

# VISIT CHEYENNE

The Convention & Visitors Bureau

## JANUARY 2021 NEWSLETTER

## Thank you, Cheyenne!

Visit Cheyenne would like to express our most sincere thank you to everyone who helped make the Inaugural Old West Holiday promotion a huge success. Whether you strung lights from your roof or stayed open later to allow more shopping time, thanks! If you brought horses downtown for the wreath-hanging ceremony or donated to the wreath memorial, thanks. Parade entries, carolers, volunteers, and all the homes that lit up the darkness with Christmas lights, thank you all!

The events and activities for OWH were designed to allow families to physically-distance safely while still enjoying the holidays. Outdoor "Elfie Stations" provided keen backdrops for a picture-taking selfie tour, and the "Santa Stops" saw great enthusiasm at Santa's Stables, the Pony Express Post Office, Kringle Ranch, and Santa's Saloon. Informal polls taken at several locations around town revealed that visitors came from as far away as Kansas to take part. Hotels got in on the action, too, offering discount prices for visitors and even "staycations" for locals. Turning Cheyenne into a winter destination for years to come is no longer just a pipe dream—we proved we can do it, together.

It's our hope that this spirit of community cooperation and support of each other last far into the new year. Continue shopping in our small-town stores. Remember the mom-and-pop restaurants and local watering holes when you decide where to spend your dollars. Think out of the box when it comes time to take a family vacation, and spend your time exploring our wonderful city. All these actions combined strengthen our economy, provide local jobs, and support the places who support us back, often with their donations and monetary contributions to Cheyenne's most important causes.

Thank you again, Cheyenne, and Happy New Year!



## NEW BUSINESSES



**Instant Attraction Boutique 111 W 17th Street**


Women's clothing, shoes, accessories and more




**Roots 307 Boutique 1819 Carey Avenue**

Clothing for the whole family, shoes, home decor

## 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@cheyyenne.org](mailto:jim@cheyyenne.org).

 **Visit Cheyenne Marketing Grants:** The Visit Cheyenne Board of Directors awarded marketing grants for 2021 events to: Cheyenne Symphony, Depot Event Season, Sherman Hill Train Show, Reformation Dance Company, Historic Governors' Mansion, DeLancey Summer Roping Series, CFD Western Art Show, MAAFA African Heritage Remembrance Day, Cowgirls of the West Brunch & Style Show, Cheyenne Community Recreation & Events, and the CFD American Plains Art Show. Congratulations to you all!



## LARAMIE COUNTY LODGING STATS

NOVEMBER 2020		Change from last year	YTD 2020
Lodging Occupancy	44.7%	-15.2%	53.9% (-20.2%)
Average Room Rate	\$77.60	-8.7%	\$82.15 (-15.6%)

Source: Smith Travel Research

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[cheyyenne.org](http://cheyyenne.org)

To discontinue receiving this Newsletter and Calendar of Events please contact the Visit Cheyenne office at 800-426-5009, 307-778-3133 or [laura@cheyyenne.org](mailto:laura@cheyyenne.org)