

**JANUARY
2022**



Newsletter

Looking into 2022 and Beyond

With 2021 in the rearview mirror, it's time for Visit Cheyenne to look forward. We have more projects than ever that aim to make Cheyenne a premier destination in the west, and we can't wait until they come to life!

Right on Track

In 2021, Visit Cheyenne joined forces with the City of Cheyenne, LEADS, Rudloff Solutions, and Union Pacific with a goal of enhancing Cheyenne as a railroad destination. Currently, the acquisition and movement of 15 railcars to be restored and reimagined into a pedestrian zone along 15th Street featuring food, exhibits and shops inside the railcars. The project is full steam ahead in 2022!



Making an Event of It

Embarking in 2020, Visit Cheyenne expanded their role to include event production, establishing both the Hell on Wheels Chuck Wagon Dinner & Rodeo and Old West Holiday. Fall of 2021, we added OctoberWest and its farm-to-table Harvest Feast at Pine Bluffs Distilling. In the coming year, we eagerly look ahead to kicking off the rodeo in June to begin the cycle again, bigger and better than ever. Watch for date announcements to reserve space on your calendar to have some good, old-fashioned fun!



Building a Better Downtown

Since our merger with the Cheyenne DDA in July, we've been working hard to make Cheyenne's downtown the heart and center of Cheyenne's local commerce and events. The "hole" next to the Hynds Building is slated to be filled by the end of 2022 and community events like the Downtown Trick or Treat will become a mainstay in Cheyenne. The facade grant programs are assisting in making Cheyenne a picturesque hotspot that will be more than Instagrammable!

Take it Outdoors

Visit Cheyenne is focusing on much more than just the downtown. The Belvoir Ranch project and gaining access to the Big Hole is moving along steadily, setting the foundation to expand recreation opportunities for outdoor enthusiasts! First up? Coordinating with Union Pacific to develop a pedestrian and bike bridge over the railroad tracks, as well as establishing a trailhead to connects into the Colorado trail system. These steps are taking Cheyenne into a bigger outdoor destination and growing opportunities to enjoy our nook of Wyoming.



TIDBITS

Do you want your photos featured by Visit Cheyenne?

Send your high quality photographs to Andi@Cheyenne.org. Giving us the rights to use your photographs helps us feature your business in the future, and in a hurry when travel writers request them.

Submit Your Event

Submit your community event at Cheyenne.org/submityourevent to get your event in front of even more eyes!

Book Your Organization's Next Conference

Email Lisa Maney at Lisa@cheyenne.org to book your next get-together. We can handle everything, from booking your rooms to organizing your registration!

Sponsor Cheyenne's Next Big Event

From Hell on Wheels to Old West Holiday, we are pulling out the stops on events in Cheyenne! Show your support for what we do! Email Sarah@cheyenne.org for sponsorship opportunities.

LODGING STATISTICS

November 2021		Change from last year	YTD 2021
Lodging Occupancy	53.8%	+21.0%	64.3% (+20.2%)
Average Room Rate	\$94.33	+22.2%	\$104.03 (+26.3%)

Source: Smith Travel Research



**VISIT
CHEYENNE**
WYOMING

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