SCORECARD
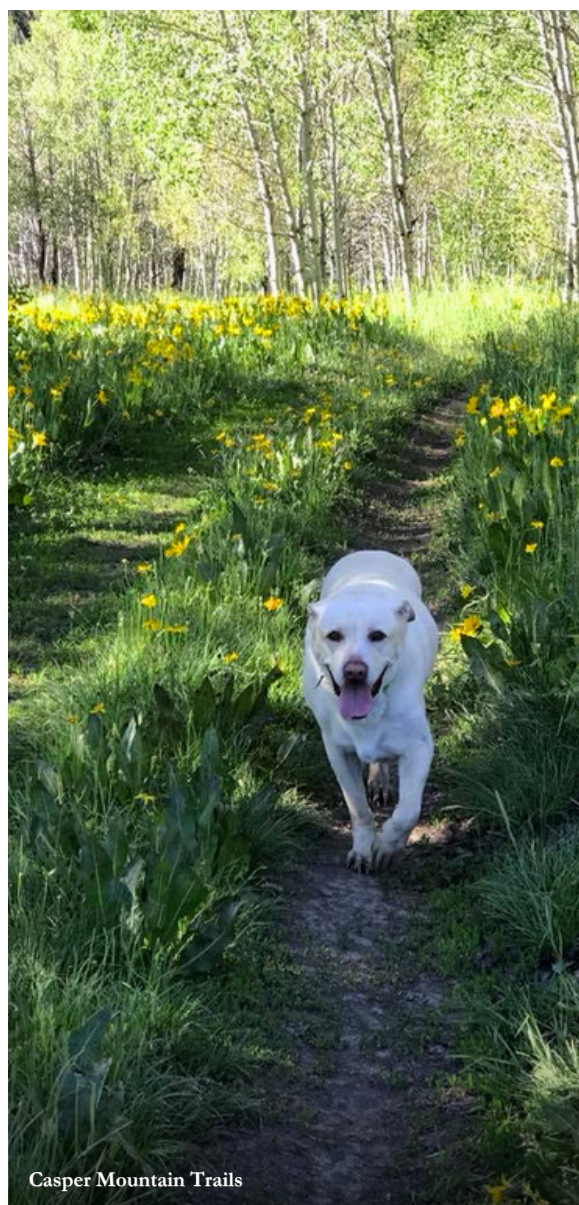
Spring in Downtown Casper

Casper Mountain Trails

CASPER AREA **ACCOMMODATIONS**

HOTELS/MOTELS

Available Rooms	Year	April	YTD	April Pre-COVID Comparison
	2025	76,350	302,520	
	2024	62,460	249,840	
	YOY	22.2%	21.1%	
	2019	63,360		20.5%

Occupancy (%)	Year	April	YTD	April Pre-COVID Comparison
	2025	54.3%	47.9%	
	2024	63.8%	54.4%	
	YOY	-14.9%	-12%	
	2019	63.9%		-15%

ADR ($)	Year	April	YTD	April Pre-COVID Comparison
	2025	$108.85	$107.71	
	2024	$109.67	$105.50	
	YOY	-0.8%	2.1%	
	2019	$86.90		25.3%

RevPAR ($)	Year	April	YTD	April Pre-COVID Comparison
	2025	$59.14	$51.54	
	2024	$69.94	$57.41	
	YOY	-15.4%	-10.2%	
	2019	$55.60		6.4%

Source: STR

SPORTING **EVENTS**

LEADS 7

	Est. Room Nights
BMX Race Weekends	100
Triple Crown Sports	*No estimates TD*
The Ultimate All Star	*No estimates TD*
213 Sports/ World Trail Races	*No estimates TD*
Official Strongman Games	*No estimates TD*
NXTPRO Sports	*No estimates TD*
National Horseshoe Pitching Association	*No estimates TD*

In early conversations

LEADS LOST 0

	Est. Room Nights

LEADS CONFIRMED 2

	Room Nights
Special Olympics of Wyoming - Summer Tournament	60
Special Olympics of Wyoming - Fall Tournament	125

SALES UPDATES

Shelby attended the 2025 Sports ETA conference, reconnected with Hyper Nation Volleyball, and met with several contacts including: Legacy Sports Group, Reconteurs, Active Track, and Hunden Partners. Shelby was unable to proceed with the process for USA Taekwondo due to limited airport access.

UPCOMING EVENTS

State Track and Field: May 22nd - 24th
College National Finals Rodeo: June 15th - 21st
Central Wyoming Fair and Rodeo: July 4th - 12th

MEETINGS **& GROUPS**

LEADS 2

	Est. Room Nights
Art Henry Tours	165
Benetti Viaggi FAM Tour	5

LEADS LOST 1

	Est. Room Nights
Rocky Mountain Association of Fairs 2028	300

LEADS CONFIRMED 2

	Room Nights
Casper Municipal Court Judges & Clerks Conference	210
Tempest Training	4

CiCi with Ugly Bug Fly Shop

VISITCasper
MARKETING

VISITCASPER.COM

	April	YTD	YOY
Total Website Users	33,919	141,786	-10.3%
Visitor Guide Requests	180	711	14.4%
*RTY Kit Requests	36	472	229.3%

Road to Yellowstone OnRamp Kit

WHERE TO FIND THE BEST BAKERY AND CAFÉ SPOTS IN CASPER

APR. 14, 2025

Casper knows coffee, bagels, croissants — and everything in between. Craving a crispy chicken wrap, colossal cookie, or caffeinated concoction? Casper has you covered. Here's a list of just a few of the best bakeries and cafés in Casper. TRUE BAKERY Since 2021, True Bakery has been serving up a...

MOST RECENT BLOG POST

EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	16,772	-12.7%	45%	38%
Stakeholder E-Newsletter	435	-5.6%	38.4%	0.3%
5150' Local E-Newsletter	993	19.8%	39.2%	-18%

Source: Act-On

VISIT CASPER SOCIAL MEDIA

	Audience	YOY
Instagram	6,492	11.4%
Facebook	22,356	1%
LinkedIn	711	31.2%
TikTok	1,527	5.6%

5150' Local CASPER, WYOMING SOCIAL MEDIA

	Audience	YOY
Instagram	3,499	6.2%
Facebook	3,477	4.2%
TikTok	1,024	71.8%

TOP APR. POST

"I always drive by that place. What's inside?"

2,955 **Views**
95 **Interactions**

TOP APR. POST

2,128 **Views**
72 **Interactions**

PUBLIC RELATIONS

Source: Muckrack

+3 Earned Media Placements

289,696 UVM/Circulation

$$$ 3,828.11 Editorial Value

$$$ 2,679.68 Ad Value

MARKETING

VISIT CASPER **ADVOCATES PROGRAM**

The Visit Casper Advocate Program was created by Visit Casper to empower local advocates in supporting tourism, fostering community engagement, enhancing visitor experiences, and maximizing the positive economic impact of travel.

CLASS UPDATES

	Date	Time Scheduled	Location
28 Certifications To Date	March 19th, 2025	8am - 12pm	Ramkota Hotel & Conference Center
	May 5th, 2025	10am - 12pm	Fort Caspar Museum
	August 14th, 2025	8am - 10am	TBA
	October 9th, 2025	10am - 12pm	TBA

To sign up for classes please fill out the form at this link: visitcasper.com/locals/visit-casper-advocates

March 2025 VCA Class

GLOSSARY

CASPER AREA ACCOMMODATIONS

Average Daily Rate (ADR)
Average revenue earned per occupied room in a hotel over a specific period (room revenue/rooms sold).

Occupancy %:
Percentage of available rooms that are occupied over a given period. Calculated by the number of occupied rooms divided by the number of available rooms that physically exist in our hotels.

RevPAR
The revenue per available room calculated by multiplying a hotel's ADR by its Occupancy (or by dividing total room revenue by the total number of rooms available).

STR
Performance data collected and reported by STR (Smith Travel Research). STR Data helps track key performance metrics (such as ADR, Occupancy and RevPar).

SALES

Leads
A marketing platform designed for email marketing, campaign management, and tracking viewer engagements.

MARKETING

ACT-On
A marketing platform designed for email marketing, campaign management, and tracking viewer engagements.

Ad Value
The cost for what the piece would be if it was an ad of the same size.

Audience
The Number of followers on any given social media platform.

Bandwango
A tourism and destination marketing platform used to help organizations create and manage mobile-friendly passports and trails for locals and visitors.

Editorial Value
The "editorial" value of the piece. Basically, more weight is placed on editorial coverage than advertising, as we aren't paying for that story to run.

Earned Media Placements
The exposure or publicity a brand gains without directly paying for it. Examples include media coverage, influencer mentions, and organic shares as a result of public relations efforts.

GLOSSARY

MARKETING CONTINUED

Eventive
An event management platform that provides tools for planning, hosting, and tracking event data like ticket sales, attendance, and scheduling.

Interactions
The actions that viewers take in response to content. Examples include: liking, commenting, sharing, mentions, clicks and saves.

Muckrack
A popular public relations and media monitoring platform used by PR professionals, marketing teams, and brands for stream lining media relations and improving visibility in the press.

UVM/Circulation
Unique Visitors per Month: a metric used to track the number of people who are exposed to or interact with content across platforms in a given month.