

DECEMBER
2025

VISIT
CHEYENNE
WYOMING

Newsletter

December is finally here, and 2026 is just around the corner Cheyenne is bustling with holiday fun, and the new year already has amazing events planned so read on to learn more!

Santa's Making Spirits Bright in Cheyenne This Holiday Season!

Santa made his grand return to the NorthWEST Pole during the 35th Annual Cheyenne Christmas Parade, and he's here to spread holiday cheer before heading back to prepare for Christmas Eve! Santa has set up shop in the Historic Whipple House (300 E. 17th St.), where visitors can enjoy photos, hot cocoa, and holiday magic. Stop by on December 6th, 13th, and 20th from 10 AM to 4 PM to say hello and snap a picture with the big guy himself!

Want to send your wish list directly to Santa? Head over to Chronicles Distilling, where you can drop a letter into the magical mailbox and our elves will make sure they will be delivered straight to the North Pole!

On Saturday, December 6th, at 4 PM, you can jingle all the way down 15th Street in Downtown Cheyenne during the Old West Holiday Running of the Santas! Put on your best Santa suit, grab some friends, and join this festive mini-run through the best of 15th Street's bars and restaurants.

For extra fun, explore all 25 Santa Stops around downtown and collect stamps using the exclusive digital passport. Get 12 stamps between December 6th and 20th, and you'll be entered into the Santa Stop Sweepstakes for a chance to win \$1,000!

Finally, join us at the Cheyenne Regional Airport on Sunday, December 21st, at 9:30 AM to see Santa off as he flies back to the North Pole! Find all these details and more holiday happenings at OldWestHoliday.com!



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Frozen Fury Tickets On Sale Now!

Frozen Fury on the Plains presented by Pine Bluffs Distilling returns February 7, 2026, bringing a winter twist to rodeo with a Bucking Bronc Futurity Match featuring rising young broncs and cowboys. Doors open at 5 p.m., with the rodeo starting at 6 p.m. With the addition of the Post Rodeo Party with the Burns Lions Club, the event continues to grow after selling out two years in a row.

Tickets go on sale December 1, and you'll want to get yours early—they make the perfect stocking stuffers, said Interim CEO Jim Walter. This high-energy showcase drew over a thousand attendees in its inaugural year and is quickly becoming a must-see staple in Cheyenne's winter lineup.



LODGING STATISTICS

October 2025		Change from last year	YTD 2025
Lodging Occupancy Percentage	63.2%	3.9%	63.9% (+2.2%)
Average Room Rate	\$116.76	8.7%	\$123.10 (+2%)
REV PAR (Revenue Per Available Room)	\$73.80	12.9%	\$78.66 (+4.2%)

Source: Smith Travel Research

Visit Cheyenne Leadership Transition

Visit Cheyenne is embarking on a new chapter. The Laramie County Tourism Board named Jim Walter as Interim President and CEO, effective November 1 through February 28, 2026. The Board has begun the process of selecting a permanent CEO, with interviews scheduled for January and a decision anticipated by February 1.

Jim has served as Visit Cheyenne's Vice President for the past five years, helping lead the organization through one of its most successful eras in brand development, events, and community partnerships. His appointment ensures a seamless transition and continued momentum on the many initiatives already underway.

Meanwhile, Visit Cheyenne's work continues at full speed. Old West Holiday returns downtown this December for its sixth year, featuring festive family fun and local shopping opportunities. Frozen Fury on the Plains and Winter Knights of Cheyenne will also return to the Event Center at Archer in February, expanding on previous success.

Jim and the Visit Cheyenne team remain committed to driving tourism, strengthening local partnerships, and ensuring Cheyenne continues to thrive as the gateway to the modern West.

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