



VISIT CHEYENNE

The Convention & Visitors Bureau

FEBRUARY 2021 NEWSLETTER



Tourism Speaks

Laramie County enjoys the 3rd highest level of traveler spending among Wyoming counties, behind Teton & Park Counties, and without the tax contribution of tourists, each Laramie County household would pay close to \$600 extra a year for local services. To keep tourists coming year round, Visit Cheyenne's mission is to promote the best Cheyenne has to offer to our wide and diverse audience. We constantly work with travel writers and publishing companies to feature our attractions, restaurants and bars, and events in publications across the country. Last year while news of covid set everyone back on their heels, one thing people wanted was to get outdoors and "social-distance." Visit Cheyenne's efforts resulted in twenty two articles that appeared either in print magazines or online and continued to keep Laramie County in the minds of travelers seeking safer adventures. Below are some examples of the articles that were published.



"Wide-open spaces of Wyoming fit the bill for social distancing." FamilyVacationist.com, January 2021.



"The 50 Best Places to Travel in 2021." Travel + Leisure, December 2020.



"Outdoor holiday celebrations around the United States." Budget Travel, December 2020.



"The 50 Best Road Trips in America." Reader's Digest, July 2020.



"What's Doin' in Cheyenne?" Cowboys and Indians Magazine, July 2020.



"Travel Destinations Ready to Welcome You Back This Summer." Red Tricycle, July 2020.



"25 Budget Friendly U.S. Cities." Travel Pulse, June 25, 2020.



"Pride Journey Outdoors: Cheyenne, Wyoming." Joey Amato, June 5, 2020.



"The 13 Safest Vacations You Can Take This Summer." Reader's Digest, May 2020.

Reader's
Digest

PRIDE
— JOURNEYS —

THE PREMIER MAGAZINE OF THE WEST
COWBOYS & INDIANS



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[CheyenneCVB](https://www.youtube.com/CheyenneCVB)

📍 NEW BUSINESSES



The Louise Event Space by JazMinn's Events & Décor, **109 W. 17th Street**

Full-service event location with added amenities like crafting invitations, organic balloon décor, room set-up, and coordinating special events.

Bison Nutrition & Energy, **459 Vandehei Avenue, Ste 80**


Offering a positive environment and a variety of healthy shakes, energy drinks, protein coffees, smoothie bowls, donuts and waffles. Dine-in, curbside, and to-go.




Alexis Drake **1505 Carey Avenue**

Though not new to Cheyenne, Alexis Drake's new location has allowed their production staff more room and opened up a sunny storefront for you to shop. See the new space at the corner of 15th Street & Carey Avenue.

🎯 TIDBITS

 **Calendar Tutorials:** New easy-to-follow tutorials are available for our partners who want to add their events to the Visit Cheyenne calendar of events, or to add information to their listings on the extranet. If you haven't received them, contact Jim at jim@cheyenne.org.

 **VP and Director of Sales and Marketing Jim Walter** attended the PCMA Connect with Confidence conference at the Gaylord Rockies. The conference focused on ways to restart the meetings industry with responsible social distancing measures.



LARAMIE COUNTY LODGING STATS

DECEMBER 2020		Change from last year	YTD 2020
Lodging Occupancy	39.2%	-11.3%	52.7% (-19.7%)
Average Room Rate	\$73.65	-9.5%	\$81.60 (-15.4%)

Source: Smith Travel Research

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To discontinue receiving this Newsletter and Calendar of Events please contact the Visit Cheyenne office at 800-426-5009, 307-778-3133 or laura@cheyenne.org