

FEBRUARY
2023



Newsletter

February calls for more wintry wind, but there's still more exciting things to do! Between stock show excitement and Hell on Wheels ticket sales we've had amazing opportunities to highlight Cheyenne and bring visitors to explore the community.

Stock Show

Visit Cheyenne brought a little bit of Cheyenne Frontier Days to the National Western Stock Show in January. On Martin Luther King Day the team hosted more than 20 travel writers and meeting planners at the matinee rodeo to watch Cheyenne East High grad Brody Cress compete. After the rodeo a reception was held with Cress in attendance. Photos were taken, autographs were signed and Visit Cheyenne staff took the opportunity to update those in attendance about the new and exciting things happening in 2023.

Events like this are a great opportunity to connect and build relationships with planners and journalists who have the opportunity to either highlight our community or to bring new business to Cheyenne.



Hell on Wheels Group Ticket Sales

It is the fastest growing open rodeo series in the mountain west, and it is the perfect place to bring your summer office party. Group Tickets for the Hell on Wheels Rodeo and Chuck Wagon Dinner go on sale **March 1st**. Tickets can be purchased for the full experience of the chuck wagon dinner and the rodeo, or just the rodeo at a discount. Last summer we hosted group tours, corporate outings and a high school reunion at the rodeo.

For an extra special outing, consider the VIP package which includes the dinner, a behind the chutes tour, photos with our Hell on Wheel Rodeo Queen and athletes and reserved seating. The team at Visit Cheyenne is happy to work with you to find the perfect solution to your group outing.



Welcome Shelby Smith

The western way of life is front and center these days in pop culture. From television to fashion, everyone wants to be like Cheyenne and Wyoming. The lifestyle we live and promote to us is second nature, but to many other parts of the world it is something to aspire to.

As part of our marketing initiatives, we partner with influencers in the western lifestyle space. Welcome to our team Shelby Smith! Shelby is based out of Texas and is a teacher, horsewoman and western fashion trendsetter. She will be representing us at western lifestyle events across the country and will be back in town in May with the Cowboy Lifestyle Network.



NTA Contact

Visit Cheyenne has made it a priority to host industry-wide conferences which bring our customers to us to experience all that Cheyenne has to offer. In the past we've hosted meeting planners at Small Market Meetings, and group tour professionals at TAP Dance and Select Traveler.

March 29-31 Cheyenne will roll out the welcome mat yet again for more group travel professionals as we host the National Tour Association's Contact. The Little America Hotel and Conference Center will be home base, but this group will get out and about to explore the community. There will be dine-arounds, tours and receptions which will bring a lot of business to our community in March, with the hope that many of the tour operators return in the summer with a motor coach full of customers.

New Business Alert!

Introducing **Railspur**, the newest brunch and spirit hot spot. Located on Lincolnway, the property began as a railroad spur from the military department used to access what's now F.E. Warren Air Force Base.



LODGING STATISTICS

December 2022		Change from last year	YTD 2022
Lodging Occupancy	42.9%	-3.8%	59.2% (-5.0%)
Average Room Rate	\$86.23	-5.0%	\$109.47 (+6.2)

Source: Smith Travel Research



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