



## **Cheyenne Resident Survey on Tourism, 2021**

As part of 2021's Cheyenne Tourism Master Planning process, Rudloff Solutions conducted a survey of Laramie County residents to gauge their views on the local travel industry and the strategic issues facing it.

Visit Cheyenne and partners promoted the survey to local residents on social media in April, 2021. A total of 500 residents completed the survey.

1. First, please rate how IMPORTANT each of these attributes is for a community's Quality of Life for its Residents, where 5 is High Importance and 1 is Low Importance.

	<b>5 High Importance</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1 Low Importance</b>	<b>Average</b>
<b>Attractions</b>						4.1
Count	199	178	96	10	5	
Row %	40.8%	36.5%	19.7%	2.0%	1.0%	
<b>Outdoor Recreation</b>						4.5
Count	297	145	47	4	4	
Row %	59.8%	29.2%	9.5%	0.8%	0.8%	
<b>Downtown</b>						4.2
Count	242	160	71	17	5	
Row %	48.9%	32.3%	14.3%	3.4%	1.0%	
<b>Events</b>						4.3
Count	242	172	66	10	4	
Row %	49.0%	34.8%	13.4%	2.0%	0.8%	
<b>Community Attractiveness</b>						4.5
Count	289	159	42	4	3	
Row %	58.1%	32.0%	8.5%	0.8%	0.6%	
<b>Hospitality</b>						4.5
Count	314	139	36	7	1	
Row %	63.2%	28.0%	7.2%	1.4%	0.2%	
<b>A Community's Brand</b>						3.6
Count	108	170	151	45	23	
Row %	21.7%	34.2%	30.4%	9.1%	4.6%	
<b>Lodging</b>						3.9
Count	165	169	114	33	15	
Row %	33.3%	34.1%	23.0%	6.7%	3.0%	
<b>Restaurants / Dining</b>						4.6
Count	351	123	17	4	2	
Row %	70.6%	24.7%	3.4%	0.8%	0.4%	
<b>Shopping</b>						4.3
Count	228	192	62	11	2	
Row %	46.1%	38.8%	12.5%	2.2%	0.4%	

2. Now, consider how Cheyenne is doing on these same attributes. Please rate the Condition or Quality of each, where 5 is Excellent, 3 is Average, and 1 is Poor.

	<b>5 Excellent</b>	<b>4</b>	<b>3 Average</b>	<b>2</b>	<b>1 Poor</b>	<b>Average</b>
<b>Cheyenne Attractions</b>						
Count	66	109	211	87	23	3.2
Row %	13.3%	22.0%	42.5%	17.5%	4.6%	
<b>Cheyenne's Downtown</b>						
Count	36	124	190	114	32	3.0
Row %	7.3%	25.0%	38.3%	23.0%	6.5%	
<b>Cheyenne Events</b>						
Count	37	142	208	83	26	3.2
Row %	7.5%	28.6%	41.9%	16.7%	5.2%	
<b>Cheyenne's Community's Brand</b>						
Count	38	110	218	91	39	3.0
Row %	7.7%	22.2%	44.0%	18.3%	7.9%	
<b>Cheyenne Outdoor Recreation</b>						
Count	65	140	199	64	27	3.3
Row %	13.1%	28.3%	40.2%	12.9%	5.5%	
<b>Cheyenne Hospitality</b>						
Count	81	172	183	41	19	3.5
Row %	16.3%	34.7%	36.9%	8.3%	3.8%	
<b>Cheyenne's Community Attractiveness</b>						
Count	26	113	212	110	34	3.0
Row %	5.3%	22.8%	42.8%	22.2%	6.9%	
<b>Cheyenne Lodging</b>						
Count	57	156	218	49	16	3.4
Row %	11.5%	31.5%	44.0%	9.9%	3.2%	
<b>Cheyenne's Restaurants / Dining</b>						
Count	40	122	193	111	29	3.1
Row %	8.1%	24.6%	39.0%	22.4%	5.9%	
<b>Cheyenne Shopping</b>						
Count	21	82	209	130	51	2.8
Row %	4.3%	16.6%	42.4%	26.4%	10.3%	

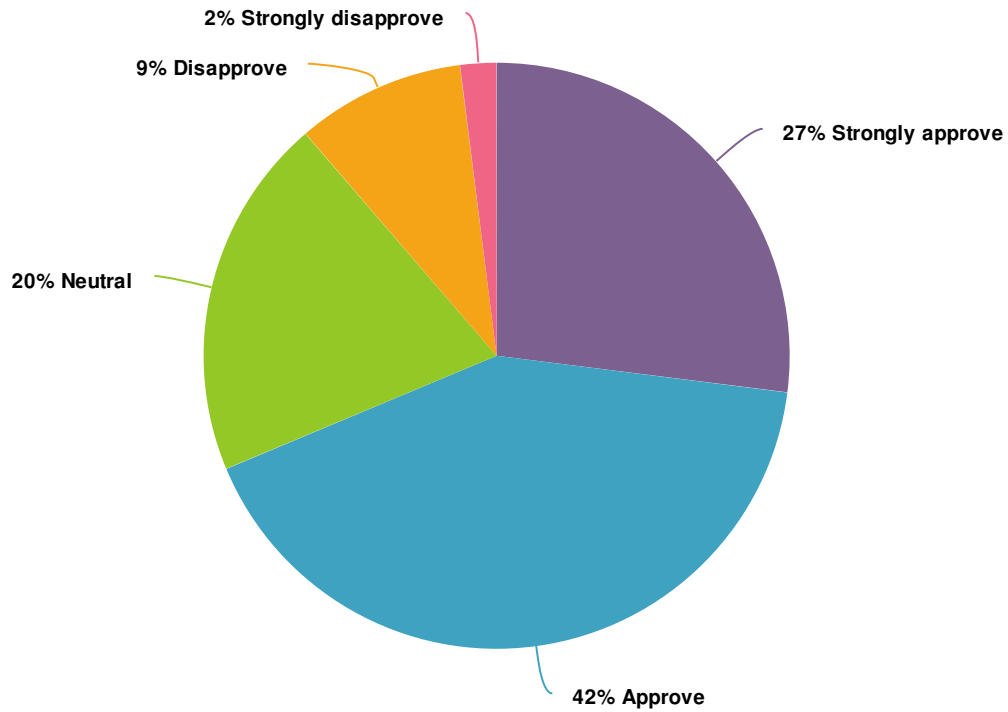
3. Care to elaborate on any of your ratings from Question 3 above?








4. How much do you agree with the following statements about the Cheyenne area travel industry?

	<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Average</b>
The travel industry has a positive economic impact on Cheyenne and Laramie County. Count Row %	203 41.1%	200 40.5%	69 14.0%	18 3.6%	4 0.8%	4.2
Visitors help our area by paying local taxes that we don't have to pay. Count Row %	172 34.7%	195 39.3%	90 18.1%	31 6.3%	8 1.6%	4.0
Visitors make our community lively and interesting by supporting a variety of restaurants, attractions, and shops. Count Row %	193 38.9%	206 41.5%	73 14.7%	18 3.6%	6 1.2%	4.1
Visitors add unwanted congestion to our streets and businesses. Count Row %	23 4.6%	57 11.5%	122 24.5%	215 43.3%	80 16.1%	2.5
Tourists use more local government services than they pay for in traveler taxes. Count Row %	18 3.6%	51 10.3%	198 39.9%	176 35.5%	53 10.7%	2.6
In general, the benefits of the travel industry outweigh its negatives. Count Row %	178 36.0%	224 45.3%	77 15.6%	12 2.4%	4 0.8%	4.1

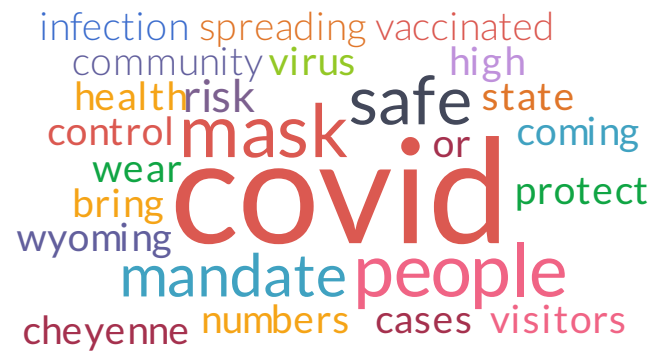
5. Considering the Covid situation, how do you feel about tourists visiting Cheyenne and Laramie County right now?



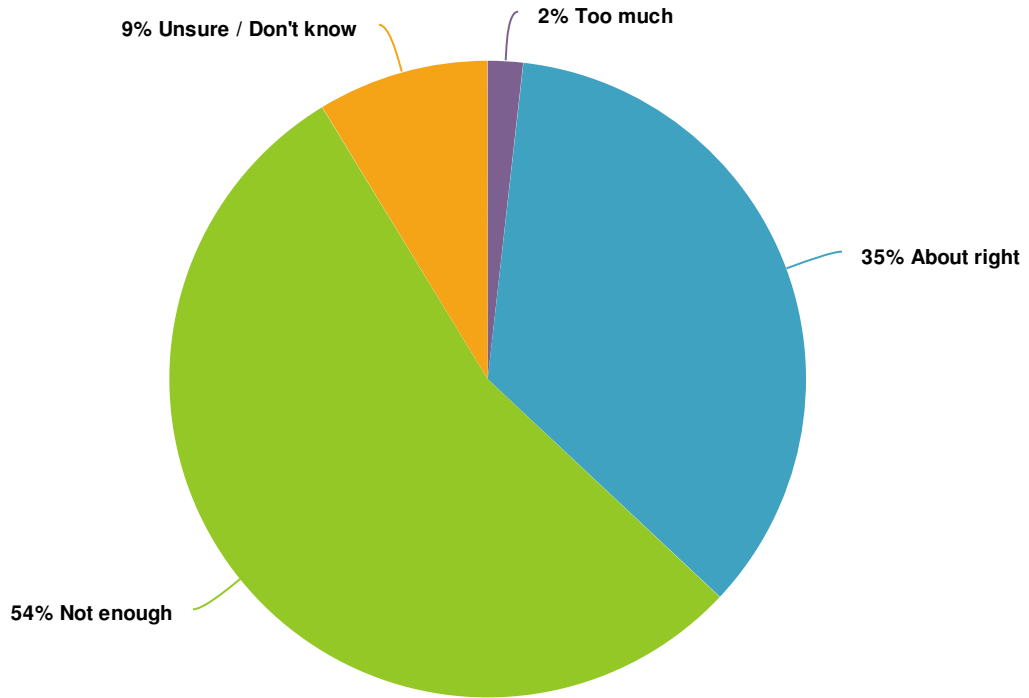
Value		Percent	Responses
Strongly approve		27.0%	134
Approve		41.7%	207
Neutral		20.0%	99
Disapprove		9.3%	46
Strongly disapprove		2.0%	10

**Totals: 496**

6. Why do you disapprove of visitors at this time?



7. Do you feel Cheyenne's level of travel and tourism is



Value	Percent	Responses
Too much	1.8%	9
About right	35.2%	175
Not enough	54.3%	270
Unsure / Don't know	8.7%	43

Totals: 497



8. How do you feel about these statements?

	<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>	<b>Average</b>
<p>Cheyenne/Laramie County are doing a good job of promoting tourism to this area.</p> <p>Count Row %</p>	44 8.9%	176 35.4%	177 35.6%	88 17.7%	12 2.4%	3.3
<p>I like the way Cheyenne/Laramie County's tourism advertising represents my home.</p> <p>Count Row %</p>	47 9.5%	180 36.2%	200 40.2%	55 11.1%	15 3.0%	3.4
<p>Cheyenne/Laramie County should actively pursue new attractions for visitors and residents.</p> <p>Count Row %</p>	244 49.3%	203 41.0%	40 8.1%	6 1.2%	2 0.4%	4.4
<p>Cheyenne/Laramie County should develop/host more major events for residents and visitors.</p> <p>Count Row %</p>	266 53.5%	182 36.6%	40 8.0%	6 1.2%	3 0.6%	4.4
<p>Cheyenne/Laramie County should actively work to improve downtown Cheyenne.</p> <p>Count Row %</p>	299 60.2%	155 31.2%	32 6.4%	8 1.6%	3 0.6%	4.5
<p>Cheyenne/Laramie County should develop and promote local outdoor recreation options.</p> <p>Count Row %</p>	253 50.9%	191 38.4%	49 9.9%	2 0.4%	2 0.4%	4.4

9. When thinking of Cheyenne and Laramie County, what word or phrase comes to mind?

