

DECEMBER
2022



Newsletter

Old West Holiday

For the third December in a row, the Old West Holiday is back in downtown Cheyenne. In partnership with the Downtown Development Authority and the Greater Cheyenne Chamber of Commerce we are turning downtown back into the North West Pole.

There are a lot of great events happening every weekend. Be sure to check out all of the Santa Stops, the Elfie Stations and of course reserve your tickets for breakfast with Santa. All of the information on the Old West Holiday can be found at www.oldwestholiday.com. Also back by very popular demand are the Holiday Light Trolley tours. They begin on December 9th and run through New Year's Day night. Trolleys depart the Depot at 6, 7, 8 and 9 nightly. On the weekends there will be a hot chocolate cart downtown as well to warm you up.

In addition to seeing the best lights, this year riders will get to vote on their favorite. Home owners have signed up to be in the competition and riders will choose their favorites.

New Years Eve

A New Year's tradition like no other returns to the core of downtown this year. The

Ball will drop from the Hynds Building and fireworks will shoot off from the Albany

making Depot Plaza the place to be along the front range.

You can dance the night away at the official New Year's Eve Soiree. This black-tie affair features music from Oliva Frances at the Historic

Cheyenne Depot with superb hors d'oeuvres, cocktails/mocktails*, and watch the ball drop from the comfort of an exclusive heated VIP tent complete with champagne!

The soiree runs from 8pm to 1am and is a ticketed event. Registration is required.

Limited capacity

Paris Commemoration

It seems just like yesterday, but it was 30 years ago that Paris Disney opened its gates to Mickey Mouse fans all over Europe. A centerpiece hotel at the resort is the old west themed Hotel Cheyenne. In November a delegation of Visit Cheyenne board members traveled to the hotel and presented the General Manager with a commemorative belt buckle. Visit Cheyenne CEO Domenic Bravo spent weeks learning French to highlight the presentation. After his short French welcome, Bravo talked about the rich history of Cheyenne and how we Live the Legend each day through our museums, our historical buildings and Cheyenne Frontier Days and Hell on Wheels rodeos.

Summer Campaign

As the season changes from fall to winter, Visit Cheyenne is starting to gauge the effectiveness of its 2022 campaigns. For the first time, a special push was made to bring visitors from the Dallas Fort Worth area to our community. This is our 4th largest market by visitor volume, so a special push was made for the summer of 2023. Visitors who were reached by this campaign and traveled to Cheyenne spent an average of \$256 per person while here in the 2nd quarter. 301 additional visitors created \$77,000 in spending leading to a \$3.8 to \$1 return on investment. The larger summer campaign which ran in a 500 mile footprint from Cheyenne showed even better results. 3,600 visitors spent an average of \$237 each this



summer in our community. The \$851,000 in spending represented a 14 to 1 return on Visit Cheyenne's spending. The two campaigns combined returned \$11 for every \$1 Visit Cheyenne spent.



LODGING STATISTICS

October 2022		Change from last year	YTD 2022
Lodging Occupancy	59.3%	66.3%	61.8% (-4.9%)
Average Room Rate	\$98.25	-2.2%	\$112.55 (+7.5)

Source: Smith Travel Research

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