

# SCORECARD



High School State Volleyball at the Ford Wyoming Center



Hogadon Basin Ski Area

## CASPER AREA **ACCOMMODATIONS**

### HOTELS/MOTELS

Available Rooms	Year	January Actual	YE Actual
	2025	64,604	64,604
	2024	64,542	64,542
	YOY	0.1%	0.1%

Occupancy (%)	Year	January Actual	YE Actual
	2025	41.3%	41.3%
	2024	45.6%	45.6%
	YOY	-9.4%	-9.4%

ADR (\$)	Year	January Actual	YE Actual
	2025	\$104.99	\$104.99
	2024	\$96.53	\$96.53
	YOY	8.8%	8.8%

RevPAR (\$)	Year	January Actual	YE Actual
	2025	\$43.33	\$43.33
	2024	\$43.95	\$43.95
	YOY	-1.4%	-1.4%

Source: STR Global

# SALES

## SPORTING EVENTS

LEADS <span>3</span>	Est. Room Nights
Wyoming Senior Olympic National Games	75-100
Salt Lake Olympic Teams	25
CNFR 2027-2032	1,909

LEADS CONFIRMED <span>7</span>
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

## SALES UPDATES

Compete Casper bid and secured the five 2026-2030 Wyoming High School State Sports including Track & Field, Wrestling, 1A/2A Basketball, 3A/4A Basketball and Volleyball. This also includes the support for the State Art Symposium, State Marching Band, and State Spirit. Casper bids on these events every four years with the overarching support of Compete Casper. As the staff liaison, Shelby Kraus's role is to help provide support to the Compete Casper Board. This includes securing sponsorships, helping administer board meetings, producing the bids, and presenting to the Wyoming High School Activities Association.

## UPCOMING EVENTS

NJCAA : National Junior College Athletic Association  
 March 25th - April 1st at the Ford Wyoming Center

## MEETINGS & GROUPS

LEADS <span>7</span>	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 <span>0</span>



NJCAA Women's Basketball at Casper College

# MARKETING

## VISITCASPER.COM

	January	YTD	YOY
Total Website Users	34,308	34,308	x
Visitor Guide Requests	161	161	x
*RTY Kit Requests	215	215	x

\*Road to Yellowstone OnRamp Kit

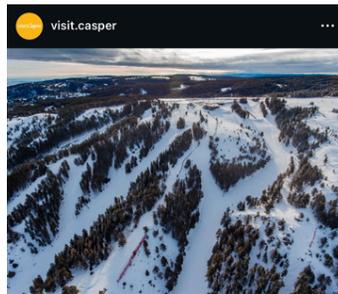
## EMAIL MARKETING

	Subscribers	Open Rate
Visit Casper E-Newsletter	17,404	47.2%
Stakeholder E-Newsletter	459	43.2%
5150'Local E-Newsletter	1,032	28.7%

Source: Act-On

## VISIT CASPER SOCIAL MEDIA

	Audience
Instagram	6,370
Facebook	21,326
LinkedIn	665
TikTok	1,506



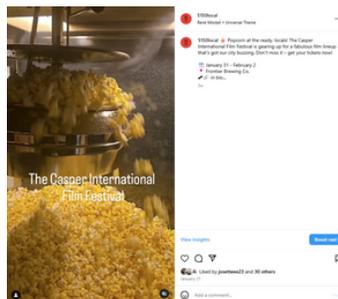
### TOP JANUARY POST

2,127 Views  
134 Interactions



## 5150'Local SOCIAL MEDIA

	Audience
Instagram	3,456
Facebook	3,338
TikTok	997



### TOP JANUARY POST

1,777 Views  
34 Interactions



## 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...

[Continue Reading →](#)



### MOST RECENT BLOG POST

## PUBLIC RELATIONS



Source: Muckrack

# MARKETING

## FESTIVALS & EVENTS

### 5150' RESTAURANT Week

	Data	YOY
Participating Locations	41	x
Pass Downloads	852	+18%
Check Ins	298	x

Source: Bandwango



### CASPER INTERNATIONAL FILM FESTIVAL 2025

	Data	YOY
Films Shown	28	x
*Tickets Sold	325	x
*Day Passes Sold	52	x
*Weekend Passes Sold	21	x

Source: Eventive



## 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



Certifications To Date

Date	Time Scheduled	Location
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](https://visitcasper.com/locals/visit-casper-advocates)

# 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 Data

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 potential client who has shown interest, or has the potential to be interested in, our product. Leads indicate the potential for future bookings in our area.

## 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.