

VISIT
CHEYENNE
WYOMING



2023 ANNUAL REPORT



TABLE OF CONTENTS

- 
- 2 - Visit Cheyenne Overview**
 - 3 - Meet Our Team**
 - 4 - 2023 Board Members**
 - 5 - FY23 Financial Information**
 - 6 - Occupancy Rates**
 - 6 - Travel Spending**
 - 7 - Research Data**
 - 7 - Overnight Visitor Traveler Profile**
 - 7 - Average Daily Expenditure**
 - 8 - Convention Services**
 - 8 - Trolley + Visitor Services**
 - 8 - Events**
 - 9 - Social Media Efforts**
 - 9 - Marketing Grants**
 - 10 - Staff Kudos**
 - 10 - Proud Member/Partner**
 - 11 - Help Promote Cheyenne**
 - 12 - Contact Us**

VISIT CHEYENNE OVERVIEW

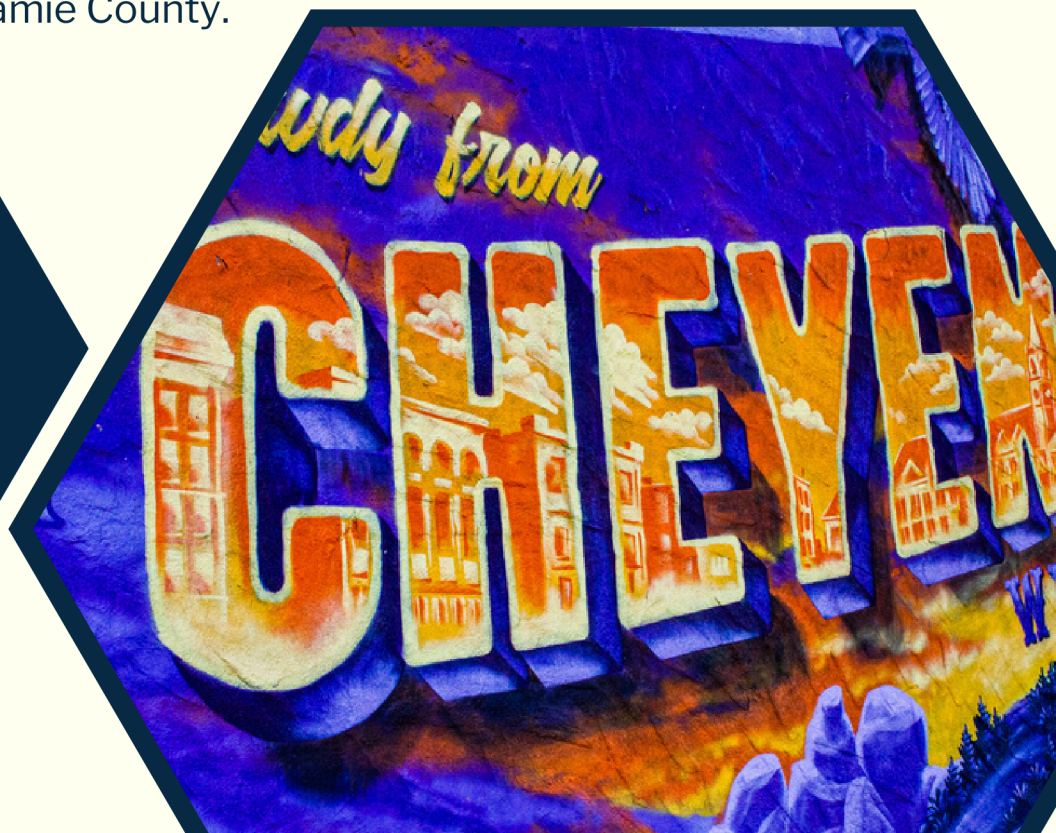
Visit Cheyenne is the official tourism organization for Laramie County. It is governed by the Laramie County Tourism Joint Powers Board, which includes members appointed by Laramie County (3), the City of Cheyenne (3), Pine Bluffs (1), Burns (1), and Albin (1).

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. Laramie County residents do not pay the tax unless they stay in local lodging. Laramie County voters first approved the tax in 1987 and have renewed it every time it has been up for a vote since. In 2022, voters renewed the tax with 71% of the vote.

Visit Cheyenne promotes and develops the Cheyenne area through paid advertising, visitor guides and websites, social media, public relations, convention and bus tour solicitation, trolley operation, annual events, and the depot visitor center.

OUR MISSION

Visit Cheyenne develops, promotes, and protects the Cheyenne area travel industry, thereby creating memorable experiences for visitors and economic impact for Laramie County.



MEET OUR TEAM

President & CEO

Domenic Bravo, CDME, CTA, CPM

Vice President/Director of Sales & Marketing

Jim Walter, CDME

Office & Visitor Centers Manager

Laura Levi, CTA

Senior Convention Sales Manager

Lisa Maney

Transportation & Trolley Manager

Sue James, CTA

Events & Special Projects Manager

Amber Trevizo, PDM, CTA

Content & Special Projects Coordinator

Jenna McCormick, CTA

Customer Service Specialist

Bill Hein, CTA

2023 BOARD MEMBERS

Chairman – Andrea Allen
WY Dept. of Transportation

Vice Chairman – Chad Brown
Pine Bluffs Distilling

Secretary/Treasurer – Dallas Tyrrell
Tyrrell Chevrolet Company

Wendy Volk - #1 Properties

Anthony Ortiz - State Farm

Heather Foster - Little America

Stephanie Reece - gBETA Wyoming

Judy Johnstone
Council Member, Town of Burns

Brian Lovett
Laramie County Commissioner

Jeff White
City of Cheyenne Council Member

FISCAL YEAR 2023

FINANCIAL INFORMATION

Revenues:

Lodging Tax	\$2,476,066
Other Revenues*	\$400,000
TOTAL	\$2,876,066

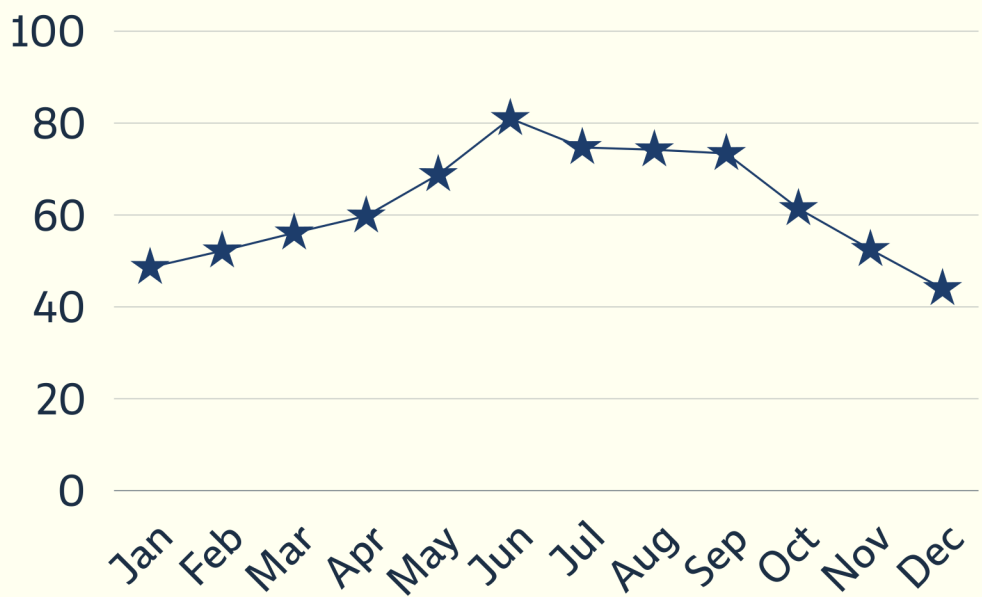
* Does not include registration fees Visit Cheyenne accepts and disperses for local conventions

Expenditures:

Leisure Marketing	\$1,145,456
Convention Sales/Services	\$432,757
Group Tours	\$303,234
Public Relations	\$214,144
Visitors Services	\$210,333
Administration	\$564,147
TOTAL	\$2,861,071

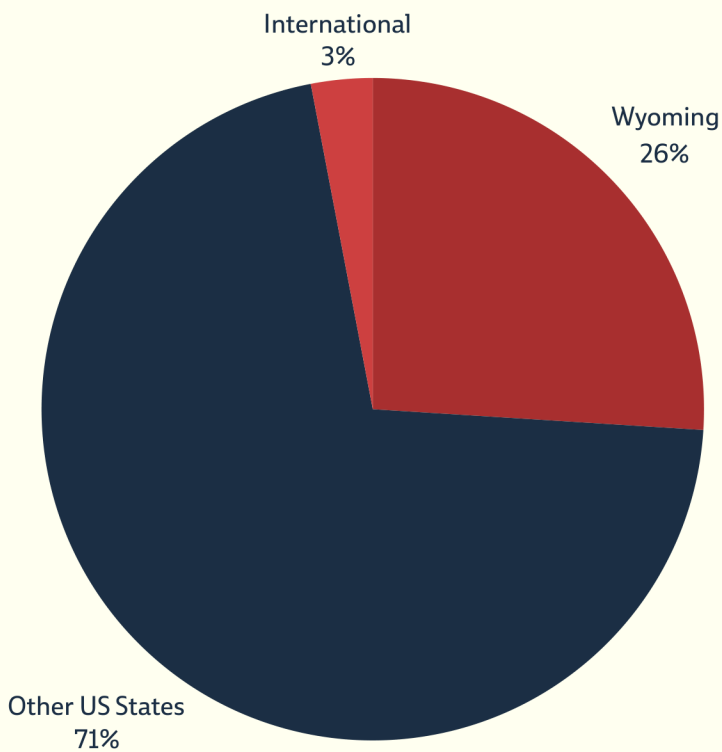
* Does not include registration fees Visit Cheyenne accepts and disperses for local conventions.
Audited financial statements are available upon request.

2023 LODGING OCCUPANCY RATES



Source: Smith Travel Research

WY TRAVEL SPENDING BY VISITOR RESIDENCE



Source: Dean Runyan Associates

RESEARCH DATA

Laramie County Travel Stats	2023	2022	2021
Travel Spending	\$461.7 Million	\$441.9 Million	\$415.7 Million

State and Local Tax Receipts via Travel Spending	2023	2022	2021
State	\$15.8 Million	\$15.1 Million	\$17.1 Million
Local	\$10.6 Million	\$9.7 Million	\$9.5 Million

Sources: WY Dept. of Revenue; Dean Runyan Associates

OVERNIGHT VISITOR TRAVELER PROFILE



Estimated 2,644,500
Overnight Visitors



Average length of
stay was 2 nights



Average party size
was 2.2 people

AVERAGE DAILY EXPENDITURES

\$110 per person



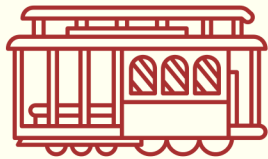
\$239 per traveling
party

Source: Dean Runyan Associates

CONVENTION SERVICES

	2023	2022	2021
Convention Bids	84	46	60
Booked Room Nights	16,150	5,650	22,727

TROLLEY AND VISITOR SERVICES



23,344 Total Trolley Riders

Visit Cheyenne operated the Cheyenne Street Railway Trolley. The trolley provides three tours throughout the year: Wild West Tours, Haunted, and Holiday Lights. The trolley is also utilized for convention transportation and can be chartered privately for tours.

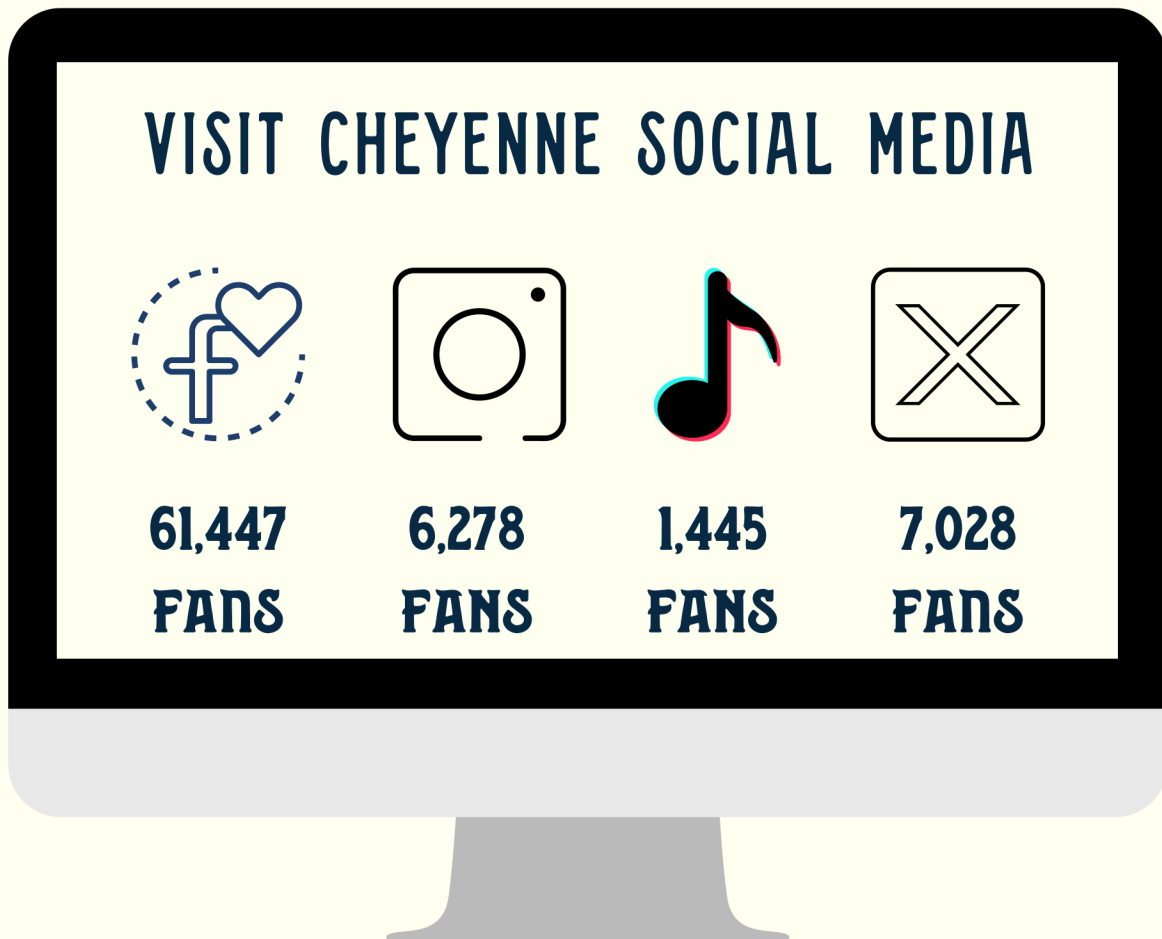


91,564 Combined Visitors
between Depot Visitors
Center and Pine Bluffs
Visitors Center

EVENTS



Partnering with local ranchers and caterers, Visit Cheyenne initiated and marketed the Hell on Wheels Chuckwagon Dinner and Rodeo Series, offering an immersive cowboy experience to locals and out-of-town residents. Over 54% of attendees traveled 100+ miles!



VISIT CHEYENNE PROVIDED MARKETING OR SPONSORSHIP GRANTS TO THE FOLLOWING EVENTS/ORGANIZATIONS

- *Burns Day*
- *Cheyenne Depot Museum*
- *Cheyenne Gaming Convention*
- *Cheyenne Symphony Orchestra*
- *City of Cheyenne Recreation and Events*
- *Delancey Summer Roping*
- *Flying B Youth Bull Riding*
- *International Africa MAAFA Remembrance Day*
- *Makers + Creatives*
- *New Frontiers Art Show*
- *Ottmar Liebert & Luna Negra at The Lincoln*
- *Quebec 01 Billboard*
- *Sherman Hill Train Show*
- *Tinsel Through Time*

STAFF KUDOS

Domenic Bravo – Represented Visit Cheyenne on the One West Tourism Alliance Board, Cheyenne LEADS Board, Greater Cheyenne Chamber of Commerce Board, WHTC Board, FCCLA Board, Destinations International Board, and ORTM Advisory Committee.

Jim Walter- Represented Visit Cheyenne on the Greenway Foundation Board and the CFD Public Relations Committee.

Laura Levi- Continued the Certified Tourism Ambassador Program. The program saw 100+ graduates within the first year.

Lisa Maney – Represented Visit Cheyenne on the following boards and committees: Rocky Mountain Society of Government Meeting Professionals, Air Force Association Cowboy Chapter 357, Cheyenne Kiwanis Foundation, Military Affairs Committee Steering Committee, Civic Leader Cheyenne, Chair for Military May (Military Appreciation Day), and Honorary Chief Command Global Strike Command AF. Lisa also was awarded Rocky Mountain Chapter Society of Government Meeting Professionals Salesperson of the Year, Company of the Year, and GEMM Award for dedication and hard work.

PROUD MEMBER/PARTNER

- Cheyenne LEADS
- Greater Cheyenne Chamber of Commerce
- Greater Cheyenne Foundation
- Wyoming Office of Tourism
- Wyoming Travel Industry Coalition
- National Tour Association
- American Bus Association
- Wyoming Society of Association Executives
- Society of Governmental Meeting Planners
- Meeting Planners International
- Professional Convention Managers Association
- One West Tourism Alliance
- Destinations International
- Air Force Association Cowboy Chapter #357
- Cheyenne Military Affairs Committee
- The Military Reunion Network

Visit Cheyenne has earned the highest professional visitor bureau accreditation from Destinations International.

HELP PROMOTE CHEYENNE!

Spread good news about area events,
businesses, and attractions to your friends
and relatives!

- Follow us on our social media channels and share local information:
 - [Facebook.com/VisitCheyenne](https://www.facebook.com/VisitCheyenne)
 - Instagram @VisitCheyenne
 - TikTok @VisitCheyenne
 - Twitter @CheyenneWY
 - [YouTube.com/CheyenneCVB](https://www.youtube.com/CheyenneCVB)
 - [Pinterest.com/VisitCheyenne](https://www.pinterest.com/VisitCheyenne)
 - [LinkedIn.com/company/Visit-Cheyenne](https://www.linkedin.com/company/Visit-Cheyenne)
- Invite your friends and relatives to visit
- Ride the Cheyenne Street Railway Trolley
- Host a meeting or retreat in Cheyenne

*You are our best
promoter!*





CONTACT US



(307) 778-3133



www.cheyenne.org