are averaged individually. Whereas the overall total is a weighted average that takes into account the fact many travel parties did not report spending in all of the categories.

Final Destination

Regarding your most recent trip, was Casper, WY your FINAL destination? (Page 1 of 2)



If not, please provide your final destination:

Leisure Overnight

- 6+ week trip RVing across Canada and US. No final destination.
- Aberdeen, SD
- Absarokee, Mt
- Alberta Canada.
- Alcova
- Arkansas (3)
- Badlands Sd
- Baraboo, Wisconsin
- Big Sky MT
- Bighorn Mountain Range
- Billings, MT
- Billings, MT to visit family for a week on our way to the last day of Sturgis event
- Black Hills
- Bozeman, MT

- Buffalo
- Buffalo WY
- Buffalo WY Longmier Days
- Buffalo, Wyoming
- California (5)
- Canada
- Casper
- Casper, WY
- Cheyenne (6)
- Cheyenne WY
- Cheyenne, Wyoming (3)
- Chicago
- Cloud Peak Wilderness
- Cody (4)
- Cody then Cheyenne
- Cody Wyoming

- Cody, WY (2)
- Cody, Wyoming
- Colorado (10)
- Colorado and Texas
- Colorado Springs
- Colorado Springs, CO
- Deadwood S.D.
- Denver (12)
- Denver Airport (2)
- Denver Colorado
- Denver, CO (4)
- Denver, Colorado
- Devils Tower
- Douglas
- Dubois Wyoming
- Edmonton, AB, Canada
- Evanston
- Fargo
- Fargo Nd
- Final destination was Yellowstone to watch wildlife
- Fort Collins, CO
- Gillette (2)
- Gillette Wyoming
- Glacier Nat. Park
- Glacier National Park
- Glendo Lake
- Grand Canyon Az
- Grand Teton (3)
- Grand Teton And Yellowstone
- Grand Teton National Park
- Grand Teton NP
- Grand Tetons (2)
- Gray Reef
- Hamilton

- Headed Home
- Helena Montana
- Helena, MT
- Home (7)
- Home in Worland
- Hulett
- Idaho (5)
- Illinois
- Iowa (2)
- Jackson (4)
- Jackson Hole (2)
- Jackson, Wyoming (2)
- Just a joy ride for the neck of ig
- Just Out Sight Seeing
- Kalispell
- Kaycee
- Kirby, Wy
- La Cross Wisconsin
- Lake Alcova
- Lander
- Lander, Wy
- Laramie (4)
- Lawton
- Littleton, Colorado
- Livingston, MT
- Long Beach Washington Was Final Destination After Visiting Many Towns In Wyoming, Montana, Idaho Then On To Washington And Then Home To California.
- Los Angeles (2)
- Louisiana
- Maine
- Maryland

Final Destination

Regarding your most recent trip, was Casper, WY your FINAL destination? (Page 2 of 2)

If not, please provide your final destination:

Leisure Overnight (continued)

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> • Massachusetts • Minneapolis • Minneapolis, MN • Minnesota (3) • Miracle Mile/North Platte River • Missoula, Montana • Missoula, Mt • Missouri • Montana (6) • Montana, stopped to visit both ways in Casper • Moorhead, Minnesota • Motorcycle Road Trip • Mount Rushmore (3) • Mountain View • MT • Mt Rushmore (5) • Mtg Grove Mo. • Nebraska • Nephews Wedding • New Mexico • New York • Newaygo, MI visiting the in-laws • North Dakota (5) • NYC • Ogden, UT • Ohio • Olympia Washington • Oregon (2) • Oregon Beaches • Overnight stop at Laramie on way back home • Owensboro, Ky • Parker, CO • Pennsylvania • Phoenix AZ | <ul style="list-style-type: none"> • Placentia, CA • Pueblo CO • Rapid City (2) • Rapid City South Dakota • Rapid City, SD • Rawlins • Rawlins Wyoming • Red Lodge Montana • Returning Home From Yellowstone • Riverton (3) • Riverton, WY • Road Trip • Rock Springs • Rocky Mountain State Park • Round Trip from Minneapolis To Butte/Helena, MT • Round Trip from Salt Lake To See National Parks • Salmon, ID • Salt Lake City (3) • Salt Lake City, UT (2) • San Carlos, CA • San Diego • Santa Fe • Scottsbluff, NE • Scottsdale AZ • Seattle, Washington • Several destinations including Kaycee, Casper, And Jackson • Sheridan, WY • Sioux Falls, SD • SLC. Home • South Dakota (12) • Spokane, WA • Spokane Washington • Standing Rock Sioux Reservation • Sturgis South Dakota (2) • Sturgis, SD | <ul style="list-style-type: none"> • Tacoma, WA • Tahoe • Tennessee • Tetons (3) • Tetons And Yellowstone • Texas • Thermopolis • Touring • Touring the state • Traveling • Utah (2) • Vancouver BC • Warsaw MO • Washington DC • Washington State (2) • We didn't have a final destination other than our return to San Francisco. • We had many destinations • We Visited Several National Parks / National Monuments • We went to Casper for our daughter's college graduation spent the night there, then went to Rock Springs to visit with extended family for the other night. • West Yellowstone, Montana • Worland • Wright • Yakima, WA • Yellow Stone • Yellow Stone Park • Yellowstone (27) • Yellowstone National Park (4) • Yellowstone Park (2) • Yellowstone Stone National Park • York Nebraska |
|--|---|--|

Final Destination

Regarding your most recent trip, was Casper, WY your FINAL destination?

If not, please provide your final destination:

Leisure Daytrip

- | | |
|--|--------------------------------------|
| • Alcova (2) | • Kalispell MT (2) |
| • Arizona | • KOA Douglas |
| • Badlands | • Lander |
| • Big loop to visit family (Powell, WY mostly) | • Live in WY |
| • Big Sky, Montana | • Lusk Wyoming |
| • Billings, Mt | • Lusk, WY |
| • Boseman MT | • Mammoth lakes ca |
| • Bozeman Montana | • Minnesota |
| • Cheyenne | • Moab Utah |
| • Cheyenne, Wyoming | • Montana (2) |
| • Cody | • Mountains |
| • Cody, WY (2) | • Nebraska |
| • Colorado (3) | • Powell, WY |
| • Deadhorse Alaska | • Rapid City, SD |
| • Deadwood, SD | • Rapid City, South Dakota |
| • Denver (2) | • Rawlins |
| • Douglas (3) | • Riverton |
| • Douglas, WY (2) | • Rocky Mountain National Park |
| • Evanston | • South Dakota (3) |
| • Flagg Ranch | • Star Valley, Wyoming |
| • Frankfurt | • Tempe, AZ |
| • Glacier-National-Park | • Tensleep |
| • Glenrock, Wyoming | • Texas |
| • Glenwood springs CO | • Thermopolis (2) |
| • Grand Teton National Park | • Traveling to Texas to visit family |
| • Home (2) | • Utah |
| • Home in Oregon | • West Yellowstone |
| • Hulett, Wyoming | • Yellowstone (4) |
| • Idaho | • Yellowstone and Glacier |
| • Independence Rock | • Yellowstone National Park (3) |
| • Jackson | • YNP |
| • Jackson Hole | |

Bus/Conf/Mtg

- Billings
- Casper
- Casper, Wyoming
- Cheyenne (2)
- Cody
- Day Trip
- Day Trip from our home in Kaycee, Wy
- Denver, Co
- Gillette/Buffalo Wy
- Idaho
- Illinois
- Jackson Hole
- Jackson Wyoming
- Lander
- Laramie
- Las Vegas
- Longmont Co
- Loveland, Co
- Multiple
- Omaha, Ne
- Oregon
- Portland Oregon
- Powell (2)
- Rawlins, Wy
- Rock Springs
- Sheridan, Wy (2)
- Shoshoni
- Sioux Falls
- Targhee
- Texas
- Trucker
- Went home to Colorado

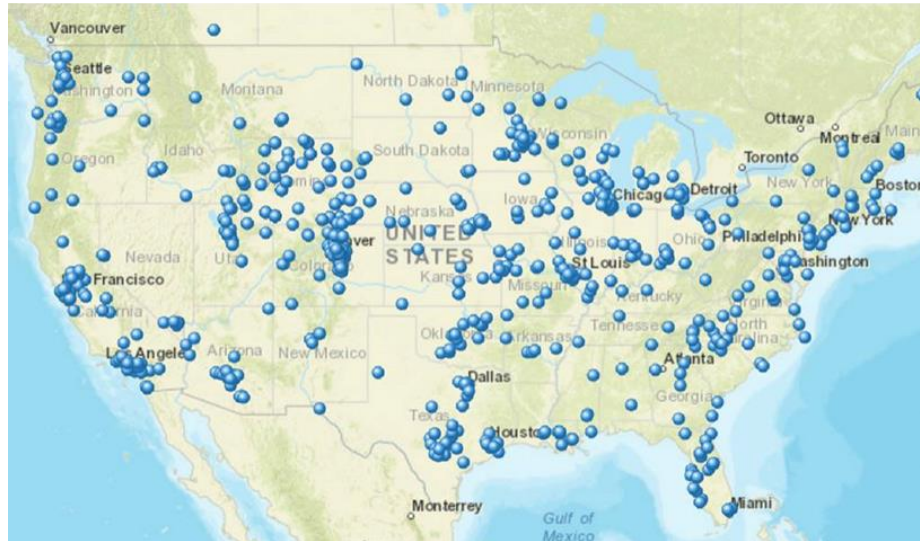




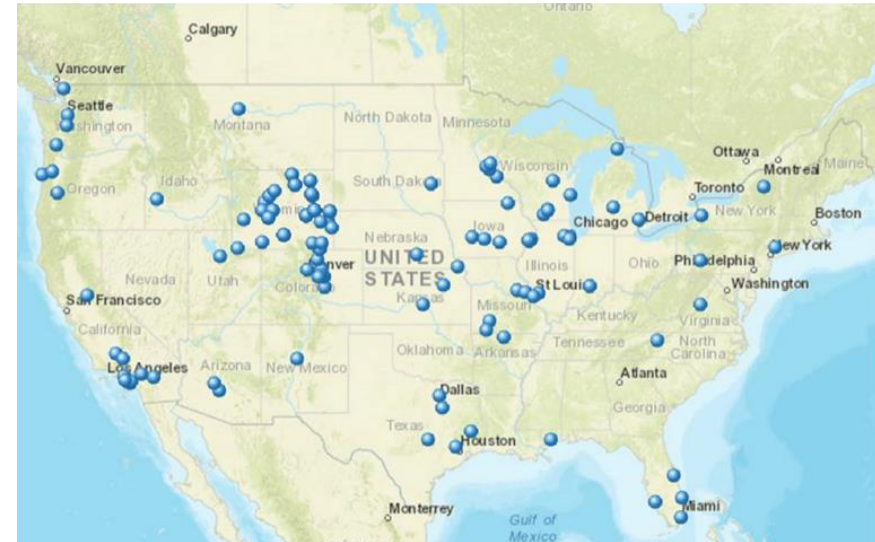


Point of Origin

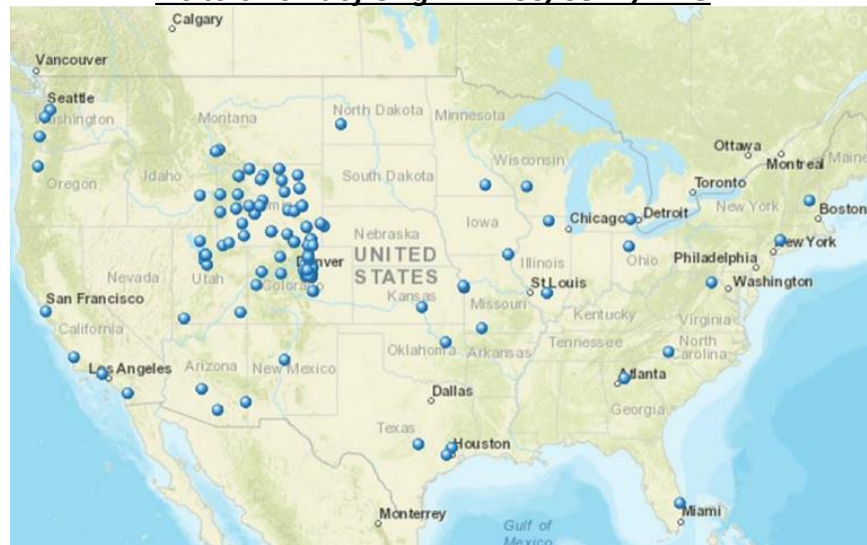
Visitors Point of Origin – LEISURE OVERNIGHT



Visitors Point of Origin – LEISURE DAYTRIP

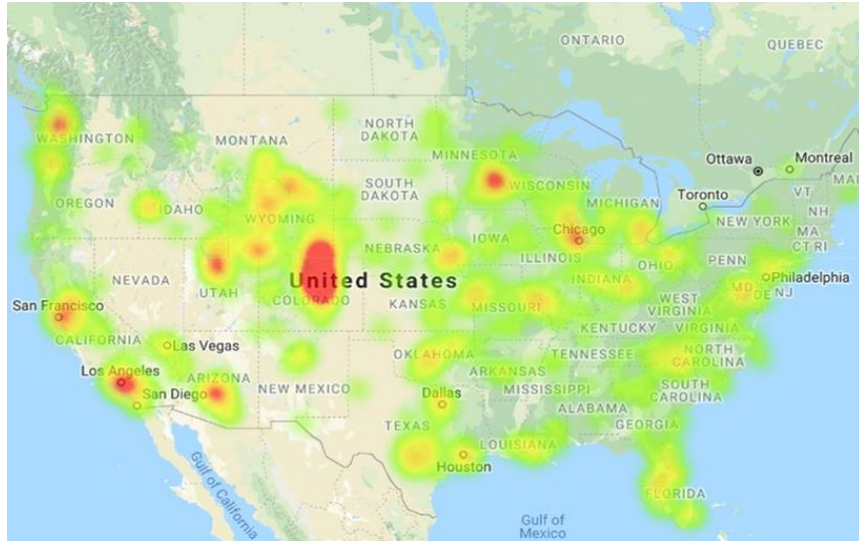


Visitors Point of Origin – BUS/CONF/MTG

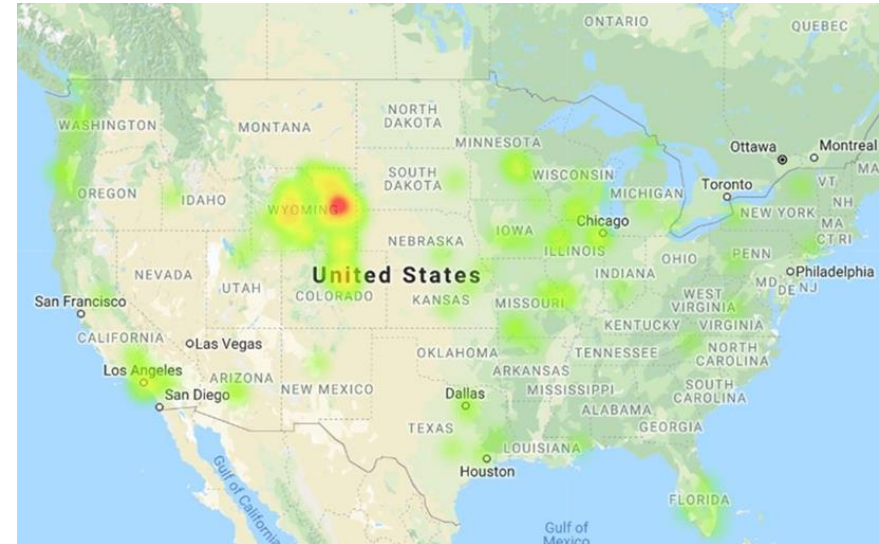


Point of Origin

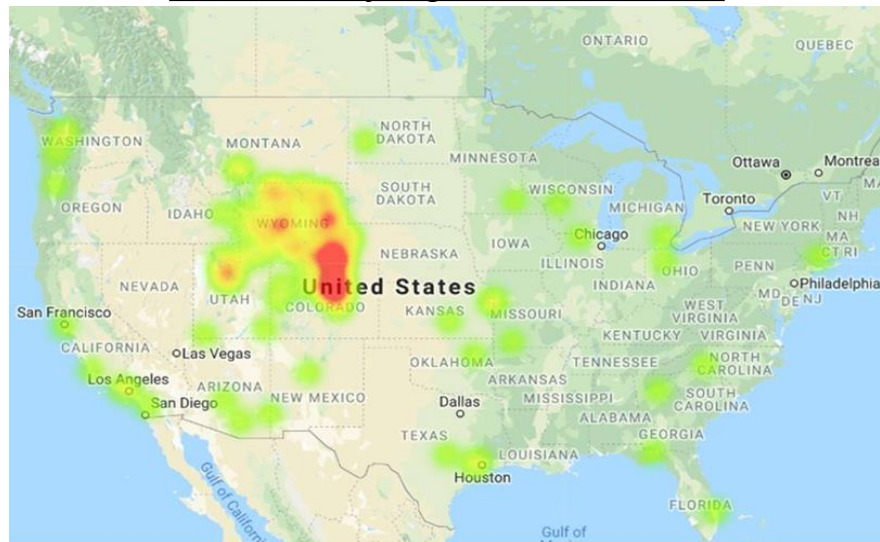
Visitors Point of Origin – LEISURE OVERNIGHT



Visitors Point of Origin – LEISURE DAYTRIP



Visitors Point of Origin – BUS/CONF/MTG



Leisure Overnight

State - City					
COLORADO- 15.0%					
Denver 12	Clifton 1	Wheatland 3	Ontario 2	Red Bluff 1	
Littleton 10	Commerce City 1	Worland 3	Agoura Hills 1	Reedley 1	
Colorado Springs 9	Conifer 1	Cody 2	Berkeley 1	Ridgecrest 1	
Loveland 6	Drake 1	Etna 2	Buena Park 1	Rio Linda 1	
Greeley 5	Eaton 1	Evanston 2	Campbell 1	Roseville 1	
Aurora 4	Elizabeth 1	Pine Bluffs 2	Chino Hills 1	Salinas 1	
Boulder 4	Erie 1	Torrington 2	Colton 1	San Carlos 1	
Fort Collins 4	Evergreen 1	Baggs 1	Crescent City 1	San Diego 1	
Lakewood 4	Grand Junction 1	Basin 1	Culver City 1	San Jose 1	
Thornton 4	Hudson 1	Bedford 1	Davis 1	San Lorenzo 1	
Centennial 3	Lafayette 1	Burns 1	Dixon 1	San Pedro 1	
Highlands Ranch 3	Louisville 1	Casper 1	Dublin 1	Santa Clarita 1	
Longmont 3	Manitou Springs 1	Cokeville 1	El Cajon 1	Simivalley 1	
Arvada 2	Monument 1	Douglas 1	Fremont 1	Stockton 1	
Englewood 2	Morrison 1	Dubois 1	Fresno 1	Tehachapi 1	
Larkspur 2	Nederland 1	Green River 1	Garden Grove 1	Turlock 1	
Millikin 2	Parachute 1	Guernsey 1	Hemet 1	Vacaville 1	
Parker 2	Salida 1	Kemmerer 1	Indio 1	West Covina 1	
Rye 2	WYOMING- 13.8%	Kinnear 1	Ione 1	Woodland 1	
Steamboat 2	Cheyenne 23	Lusk 1	Irvine 1	TEXAS- 4.9%	
Westminster 2	Rock Springs 9	Newcastle 1	La Mesa 1	Houston 4	
Windsor 2	Sheridan 8	Pinedale 1	Long Beach 1	San Antonio 3	
Bellvue 1	Thermopolis 6	Ranchester 1	Modesto 1	Fredericksburg 2	
Bennett 1	Gillette 4	Rawlins 1	Murrieta 1	New Braunfels 2	
Berthoud 1	Lander 4	Ten Sleep 1	Newbury Park 1	Austin 1	
Black Hawk 1	Laramie 4	Wright 1	Oakhurst 1	Bandera 1	
Brighton 1	Buffalo 3	CALIFORNIA- 7.6%	Orange 1	Beach City 1	
Broomfield 1	Green River 3	San Francisco 4	Orinda 1	Brownwood 1	
Castle Rock 1	Powell 3	Corona 2	Placentia 1	Buda 1	
	Riverton 3	Los Angeles 2	Rancho Cordova 1	Carrollton 1	

Leisure Overnight

State - City									
Conroe	1	Inver Heights	1	Tec Nos Pos	1	Carlyle	1	Oviedo	1
Coupland	1	Jordan	1	Tempe	1	Danville	1	Sanibel	1
El Paso	1	Lakeville	1	WASHINGTON- 3.3%		Desplaines	1	Sarasota	1
Floresville	1	Madison Lake	1	Seattle	6	Elk Grove Villag	1	Satsuma	1
Galveston	1	Maple Grove	1	Anacortes	1	Energy	1	Summerfield	1
Georgetown	1	Maple Lake	1	Battle Ground	1	Highland Park	1	Tampa	1
Gonzales	1	Milaca	1	Bellevue	1	Mchenry	1	Venice	1
Irving	1	New Ulm	1	Camano Island	1	Mendon	1	Weston	1
Justin	1	Plymouth	1	Chehalis	1	Millstadt	1	Winter Springs	1
Kerrville	1	Sleepy Eye	1	Davenport	1	Norris	1	UTAH- 3.0%	
Levelland	1	St Francis	1	Edmonds	1	Oak Park	1	Logan	3
Natalia	1	Stillwater	1	Gig Harbor	1	Rockford	1	Pleasant Grove	2
Pearland	1	Woodbury	1	Kent	1	Springfield	1	Provo	2
Plano	1	ARIZONA- 3.4%		Kirkland	1	St Charles	1	Salt Lake City	2
Poteet	1	Phoenix	5	Maple Valley	1	Villa Park	1	Bountiful	1
Richardson	1	Mesa	3	Oakesdale	1	Waterloo	1	Castle Dale	1
Victoria	1	Tucson	3	Richland	1	FLORIDA- 3.0%		Magna	1
Waxahachie	1	Apache Junction	1	Sedro Woolley	1	Fort Lauderdale	2	Midvale	1
West	1	Buckeye	1	Shoreline	1	Brandon	1	Murray	1
Wilmer	1	Casa Grande	1	Spokane	1	Broward	1	Ogden	1
MINNESOTA- 3.5%		Fort Mohave	1	University Place	1	Cape Coral	1	Orem	1
Minneapolis	3	Gilbert	1	Vancouver	1	Clearwater	1	Plain City	1
Bloomington	2	Gold Canyon	1	Woodland	1	Green Springs	1	Riverton	1
Duluth	2	Kingman	1	ILLINOIS- 3.1%		Jacksonville Bch	1	Roy	1
Red Wing	2	Lake Havasu City	1	Chicago	3	Kissimmee	1	Salem	1
Brainerd	1	Litchfield Park	1	Anna	1	Live Oak	1	Sandy	1
Brooklyn Center	1	San Tan Valley	1	Antioch	1	New Port Richey	1	South Jordan	1
Burnsville	1	Scottsdale	1	Benton	1	Ocala	1	Vernal	1
Coon Rapids	1	Strawberry	1	Breese	1	Odessa	1	MISSOURI- 2.8%	
Fergus Falls	1	Sun Lakes	1	Burbank	1	Orlando	1	Belton	2

Leisure Overnight

State - City						
Columbia 2	Valentine 1	Oak Creek 1	Stillwater 1	Norton 1	Gold Hill 1	
St. Louis 2	NORTH CAROLINA- 2.1%	Pewaukee 1	Tulsa 1	Olathe 1	Klamath Falls 1	
Blue Springs 1		Tomah 1	Weleetka 1	Osawatomie 1	La Pine 1	
Chillicothe 1	Asheville 1	Watertown 1	Yukon 1	Overland Park 1	Portland 1	
Edgar Springs 1	Avon 1	Wisconsin Rpds 1	MICHIGAN- 1.8%	Shawnee 1	Saint Helens 1	
Eolia 1	Charlotte 1	OHIO- 2.0%	Grand Rapids 3	IOWA- 1.4%	Salem 1	
Florissant 1	Fayetteville 1	Akron 1	Livonia 2	Des Moines 2	Springfield 1	
High Ridge 1	Harbinger 1	Avon 1	Birch Run 1	Atkins 1	Warrenton 1	
Joplin 1	Hendersonville 1	Berea 1	Fenwick 1	Bettendorf 1	LOUISIANA- 1.0%	
Kirkwood 1	Lenoir 1	Cambridge 1	Fremont 1	Council Bluffs 1	Baton Rouge 2	
Moscow Mills 1	Locust 1	Canton 1	Lincoln Park 1	Glenwood 1	Arnaudville 1	
Mtn Grove 1	Matthews 1	Cincinnati 1	Pinckney 1	Guernsey 1	Kenner 1	
O'fallon 1	Mount Airy 1	Coventry Twp 1	Pontiac 1	Indianola 1	Lafayette 1	
Pineville 1	Mount Holly 1	Dayton 1	Troy 1	Manchester 1	New Orleans 1	
Polo 1	Newton 1	Morrow 1	W. Bloomfield 1	Mason City 1	Prairieville 1	
St Joseph 1	Oak Island 1	Springboro 1	Wolverine Lake 1	North Liberty 1	Schriever 1	
Warrensburg 1	Supply 1	Toledo 1	IDAHO- 1.6%	INDIANA- 1.4%	MARYLAND- 1.0%	
NEBRASKA- 2.5%	Thomasville 1	Trotwood 1	Boise 5	South Bend 2	Baltimore 2	
Lincoln 4	Weaverville 1	Walbridge 1	Idaho Falls 2	Crawfordsville 1	Bel Air 1	
Alliance 2	WISCONSIN- 2.1%	Waverly 1	Nampa 2	Granger 1	Chestertown 1	
Bellevue 2	Altoona 1	West Cester 1	Dayton 1	Greensburg 1	Hagerstown 1	
Omaha 2	Ashland 1	OKLAHOMA- 2.0%	Meridian 1	Greenwood 1	Jessup 1	
Ashland 1	Baraboo 1	Tulsa 3	Twin Falls 1	Indianapolis 1	Prince Frederick 1	
Harrisburg 1	Brookfield 1	Oklahoma City 2	KANSAS- 1.6%	Lebanon 1	Upper Marlboro 1	
Kearney 1	Chippewa Falls 1	Claremore 1	Wichita 2	Martinsville 1	PENNSYLVANIA- 1.0%	
North Platte 1	Green Bay 1	Lawton 1	Abilene 1	Owensville 1	Dublin 1	
Ogallala 1	Hartford 1	Lexington 1	Goessel 1	Veedersburg 1	Erie 1	
Papillion 1	Hilbert 1	Marlow 1	Larned 1	OREGON- 1.3%	Nazareth 1	
Pierce 1	Kewaunee 1	Moore 1	Lebo 1	Banks 1	New Kensington 1	
Stanton 1	Lyons 1	Rush Springs 1	Liberal 1	Enterprise 1	Newtown 1	
	Middleton 1					

Leisure Overnight

State - City					
Philadelphia 1	Bealeton 1	ARKANSAS- 0.7%	Lethbridge 1	INTERNATIONAL	
Scranton 1	Buchanan 1	Benton 1	Sumiton 1	CANADA	
Sharon 1	Martinsville 1	Brinkley 1	NEW JERSEY- 0.4%	Gainsborough 1	
SOUTH DAKOTA- 1.0%	Stuarts Draft 1	Fort Smith 1	Monroe 1	Strathmore 1	
Sioux Falls 4	Virginia Beach 1	Hot Springs 1	New Egypt 1	GERMANY	
Rapid City 2	MASSAACHUSETTS- 0.8%	Little Rock 1	Phillipsburg 1	Carlow 1	
Aberdeen 1	Amherst 1	MAINE- 0.7%	SOUTH CAROLINA- 0.4%	Viernheim 1	
Hot Springs 1	Attleboro 1	Porter 1	Greenville 1	AUSTRALIA	
GEORGIA- 0.9%	Fall River 1	Sindney 1	Lancaster 1	Millstream 1	
Adel 1	Granby 1	Waterville 1	York 1	ITALY	
Buckhead 1	Harwich 1	Windsor 1	KENTUCKY- 0.3%	Roma 1	
Comer 1	Melrose 1	Woodland 1	Bardstown 1	MEXICO	
Ivey 1	MONTANA- 0.8%	NEW MEXICO- 0.7%	Owensboro 1	Cabo San Lucas 1	
Saint Simons 1	Billings 4	Santa Fe 3	NEW HAMPSHIRE- 0.3%	UNITED KINGDON	
Savannah 1	Bozeman 1	Albuquerque 2	Alton Bay 1	London 1	
Villa Rica 1	Missoula 1	CONNECTICUT- 0.5%	Concord 1		
NEVADA- 0.9%	NORTH DAKOTA- 0.8%	Brookfield 1	VERMONT- 0.3%		
Las Vegas 4	Bismarck 1	Seymour 1	Milton 1		
Reno 2	Fargo 1	South Windsor 1	Williston 1		
Pahrump 1	Grand Forks 1	Vernon 1	WASHINGTON D.C.- 0.1%		
NEW YORK- 0.9%	Thompson 1	MISSISSIPPI- 0.5%	Kitnx 1		
Addison 1	Valley City 1	Biloxi 1	DELAWARE- 0.1%		
East Greenbush 1	Williston 1	Hattiesburg 1	Millsboro 1		
Glendale 1	TENNESSEE- 0.8%	Petal 1	WEST VIRGINIA- 0.1%		
New York 1	Chattanooga 1	Starkville 1	So Charles 1		
Port Leyden 1	Clarksville 1	ALASKA- 0.4%			
Ridge 1	Cordova 1	Anchorage 2			
Staten Island 1	Culleoka 1	Fairbanks 1			
VIRGINIA- 0.9%	Hampton 1	ALABAMA- 0.4%			
Richmond 2	Knoxville 1	Honoraville 1			

Visit Casper

Visit Profile

Leisure Daytrip

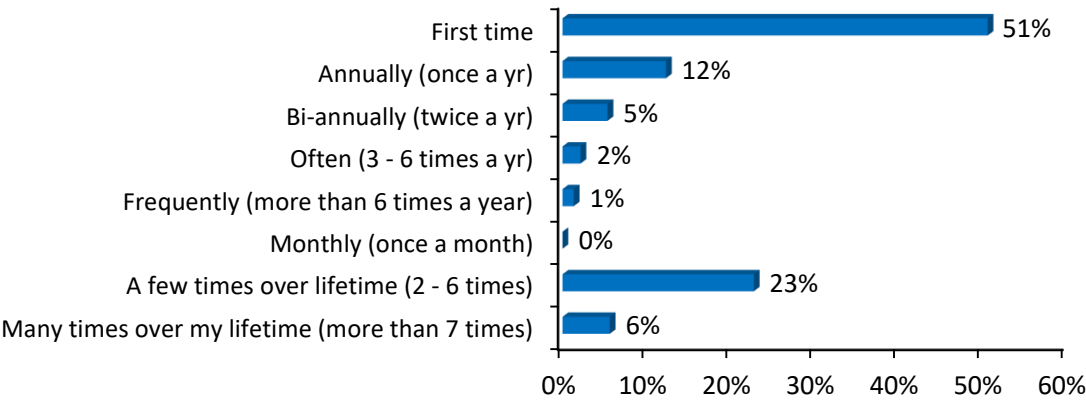
State - City					
WYOMING- 44.4%					
Douglas	16	Littleton	1	St. Louis	1
Gillette	5	Tabernash	1	Wentzville	1
Lander	5	Thornton	1	TEXAS- 3.3%	
Rawlins	5	CALIFORNIA- 5.9%		Chester	1
Riverson	5	Bakersfield	1	Ennis	1
Glenrock	4	Crestline	1	Pflugerville	1
Lusk	4	Fullerton	1	Plano	1
Buffalo	3	Huntington Bch	1	tomball	1
Cheyenne	3	Manhattan Bch	1	WISCONSIN- 3.3%	
Thermopolis	3	Sherman Oaks	1	Howards Grove	1
Sheridan	2	Shingle Springs	1	Madison	1
Big Piney	1	Tehachapi	1	Monona	1
Cheyenne	1	Yucca Valley	1	New Glarus	1
Evanston	1	IOWA- 3.9%		Ogdensburg	1
Fort Washakie	1	Bettendorf	1	FLORIDA- 2.6%	
Glendo	1	Cresco	1	Cape Coral	1
Jay Em	1	Davenport	1	Jupiter	1
Laramie	1	Guthrie Center	1	Miami	1
Pavillion	1	New Sharon	1	Rockledge	1
Rock Springs	1	West Des Moines	1	MINNESOTA- 2.6%	
Rolling Hills	1	ILLINOIS- 3.3%		Hastings	1
Torrington	1	Aurora	1	Minneapolis	1
Worland	1	Maryville	1	Oak Grove	1
Wright	1	Palos Hills	1	Rogers	1
COLORADO- 6.5%		Rock Island	1	WASHINGTON- 2.6%	
Denver	3	Tinley Park	1	Ferndale	1
Aurora	2	MISSOURI- 3.3%		Longview	1
Colorado Springs	1	Cape Fair	1	Seattle	1
Ft Collins	1	New Florence	1	Tacoma	1
		Springfield	1		
				MICHIGAN- 2.0%	
				Carson City	1
				Hessel	1
				Troy	1
				NEW YORK- 2.0%	
				Armonk	1
				Buffalo	1
				Tupper Lake	1
				OREGON- 2.0%	
				Crewell	1
				Dallas	1
				Depoe Bay	1
				ARIZONA- 1.3%	
				Peoria	1
				Tempe	1
				KANSAS- 1.3%	
				Hutchinson	1
				Manhattan	1
				NEBRASKA- 1.3%	
				Doniphan	1
				Falls City	1
				ALABAMA- 0.7%	
				Decatur	1
				ARKANSAS- 0.7%	
				Mountain Home	1
				IDAHO- 0.7%	
				Boise	1
				INDIANA- 0.7%	
				Bloomington	1
				MISSISSIPPI- 0.7%	
				Gulfport	1
				MONTANA- 0.7%	
				Fort Benton	1
				NORTH CAROLINA- 0.7%	
				Banner Elk	1
				NEW JERSEY- 0.7%	
				South Amboy	1
				NEW MEXICO- 0.7%	
				Albuquerque	1
				PENNSYLVANIA- 0.7%	
				Nanty Glo	1
				SOUTH DAKOTA- 0.7%	
				Lake Preston	1
				UTAH- 0.7%	
				Salt Lake City	1
				VIRGINIA- 0.7%	
				Waynesboro	1

Business / Conference / Meeting

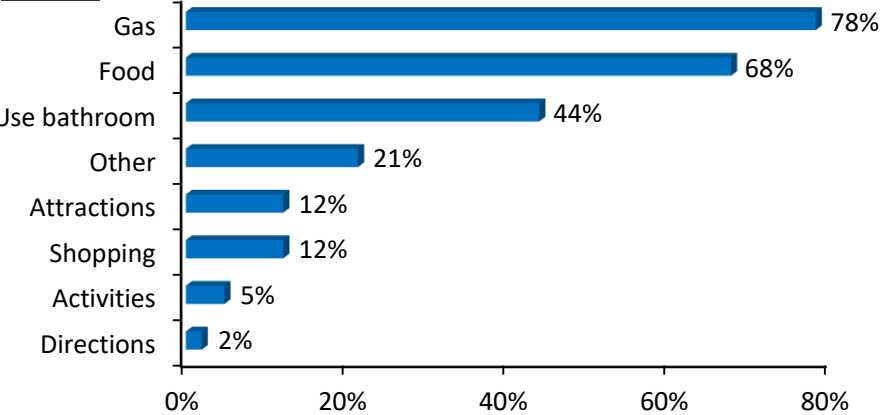
State - City					
WYOMING- 46.9%					
Cheyenne	13	Teton Village	1	Saratoga Springs	1
Douglas	4	COLORADO- 20.4%		Spanish Fork	1
Gillette	4	Denver	3	Toquerville	1
Laramie	4	Arvada	2	CALIFORNIA- 2.7%	
Rawlins	4	Centennial	2	Daly City	1
Riverton	4	Colorado Springs	2	San Luis Obispo	1
Cody	3	Fort Collins	2	Simi Valley	1
Wheatland	3	Golden	2	Valley Center	1
Basin	2	Aurora	1	ARIZONA- 2.0%	
Glenrock	2	Berthoud	1	Duncan	1
Lander	2	Boulder	1	Phoenix	1
Mills	2	Brighton	1	Tucson	1
Pinedale	2	Broomfield	1	KANSAS- 2.0%	
Powell	2	Eagle	1	Overland Park	1
Sheridan	2	Englewood	1	Sedgwick	1
Torrington	2	Grand Junction	1	Shawnee	1
Afton	1	Highlands Ranch	1	TEXAS- 2.0%	
Buffalo	1	Johnstown	1	Austin	1
Dubois	1	Lakewood	1	Katy	1
Elk Mountain	1	Littleton	1	The Woodlands	1
Esterbrook	1	Parker	1	WASHINGTON- 2.0%	
Evanston	1	Rifle	1	Castle Rock	1
Farson	1	Steamboat Sprgs	1	Fircrest	1
Fort Washakie	1	Westminster	1	Renton	1
Greybull	1	Windsor	1	ILLINOIS- 1.4%	
Kaycee	1	UTAH- 6.1%		Rockford	1
Mountain View	1	Salt lake city	3	Sandoval	1
Rock Springs	1	Sandy	2	MISSOURI- 1.4%	
Shoshoni	1	Blanding	1	Galena	1
		Ogden	1	Kansas City	1
				MONTANA- 1.4%	
				Bozeman	2
				FLORIDA- 0.7%	
				Jupiter	1
				GEORGIA- 0.7%	
				Buford	1
				HAWAII- 0.7%	
				Laupahoehoe	1
				IOWA- 0.7%	
				Farmington	1
				IDAHO- 0.7%	
				Idaho Falls	1
				MICHIGAN- 0.7%	
				Northville	1
				MONTANA- 0.7%	
				Owatonna	1
				NORTH CAROLINA- 0.7%	
				Denver	1
				NORTH DAKOTA- 0.7%	
				Dickinson	1
				NEBRASKA- 0.7%	
				Morrill	1
				NEW HAMPSHIRE- 0.7%	
				Concord	1
				NEW MEXICO- 0.7%	
				Albuquerque	1
				NEW YORK- 0.7%	
				North Salem	1
				OHIO- 0.7%	
				Findlay	1
				OKLAHOMA- 0.7%	
				Tulsa	1
				OREGON- 0.7%	
				Salem	1
				PUERTO RICO- 0.7%	
				San Juan	1
				VIRGINIA- 0.7%	
				Winchester	1
				WISCONSIN- 0.7%	
				Tomah	1
				INTERNATIONAL	
				CANADA	
				Ontario	2

Pass Through

How often do you pass through Casper on your way to another destination?



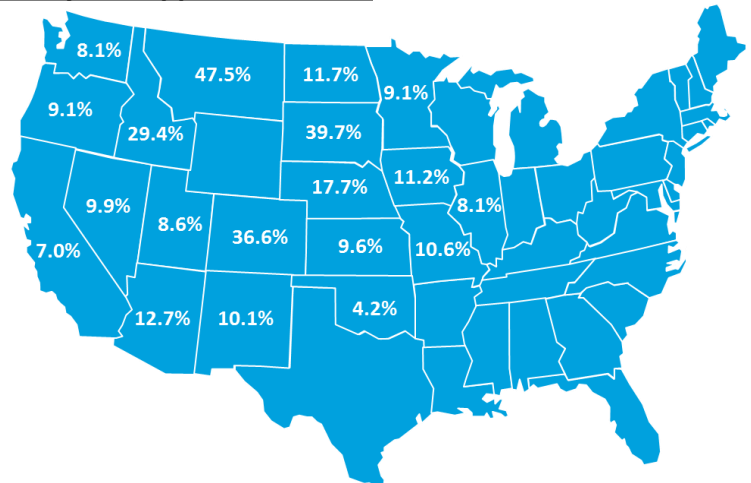
Please tell us if you stopped in Casper for any reason on your most recent trip and/or if you frequently pass through Casper please tell us if you stop for any reason.



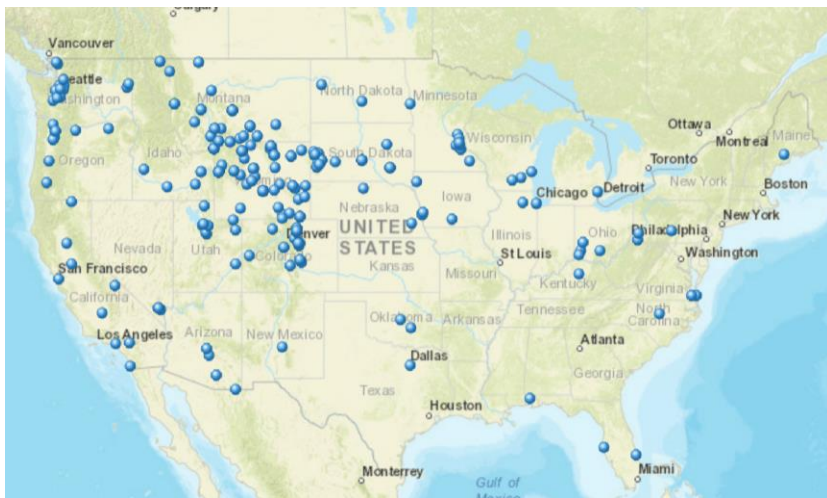
How much did your party spend WHILE IN Casper?

Food & Meals \$	Attractions \$	Shopping \$	Transp \$	Total Spend \$
\$63.31	\$98.43	\$82.43	\$59.47	\$126.20
45.9%	7.6%	17.3%	31.5%	52.4%

If you visited other states on this same trip, please specify those you stopped in to visit?



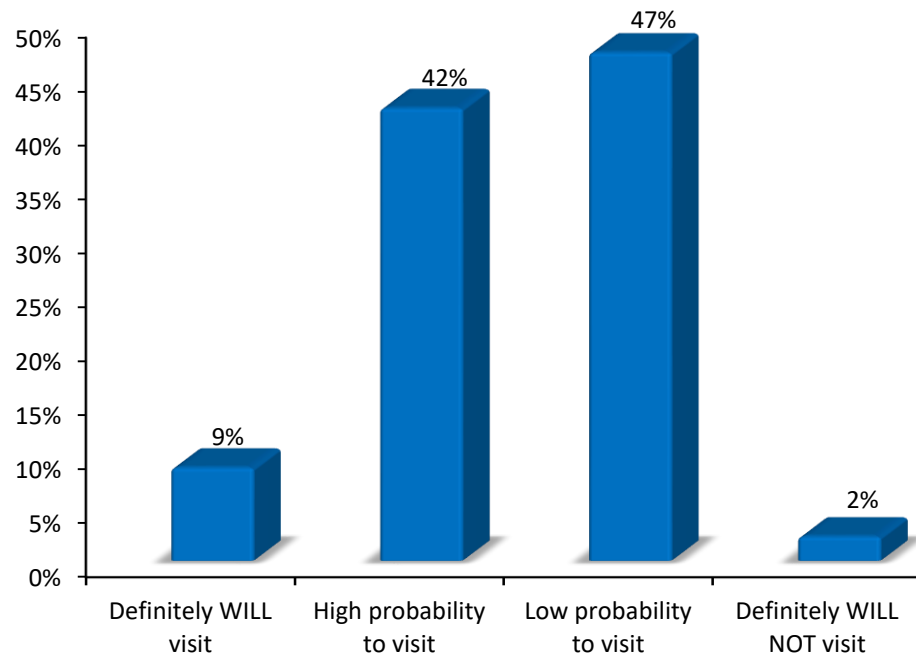
Please tell us the final destination of your most recent trip through Casper, WY.



Visit Casper Non-Visitor Responses

Did not Visit Casper in last 3 years

Please tell us your likelihood of visiting Casper, Wyoming in the next two years. n=1,239



Observations:

- Among those survey respondents who had not visited Casper in the last three years there is 50/50 chance of a future visit.

To help us understand travel preferences of respondents who had not visited Casper in the last three years, we asked for a list of the last three cities/destinations for a leisure getaway.

Top responses were:

1. International (342 responses)
2. Colorado (212 responses)
3. Texas (206 responses)
4. California (199 responses)
5. Florida (195 responses)
6. Wyoming (154 responses)

Visit Casper

Resident Survey Respondents

Summary & Observations:

- **832 respondents identified themselves as Casper residents** to the YSI survey.
- **43% of the resident survey respondents have lived in Casper 20 years or less.**
- The US Census Bureau reports 32,422 households in Casper as of July 1, 2016. If 50% of the households hosted five overnight guests per year it would represent a conservative estimate of **81,055 annual overnight visitors staying in resident homes.**
- Resident respondents reported Casper as a great place to live, work and raise a family as well as an active outdoors destination.
- **Residents rated Casper's fishing / hunting and outdoor recreation** as the two most popular activities to entertain out-of-town guests visiting local residents.



VISIT*Casper*

YOUNG
strategies, inc. | fresh.
travel.
research.

Visit Casper

2018 Resident Survey Respondents

Methodology

Resident questions were prepared as part of the Casper, WY visitor survey by the Young Strategies research team and approved by Visit Casper. Local attractions deployed the survey invitation to their databases that included residents and visitors. Those taking the online survey were asked if they were residents of or visitors to Casper. Residents answered questions related to hosting visitors in their Casper, WY homes.

All recipients completing the online survey were offered the opportunity to be entered into a chance to win one of two \$250 VISA gift cards.

A total of 832 residents responded to the YSI visitor survey. N=832



Visit Casper

2018 Resident Survey Respondents

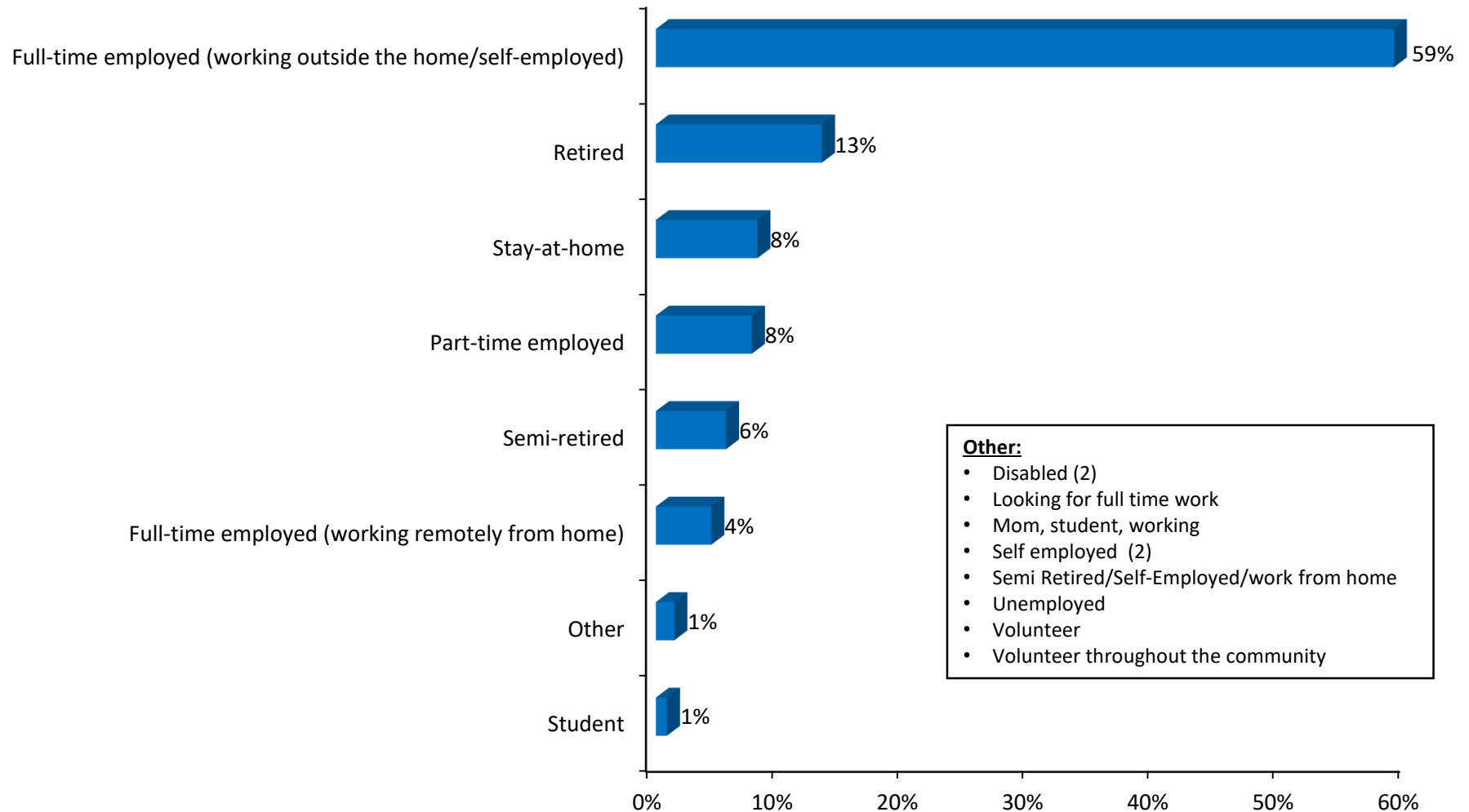
Overall Resident Respondent Demographics

Demographics		Resident of Casper n=832
Average Age		48.4 years old
Generational Group		Teens – 0.3% Twenties – 7.5% Thirties – 22.2% Forties – 25.4% Fifties – 19.1% Sixties – 17.9% Seventies – 6.6% Eighties & up – 0.8%
Gender	Female	74.3%
	Male	25.7%
Occupation		Healthcare industry - 12.2% Administrative / Office Support - 10.3% Education-Professor / Teacher - 9.4% Retired- 7.8% Homemaker / Stay at home parent- 5.4%
Life Stage		
Full-time employed (outside the home)		58.8%
Retired		13.2%
Stay at home		8.1%
Part-time employed		7.6%
Ethnicity		
White/Caucasian		87.5%
Prefer not to answer		6.0%
Hispanic or Latino		3.1%
American Indian or Alaskan Native		2.3%
Asian or Pacific Islander		0.6%
Black or African American		0.6%



Resident Respondent Life Stage

How do you define your life stage?



Visit Casper

2018 Resident Survey Respondents

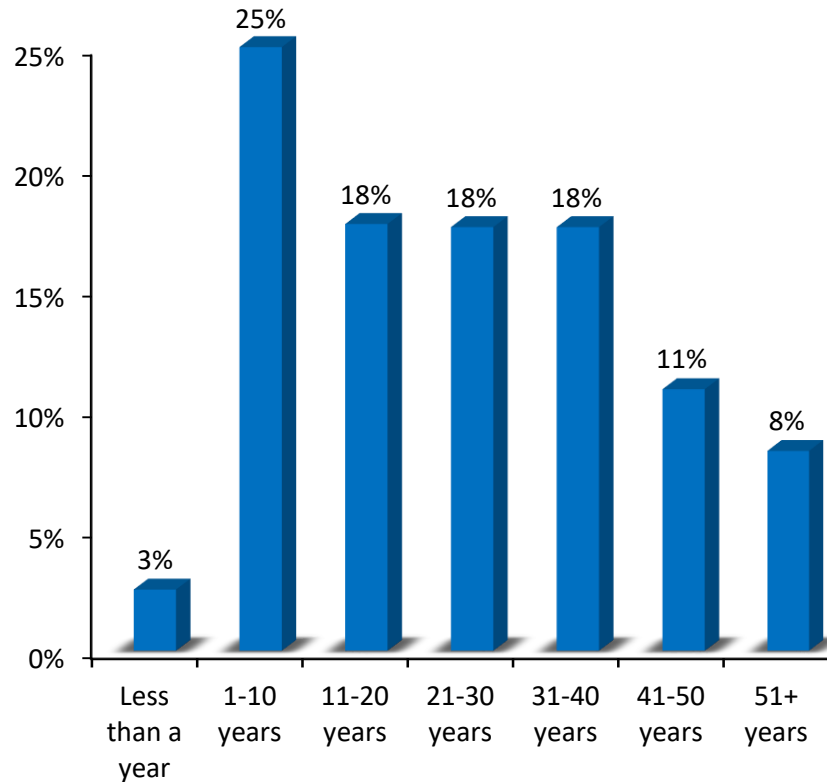
Resident Respondent Household

Observations:

- 43% of the resident survey respondents have lived in Casper 20 years or less. Residency of 1 – 10 years being the highest response.

Please tell us how many years you have lived in Casper, WY.

n=746

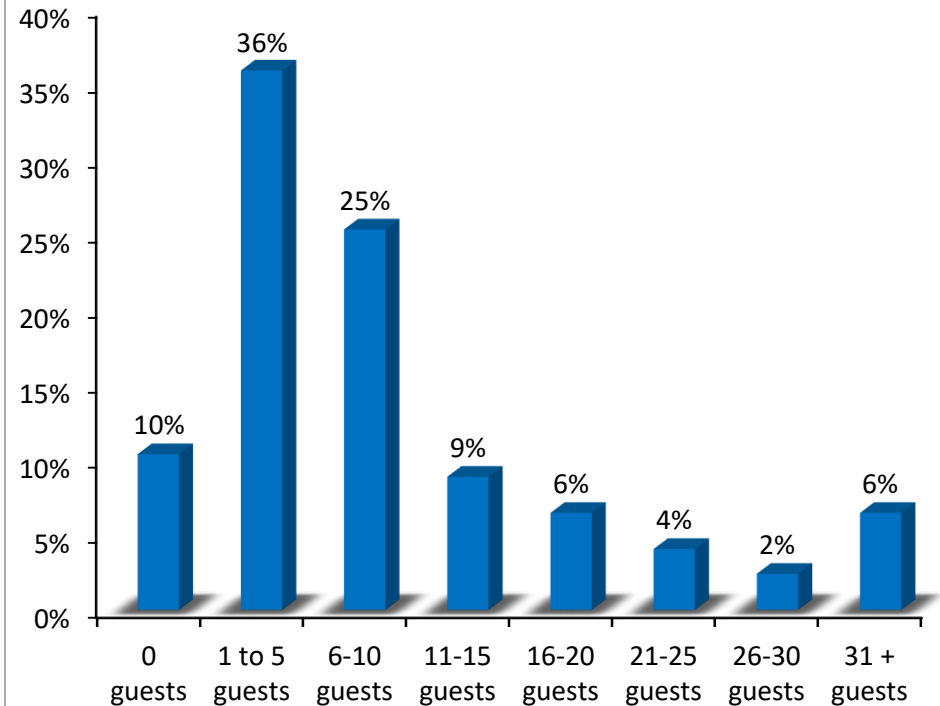


Observations:

- 61% report hosting between 1 and 10 guests annually; the highest categories reported as 1 – 5 guests (36%) and 6 – 10 guests (25%).

Please estimate the TOTAL number of overnight guests you hosted in your home last year?

n=584



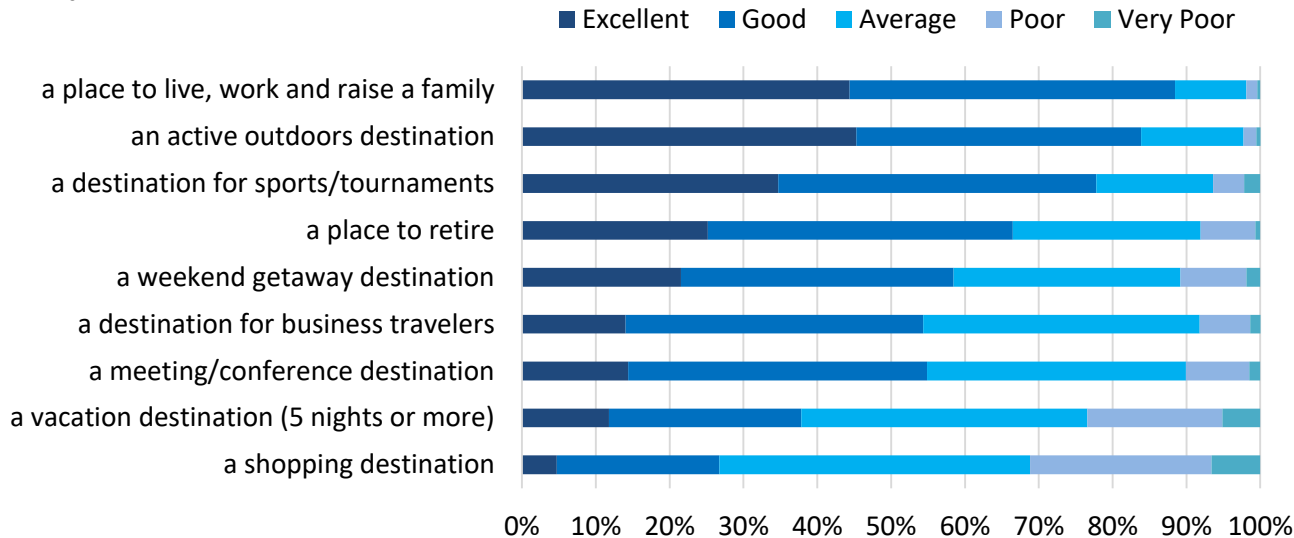
Casper Ratings

Observations:

- Resident respondents reported Casper as a great place to live, work and raise a family, as well as, an active outdoors destination as the top 2 answers. Casper as a vacation destination and shopping destination scored lowest with residents indicating the need to develop more shopping options and reasons to come play.

Rate Casper, Wyoming on each of the following characteristics using the scale provided below.

n=746



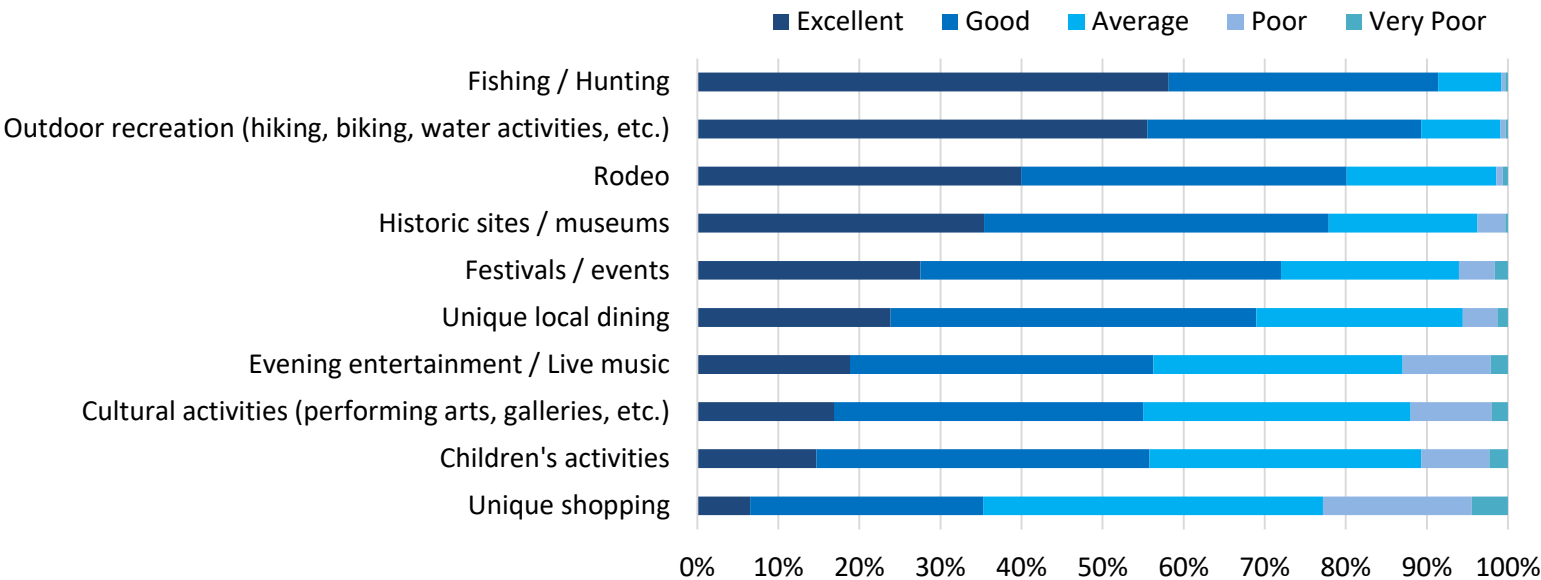
	Excellent	Good	Average	Poor	Very Poor	Weighted Average
a place to live, work and raise a family	44.4%	44.1%	9.7%	1.5%	0.4%	4.31
an active outdoors destination	45.3%	38.6%	13.8%	1.8%	0.5%	4.26
a destination for sports/tournaments	34.7%	43.1%	15.9%	4.2%	2.2%	4.04
a place to retire	25.2%	41.3%	25.4%	7.4%	0.7%	3.83
a weekend getaway destination	21.5%	36.9%	30.7%	8.9%	1.9%	3.67
a destination for business travelers	14.0%	40.3%	37.5%	6.9%	1.4%	3.59
a meeting/conference destination	14.4%	40.5%	35.1%	8.6%	1.5%	3.58
a vacation destination (5 nights or more)	11.8%	26.0%	38.8%	18.3%	5.2%	3.21
a shopping destination	4.7%	22.0%	42.1%	24.6%	6.6%	2.94

Visit Casper

2018 Resident Survey Respondents

Resident Respondent Satisfaction

When hosting friends, family or business guests in your home, please rate your level of satisfaction with the following experiences in Casper.
Please rate on a scale where 1 is poor, 3 is average and 5 is excellent. n=691 (Page 1 of 2)



	Excellent	Good	Average	Poor	Very Poor	Weighted Average
Fishing / Hunting	58.2%	33.2%	7.9%	0.5%	0.3%	4.48
Outdoor recreation (hiking, biking, water activities, etc.)	55.5%	33.8%	9.8%	0.6%	0.3%	4.44
Rodeo	40.0%	40.1%	18.5%	0.8%	0.6%	4.18
Historic sites / museums	35.4%	42.5%	18.4%	3.4%	0.3%	4.09
Festivals / events	27.5%	44.5%	21.9%	4.4%	1.6%	3.92
Unique local dining	23.9%	45.1%	25.5%	4.3%	1.3%	3.86
Evening entertainment / Live music	18.9%	37.4%	30.8%	10.9%	2.1%	3.6
Cultural activities (performing arts, galleries, etc.)	16.9%	38.2%	33.0%	10.0%	2.0%	3.58
Children's activities	14.7%	41.1%	33.5%	8.4%	2.3%	3.57
Unique shopping	6.5%	28.7%	41.9%	18.4%	4.4%	3.15

Visit Casper

2018 Resident Survey Respondents

Resident Respondent Satisfaction

When hosting friends, family or business guests in your home, please rate your level of satisfaction with the following experiences in Casper.
Please rate on a scale where 1 is poor, 3 is average and 5 is excellent. n=691 (Page 2 of 2)

Other comments:

- Always sunny!
- Bad medical offerings in Casper
- Broadway shows and concerts in our area - whether hosted at event center or other venues are wonderful. Artcore is fabulous. Seats in event center are awful.
- Casper is starting to grow with the times and getting more things to open in town. Need better pay to keep good people
- Casper mountain & fort Casper
- Churches welcoming
- College
- Did not host any guests.
- Don't have children!
- Eclipse festival was awesome.
- Eclipse was amazing.
- Family get togethers
- I wish there was a bus to drive us up to Casper mountain
- Ice arena, rec center, event center
- Lack of large or big-name concerts
- Lake
- Library
- Medical visits. Not fun
- No decent family restaurants no indoor winter activities
- No overnight guests
- None of these questions apply to me
- Planetarium
- River trail system westside to paradise valley needs work.
- Rock hounding, driving country side. Acting like tourist ourselves.
- Skiing at Hogadon
- The mountain - the drive to muddy gap and other locales - the scenery
- There isn't much to do around town after about 8 pm on any given day.
- They loved the wildlife they could see.
- We had an eclipse ;)
- Wine tasting
- You need to add a "I don't care" or "do not use" category

Visit Casper

Verbatim Responses – Residents

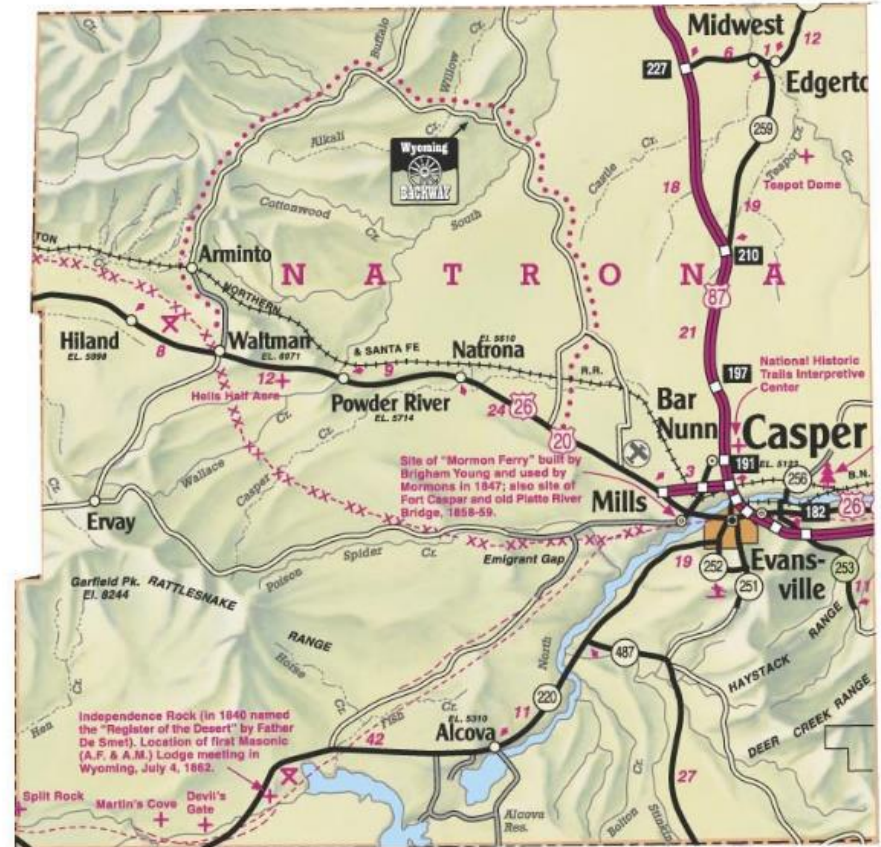
If you were telling friends and family about Casper, what words would you use to describe the area as a travel destination? n=614



Natrona County

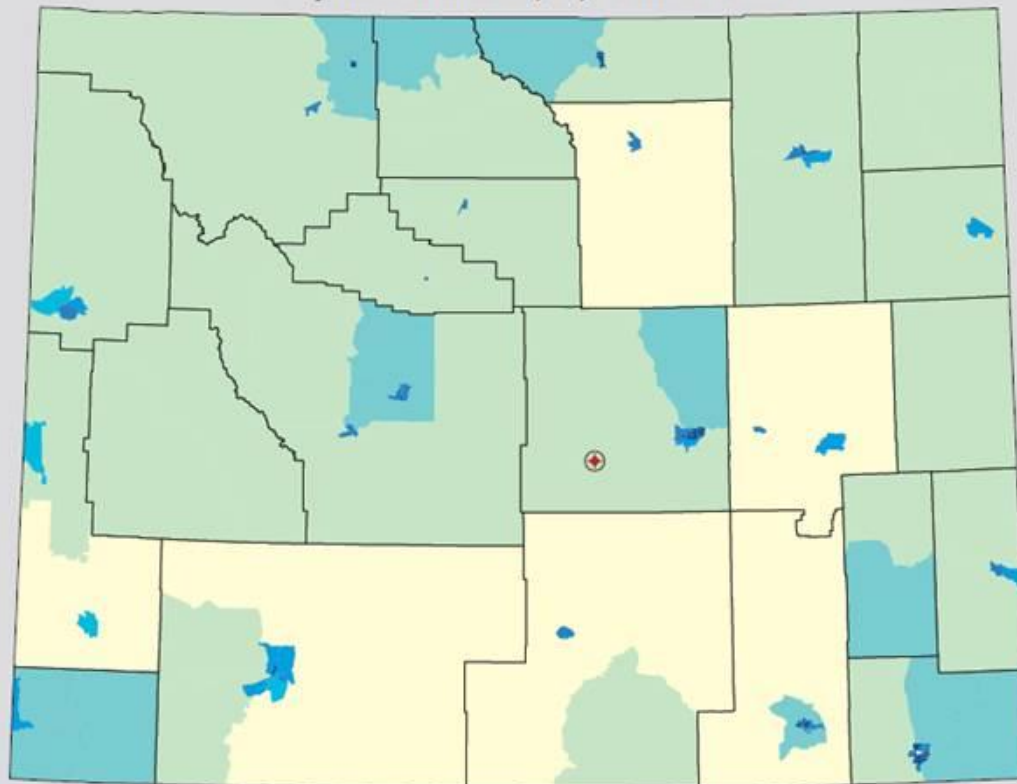
4th of 23 Counties in 2017 Visitor Spending

Category 2016	Wyoming	Natrona County	% of State
Land Area (sq. Mi.)	97,093	5,340	5.5%
Population	579,315	82,718	14.3%
Households	226,985	32,422	14.3%
Visitor Spending (\$M)	\$3,571	\$292.9	8.2%
Earnings (\$M)	\$923	\$73.3	7.9%
Employment (Thousand)	32,120	2,630	8.2%
Tax Revenue (\$M) State & Local	\$188	\$14.8	7.9%
Tax Relief (per household)	\$828.25	\$456.48	



2010 Census: Wyoming Profile

Population Density by Census Tract

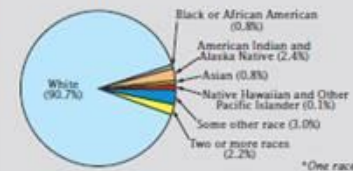


Wyoming Population
1970 to 2010



United States
Census
Bureau

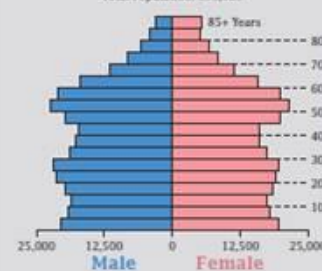
State Race* Breakdown



Hispanic or Latino (of any race)
makes up **8.9%** of the state population.

Population by Sex and Age

Total Population: 563,626



Housing Tenure

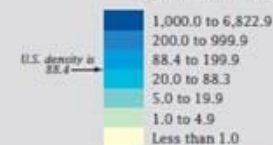
Total Occupied Housing Units:
226,879

69.2% Owner Occupied 30.8% Renter Occupied

Average Household Size
of Owner-Occupied Units:
2.50 people

Average Household Size
of Renter-Occupied Units:
2.26 people

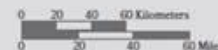
People per Square Mile
by Census Tract



U.S. density is
98.4

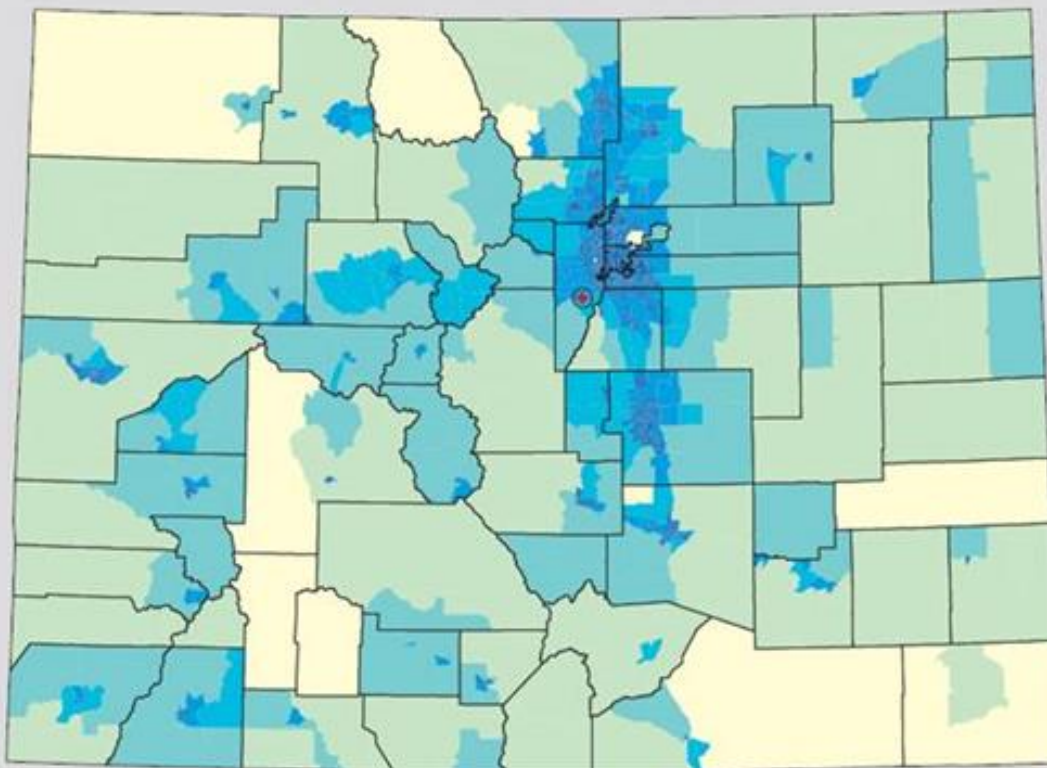
County Boundary

Wyoming Mean Center
of Population



2010 Census: Colorado Profile

Population Density by Census Tract



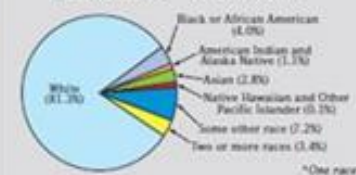
Colorado Population
1970 to 2010



United States[™]
Census
Bureau

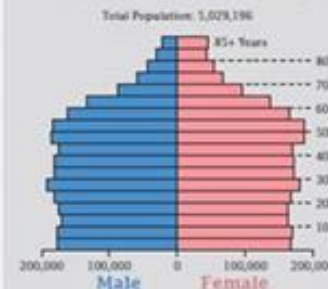
U.S. Department of Commerce, Economics and Statistics Administration, U.S. CENSUS BUREAU

State Race[®] Breakdown



Hispanic or Latino (of any race)
makes up **20.7%** of the state population.

Population by Sex and Age



Housing Tenure

Total Occupied Housing Units:
1,972,868



People per Square Mile
by Census Tract

