

SCORECARD



1A/2A High School State Basketball at Ford Wyoming Center



Winter in Downtown Casper

CASPER AREA **ACCOMMODATIONS****HOTELS/MOTELS**

Available Rooms	Year	February	YTD	February Pre-COVID Comparison
	2025	58,352	122,956	
	2024	58,296	122,838	
	YOY	0.1%	0.1%	
	2019	59,136		

-1.3%

Occupancy (%)	Year	February	YTD	February Pre-COVID Comparison
	2025	45.8%	43.4%	
	2024	51.9%	48.6%	
	YOY	-11.7%	-10.6%	
	2019	54%		

-15.9%

ADR (\$)	Year	February	YTD	February Pre-COVID Comparison
	2025	\$108.52	\$106.76	
	2024	\$104.96	\$100.79	
	YOY	3.4%	5.9%	
	2019	\$86.10		

26.04%

RevPAR (\$)	Year	February	YTD	February Pre-COVID Comparison
	2025	\$49.71	\$46.36	
	2024	\$54.47	\$48.94	
	YOY	-8.7%	-5.3%	
	2019	\$46.50		

6.9%

Source: STR

SPORTING EVENTS

LEADS 4	Est. Room Nights
Wyoming Senior Olympic National Games	75-100
Salt Lake Olympic Teams	25
CNFR 2027-2032	1,909
Wyoming Youth Basketball Association	*50+ Teams
<i>*Waiting on room block count</i>	

LEADS CONFIRMED 7

High School State Volleyball

High School State Wrestling

High School State 1A/2A & 3A/4A Basketball

High School State Track

High School State Marching Band

High School State Art Symposium

High School State Spirit

UPCOMING EVENTS

NJCAA: March 25th - April 1st at the Ford Wyoming Center.
Casper College set to compete against Salt Lake Community College on March 5th at 12:15pm.

MEETINGS & GROUPS

LEADS 7	Est. Room Nights
Outdoor Media Summit 2026	500
NAIFA Wyoming Sales Summer	25
Wyoming Craft Brewers Guild	75
Rocky Mountain Association of Fairs	300
Boots on the Ground Productions	115
National Council of University Research Administrators	250
WyGEO	50

LEADS CONFIRMED 0



Casper College vs. Salt Lake Community College
MARCH 25TH
@ 12:15PM



Sponsored by VISIT *Casper*

VISITCASPER.COM

	February	YTD	YOY
Total Website Users	33,430	67,738	4.19%
Visitor Guide Requests	124	285	-72.81%
*RTY Kit Requests	30	245	-60.53%

*Road to Yellowstone OnRamp Kit

48 HOURS IN CASPER

By Visit Casper on Feb. 18, 2025

With so much to see and do in Casper, it might be hard to know where to begin. So to help, we've compiled a two-day itinerary to get you started. Whether you're in town for a Wyoming High School State Championship event, concert at the Ford Wyoming Center, or maybe you're just passing through and...

MOST RECENT BLOG POST

EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	17,079	-11.5%	48.9%	27.7%
Stakeholder E-Newsletter	458	1.55%	42.3%	12.8%
5150' Local E-Newsletter	1,002	-21.66%	40.6%	-29.3%

Source: Act-On

VISIT CASPER SOCIAL MEDIA

	Audience	YOY
Instagram	6,401	11.65%
Facebook	21,318	0.26%
LinkedIn	682	32.7%
TikTok	1,514	4.99%

5150' Local CASPER, WYOMING SOCIAL MEDIA

	Audience	YOY
Instagram	3,488	5.86%
Facebook	3,340	2.52%
TikTok	1,022	74.1%



TOP JAN. POST



1,713 Views
73 Interactions



TOP JAN. POST



2,581 Views
68 Interactions

PUBLIC RELATIONS

Source: Muckrack



Earned Media Placements



482,653 UVM/Circulation



\$6,377.91 Editorial Value



\$4,464.54 Ad Value

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.

UPCOMING CLASSES		Date	Time Scheduled	Location
	13 Certifications To Date	March 19th, 2025	8am - 12pm	Ramkota Hotel & Conference Center
		May 5th, 2025	10am - 12pm	TBA
		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]



Hogadon Basin Ski Area

VISIT *Casper*

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.