

# SCORECARD



Edness Kimball Wilkins State Park



## CASPER AREA **ACCOMMODATIONS**

### HOTELS/MOTELS

Available Rooms	Year	September	YTD
	2025	82,350	746,505

Occupancy (%)	Year	September	YTD	September Pre-COVID Comparison
	2025	63.7%	57.7%	
	2024	77.8%	66.8%	
	YOY	-16.1%	-12.1%	
	2019	74%		
				-13.9%

ADR (\$)	Year	September	YTD	September Pre-COVID Comparison
	2025	\$110.31	\$112.62	
	2024	\$122.39	\$116.76	
	YOY	-4.4%	1.1%	
	2019	\$93.17		
				18.4%

RevPAR (\$)	Year	September	YTD	September Pre-COVID Comparison
	2025	\$70.31	\$64.96	
	2024	\$95.27	\$77.94	
	YOY	-19.7%	-11.2%	
	2019	\$68.97		
				1.9%

Source: STR



## SPORTING EVENTS

### LEADS 3 Est. Room Nights

US Senior Pickleball	<i>*No estimates TD</i>
Prospect Wire	<i>*No estimates TD</i>
Grand Slam Tournaments	<i>*No estimates TD</i>

### LEADS LOST 0 Est. Room Nights

### LEADS CONFIRMED 0 Room Nights

## SALES UPDATES

- Cait attended Small Market Meetings and came back with 20 prospects.
- Shelby attended SPORTS Relationship Conference.



## MEETINGS & GROUPS

### LEADS 3 Est. Room Nights

Connect2Women	100-150
Wyoming Trucking Annual Convention	80-100
Wyoming Stocker Growers Association	275

### LEADS LOST 1 Est. Room Nights

Suicide Symposium	200-250
-------------------	---------

### LEADS CONFIRMED 1 Room Nights

Leadership 7220 Conference	100-150
----------------------------	---------

## UPCOMING EVENTS

- Wyoming High School State Athletics Association Events:
  - State Marching Band: Oct. 19
  - State Volleyball: Nov. 7-9
- Wyoming Pop Culture Con: Oct. 4-5
- Trick Or Treat Trail: Oct. 26



# MARKETING

**VISITCASPER.COM**

VISITCASPER.COM	September	YTD	YOY
Total Website Users	41,972	386,943	0.7%
Visitor Guide Requests	74	1,430	-47.1%
*RTY Kit Requests	18	783	-49.9%

\*Road to Yellowstone OnRamp Kit

**DISCOVER THE  
SPOOKTACULAR SIDE OF  
CASPER WITH THESE FUN  
THINGS TO DO ON  
HALLOWEEN**

Sep. 12, 2011

## MOST RECENT BLOG POST

## EMAIL MARKETING

EMAIL MARKETING	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	22,339	16.6%	36%	N/A*
Stakeholder E-Newsletter	442	-.2%	37%	N/A*
5150' Local E-Newsletter	1,028	-3.4%	27%	-41.9%

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

VISIT CASPER  
**SOCIAL MEDIA**

VISIT CASPER SOCIAL MEDIA	Audience	YOY	
	Instagram	7,305	18.2%
	Facebook	23,852	11.8%
	LinkedIn	768	24.9%
	TikTok	2,535	72.1%

**5150' Local**  
CASPER, WYOMING

## SOCIAL MEDIA

SOCIAL MEDIA	Audience	YOY
	Instagram	3,706 9.2%
	Facebook	4,179 22.1%
	TikTok	1,117 62.1%



## TOP SEPT. POST



36,983 Views  
1,038 Interactions

**TOP SEPT. POST**

28,202 Views  
704 Interactions

# PUBLIC RELATIONS

*Source: Muckrack*



## Earned Media Placements



54,026  
UVM/Circulation



**\$713.91**  
Editorial Value



**\$499.74**  
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



**57**  
Certifications  
To Date

Date	Time Scheduled	Location
October 9th, 2025	10am - 12pm	WYO Sports Ranch
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](https://visitcasper.com/locals/visit-casper-advocates)



## WELCOME BAGS **SEPTEMBER 2025**

Event/Organizer	Bags Provided	Value
Wyoming IT Directors	30	\$123.30
Judicial Assistant Conference	27	\$500.00
	57	Total: \$623.30

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

To put in a request, fill out the form at:

<https://www.visitcasper.com/partner-resources/request-for-visitor-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.