

## SCORECARD

North Platte River

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

Available Rooms	Year	March	YTD	March Pre-COVID Comparison
	2025	64,604	187,560	
	2024	64,542	187,380	
	YOY	0.1%	0.1%	
	2019	65,472		

-1.3%

Occupancy (%)	Year	March	YTD	March Pre-COVID Comparison
	2025	55.2%	47.5%	
	2024	56.5%	51.3%	
	YOY	-2.4%	-7.5%	
	2019	63.6%		

-13.2%

ADR (\$)	Year	March	YTD	March Pre-COVID Comparison
	2025	\$116.25	\$110.56	
	2024	\$108.65	\$103.77	
	YOY	7%	6.5%	
	2019	\$87.60		

32.7%

RevPAR (\$)	Year	March	YTD	March Pre-COVID Comparison
	2025	\$64.15	\$52.49	
	2024	\$61.42	\$53.24	
	YOY	4.4%	-1.4%	
	2019	\$55.60		

15.4%

Source: STR

## SPORTING EVENTS

### LEADS 2 Est. Room Nights

Special Olympics of Wyoming Summer Tournament	60
Special Olympics of Wyoming Fall Tournament	125

### LEADS LOST 0 Est. Room Nights

### LEADS CONFIRMED 1 Room Nights

Wyoming Youth Basketball Association	114
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## SALES UPDATES

- NJCAA brought in 1,505 rooms (not including staff rooms).
- Lead in progress: Rocky Mountain Association of Fairs 2028 will announce the winner in May (est. room nights 300).

## UPCOMING EVENTS

- State Art Symposium: April 30th - May 2nd
- State Track and Field: May 22nd - 24th
- College National Finals Rodeo: June 15th - 21st

## MEETINGS & GROUPS

### LEADS 0 Est. Room Nights

### LEADS LOST 1 Est. Room Nights

Colorado-Wyoming Association of Museums	450
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### LEADS CONFIRMED 1 Room Nights

National Association of Insurance & Financial Advisors	25
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NJCAA D1 Women's Basketball Championships, Photo Credit: Casper College



## VISITCASPER.COM

	March	YTD	YOY
Total Website Users	40,129	107,867	25.5%
Visitor Guide Requests	246	531	14.4%
*RTY Kit Requests	191	436	229.3%

\*Road to Yellowstone OnRamp Kit

## 11 THINGS TO DO IN CASPER DURING CNFR WEEK

BY VISIT CASPER ON MAR. 18, 2025

Each summer, Casper gets a little more western when the nation's top cowboys and cowgirls come to town. The College National Finals Rodeo (CNFR) is the meeting of the world's best college rodeo athletes as they compete for a national title. For more than 20 years, CNFR has called Casper home and to...

## MOST RECENT BLOG POST

## EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	17,072	-11.5%	38%	10.5%
Stakeholder E-Newsletter	456	-3.6%	45.1%	23.9%
5150' Local E-Newsletter	995	19.6%	36.2%	-41.4%

Source: Act-On

## VISIT CASPER SOCIAL MEDIA

	Audience	YOY
Instagram	6,463	11.4%
Facebook	22,328	1%
LinkedIn	699	33.1%
TikTok	1,534	6.4%

## 5150' Local CASPER, WYOMING

## SOCIAL MEDIA

	Audience	YOY
Instagram	3,502	6.8%
Facebook	3,358	1.2%
TikTok	1,023	73.1%



### TOP MAR. POST



6,971 Views  
42 Interactions



### TOP MAR. POST



805 Views  
29 Interactions

## PUBLIC RELATIONS

Source: Muckrack



Earned  
Media  
Placements



1,278,211  
UVM/Circulation



\$16,890.64  
Editorial Value



\$11,823.45  
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



**28**  
Certifications  
To Date

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



March 2025 VCA Class



# 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.