

Visit Cheyenne

Meeting Planner Research

Prepared for:

- Visit Cheyenne

CHEYENNE
W Y O M I N G
Live the Legend™



Study Conducted: May – June, 2018
Final Report Submitted – July, 2018



CHEYENNE
W Y O M I N G
Live the Legend™



Visit Cheyenne Meeting Planner Research

RESEARCH OBJECTIVE:

Young Strategies conducted Online Meeting/Group Planner Market Segment Research for Visit Cheyenne that identified decision making patterns among the following three groups:

1. Current clients – those that have booked groups in Cheyenne
2. Lost Business – meeting planners who considered Cheyenne and decided to go elsewhere and/or previously held a meeting and have not been back
3. Prospects – those planners who have the potential to hold a meeting in Cheyenne but have not booked

Purpose

To conduct a meeting planner survey for Visit Cheyenne to identify decision making patterns between definite meeting planners, prospect meeting planners and lost meeting planners.

Methodology

A comprehensive online survey instrument was prepared by the Young Strategies research team to capture comparative data between those that are definite meeting planners, prospect meeting planners, or lost meeting planners for Visit Cheyenne. Email recipients were invited to take a survey and once completed were able to download a \$5 gift card to either Starbucks, Amazon, or Target. Recipients were also entered into a chance to win a grand prize \$200 VISA gift card.

The survey was deployed to 3 databases provided by Visit Cheyenne.

- The definite meeting planner database included 76 emails; total surveys received was 25 for a 32.9% response.
- The prospect meeting planners database included 344 emails; total surveys received was 56 for a 16.3% response.
- The lost meeting planner database included 63 emails; total surveys received was 19 for a 30.2% response rate.

A broad range of surveys were received from definite, prospect, and lost meeting planners and is deemed to be predictive of overall meeting planner patterns for Visit Cheyenne. Survey response data was compared to prior similar meeting/event planner research conducted for Visit Cheyenne.



Visit Cheyenne



Summary & Observations:

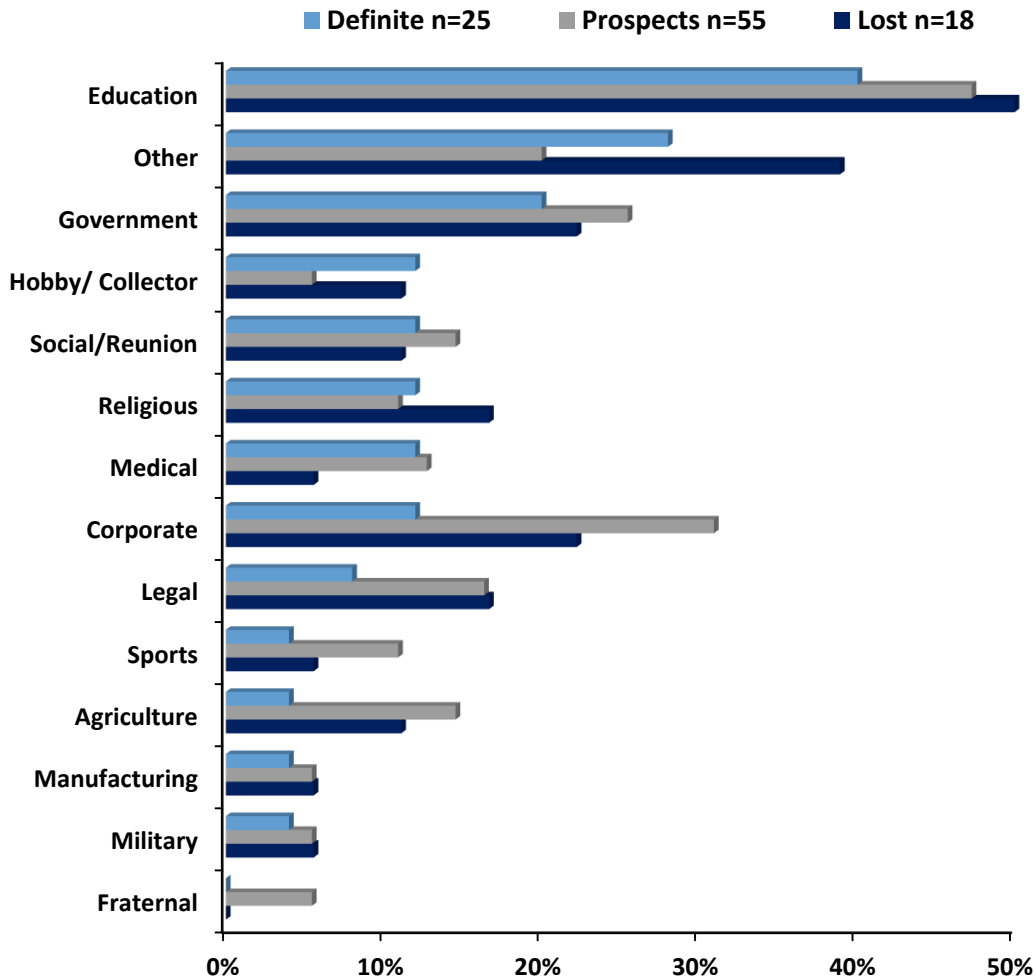
- One hundred meeting planner survey respondents including 25 definite planners, 56 prospects and 19 “lost” planners **represent a good cross section of market segments**. The majority of definite (84%) and prospect (65%) meeting planner respondents indicate they are part-time meeting planners while lost meeting planner respondents indicate an even split between working as part-time and full-time planners.
- **Cheyenne continues to be rated highly as a meetings destination from all three groups with the authenticity of the destination rated highest followed closely by lodging, dining and meeting venues also rated highly.** Meanwhile evening entertainment, shopping and airport accessibility and connectivity for attendees rated lowest which was also the case in similar research conducted in 2011.
- All meeting planner groups reported a **high potential to host meetings/events in Cheyenne multiple times a year** indicating an opportunity to drive increased business in the Cheyenne meeting market through targeted marketing.
- **Definite and prospective meeting planners reported large conferences and board/committee meetings as the most likely type of future meetings** to be held in Cheyenne, while lost meeting planners reported board/committee and training/educational seminars. Meeting planners from all groups rated Little America and Laramie County Community College high as a space to hold meetings / events.
- **Affordability of space, having meeting/event space attached to lodging and catering services were ranked the most important factors** when selecting a meeting location by all three groups of meeting planners. The majority of respondents in all three meeting planner groups report the **minimum star rating they will consider is 3 stars** while the maximum is 5 stars.
- The **majority of respondents indicate tradeshow publications and industry websites do not inspire them** to explore a destination or meeting/event site. Respondents in all groups **prefer to receive destination specific information by email** communication as well as custom meeting/event guides tailored to their needs and do not want to receive destination specific information from trade shows.
- Meeting planners in all three groups indicate **planning meetings every month of the year** with December being the least popular and indicate a **planning cycle of 7 or more months**.
- **Visit Cheyenne’s team and the services they offer are greatly valued by planners** and often make the difference in whether to book in Cheyenne or go elsewhere.

Meeting Planner Market Segment

Please choose the market segment(s) that best describes your conference/event(s)

Observations:

- Meeting planner survey respondents in all segments (definite, prospects, and lost) indicate that a majority are in the education and government market segment. Prospect meeting planner respondents were also heavily concentrated in the corporate segment.
- Meeting Planner respondents represent a good cross section of market segments.



Other responses:

Definite Meeting Planners

- 12 Step Recovery
- Bank travel clubs, Meeting planners, alumni, chambers of commerce, African American group travel
- Disaster recovery
- Food safety
- GIS users group conference
- Singing
- Writer organization

Prospect Meeting Planners

- Association (3)
- Construction Industry
- Energy
- Health
- History of the West
- Military Reunion
- Non-Profit, Library
- Union
- Veterans

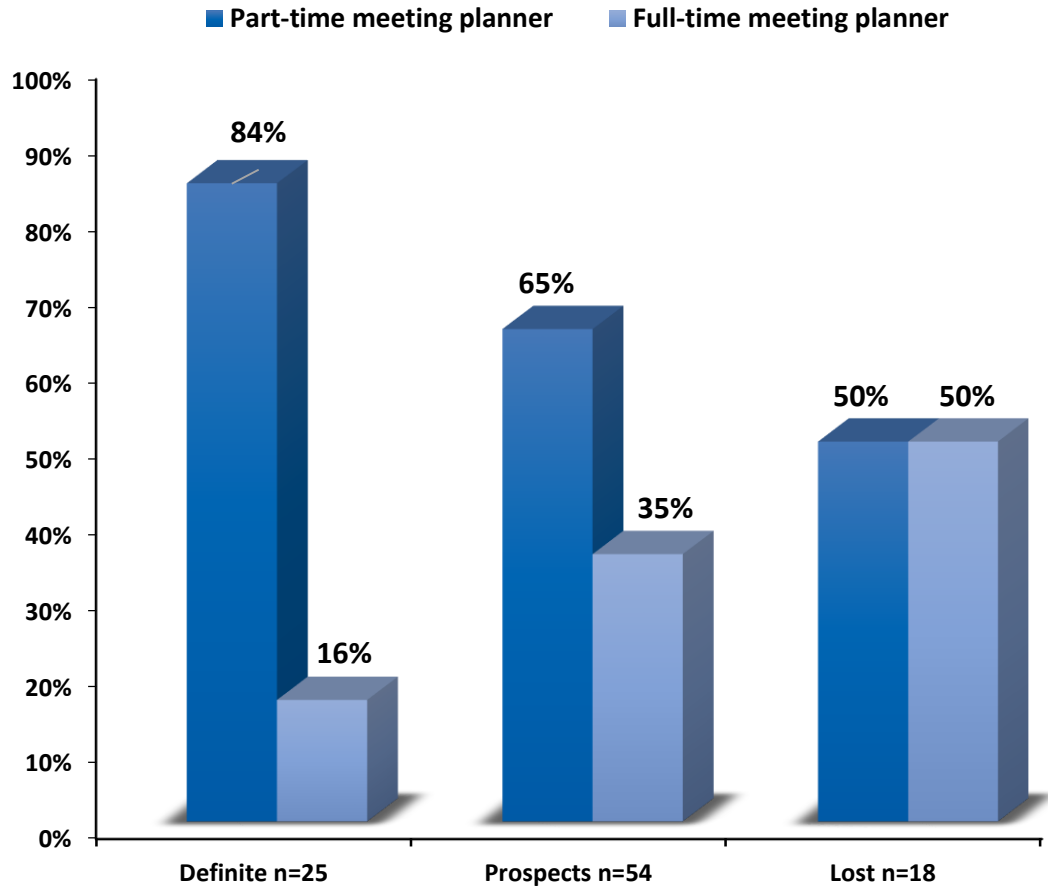
Lost Meeting Planners

- Association
- Birdwatchers and gardeners
- Law enforcement, Non-profit, Association
- Local and National Veteran’s Associations
- Non-profit
- Non-Profit (voluntary health sector)
- Technology

Meeting Planner Respondent Profile

Are you a full-time or part-time meeting planner?

- Observations:**
- The majority of definite (84%) and prospect (65%) meeting planner survey respondents indicate they are part-time meeting planners.
 - Lost meeting planner survey respondents indicate an even split between working as part-time and full-time meeting planners.

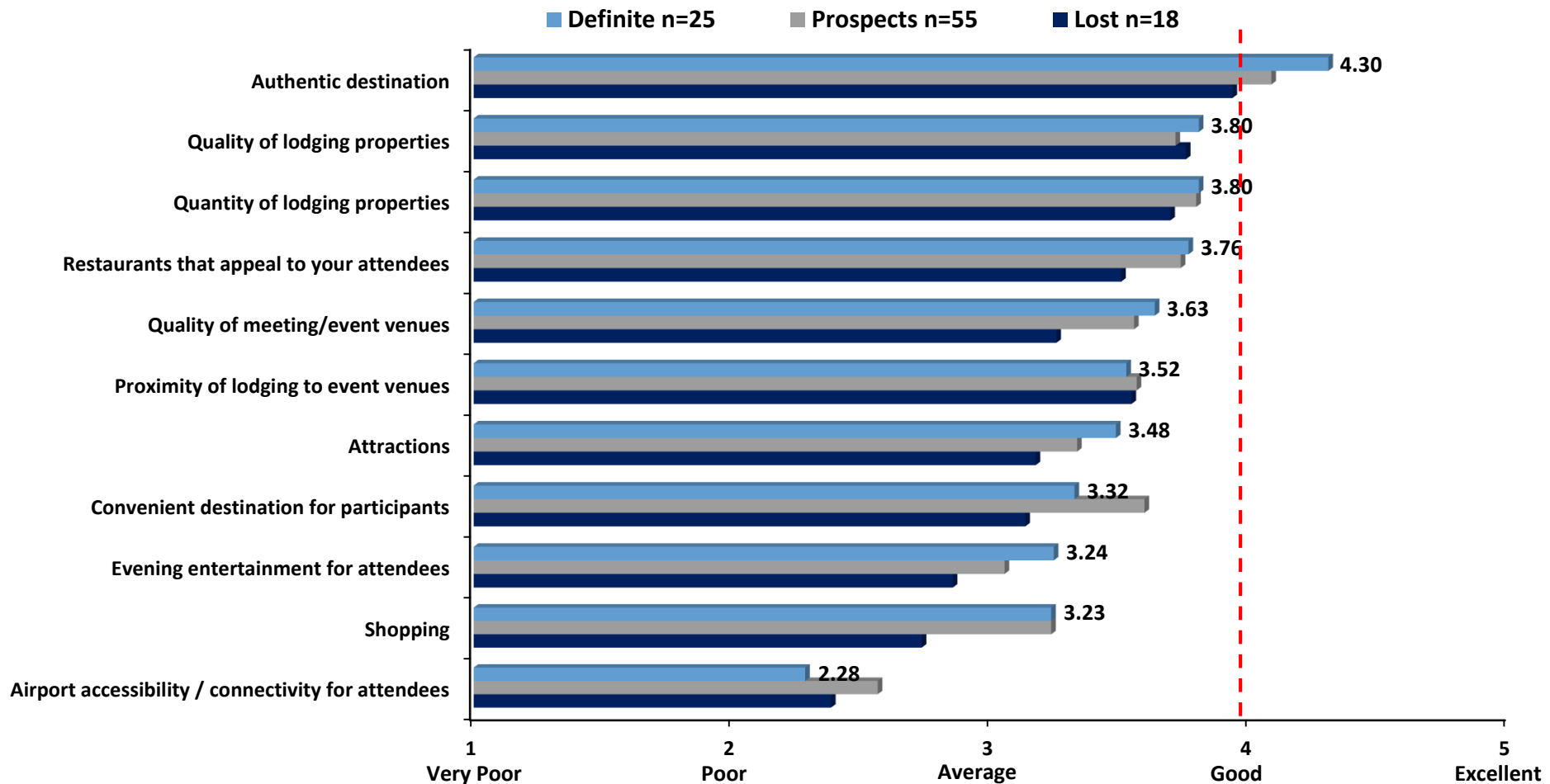


Perception of Cheyenne

Please rate your perception of Cheyenne, WY on the scale provided below.

Observations:

- Definite, prospect, and lost meeting planners all rate their perception of Cheyenne highest for being an authentic destination.
- Airport accessibility and connectivity for attendees rated lowest in all three groups. Convenience of destination, evening entertainment, and shopping also rated low with many of the meeting planners across all three groups.

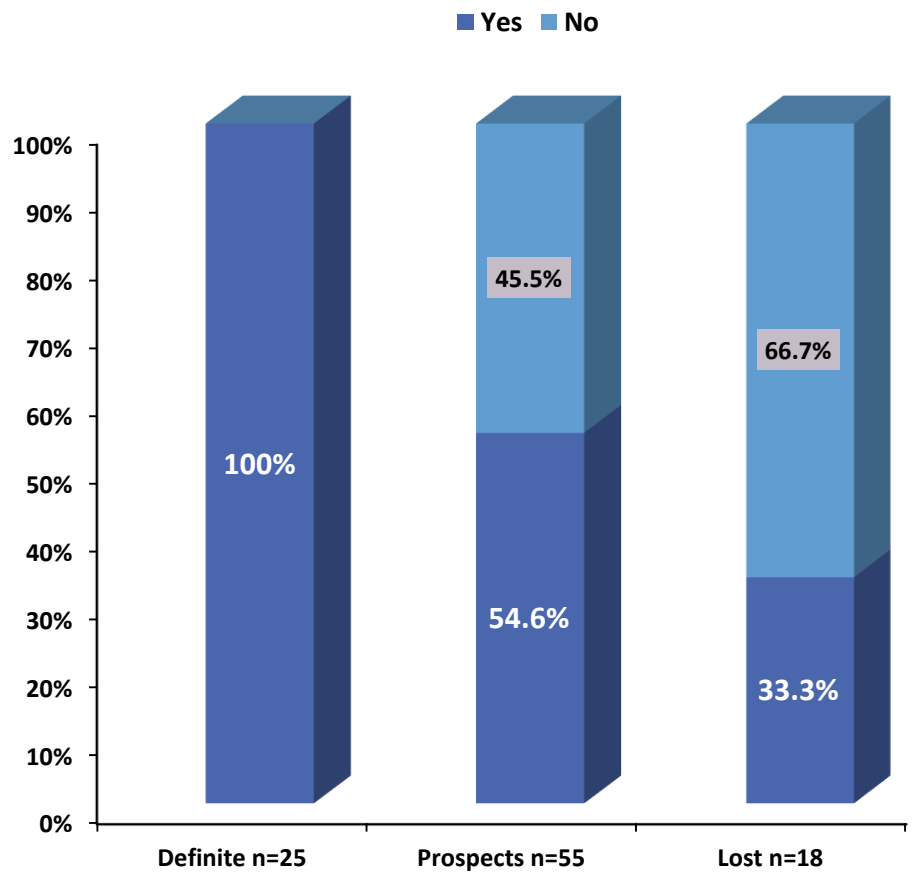


Previous meetings held in Cheyenne

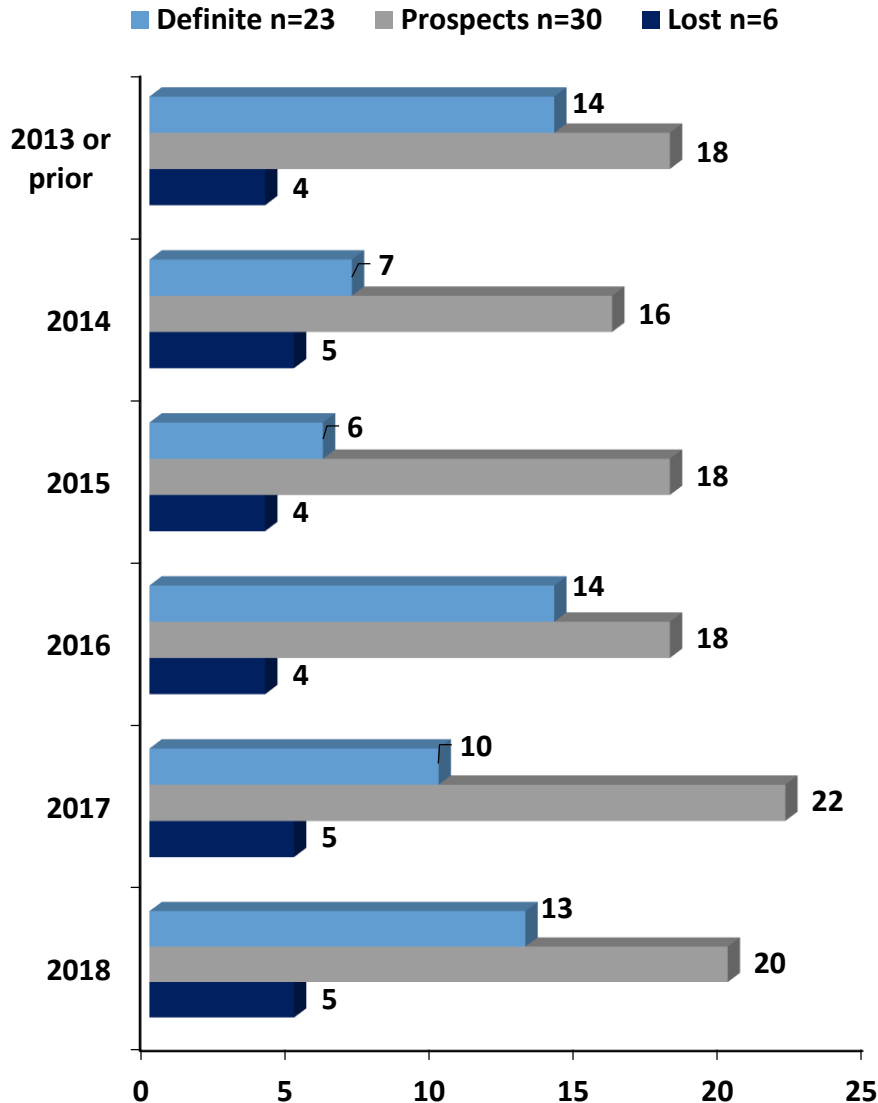
Have you held a meeting in Cheyenne, Wyoming?

Observations:

- While Cheyenne has a loyal following among planners who have booked previously, there is an opportunity to promote the destination to those who have not booked a meeting in Cheyenne. Visit Cheyenne has a robust database of prospective meeting planners whose objections to booking in Cheyenne are provided later in this document..



Meetings held in Cheyenne
In which year(s) did you hold meetings in Cheyenne?



Observations:

- Respondents from all meeting planner groups reported holding meetings of some kind in in Cheyenne multiple years.
- Six meeting planners from the “lost” database reported holding meetings in Cheyenne. A review of their total survey responses revealed they had held prior meetings in Cheyenne but had recently made the decision to host a meeting in another destination and were thus categorized as “lost”. The decision was not due to any dissatisfaction with Cheyenne as much as part of a rotation strategy.

If you haven't held a meeting in Cheyenne in the last 5 years, please tell us why:

Definite

- So many places in the Wild West that we don't visit a place a second time in less than 10 years.
- Cheyenne is very hard for out of state attendees to travel to. Once you get to Cheyenne the only decent conference hotel is not within walking distance to anything. Downtown nightlife is dead.

Prospect

- Board votes on locations
- Conference Venues are selected by responding to an RFP, and selected on cost, accessibility, size of venue and comps
- I schedule facilities and coordinate college, private and community conferences and events at LCCC and we have overnight guest accommodations during the summer. Some of the multi-day conferences and event have a host hotel in Cheyenne. I have been doing this for 22 years, so my numbers may not be helpful.
- Organization ended formal reunions.
- Past and Upcoming Dec 2018

Lost

No other responses reported

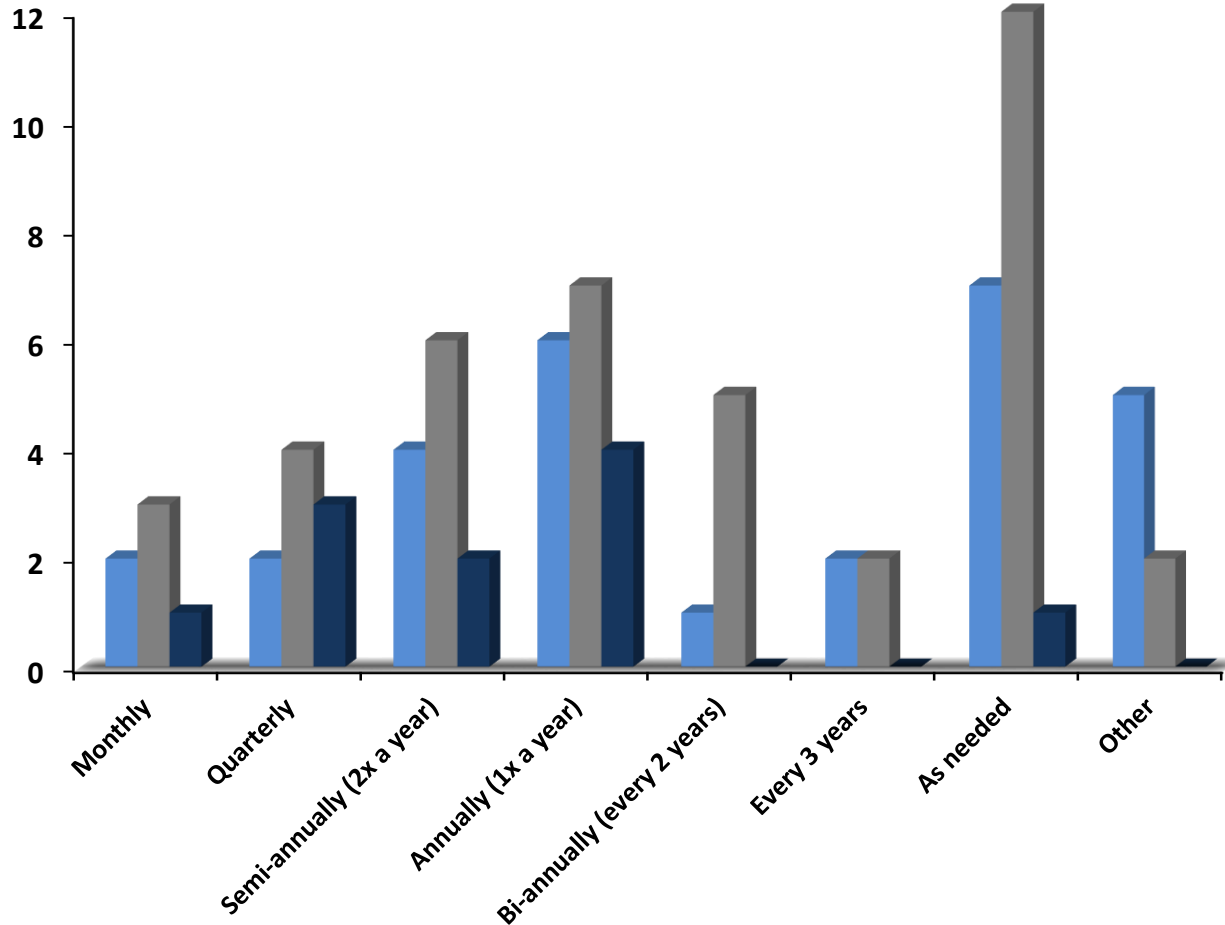
Meeting Potential

How often do you have the potential to host meetings/events in Cheyenne?

Observations:

- All meeting planner groups reported a high potential to host meetings / events in Cheyenne multiple times a year. This indicates an opportunity to drive increased business in the Cheyenne meeting market through targeted marketing to each of the three groups of planners.

■ Definite n=23 ■ Prospects n=30 ■ Lost n=7



Other responses:

Definite Meeting Planners

- Every 4 years
- Every 6 to 10 years
- Every ten years or so.
- Occasionally about every 7-10 years
- SWLC is hosted throughout the region. Last hosted in 2004 in Cheyenne.

Prospect Meeting Planners

- Depends on response to the RFP
- Local meetings every 3-6 years, international conferences every 15+ years.

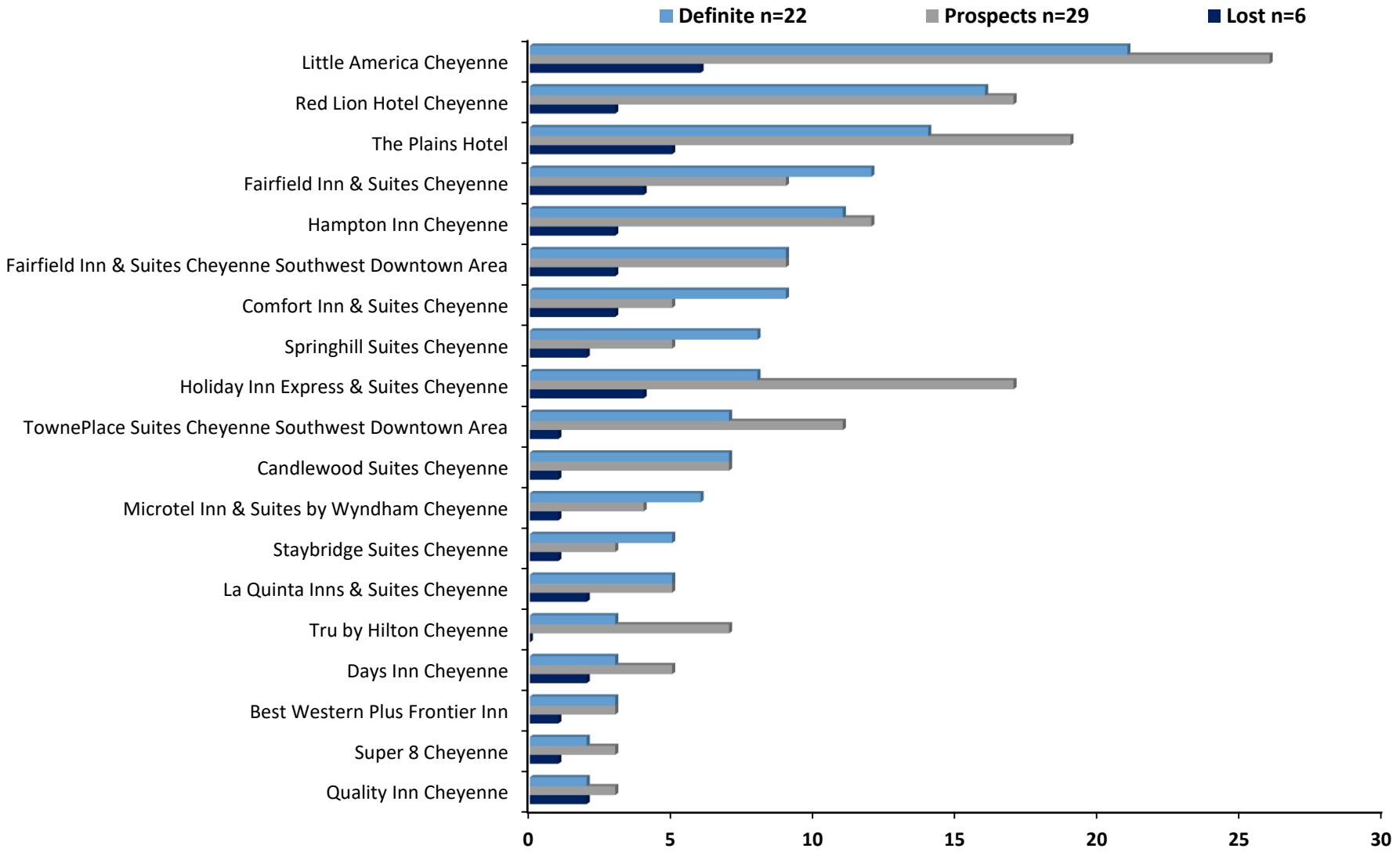
Lost Meeting Planners

no other responses reported



Hotel Awareness

Please tell us which of the following hotels in Cheyenne, WY you are familiar with.

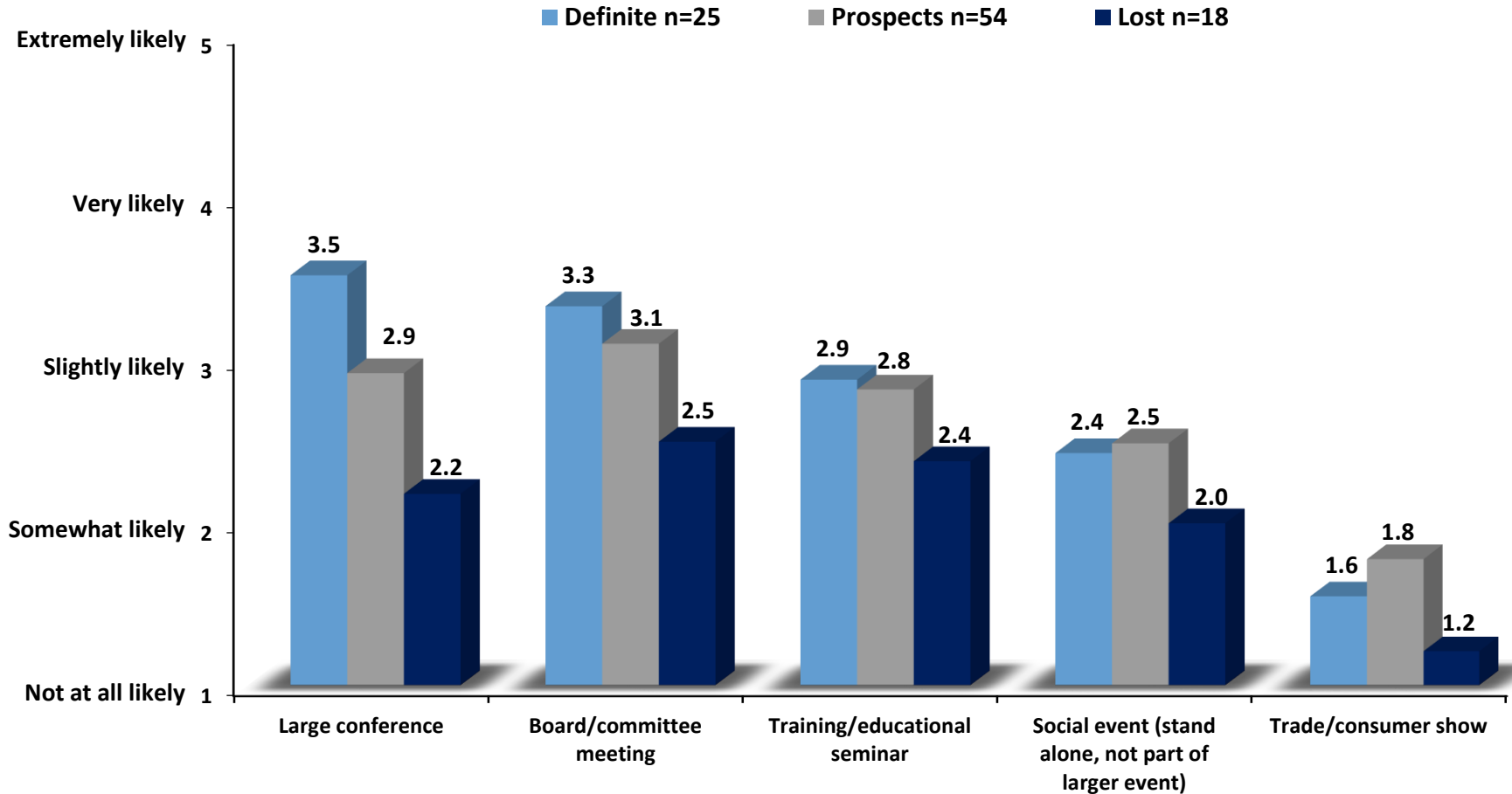


Meeting Potential

Please tell us how likely are you to plan a future meeting or event in Cheyenne using the scale provided. If unlikely to plan a future meeting, please tell us why. (Verbatim comments provided on following page.)

Observations:

- Definite and prospective meeting planners reported large conferences and board/committee meetings as the most likely type of future meetings to be held in Cheyenne, while lost meeting planners reported board/committee and training/educational seminars.



Please tell us how likely are you to plan a future meeting or event in Cheyenne using the scale provided. If unlikely to plan a future meeting, please tell us why. (Continued)

Observations:

Those who answered the question on the previous page as unlikely to plan a meeting in Cheyenne, were given the opportunity to further explain why. These comments identify obstacles that Cheyenne must overcome to earn business from these respondents. Their verbatim comments are provided below.

If unlikely, please tell us why:

Definite Meeting Planners

- Cost and proximity to state attendees, need central location for most events.
- I am based in Gillette, and most of the events that we plan would be located in the Gillette area. When SWLC comes back to Wyoming, we definitely would host in Cheyenne again.
- Large conference will be in Laramie the next 5 years.
- We only do a convention

Prospect Meeting Planners

- Airlift
- We are a social club of 250 attendees for 5 days
- Not an option for our attendees, larger city group based on medical/hospital industry
- I do not have need for a social event or trade/consumer show.
- My BOD go to major cities
- Most of my event attendees in the Midwest or Eastern US. I do not choose the location--my clients do.
- Unlikely to rotate back to Wyoming during my career, and I don't have the time or willingness to plan another
- Casper is often more central for attendees who are roughly equally located across Wyoming
- Too rural for my current groups

Lost Meeting Planners

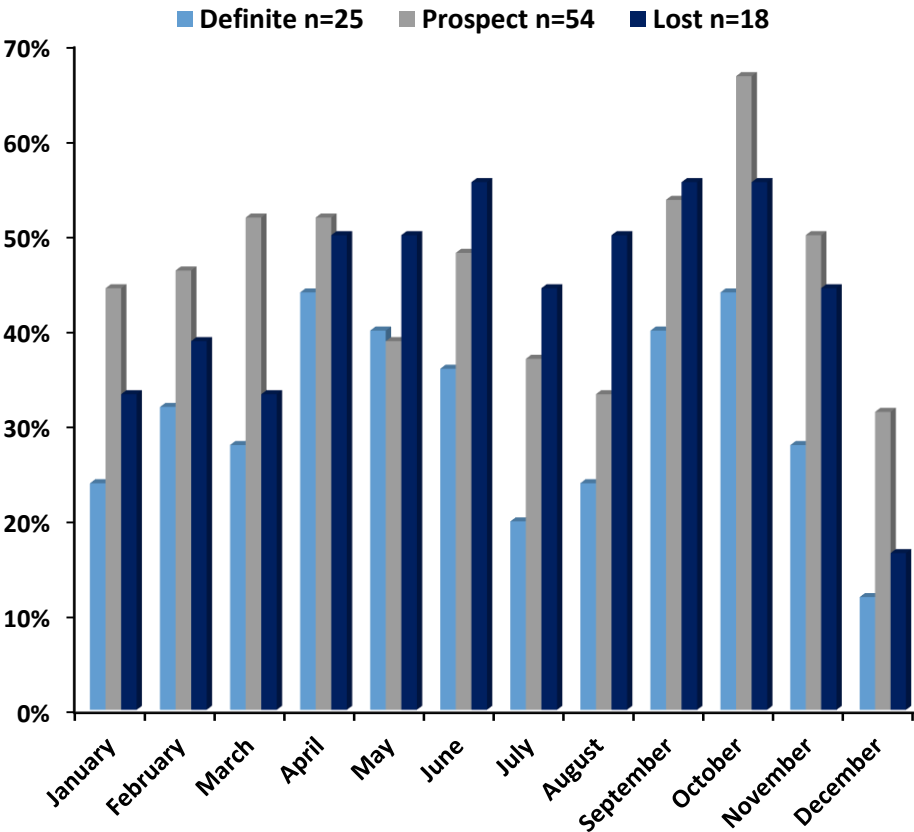
- Don't know much about Cheyenne
- Expensive, not centrally located for Wyoming, not enough capacity
- I would like to hold a meeting there but know very little about the area and what it has to offer. If we were to hold something there it would not be a one-off event.
- Never been there and don't know the venues so I could plan one. None of our Chapters near Cheyenne.
- No accommodations/venue for 4000+; not in trade/consumer sector
- Not sure we can pull attendees to Cheyenne, WY. It's more remote and harder to get to than other places.
- Only event I have that is applicable is a business conference. It has traditionally been in Denver area. Only drawback of Cheyenne is distance from Denver area - both actual and perceived (I think a lot of people think it is farther than it is!)
- Price is a big factor in Education
- We are looking for further connections with possible sponsors and people who really help bring a community together for an event. So far we have not seen the support in those areas, so it is a risky move for us to bring our event to a new area without the support it requires.

Meeting Planning

In which months of the year do you typically plan your meetings / events?

Observations:

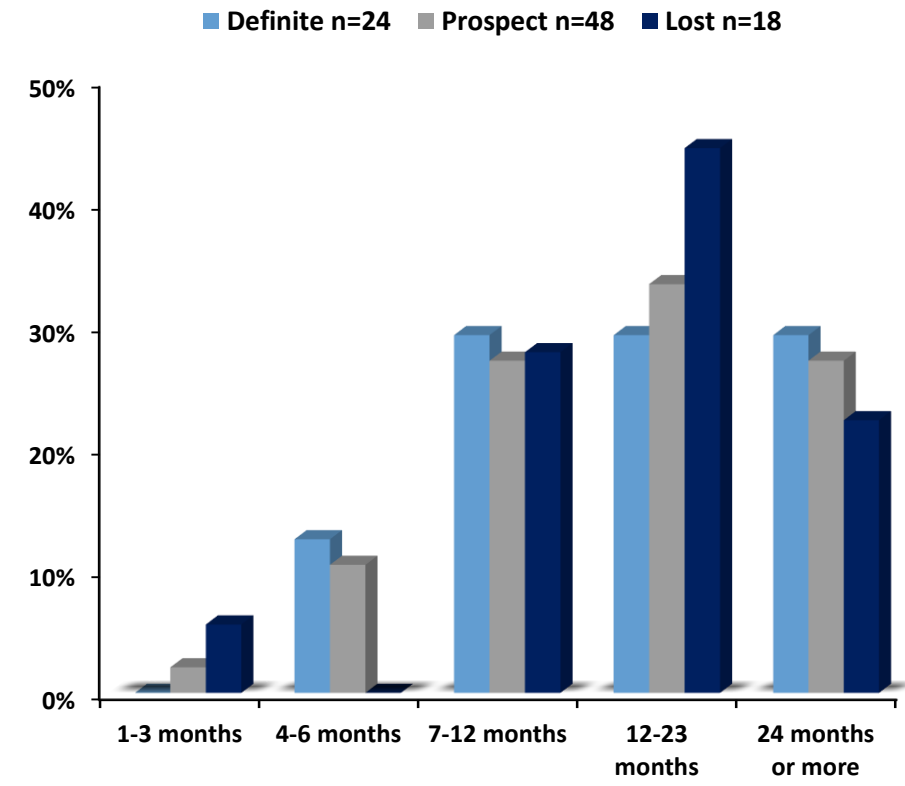
- Meeting planners in all three segments indicate they plan meetings every month of the year with December being the least popular as is typical in most markets throughout the country.



How far in advance do you select a site for your largest meeting / event?

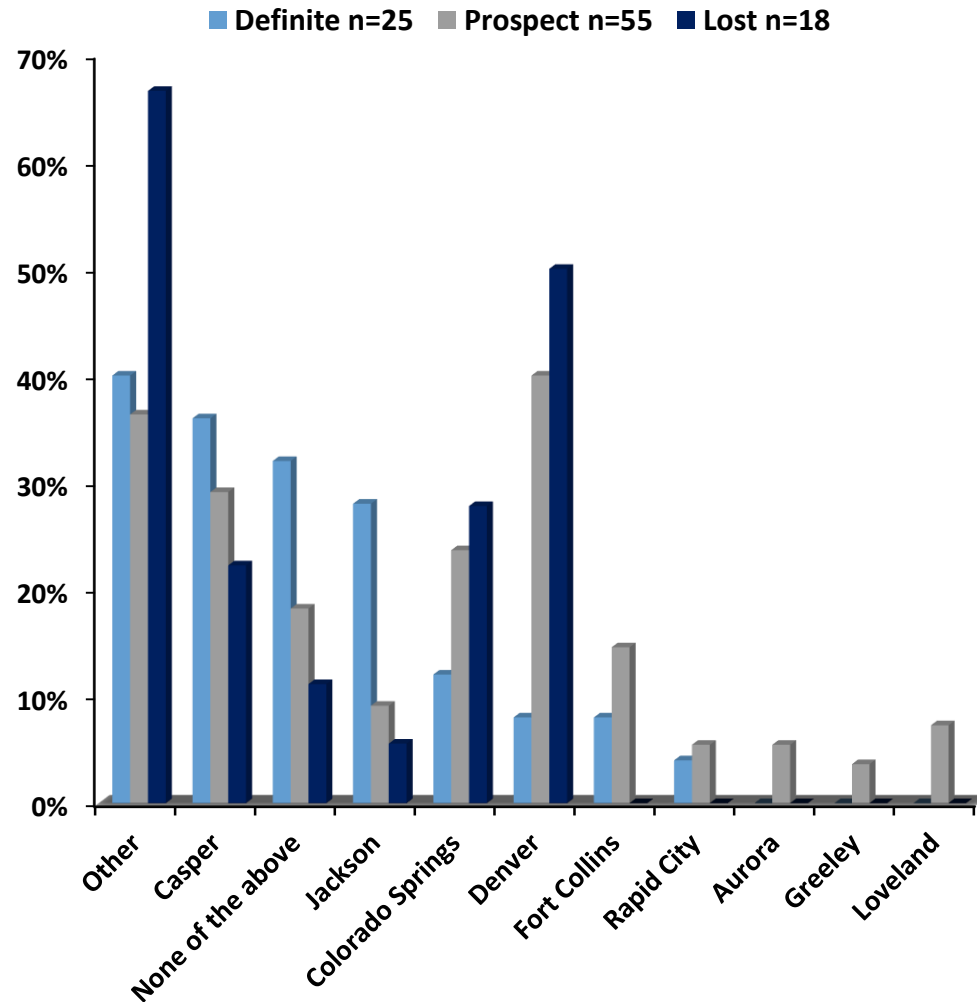
Observations:

- The majority of all three segments of meeting planners report planning meetings 7 months or more in advance indicating the need to promote Cheyenne as a meeting / event destination at least a year before expecting a conversion in the sales process.



Location of Current Meetings / Events

In which cities do you currently plan meetings/events? (check ALL that apply)



Other responses:

Definite Meeting Planners

- Billings, MT
- Gillette
- Laramie, Casper
- Laramie, Evanston, Lander, Cody, Sheridan, Gillette
- Omaha, Shreveport, Tucson, Washington, others
- Pine Bluffs
- Possible other Wyoming towns
- Riverton, Lander, Douglas
- Spokane, Boulder, Salt Lake, Colorado Springs
- Springfield, MO; Fort Smith, AR.

Prospect Meeting Planners

- Cheyenne (2)
- Evanston, Green River, Riverton, WY
- Gillette/Riverton
- Laramie (2)
- Nashville, Houston, Chicago, Anaheim, Atlanta, Dallas, Los Angeles, San Francisco, Boston, Baltimore, New York, Philadelphia, etc.
- No plans--Have used Jackson Hole, Cody and Sheridan in the past.
- Our events rotate between multiple states in our region
- Places that meet criteria of being close to a major airport hub, hotel rating, proximity to shopping and restaurants

Prospect Meeting Planners (cont.)

- Reno, Nevada / Las Vegas, Nevada
- Riverton
- Salt Lake City, Boise, Albuquerque, Reno, Phoenix
- Santa Fe, Fort Worth, Deadwood, Dodge City, Sheridan
- Sites across the US and Canada
- Throughout the US and international
- Throughout the Midwest and Eastern US
- Various locations in US: Minneapolis, Nashville, Atlanta, LA, San Diego, Seattle, Santa Fe, Florida
- Washington DC
- We do 400+ contracted meetings per year, 70% in US.

Lost Meeting Planners

- Boulder, CO, Wheat Ridge, CO
- Cheyenne (2)
- Evanston, Powell, Glenrock, Rock Springs
- Evanston, Sheridan, Gillette, Cody
- Just Cheyenne
- Looking at Denver
- Portland, OR
- Riverton, Powell, Rock Springs, Buffalo, Sheridan
- Vail, Breckenridge
- Vail, CO
- Vernal, Richfield, Reno, Carson City, SLC

Meeting Attendee Specifics

What percentage of your attendees are located:

Observations:

- The majority of definite (47.3%) and prospect (45.4%) meeting planner respondents attendees for their events / meetings are located within Wyoming.
- 50% of lost meeting planners indicate their attendees are located within Colorado.

DEFINITE n=25	Within Wyoming	Within Colorado	Other states
Minimum	0.0%	0.0%	0.0%
Maximum	100.0%	80.0%	100.0%
Average	47.3%	39.3%	13.4%
Mode	100.0%	5.0%	0.0%

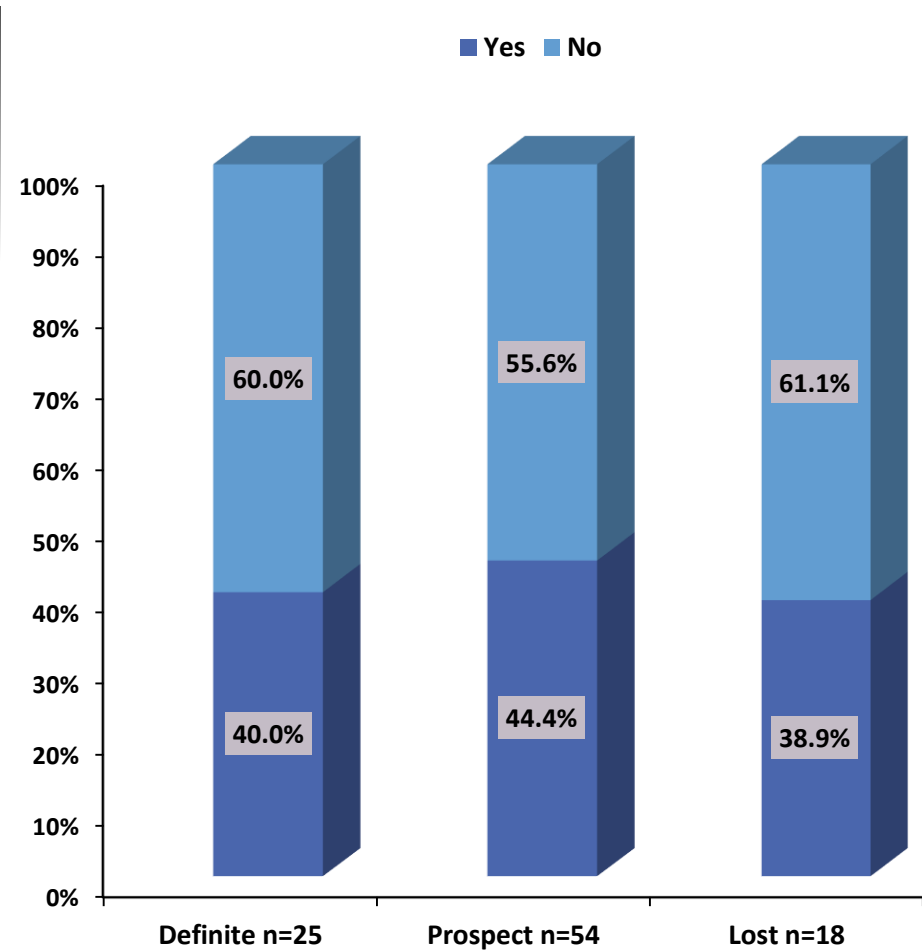
PROSPECTS n=50	Within Wyoming	Within Colorado	Other states
Minimum	0.0%	0.0%	0.0%
Maximum	100.0%	95.0%	100.0%
Average	45.4%	39.8%	14.8%
Mode	0.0%	0.0%	0.0%

LOST n=18	Within Wyoming	Within Colorado	Other states
Minimum	0.0%	0.0%	0.0%
Maximum	100.0%	98.0%	100.0%
Average	33.0%	50.4%	16.6%
Mode	0.0%	0.0%	0.0%

Do you plan spousal or family options for attendees?

Observations:

- The majority of planners also noted that they do not plan spousal or family options for attendees.

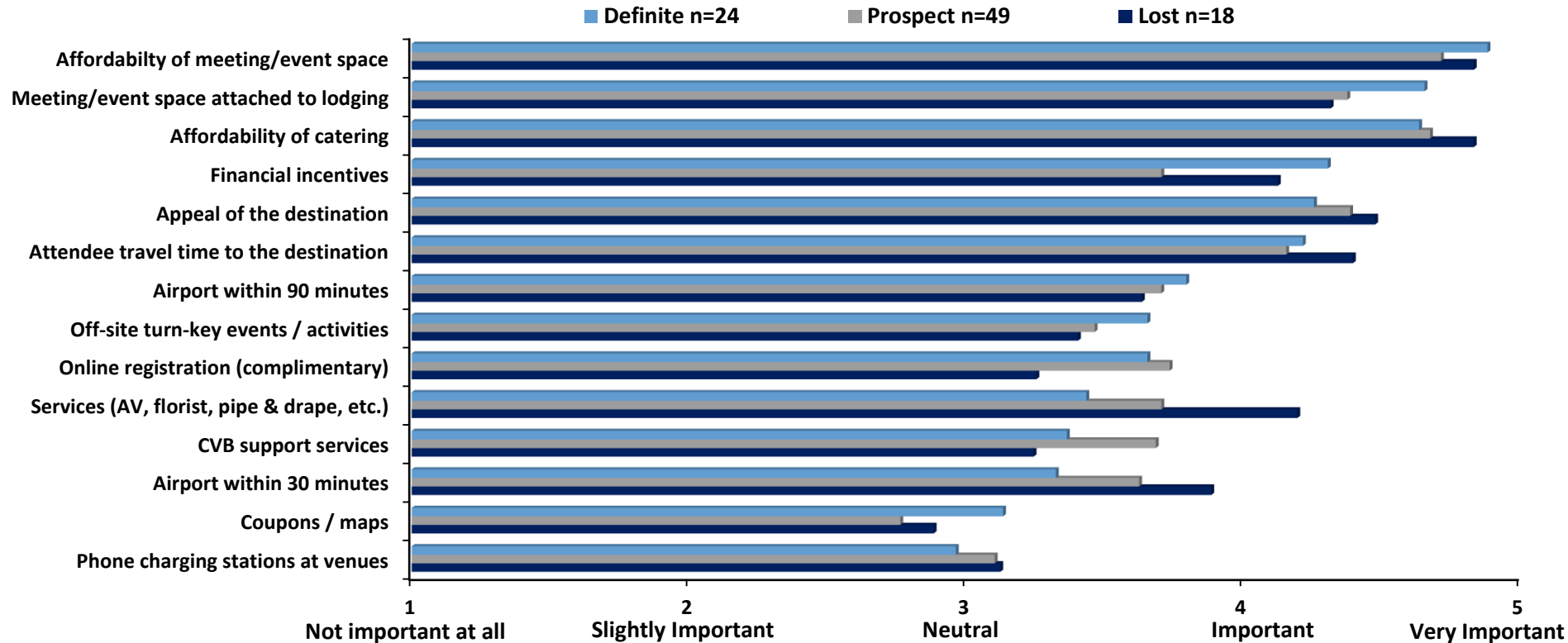


Meeting Planning Ranking

When choosing a meeting or event location, please rate each based on level of importance, using the scale provided below.

Observations:

- Affordability of space, having meeting/event space attached to lodging and catering services were ranked the most important factors when selecting a meeting location by all three groups of meeting planners.



Other responses:

Definite Meeting Planners

- Transportation to Cheyenne often is an issue. We worked with Green Ride to provide shuttle service from DIA to Little America.

Prospect Meeting Planners

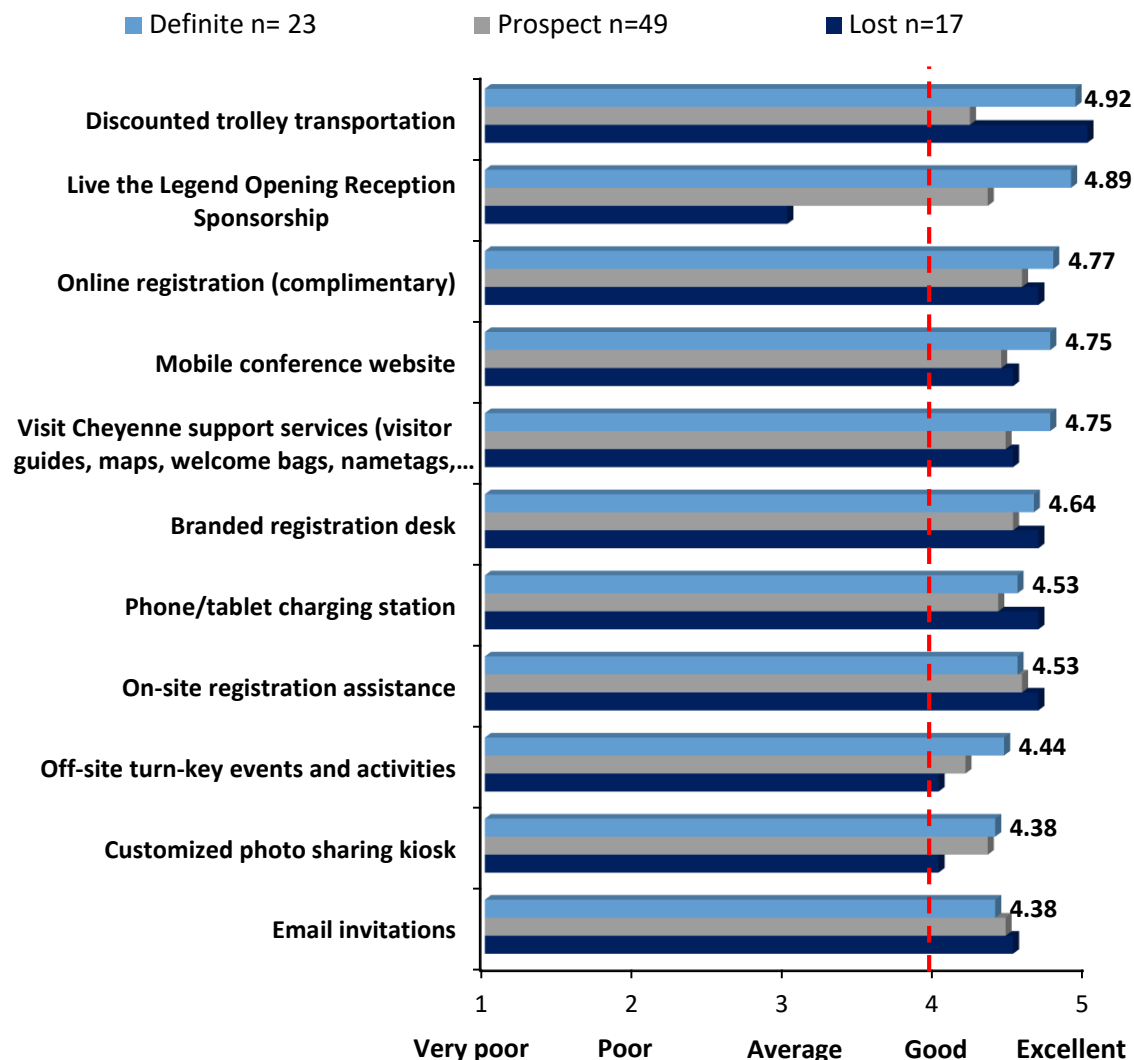
- Assistance with planning from connected, local staff.

Lost Meeting Planners

- Customer service
- Hotels offer rooms at military per diem rate for locale

Cheyenne Meeting Services Ratings

Using the rating scale provided below, please rate the level of services received by Visit Cheyenne (Cheyenne Convention & Visitors Bureau) for any meeting/event(s) your organization has brought to Cheyenne in the last 5 years. Choose N/A if not applicable.



Observations:

- The 11 tested services offered by Visit Cheyenne are all highly valued by planners who appreciate the support and partnership provided by Visit Cheyenne.

Other responses:

Definite Meeting Planners

- All services from CCVB were excellent, and the personnel became an active part of our team and were very supportive. The only snag was in the printing of the name badges. Names and titles people wanted were not always indicated as requested, and locations where people were from were not correct. Reprints were promptly done to make the needed corrections.
- No meetings in Cheyenne in last five years
- Some of these services must be new, not offered previously.
- We usually take care of the above ourselves

Prospect Meeting Planners

- Have not had a meeting in Cheyenne
- I have not had the pleasure of planning an event in Cheyenne yet.
- I haven't done an event in Cheyenne yet
- Visit Cheyenne Rocks!
- We are still in the early planning stages of our first event
- We have not had an event here in awhile, but the staff is always great answering basic questions.

Lost Meeting Planners

- Have not held an event or conference in Cheyenne
- Have not used CVB in the past.
- Haven't planned a meeting in Cheyenne

Cheyenne Meeting Services Ratings (continued) - Observations:

- Definite and prospect meeting planners who have brought meetings to Cheyenne rated the services received from Visit Cheyenne highly (4.40 or above) in the majority of categories., specifically with the trolley transportation, opening reception and online registration.

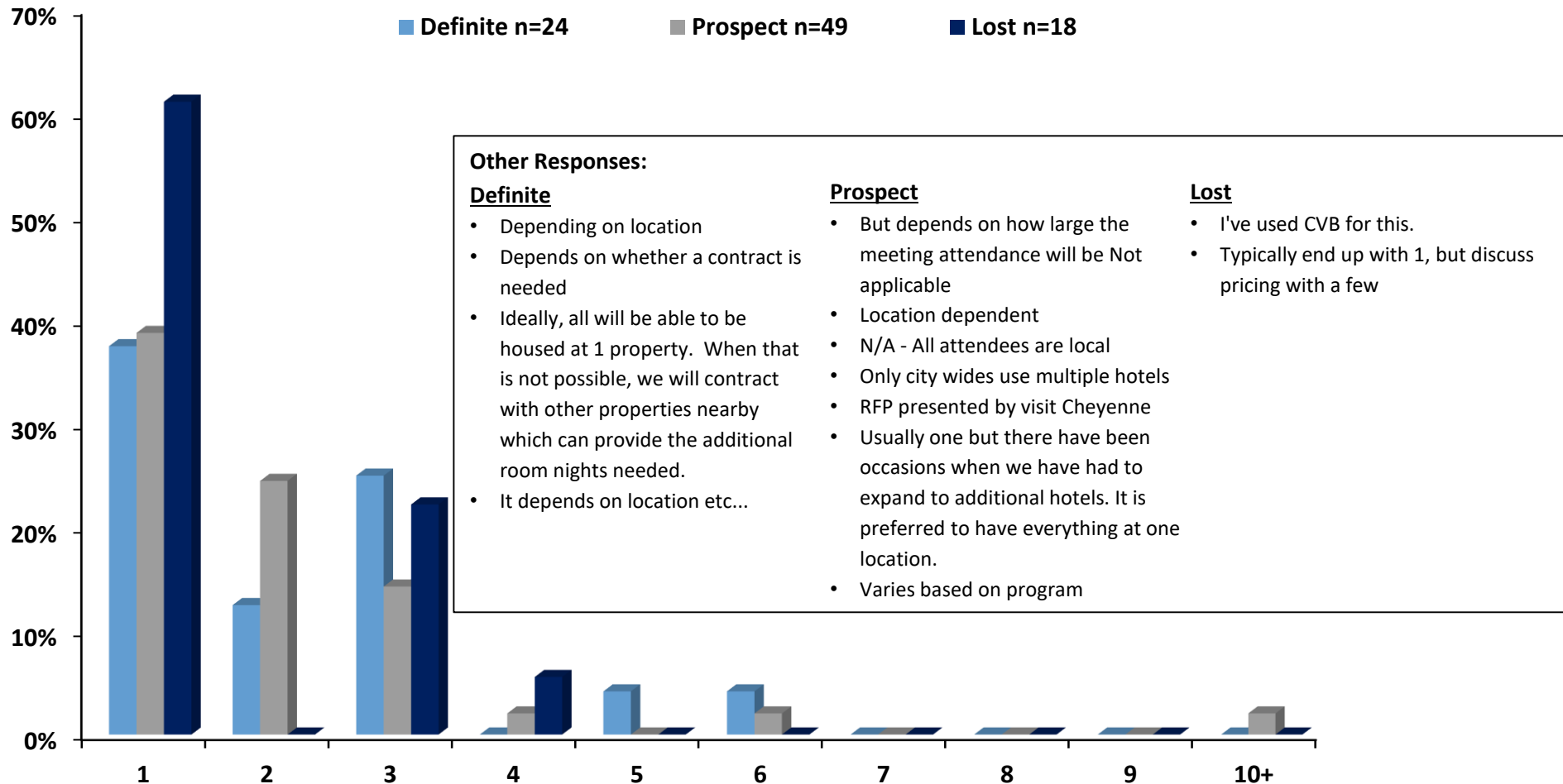
DEFINITE n=23	Excellent	Good	Average	Poor	Very Poor	N/A	Rating Average
Discounted trolley transportation	11	1	0	0	0	10	4.92
Live the Legend Opening Reception Sponsorship	8	1	0	0	0	13	4.89
Online registration (complimentary)	10	3	0	0	0	10	4.77
Visit Cheyenne support services (visitor guides, maps, welcome bags, nametags, lanyards, etc.)	13	2	1	0	0	7	4.75
Mobile conference website	3	1	0	0	0	17	4.75
Branded registration desk	7	4	0	0	0	12	4.64
On-site registration assistance	9	5	1	0	0	8	4.53
Phone/tablet charging station	9	5	1	0	0	8	4.53
Off-site turn-key events and activities	4	5	0	0	0	14	4.44
Email invitations	3	5	0	0	0	15	4.38
Customized photo sharing kiosk	4	3	1	0	0	15	4.38
PROSPECTS n=49	Excellent	Good	Average	Poor	Very Poor	N/A	Rating Average
Online registration (complimentary)	11	3	2	0	0	33	4.56
On-site registration assistance	11	3	2	0	0	33	4.56
Branded registration desk	9	3	2	0	0	34	4.50
Visit Cheyenne support services (visitor guides, maps, welcome bags, nametags, lanyards, etc.)	11	7	2	0	0	29	4.45
Email invitations	7	2	2	0	0	37	4.45
Mobile conference website	6	5	1	0	0	36	4.42
Phone/tablet charging station	7	7	1	0	0	33	4.40
Live the Legend Opening Reception Sponsorship	5	2	2	0	0	39	4.33
Customized photo sharing kiosk	6	4	2	0	0	35	4.33
Discounted trolley transportation	5	7	2	0	0	35	4.21
Off-site turn-key events and activities	5	3	3	0	0	37	4.18

Meeting Planning Lodging

When selecting a destination for a meeting or event what is the typical number of lodging properties that you contract with to house your attendees?

Observations:

- All meeting planner segments report contracting between 1 and 3 lodging properties to accommodate attendees with the majority reporting they typically book 1 lodging property per meeting / event.

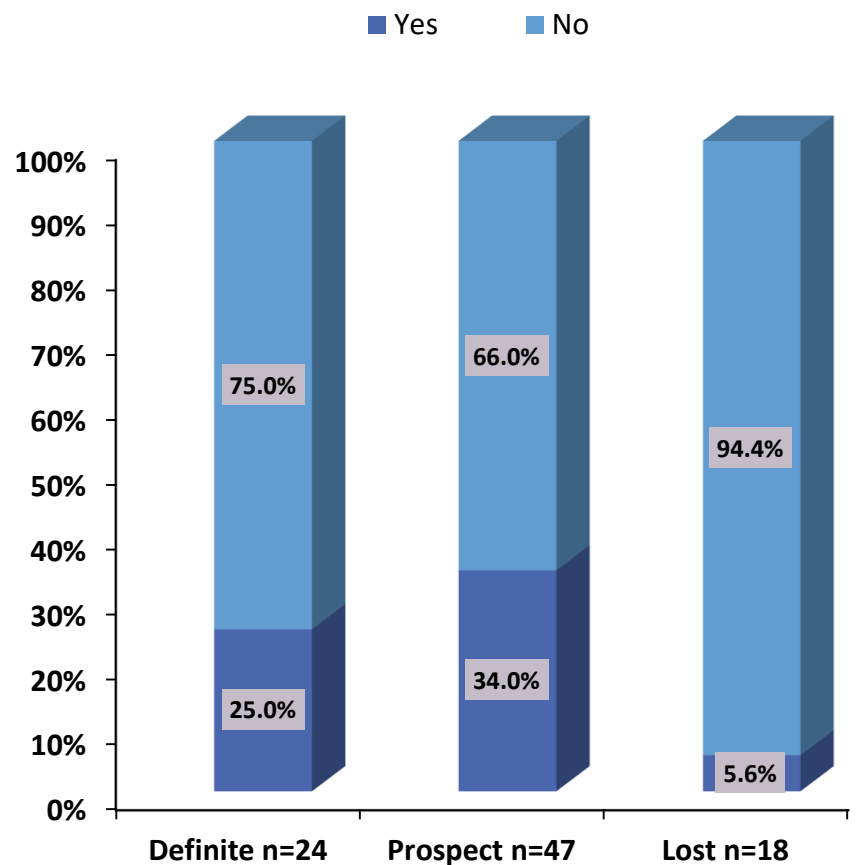


Meeting Planning Inspiration

Do advertisements in tradeshow publications or industry websites inspire you to explore a destination or meeting/event site?

Observations:

- The majority of respondents indicate tradeshow publications and industry websites do not inspire them to explore a destination or meeting/event site.



Other Responses:

Definite

- Websites are the way of the world now.
- City magazines from St. Louis, Fort Wayne, Dallas, Houston, and Santa Fe.

Prospect

- The Members vote the next host city
- I am a member of a large international organization, but the planning for our 2019 regional conference is a volunteer position, separate from my day job.
- Depends on the ad as well. Has to be something that really catches my attention.
- Depends on interest level
- Advertisements in Newsletters or direct E-mails that list upcoming promotions and financial incentives for having a meeting in a specific destination.
- I subscribe to Cvent and appreciate their comprehensive guides to venues.

Lost

- This is not a road show type conference that I host.
- Houston did a terrific ad in Convene that ran when I was trying to persuade a client to meet in Houston. That ad definitely got her attention which ultimately led to booking the program.
- Not a blanket, "No", but it's not a major driver for me

Meeting Location Rotation & Contracts

Do you move your meetings/events around to different locations or do you sign multi-year contracts?

Observations:

- The majority of definite meeting planner respondents indicate they rotate meetings within WY and a multi-state region but generally do not sign multi-year contracts with one destination. Rotation is a standard practice with meeting planners and their events. The Visit Cheyenne team works diligently to attract every possible meeting working within the rotation schedule.

	Definite n=24			Prospect n=49			Lost n=17		
	Yes	No	N/a	Yes	No	N/a	Yes	No	N/a
Rotation among destinations in WY	50.0%	33.3%	16.7%	40.4%	29.8%	29.8%	23.5%	29.4%	47.1%
Rotation among destinations in a multi-state region	50.0%	25.0%	25.0%	59.1%	22.7%	18.2%	41.2%	29.4%	29.4%
Multi-year contract with one destination	29.2%	45.8%	25.0%	40.5%	33.4%	26.1%	17.7%	52.9%	29.4%

Other responses:

<p>Definite Meeting Planners</p> <ul style="list-style-type: none"> We move and also have multiyear events. We're on a three-year cycle, typically rotating between Wyoming, Texas, and the Midwest. <p>Prospect Meeting Planners</p> <ul style="list-style-type: none"> Location moves around the continent Once a year for meetings Rotation just within Cheyenne Varies around the nation Yearly contract with facilities 	<p>Lost Meeting Planners</p> <ul style="list-style-type: none"> In the last 3 years we have used Cheyenne Hills Church before that is was the Civic Center and Little America Not a regularly occurring event. One location in Cheyenne Rotation throughout the US Usually alternating east, west, then Midwest coasts for chapter representation. We frequently use a venue for multiple years, but not always
---	--

Lodging Star Rating

When selecting a lodging property for your meetings/events what is the range of quality that you will consider? Please indicate the minimum and maximum star ratings for lodging where you host meetings.

Minimum Star Rating	1	2	3	4	5
Definite n=21	0.0%	14.3%	66.7%	14.3%	4.7%
Prospect n=47	0.0%	8.5%	61.7%	27.7%	2.1%
Lost n=18	0.0%	5.6%	77.8%	16.7%	0.0%

Maximum Star Rating	1	2	3	4	5
Definite n=21	0.0%	0.0%	14.3%	28.6%	57.1%
Prospect n=47	2.2%	0.0%	2.2%	17.4%	78.3%
Lost n=18	0.0%	5.6%	0.0%	22.2%	72.2%

Observations:

- The majority of respondents in all meeting planner categories report the minimum star rating they will consider is 3 stars while the maximum is 5 stars.
- As expected very few will accept lodging properties with a star rating of 2 or less.

Other responses:

<p><u>Definite Meeting Planners</u></p> <ul style="list-style-type: none"> • We were less concerned about “star rating” as we were by what facility could provide what we needed 	<p><u>Prospect Meeting Planners</u></p> <ul style="list-style-type: none"> • Depending on the location, sometimes a 3 star is the best option • N/A - Just looking at space not rating • Reasonable rates and location from venue • This isn't considered. I only consider the meeting rooms. Participants schedule their own lodging. 	<p><u>Lost Meeting Planners</u></p> <ul style="list-style-type: none"> • This range usually has the military per diem rate off rack rate • Via TripAdvisor • We're not rich but we want a decent venue
--	---	--

Lodging Price Range

When selecting a lodging property for your meetings/events what is the price range for lodging rooms that you will consider? Please indicate the minimum price and maximum price that your attendees will pay for a lodging room.

Minimum Room Price \$	\$40	\$50	\$60	\$70	\$80	\$90	\$100
Definite n=23	13.0%	0.0%	17.4%	0.0%	26.1%	26.1%	17.4%
Prospect n=46	8.7%	4.4%	2.2%	21.7%	21.7%	17.4%	23.9%
Lost n=17	0.0%	0.0%	5.9%	5.9%	23.5%	35.3%	29.4%

Observations:

- Among the 86 respondents to this question we see a wide range of desired room rates for lodging with the majority falling in the \$80 - \$120 range. Prospect and lost meeting planners indicate a willingness to pay slightly higher rates.

Maximum Room Price \$	\$80	\$90	\$100	\$110	\$120	\$130	\$140	\$150	\$160	\$170	\$180	\$190	\$200+
Definite n=23	0.0%	17.4%	13.0%	4.4%	13.0%	8.7%	4.4%	8.7%	4.4%	4.4%	13.0%	0.0%	8.7%
Prospect n=46	4.4%	4.4%	4.4%	10.9%	17.4%	10.9%	2.2%	13.0%	4.4%	0.0%	4.4%	0.0%	23.9%
Lost n=17	0.0%	5.9%	0.0%	11.8%	11.8%	0.0%	0.0%	11.8%	5.9%	17.8%	17.8%	5.9%	11.8%

Other responses:		
<u>Definite Meeting Planners</u>	<u>Prospect Meeting Planners</u>	<u>Lost Meeting Planners</u>
<ul style="list-style-type: none"> • GSA rates apply • Must have government rate or less • Per diem • School rate 	<ul style="list-style-type: none"> • Cheyenne is one of the highest places we host when it comes to lodging prices • Government rate plus \$20, less is preferred • My attendees are on fixed incomes- seniors • N/A- all attendees are local • We usually use the government rate 	<ul style="list-style-type: none"> • Government rate • Minimum is just based on what has been available at past venues

Types of Meetings Planned

Please tell us about the meeting/event(s) you plan in a typical year.

Definite Meeting Planners n=23

How many...	0	1	2	3	4	5	6	7	8	9	10+
Board/Committee Meeting	0.0%	16.7%	38.9%	5.6%	11.1%	0.0%	5.6%	0.0%	0.0%	0.0%	22.2%
Training/educational seminar	16.7%	50.0%	8.3%	8.3%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Social event (stand alone, not part of larger event)	50.0%	20.0%	10.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Large Conference	10.0%	55.0%	15.0%	15.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trade/consumer Show	66.7%	11.1%	22.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Prospect Meeting Planners n=30

How many...	0	1	2	3	4	5	6	7	8	9	10+
Board/Committee Meeting	20.8%	8.3%	29.2%	12.5%	4.2%	0.0%	4.2%	0.0%	0.0%	4.2%	16.7%
Training/educational seminar	25.0%	25.0%	15.0%	10.0%	0.0%	5.0%	5.0%	0.0%	0.0%	0.0%	15.0%
Social event (stand alone, not part of larger event)	50.0%	25.0%	5.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.0%
Large Conference	5.0%	60.0%	25.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	5.0%
Trade/consumer Show	64.3%	21.4%	7.1%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%

Lost Meeting Planners n=23

How many...	0	1	2	3	4	5	6	7	8	9	10+
Board/Committee Meeting	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	0.0%	50.0%
Training/educational seminar	25.0%	0.0%	0.0%	0.0%	25.0%	25.0%	0.0%	0.0%	0.0%	0.0%	25.0%
Social event (stand alone, not part of larger event)	60.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.0%
Large Conference	20.0%	40.0%	20.0%	0.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Trade/consumer Show	75.0%	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Observations:

- The meeting and event planners responding to the survey plan a wide range of meeting types.
- A vast majority planners produce large conferences and training educational seminars.
- Social events and trade consumer shows were least likely among the events planned..

Communication Preference

How do you prefer a CVB/destination sales consultant communicate with you?

Definite Meeting Planners n=24			
	Preferred	Occasionally	Never
E-Mail	82.6%	17.4%	0.0%
Phone	33.3%	66.7%	0.0%
Face-to-face sales call	17.4%	52.2%	30.4%
Text messaging	9.5%	61.9%	28.6%
Direct mail	4.6%	68.2%	27.3%

Prospect Meeting Planners n=48			
	Preferred	Occasionally	Never
E-Mail	72.3%	21.3%	6.4%
Phone	13.0%	73.9%	13.0%
Face-to-face sales call	20.0%	53.3%	26.7%
Text messaging	11.1%	37.8%	51.1%
Direct mail	11.4%	40.9%	47.7%

Lost Meeting Planners n=18			
	Preferred	Occasionally	Never
E-Mail	88.9%	11.1%	0.0%
Phone	18.8%	68.8%	12.5%
Face-to-face sales call	25.0%	50.0%	25.0%
Text messaging	6.7%	40.0%	53.3%
Direct mail	6.7%	33.3%	60.0%

Observations:

- Herein we continue to see similar responses as found in prior planner research conducted for Visit Cheyenne wherein meeting planners are protective of their time and desire information that is custom tailored to their needs and provided on an on-demand basis.

Other responses:

Definite

- We invite CVB reps to attend our meeting 2 years in advance

Prospect

- I am the conference planner for this one event only
- Prefer email as first choice and text message next.
- My venue is decided by a rodeo inviting us to attend and accept our Proposal which indicates what demands we have for the event to be held there.

Lost

No other responses reported

Communication Preference

How would you like destination-specific information delivered to you?

Definite Meeting Planners n=24	Preferred	Occasionally	Never
Custom Meeting/Event Guide tailored to your needs	79.2%	16.7%	4.2%
E-Mail	43.5%	52.2%	4.4%
Website	36.4%	59.1%	4.6%
Comprehensive Meeting/Event Guide covering all types of facilities	30.4%	60.9%	8.7%
Social Media	5.0%	50.0%	45.0%
Trade Show	5.0%	25.0%	70.0%
Newsletter	0.0%	71.4%	28.6%

Prospect Meeting Planners n=48	Preferred	Occasionally	Never
Custom Meeting/Event Guide tailored to your needs	40.4%	38.3%	21.3%
E-Mail	53.2%	36.2%	10.6%
Website	31.1%	53.3%	15.6%
Comprehensive Meeting/Event Guide covering all types of facilities	28.3%	50.0%	21.7%
Social Media	9.1%	47.7%	43.2%
Trade Show	11.4%	47.7%	40.9%
Newsletter	13.6%	54.6%	31.8%

Lost Meeting Planners n=17	Preferred	Occasionally	Never
Custom Meeting/Event Guide tailored to your needs	28.6%	71.4%	0.0%
E-Mail	52.9%	41.2%	5.9%
Website	38.5%	38.5%	23.1%
Comprehensive Meeting/Event Guide covering all types of facilities	38.5%	53.9%	7.7%
Social Media	0.0%	50.0%	50.0%
Trade Show	0.0%	33.4%	66.7%
Newsletter	8.3%	33.4%	58.3%

Observations:

- The responses to this question indicate that definite planners who have booked in Cheyenne desire custom tailored information for their events and don't want generic destination information. In other words, they want to be treated like regulars.
- Prospects and lost planners expect to receive emailed, general information and would like to have it tailored to their needs where possible.

We want you to consider Cheyenne for future meetings/events.

Please offer any suggestions on how we can better serve you.

Definite Meeting Planners

- Affordable and available airline.
- Catering and sleeping room prices.
- Conference center (attached lodging would be nice but not necessary) is needed to host multiple break-out events for a 5 different high school state leadership conference. Little America has the conference facilities, but not enough rooms nor nearby restaurants that high school students can afford. Catering in all hotels is higher than the school districts allow.
- Continue the good CVB support
- I have no suggestions
- I wish there would have had better options for transportation from the hotel to downtown and back. We could have taken cabs, but when you have large groups, cabs don't work. Maybe find a way to have a bus that makes those trips available for conference events at a reasonable price. (I wouldn't want any attendees getting a DUI after visiting the breweries downtown)
- Keep caring about your visitors. We had a great experience in 2017!
- More conference spaces
- The biggest problem is transportation from DIA. You need a regular airline route to Cheyenne or a low cost shuttle that runs multiple times per day during big conferences
- This was the second time I have had the opportunity to work with CACVB, and we were greatly impressed. In visiting with other board members from our region, they were amazed by the services you provide. Thank you for all you do, and when I have opportunity, I will consider Cheyenne as a meeting destination.
- Upscale hotels that offer meeting space available to accommodate up to 5 extra breakout rooms to hold up to 25 people per group and not having to eat our meals in our same meeting space, is a big deal for us to find in hotels.
- We have run numerous meetings, end of year reviews, training sessions and retreats in Cheyenne and the surrounding states. Comfortable accommodation, parking, after work activities, decent restaurants and promotional materials have all be really appreciated.
- Working with Jim Walter who is a great ambassador for Cheyenne. We are bringing a conference in 2021 and would like to consider Cheyenne for some of our five other conferences including AgriTourism
- Would love to come back but we do move our convention around regionally so it takes a while to get Wyoming back in the cycle

We want you to consider Cheyenne for future meetings/events.

Please offer any suggestions on how we can better serve you.

Prospect Meeting Planners

- Better transportation options between Little America and restaurants, local sights; more professional/cooperative staff at Little America
- Bring in a larger hotel with more shopping and dining options.
- Cheyenne is the place to be!
- Do what you can truthfully
- have the CVB do a FAM so that those of us who have never been to Cheyenne get a chance to see the city, hotels and venues
- Help me to understand what the destination offers.
- I have to wait for a client who is interested in booking an event in Cheyenne. At that time, I am confident that the CVB will be very helpful in answering any questions I might have.
- I would have loved to plan our next conference here in Cheyenne but there wasn't enough space at Little America. The Red Lion Inn was only a 1 star hotel. In addition DIA was just too far away to travel for attendees (around 250), too hard to plan shuttle transportation that far for that many people.
- I would like to receive brochures or newsletters explaining what Cheyenne has to offer for training events usually at 25-40 people.
- I would like to receive information on upcoming FAMs/informational sessions. to get better familiar with the location.
- If Cheyenne Frontier Days (Or a venue from the old west similar) would invite us and pay our fee we would certainly take it in to consideration.
- If there was a place that listed all the meeting spaces Cheyenne had to offer that would be great. We typically go back to the same spots every year.
- Keep in touch every quarter
- More options for event space that is attached to lodging - options in Cheyenne are non-existent
- My experience with Visit Cheyenne has been excellent!!! Very accommodating and helpful at both events that I utilized them at. I would gladly use them again in the future for any Conference planning that I would be a part of - kudos to James Walters and the Visit Cheyenne Staff for their assistance in making our events extremely successful..
- My knowledge of the destination is limited. I would have to attend a destination education program to experience the region and learn about it. also, offering some financial incentives is usually beneficial.
- Only two places to hold our Navy Ball in Cheyenne
- Participation by educators at events held in Cheyenne is terrible. I will not be considering Cheyenne for any of my trainings this year.
- Put together a one-pager on why people from northern Colorado would attend as well, that would help sell it for us.
- The CVB has been wonderful and very helpful in the early stages of planning. I look forward to working with the staff as we move forward.
- The reason Cheyenne is such a tough sell is the difficulty attendees have in flying to this location and the limited conference space available.
- Unfortunately, we do not hold anything in WY at this time and very little in CO also.
- Visit Cheyenne is a great group to work with! Thank you!
- Visit Cheyenne Meets or exceeds our needs most of the time.
- We probably won't be in Cheyenne for a seminar - it's inconvenient to get here from a major airport.
- We'll keep you in mind!

We want you to consider Cheyenne for future meetings/events.

Please offer any suggestions on how we can better serve you.

Lost Meeting Planners

- As was stated previously, in order to produce our event in a new city like Cheyenne, we need a lot of community support, not just nice facilities. Connections with possible sponsors like radio stations, tv stations, and other companies that would be supportive of a women's empowerment event would be the most helpful thing we could ask for.
- at this time none. We don't have the customer based in that area to pull meetings but we are growing so it's not out of the question in the future.
- Explain in a simple brochure how the hotels are laid in the city and what the benefits of my veterans coming to your city would experience.
- I need to research Cheyenne, know very little about area
- I will, but Cheyenne is not in every wheelhouse. The venues are affordable. CVB has been helpful. The destination is authentic. I think just keep doing what you do
- I would love to "know" Cheyenne better so that I can picture it as a destination for our event and then, more importantly, sell it to my Board of Directors.
- Lack of air service is huge in Cheyenne not being considered for regional meetings. No venues for 4000+ doesn't allow for national meetings.
- More affordable options with meeting space attached to lodging
- Most of my clients are based in the eastern US so I just don't have that many opportunities to book in a state like Wyoming that is not known for large convention venues.
- My biggest challenge is getting speaker from DIA to Cheyenne than back. The rental car companies are such scam artist that I need a better way. I've used the Green Ride, but timing is everything in connections to and from Cheyenne.
- Responding to RFP's with competitive prices.
- Show off your city!
- We appreciate your availability.