SCORECARD

Visit Casper Marathon, 2025

Sunset in Downtown Casper

CASPER AREA **ACCOMMODATIONS**

HOTELS/MOTELS

Available Rooms		Year	June	YTD
		2025	76,350	457,765

Occupancy (%)	Year	June	YTD	June Pre-COVID Comparison
	2025	75.6%	54.8%	
	2024	80.5%	60.8%	
	YOY	-4.7%	-7.8%	
	2019	82.1%		-7.9%

ADR ($)	Year	June	YTD	June Pre-COVID Comparison
	2025	$129.36	$114.10	
	2024	$133.24	$112.87	
	YOY	-0.9%	5.5%	
	2019	$96.15		34.5%

RevPAR ($)	Year	June	YTD	June Pre-COVID Comparison
	2025	$97.75	$62.56	
	2024	$107.27	$68.67	
	YOY	-3.9%	-2.7%	
	2019	$78.93		23.8%

Source: STR

SALES

SPORTING **EVENTS**

LEADS `1` — Est. Room Nights

CNFR Bid 2027 — *No estimates TD*

LEADS LOST `0` — Est. Room Nights

LEADS CONFIRMED `0` — Room Nights

SALES UPDATES

- The Sales Team helped service College National Finals Rodeo before & during the event week.
- The team also attended Tourism Academy, began doing property tours, sponsored Wyoming Business Alliance Summer Ascent & Golf Tournament (100 attendees), and Cait attended Cvent Connect.
- The 2025 Visit Casper Marathon recorded 347 (of the 379 registered) participants show up for race day.

MEETINGS **& GROUPS**

LEADS `2` — Est. Room Nights

Monster Energy — *No estimates TD*

Aftermarket Auto Parts Alliance, Inc. — *No estimates TD*

LEADS LOST `0` — Est. Room Nights

LEADS CONFIRMED `0` — Room Nights

UPCOMING EVENTS

Central Wyoming Fair & Rodeo: July 7th - 15th
Casper Balloon Round Up: July 11th - 13th

College Nationals Finals Rodeo

North Platte River

VISITCasper
MARKETING

VISITCASPER.COM

	June	YTD	YOY
Total Website Users	67,179	268,915	21.8%
Visitor Guide Requests	171	1,073	-19%
*RTY Kit Requests	113	701	-20.4%

*Road to Yellowstone OnRamp Kit

7 THINGS TO DO DURING THE INDIAN RELAY RACES IN CASPER, WYOMING
MAY 29, 2025

MOST RECENT BLOG POST

EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	16,328	-14.8%	49.9%	89.2%
*Stakeholder E-Newsletter	N/A	N/A	N/A	N/A
5150' Local E-Newsletter	981	-7.8%	35.7%	-3%

Source: Act-On   *Stakeholder E-Newsletter was not sent while a new design template was being created this month.

VISIT CASPER SOCIAL MEDIA

	Audience	YOY
Instagram	7,028	16.2%
Facebook	22,964	7.9%
LinkedIn	746	32.5%
TikTok	2,022	38.9%

5150' Local SOCIAL MEDIA

	Audience	YOY
Instagram	3,562	6.2%
Facebook	3,470	2.8%
TikTok	1,027	67.82%

TOP JUNE POST
120,000 **Views**
2,048 **Interactions**

TOP JUNE POST
3,354 **Views**
169 **Interactions**

PUBLIC RELATIONS
Source: Muckrack

+2 Earned Media Placements

3,631,518 UVM/Circulation

47,987.91 Editorial Value

33,591.54 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

VCA — 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**

May 2025 VCA Class

SWAG BAGS JUNE 2025

Event/Organizer	Bags Provided
College National Finals Rodeo	420
	Total: 420
	YOY: 5%

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/

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.