

SCORECARD



Celtic Festival at The NIC



Flowers at The Bloomery

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

Available Rooms	Year	July	YTD
	2025	85,095	579,060

Occupancy (%)	Year	July	YTD	July Pre-COVID Comparison
	2025	66.8%	55.9%	
	2024	77.5%	63.3%	
	YOY	-13.8%	-11.7%	
	2019	82.1%		-18.6%

ADR (\$)	Year	July	YTD	July Pre-COVID Comparison
	2025	\$118.02	\$112.75	
	2024	\$123.76	\$114.82	
	YOY	-4.6%	-1.8%	
	2019	\$95.00		
				24.2%

RevPAR (\$)	Year	July	YTD	July Pre-COVID Comparison
	2025	\$78.81	\$62.98	
	2024	\$95.87	\$72.64	
	YOY	-17.8%	-13.3%	
	2019	\$78.00		1%

Source: STR

SPORTING EVENTS

LEADS 2	Est. Room Nights
JBj Volleyball Event 2026	450
Bowhunters of Wyoming Conference	300

LEADS LOST 0	Est. Room Nights

LEADS CONFIRMED 0	Room Nights

SALES UPDATES

The Sales Team is running all of the event economic impact reports for the Ford Wyoming Center for FY 2024 & will be scheduling a “Working with Receptives” training with all of Visit Casper’s community partners.

The Sales Team also: (1) signed another sponsorship agreement with CNFR (2) Held the first Compete Casper meeting of the new fiscal year (3) Is currently working on Facility Guides for Sports and Meetings (4) Began Economic Impact Reports for the Wyoming Highschool State Championship Association



Central Wyoming Fair & Rodeo

MEETINGS & GROUPS

LEADS 4	Est. Room Nights
Wyo Chapter Int’l Assoc. of Arson Investigators	150
Wyoming Chiropractic Association Conference	80
Wyo Dist. of the United Methodist Conference	225
Manufacturing & Safety Expo	250

LEADS LOST 0	Est. Room Nights

LEADS CONFIRMED 0	Room Nights

UPCOMING EVENTS

Fringe Fest: August 8th - 10th
 Riverfest: August 9th
 5150' Festival: August 15th - 17th



Balloon Roundup

VISITCASPER.COM

	July	YTD	YOY
Total Website Users	37,461	306,376	-10%
Visitor Guide Requests	150	1,223	-29.9%
*RTY Kit Requests	32	733	-36%

*Road to Yellowstone OnRamp Kit

FISHING, FESTIVALS, AND FAMILY FUN IN CASPER: THESE ARE THE BEST THINGS TO DO IN AUGUST

MOST RECENT BLOG POST

EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	19,710	2.8%	37%	37.3%
Stakeholder E-Newsletter	444	0.2%	45%	*N/A
5150' Local E-Newsletter	1,032	-3%	23%	-46.4%

Source: iDSS/Send Subscriber counts will now be tracked YoY using June 2024 as the baseline, due to a change in email vendors.

*Unavailable this month

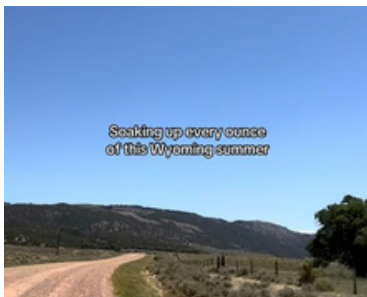
VISIT CASPER SOCIAL MEDIA

	Audience	YOY
Instagram	7,166	17.3%
Facebook	22,334	9.4%
LinkedIn	753	31.4%
TikTok	2,213	51.6%

5150' Local CASPER, WYOMING

SOCIAL MEDIA

	Audience	YOY
Instagram	3,677	9.3%
Facebook	3,919	15.9%
TikTok	1,063	70.1%



Soaking up every ounce of this Wyoming summer

TOP JULY POST



37.7k Views
1,519 Interactions



childhood in casper

TOP JULY POST



79.8k Views
2,075 Interactions

PUBLIC RELATIONS

Source: Muckrack



Earned Media Placements



15,990,554 UVM/Circulation



211,237.03 Editorial Value



147,865.92 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.

CLASS UPDATES



42
Certifications
To Date

Date	Time Scheduled	Location
August 14th, 2025	8am - 10am	The Barn by the Five Deuces
October 9th, 2025	10am - 12pm	TBD
March 5th, 2026	TBD	TBD
May 4th, 2026	TBD	TBD

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



SWAG BAGS **JULY 2025**

Event/Organizer	Bags Provided	Value
NC Reunion	250	\$1,532.50
Balloon Round Up	11	\$63.80
Advance Casper Golf Scramble	96	\$344.64
Film Casper Production Team	12	\$87.96
Casper Troopers	200	\$1,100.00
Adventure Ladies Club	30	\$123.60
Disc Golf - Second Summer Event	40	\$273.20
<i>*The information is being calculated</i>		
	639	Total: \$3,525.70

Organizers request SWAG bags for different meetings and events year-round - sharing information, resources, & Casper Area pride!

To put in a request, fill out the form at:
visitcasper.com/partner-resources/request-for-swag-bags/

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.

SWAG Bags

Branded gift bags distributed at events, conferences and meetings; filled with promotional items, samples, and/or materials from sponsors and partners. They are used to enhance attendee experience, increase brand visibility, and support destination marketing.

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.