



## **Cheyenne Visitor Survey, 2021**

As part of 2021's Cheyenne Tourism Master Planning process, Rudloff Solutions conducted a survey of recent visitors to Cheyenne and Laramie County. Visit Cheyenne promoted the survey to its e-newsletter list and on its social media channels.

The survey was distributed in April, 2021 with 79 total responses.

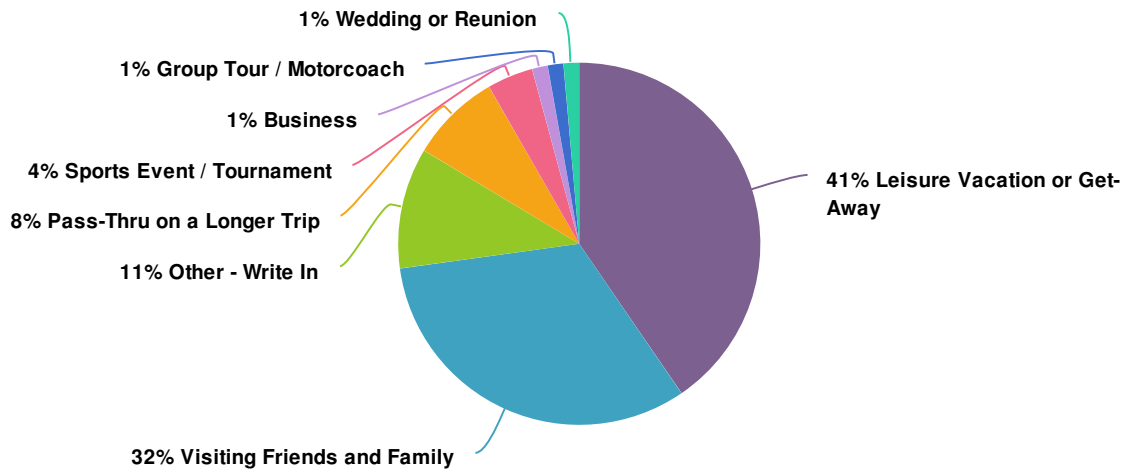
1. Please rate how IMPORTANT each of these attributes is when picking a leisure destination, where 5 is Very Important and 1 is Very Unimportant.

	<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>						4.3
Count	36	28	10	0	1	
Row %	48.0%	37.3%	13.3%	0.0%	1.3%	
<b>Outdoor Recreation</b>						4.1
Count	29	25	16	1	1	
Row %	40.3%	34.7%	22.2%	1.4%	1.4%	
<b>Downtown</b>						3.9
Count	27	21	18	5	1	
Row %	37.5%	29.2%	25.0%	6.9%	1.4%	
<b>Events</b>						4.3
Count	34	27	8	2	1	
Row %	47.2%	37.5%	11.1%	2.8%	1.4%	
<b>Community Attractiveness</b>						4.2
Count	29	32	10	0	1	
Row %	40.3%	44.4%	13.9%	0.0%	1.4%	
<b>Hospitality</b>						4.6
Count	53	15	4	0	1	
Row %	72.6%	20.5%	5.5%	0.0%	1.4%	
<b>A Community's Brand</b>						3.8
Count	20	27	16	7	2	
Row %	27.8%	37.5%	22.2%	9.7%	2.8%	
<b>Lodging</b>						4.3
Count	36	25	7	1	3	
Row %	50.0%	34.7%	9.7%	1.4%	4.2%	
<b>Restaurants / Dining</b>						4.5
Count	40	24	6	1	0	
Row %	56.3%	33.8%	8.5%	1.4%	0.0%	
<b>Shopping</b>						3.4
Count	11	28	17	11	5	
Row %	15.3%	38.9%	23.6%	15.3%	6.9%	

2. Please RATE the QUALITY of these Cheyenne attributes where 5 is High Quality and 1 is Low Quality.

	<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>						4.3
Count	35	27	12	0	0	
Row %	47.3%	36.5%	16.2%	0.0%	0.0%	
<b>Cheyenne's Downtown</b>						4.1
Count	32	24	15	3	0	
Row %	43.2%	32.4%	20.3%	4.1%	0.0%	
<b>Cheyenne Events</b>						4.3
Count	33	31	6	2	0	
Row %	45.8%	43.1%	8.3%	2.8%	0.0%	
<b>Cheyenne's Community's Brand</b>						4.0
Count	24	29	15	3	0	
Row %	33.8%	40.8%	21.1%	4.2%	0.0%	
<b>Cheyenne Outdoor Recreation</b>						4.2
Count	31	27	10	1	1	
Row %	44.3%	38.6%	14.3%	1.4%	1.4%	
<b>Cheyenne Hospitality</b>						4.5
Count	49	15	9	1	0	
Row %	66.2%	20.3%	12.2%	1.4%	0.0%	
<b>Cheyenne's Community Attractiveness</b>						4.2
Count	31	26	15	1	0	
Row %	42.5%	35.6%	20.5%	1.4%	0.0%	
<b>Cheyenne Lodging</b>						4.0
Count	18	35	16	1	1	
Row %	25.4%	49.3%	22.5%	1.4%	1.4%	
<b>Cheyenne's Restaurants / Dining</b>						4.0
Count	21	34	16	1	0	
Row %	29.2%	47.2%	22.2%	1.4%	0.0%	
<b>Cheyenne Shopping</b>						3.8
Count	16	26	26	3	0	
Row %	22.5%	36.6%	36.6%	4.2%	0.0%	

3. What was the primary purpose of your most recent trip to Cheyenne?



Value	Percent	Responses
Leisure Vacation or Get-Away	40.5%	30
Visiting Friends and Family	32.4%	24
Other - Write In	10.8%	8
Pass-Thru on a Longer Trip	8.1%	6
Sports Event / Tournament	4.1%	3
Business	1.4%	1
Group Tour / Motorcoach	1.4%	1
Wedding or Reunion	1.4%	1

**Totals: 74**

4. If you were to visit Cheyenne again, what activities would you be interested in doing? Please check all that apply.

Value		Percent	Responses
Dining in Restaurants		75.7%	56
Rodeo		74.3%	55
Experiencing Downtown		67.6%	50
Festival or Event		66.2%	49
Sightseeing		63.5%	47
Museums		62.2%	46
Railroad attractions		54.1%	40
Bison Ranch		51.4%	38
Shopping		44.6%	33
Visiting Friends or Family		44.6%	33
Arts and Culture		32.4%	24
Hiking		29.7%	22
Camping		28.4%	21
Horseback Riding		27.0%	20
Hunting / Fishing		12.2%	9
Other - Write In		12.2%	9
Mountain Biking		8.1%	6

5. What could Cheyenne do to improve itself as a visitor destination?



**ResponseID    Response**

68	Promote Thunderbird Show not just Frontier Days rodeo! After all, they come every year and Cheyenne was their very first fifty-some years ago!
69	an outdoor movie place would be really nice
70	N/A
71	NOTHING
73	There needs to be better dining experience. Yes, there are restaurants and drinking establishments, but quality is average.
74	parting
75	Think about your main customer base (conservative Americans who love the west and western lifestyle). Market your city to them, talk about the rodeo, hunting, area ranches, western themed things to do.
76	advertize what u have to offer and more campgrounds
77	See above. Better comprehensive promotion of statewide visit opportunities
78	Nothing
80	Don't make me wear a mask.
82	I feel it's great just as is!

## ResponseID Response

83	Do more promo on the fort and the ruts and other short trips bringing you back into Cheyenne for the evening lodge and meals
84	Keep up the good work---nice clean downtown and attractions
86	Have vacation packages available
87	Keep the dust down
94	I can't think of a single thing to improve Cheyenne
100	Not much in my opinion. I pretty much love Cheyenne the way it is currently.
101	Excellent as is
102	More advertising nationally and once this bloody virus more information internationally
104	STAY JUST AS YOU ARE
116	Involve all elements of community for example the auto racing venue is never mentioned. Easier and more availability to tour and learn about the military. Too few days and limited days/times on base.
118	More dining options (not just chain dining)
119	Nothing that I can think of
120	I have loved every time I visit, so I do not have any suggestions.
123	More restaurants
126	Cheyenne is doing a great job.
131	Interactive map showing locations of events or destinations and a map how to get there
138	Nothing that I can think of! We love Cheyenne and wished we were closer.
147	More flight options.
149	Fix downtown parking and traffic on Lincolnway. Frontier Days is getting way to expensive for families.
150	Fix the crazy terrible roads
151	Advertise more nationally.

**ResponseID Response**

153	I'd prefer not to share Cheyenne with anyone else! But more unique, non-chain, western-inspired restaurants would be good.
155	More things downtown
156	I would say it has everything I am interested in
159	N/A
162	More winter events and more events aside from Frontier days
163	Lets go lets RODEO
165	Get downtown alive again.
166	Can't think of anything.
168	More local dining
170	I am considering relocating to Cheyenne, but housing expense and availability may prevent that.
171	2021 CFD!
172	Really nothing. It has grown so much and downtown has so much going on for the community.
173	Allow sale of beer at gas stations. I remember we had trouble finding beer after a later dinner.
174	Have more attractions that are kid friendly.
175	More events/attractions
177	Bring in more restaurants and shopping to the downtown area
179	Be relevant more than 10 days in July.
182	Better branding
184	Open up downtown with later hours!!!! Everything closed so early!!!! This was way before Coronavirus!!
186	Have concerts and a convention center to hold concerts
187	Keep it the same, western heritage I like that.



## ResponseID Response

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193 Follow the science of the pandemic and require masks and social distancing for all open businesses so that visitors and residents alike are safe. Nothing in Cheyenne and that includes frontier days is all that exciting that most folks are going to risk their life to go.

195 Maybe more resturants for lunchtime

201 Invest in Downtown

202 More activities for adults in the downtown area

211 I'm not sure

217 Better Restaurants

227 More motels and/or camping

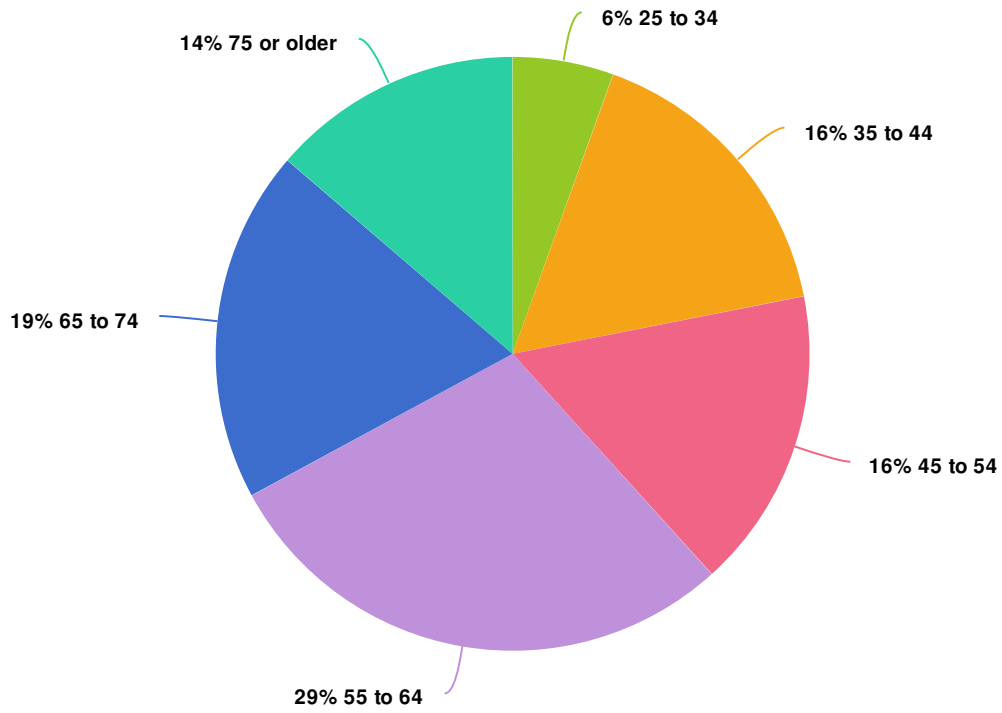
6. What state do you live in?

Value	Percent	Responses
Colorado	15.5%	11
California	9.9%	7
Illinois	5.6%	4
North Carolina	5.6%	4
Texas	5.6%	4
Georgia	4.2%	3
Idaho	4.2%	3
Nebraska	4.2%	3
Wisconsin	4.2%	3
International	4.2%	3
Indiana	2.8%	2
Kansas	2.8%	2
Minnesota	2.8%	2
Missouri	2.8%	2
Ohio	2.8%	2
South Dakota	2.8%	2
Tennessee	2.8%	2
Utah	2.8%	2
Wyoming	2.8%	2
Florida	1.4%	1
Michigan	1.4%	1

Totals: 71

Value		Percent	Responses
Mississippi		1.4%	1
Nevada		1.4%	1
New York		1.4%	1
North Dakota		1.4%	1
Oklahoma		1.4%	1
Virginia		1.4%	1
			<b>Totals: 71</b>

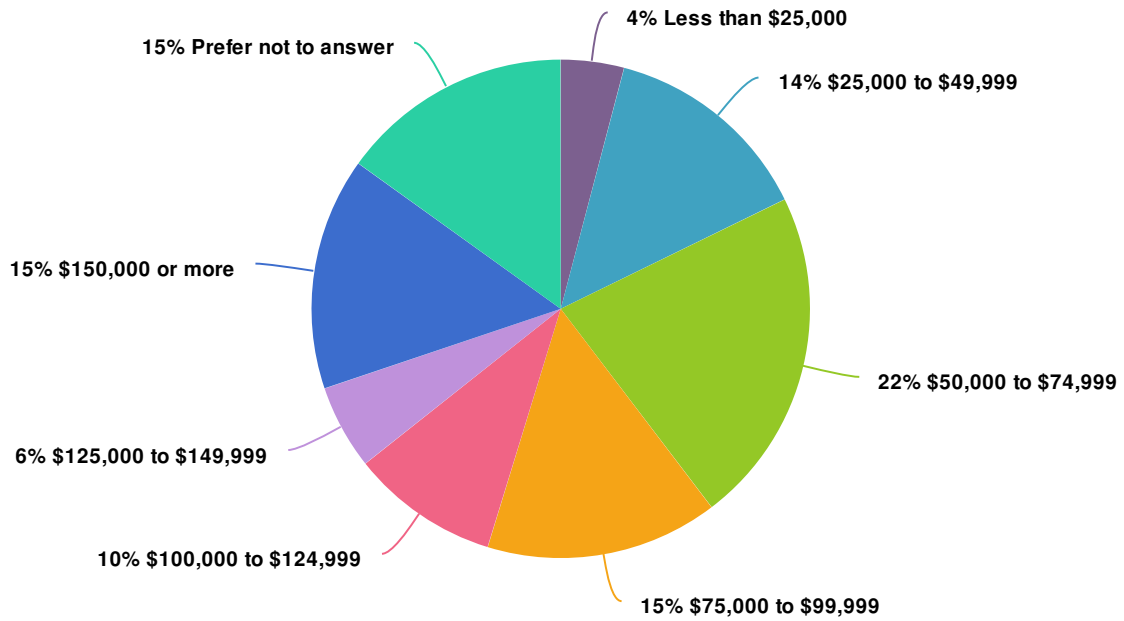
7. What is your age?



Value	Percent	Responses
25 to 34	5.5%	4
35 to 44	16.4%	12
45 to 54	16.4%	12
55 to 64	28.8%	21
65 to 74	19.2%	14
75 or older	13.7%	10

Totals: 73

8. What is your household income?



Value	Percent	Responses
Less than \$25,000	4.1%	3
\$25,000 to \$49,999	13.7%	10
\$50,000 to \$74,999	21.9%	16
\$75,000 to \$99,999	15.1%	11
\$100,000 to \$124,999	9.6%	7
\$125,000 to \$149,999	5.5%	4
\$150,000 or more	15.1%	11
Prefer not to answer	15.1%	11

Totals: 73