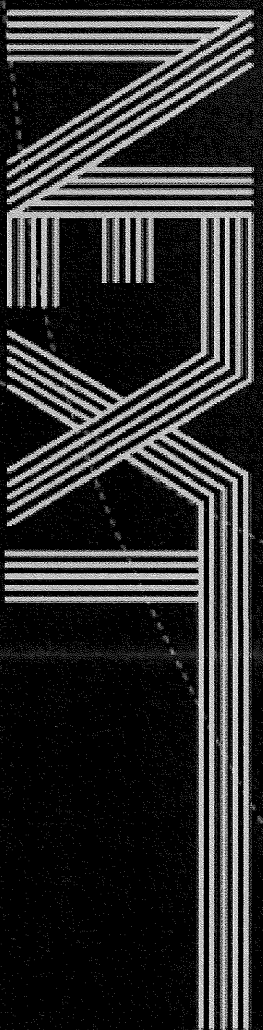


DESTINATION



**Workshop**

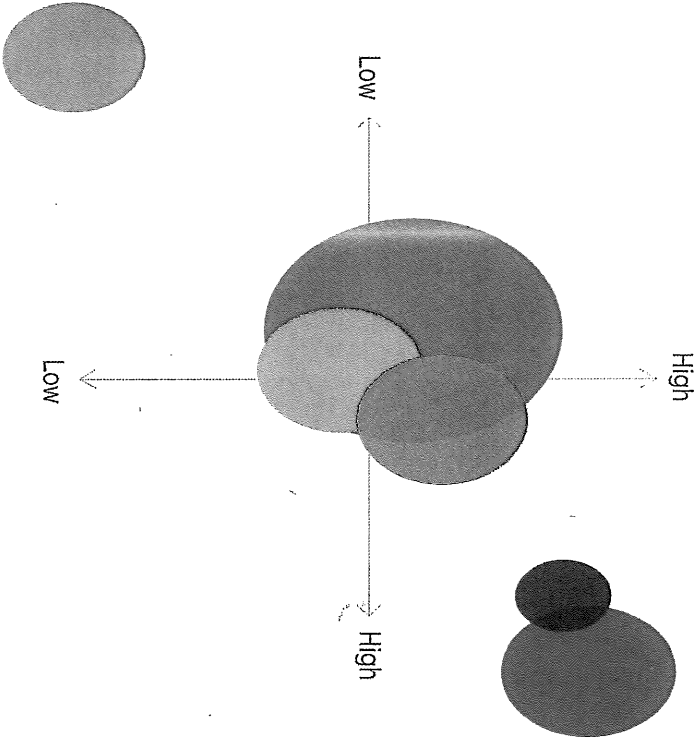
**Visit Cheyenne**

**November 19, 2015**

# Two Drivers

## Community Support & Engagement

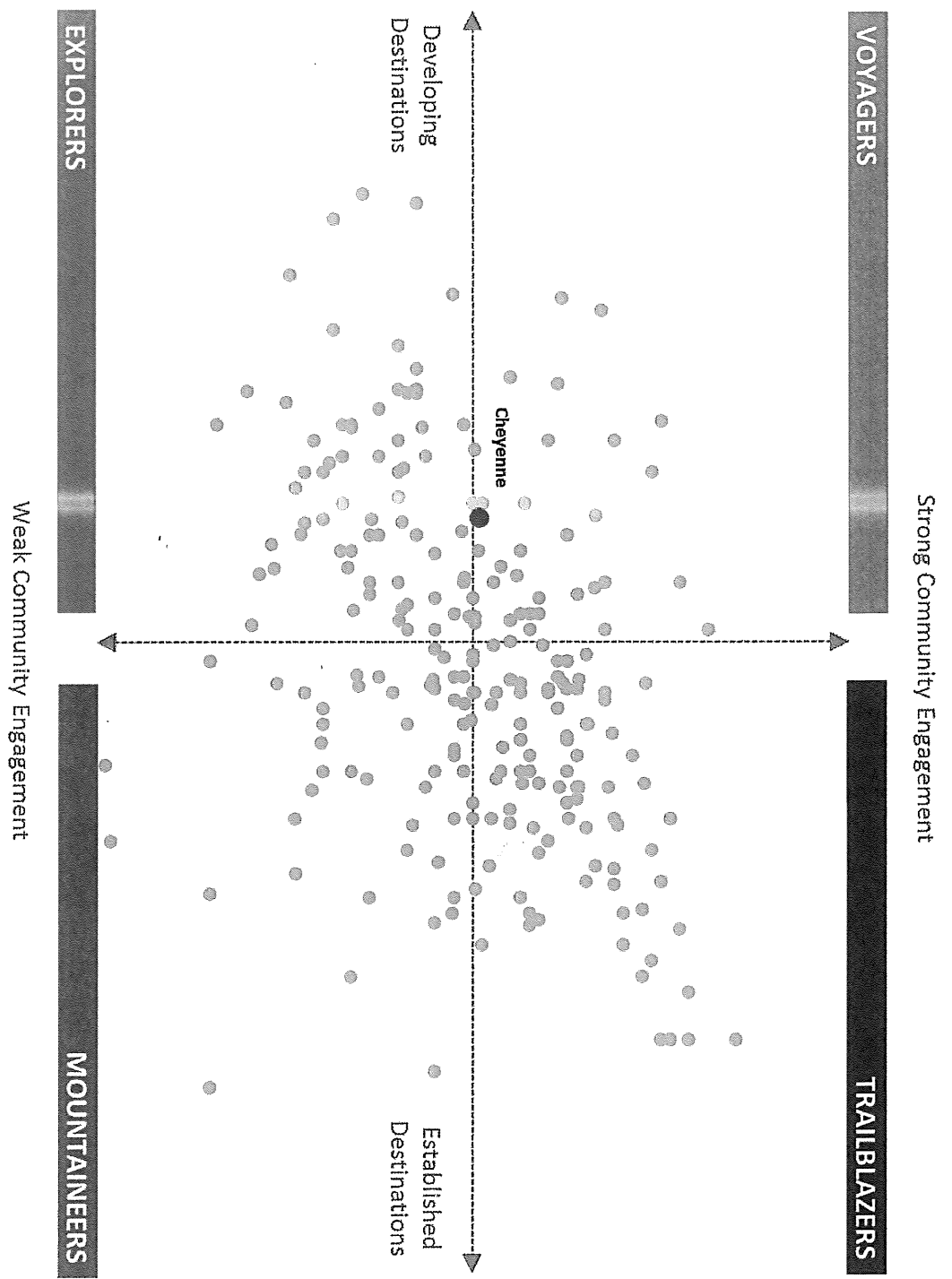
### Destination Strength



#### BUDGET SIZE:

- INT'L < \$2 M
- INT'L > \$2 M
- US < \$2 M
- US \$2-5 M
- US \$5-10 M
- US > \$10 M

# Cheyenne Overall Assessment



# Key Takeaways

- Cheyenne currently in Voyager scenario: outperforming slightly on community support; underperforming on destination strength
- High degree of consensus in perceptions among stakeholder groups
- Most significant issues to address

## Destination

- Iconic attractions & events
- Downtown development
  - Shopping
  - Dining
- Convention center & headquarter hotel capacity
- Brand
- Wayfinding
- Wifi access
- International readiness
- Air service

## Community Support & Engagement

- Hospitality culture
- Customer service
- Workforce

## Breakout Groups

- 6 breakout groups
  - Select a reporter to complete form and report back to plenary
- 1) What are 3 most important issues which must be addressed in Cheyenne and Laramie County during the next 3 years?
  - 2) What is the most important action which Visit Cheyenne should take in the next year?

# Breakout Group Feedback

	1	2	3	4	5	6
<b>Issues</b>	<ul style="list-style-type: none"> <li>Downtown development</li> <li>Key events and attraction promotion</li> <li>Local community support</li> </ul>	<ul style="list-style-type: none"> <li>Downtown beautification</li> <li>Product development</li> </ul>	<ul style="list-style-type: none"> <li>Downtown revitalization</li> <li>Attraction development</li> </ul>	<ul style="list-style-type: none"> <li>Millennial involvement in community</li> </ul>	<ul style="list-style-type: none"> <li>Downtown development</li> <li>Community support &amp; development</li> </ul>	<ul style="list-style-type: none"> <li>Downtown development</li> <li>Product development</li> </ul>
			<ul style="list-style-type: none"> <li>Brand</li> </ul>	<ul style="list-style-type: none"> <li>Brand</li> </ul>	<ul style="list-style-type: none"> <li>Air access</li> </ul>	<ul style="list-style-type: none"> <li>Brand building</li> </ul>
			<ul style="list-style-type: none"> <li>Convention centre</li> </ul>			
		<ul style="list-style-type: none"> <li>Workforce training</li> </ul>				
<b>Action</b>	<ul style="list-style-type: none"> <li>Tourism Master Plan</li> </ul>		<ul style="list-style-type: none"> <li>Tourism Master Plan</li> </ul>	<ul style="list-style-type: none"> <li>Tourism Master Plan</li> </ul>	<ul style="list-style-type: none"> <li>Tourism Master Plan</li> </ul>	<ul style="list-style-type: none"> <li>Promotion</li> </ul>
		<ul style="list-style-type: none"> <li>Promotion, training and lobbying</li> </ul>				