VISIT CHEYENNE OVERVIEW

Visit Cheyenne is the official tourism promotion organization for Laramie County. It is governed by the Laramie County Tourism Joint Powers Board which includes members appointed by Laramie County (3), Cheyenne (3), Pine Bluffs (1), Burns (1), and Albin (1).

The Laramie County lodging tax is the primary funding source for Visit Cheyenne. The tax is paid by visitors who stay in Laramie County lodging establishments, not Laramie County residents. Laramie County voters first approved the tax in 1987 and have renewed it numerous times since.

Visit Cheyenne promotes and develops the Cheyenne area through paid advertising, visitor guides and websites, public relations, convention and bus tour solicitation, trolley tours, and the operation of two visitor centers.

MISSION
Visit Cheyenne provides leadership in developing, promoting, and protecting the Cheyenne area travel industry. Visit Cheyenne strives to attract visitors to the Cheyenne area by capitalizing on Cheyenne’s legendary history and image, thereby increasing visitor spending in the county.

Expenditures - Fiscal Year 2011

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure Marketing</td>
<td>42%</td>
<td>$500,703</td>
</tr>
<tr>
<td>Conventions Sales/Services</td>
<td>14%</td>
<td>$182,963</td>
</tr>
<tr>
<td>Group Tours</td>
<td>5%</td>
<td>$59,505</td>
</tr>
<tr>
<td>Public Relations</td>
<td>6%</td>
<td>$77,085</td>
</tr>
<tr>
<td>Visitor Services</td>
<td>2%</td>
<td>$173,312</td>
</tr>
<tr>
<td>Administration</td>
<td>1%</td>
<td>$207,339</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>$1,291,007</td>
</tr>
</tbody>
</table>

Visit Cheyenne’s Audited Financials – Fiscal Year 2011
(July 2010 - June 2011)

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging Tax</td>
<td>$1,402,518</td>
</tr>
<tr>
<td>Other Revenues</td>
<td>$36,403</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$1,439,221</td>
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</tbody>
</table>

Auditor: Whittle, Ostlund & Associates, P.C.
Leisure Travel Marketing & Public Relations

Visit Cheyenne placed paid advertising in numerous publications and websites (often in partnership with Cheyenne Frontier Days or the Wyoming Office of Tourism) which resulted in 34,372 travel inquiries in 2011 (+17% from 2010).

Visit Cheyenne produced and distributed its main Visitor Guide, a new Heritage brochure (with the City of Cheyenne), a downtown discount brochure (with the Downtown Development Authority [DDA]) and the Cheyenne Museum Passport brochure.

Visit Cheyenne provided Cheyenne visitor guides and targeted e-mails to more than 110,000 visitors planning trips to Yellowstone National Park and Rocky Mountain National Park.

Visit Cheyenne continued to develop its website (www.cheyenne.org) and booked 180 room nights (+37% from 2010) worth $29,131 on the site. Visit Cheyenne updated its mobile website to include the latest technology and continued to see increases in mobile traffic.

Visit Cheyenne continued its billboard advertising on I-80 and I-25, and added a new sign just south of Fort Collins.

In addition to its year-round marketing efforts, Visit Cheyenne ran several summer promotions.

- TV ads in S. Dakota, Nebraska, Colorado, and Wyoming,
- A direct mail promotion to 5,000 previous Cheyenne visitors,
- Regional radio ads about summer events, and
- A Cheyenne/Sturgis promotion in biker publications.

Visit Cheyenne awarded marketing grants to the Sherman Hill Model Railroad Club, Art Design and Dine, Cheyenne Depot Summer Events, AARP National Spelling Bee, LCCC’s Greg Mortensen presentation, Cheyenne International Film Festival, ShootOut Cheyenne Filmmaking Contest, Regulators Hell on Wheels Shootout, Wild Bunch Shootout, Cheyenne Arts Alliance, and to Cheyenne, Burns, Albin, Pine Bluffs, and Laramie County.

Visit Cheyenne advertised in various group tour publications and promoted the area at 4 group tour trade shows. Visit Cheyenne shared the resulting business leads with area hospitality businesses, including 7 group tour hotel bids (-13% from 2010).

Visit Cheyenne operated a robust social media effort, providing updates on Laramie County attractions and events.

Visit Cheyenne hosted 11 travel writers hailing from New York, Salt Lake City, Kansas City, Seattle, Dallas, St. Charles (MO), Portland, Arlington (TX), Great Falls (MT), Tampa Bay, and Germany.

Visit Cheyenne responded to media inquiries for photos and information from both local media (80 contacts, +33% from 2010) and national/international media (88 contacts, +17% from 2010).

Visit Cheyenne worked with Randall Travel Marketing (RTM) in 2010-11 to thoroughly research Laramie County’s tourism market. RTM is a nationally-known tourism research firm that often partners with the Wyoming Office of Tourism. Some of RTM’s key findings and recommendations include:

- Cheyenne benefits greatly from the vivid images of the west that the name “Cheyenne” calls forth. Visitors expect to see a western town, and 85% of visitors give Cheyenne an “A” or “B” in meeting their expectations. Local leaders should protect this image when considering new developments.
- Lodging occupancy has performed at or above national averages for the past 5 years. Friday, Saturday, and Sunday nights have the lowest occupancy, especially during the winter.
- Cheyenne’s lodging market segments are as follows: 50% corporate/individual business (25% blue collar, 25% white collar); 28% leisure visitors; and 22% convention/group travelers.
- 78% of all visitors drive directly to Cheyenne, while 12% fly into either Denver or Cheyenne and rent an automobile. Business visitors are slightly more likely to fly than are leisure visitors.
Conventional Marketing & Services

Visit Cheyenne made sales blitzes to Laramie and Casper meeting planners, advertised in various meeting publications, and promoted Cheyenne at 8 meeting trade shows.

Visit Cheyenne continued to develop its convention services which include online registration (using industry leader CVENT), onsite registration assistance, convention materials, and welcome receptions.

Visit Cheyenne convention services were instrumental in attracting and retaining 2 major conventions responsible for an estimated 1,280 room nights and $402,000 in visitor spending (WY Governor’s Tourism Conference, WY Business Alliance Fall Forum).

Visit Cheyenne unveiled a mobile meeting website for major Cheyenne meetings. The site holds basic convention information that can be easily read on a smart phone (convention schedules, exhibitor listings, etc.). The Cheyenne Frontier Days Art Show and the Wyoming Business Alliance Fall Forum both used this mobile site.

Visit Cheyenne provided 24 bids for new convention business to lodging partners (-20% from 2010). Cheyenne’s hotels included Visit Cheyenne’s convention services in their own meeting bids, resulting in an estimated 5,825 booked room nights.

Visit Cheyenne assisted 146 conventions with brochures, coupons, planning, and registration help.

Visit Cheyenne created 2 new videos promoting Laramie County meeting opportunities and Visit Cheyenne convention services.

Community & Industry Efforts

Visit Cheyenne spearheaded the purchase and installation of 3 parking signs for the downtown parking garage with the City of Cheyenne and DDA.

Visit Cheyenne began pursuing a “quiet zone” for the Southwest Drive train crossing near many of Cheyenne’s hotels in partnership with the City of Cheyenne and WY Department of Transportation.

Visit Cheyenne provided its annual hospitality trolley tours to hotel staff so they are better prepared to recommend the Trolley and Cheyenne’s attractions to hotel guests.

Visit Cheyenne partnered with the Hynds Building Lights On! group to organize and promote Cheyenne’s first-ever New Year’s Eve Ball Drop in the Depot Plaza. An estimated 2,500 people attended the event which promises to grow into a great attraction for both residents and visitors.

Visitor Services

Visit Cheyenne provided travel counseling at year-round visitor centers in Pine Bluffs and the Cheyenne Depot (Pine Bluffs 115,075 visitors [+26% from 2010], Depot 58,999 visitors [+17% from 2010]).

Visit Cheyenne operated 3 Cheyenne Street Railway trolleys, providing summer historic tours, Halloween and Christmas specialty tours, and transportation for conventions and events like Christmas House and the WWII Veterans Honor Flights. More than 19,000 total passengers rode the trolleys in 2011.

To extend visitor stays, Visit Cheyenne sold 1,414 Trolley Plus passes (+21% from 2010) which combine a trolley ride with multiple museum admissions.

Visit Cheyenne continued its coupon program at no cost to participating hospitality businesses. Coupons were available via a coupon book and Visit Cheyenne’s websites. One participant, the Cheyenne Depot Museum, had 197 customers use its coupon in 2011.

“Visit Cheyenne folks have been tremendous supporters of our WW II Honor Flights. The drivers are more than courteous and go out of their way to accommodate our Veterans who have vision and mobility issues.”

Larry D. Bartelbort COL, USA (RET.) & HONOR FLIGHT OPERATIONS OFFICER
Visit Cheyenne 2011 Board Members

Bob Harmon, *Chairman*
HOLIDAY INN

Steve Farkas, *Vice Chair*
UNIVERSITY OF WYOMING

Bob Nelson, *Treasurer*
NELSON MUSEUM OF THE WEST

René Baker
TOWN OF PINE BLUFFS

Sonja Carlson-Fornstrom
PINE BLUFFS RECREATION DEPT.

Mike Godown
TEXAS ROADHOUSE

Frank Harris
LITTLE AMERICA HOTEL & RESORT

Judy Johnstone
MAYOR OF BURNS

Rick Keslar
WYOMING DEPT. OF TRANSPORTATION
CHEYENNE FRONTIER DAYS

Jim Brown (ex officio)
CHEYENNE CITY COUNCIL MEMBER

Diane Humphrey (ex officio)
LARAMIE COUNTY COMMISSIONER