

VISIT CHEYENNE

The Convention & Visitors Bureau

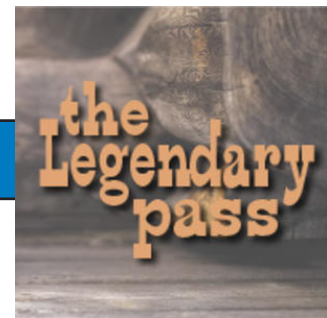
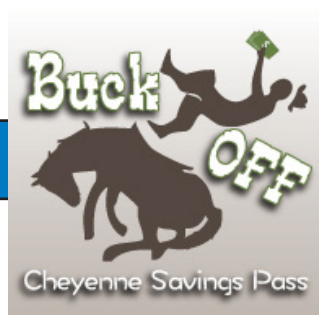
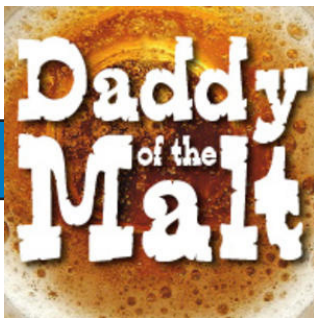
AUGUST 2020 NEWSLETTER

ANNOUNCEMENTS

From the desk of Domenic Bravo, CEO:

2020 may have knocked us off the horse, but here in Laramie County we dust ourselves off and get back on. With numerous cancellations and varying traveler sentiment, Visit Cheyenne worked hard to market and create events that balanced safety with economic impact. Cheyenne Days and Legendary Nights was successful and provided socially distanced, County Health approved events including rodeo and even a flapjack feed. The Hell on Wheels Rodeo alone accounted for approx. \$100,000 of economic impact during this week. This did not include the other five rodeo events, art festivals, Cheyenne Day activities, etc. Our Legendary Road Trip has been performing above industry standards and again contains COVID19 protocol messaging to maximize safety. We introduced two new marketing assets with the "Daddy of the Malt", and the "Legendary Pass." As I write this we are also preparing to unveil the Splash Pad at the Depot, which will be a welcome addition to the downtown. Thank you to all of our tourism partners, our amazing business leaders, and this great community who makes our county a phenomenal destination and a fantastic place to live.

COWBOY TOUGH!



VISIT CHEYENNE DEVELOPED NEW DISCOUNT AND INCENTIVE PROGRAMS

What's better than saving on attractions, drinks, shopping & more? We've developed new ways to do just that!

The Daddy of the Malt Craft Beverage pass allows you to explore four breweries, two distilleries, and one handcrafted cocktail lounge. If you visit them all, you can stop in at the Visit Cheyenne Visitor's Center in the Cheyenne Depot Lobby (or on your way out of town at Pine Bluffs Distillery and receive a free Daddy of the Malt stainless steel commemorative pint glass to take home!

The Buck Off Pass is free and will be delivered via email or text to your phone and can be used immediately, so savings are just a tap away! The Legendary Pass offers seven attractions at one low price. It's only \$49, and good for five consecutive days from the first redemption. Get all of these today!

<https://www.cheyenne.org/things-to-do/explore-and-save/>

📍 NEW BUSINESSES



Hawthorne Tree 112 E. 17th Street

An herbal apothecary and loose leaf tea company offering herbs, tea, gifts, bath and body, meditation, and classes. Try their meditation room!



Dillinger's 1601 Central Ave, inside ARRAY

Craft cocktail delivery service & neighborhood bar & liquor store located in the heart of Cheyenne. Place your orders and have cocktails directly to your porch!



Durbar Bistro 3515 E. Lincolnway.

Expect authentic recipes prepared by the Chef and Tandoor Chef incorporating quality ingredients of herbs and spices from Nepal and India that are ground in-house to release healing properties.



Visit Cheyenne's Legendary Road Trip campaign was a big hit with travelers.

📅 CALENDAR

August 28
Hell on Wheels Rodeo
Archer Fairgrounds

September 5
2nd Annual Corgi Races
Pine Bluffs Distilling

September 24
GFWC Western States
Region Conference



LARAMIE COUNTY LODGING STATS

JULY 2020		Change from last year	YTD 2020
Lodging Occupancy	62%	-18.8%	48.4% (-22.9%)
Average Room Rate	\$82.36	-17.9%	\$79.22 (-11.3%)

Source: Smith Travel Research



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To discontinue receiving this Newsletter and Calendar of Events please contact the Visit Cheyenne office at 800-426-5009, 307-778-3133 or laura@cheyenne.org