

JANUARY
2023



Newsletter

Mark us on your New Years resolution! As 2023 emerges, we have plans to make Cheyenne a premier hot spot for families and friends to enjoy the Wild West. With Union Pacific Steam Shop Tours and big events continuing in the summer, we're happy to leave 2022 in the past and welcome the new year.

Steam Shop Tours Return

When you think of experiences unique to Cheyenne, touring the Union Pacific Steam Shop and getting up close and personal with Big Boy 4014 is maybe the crème de le crème of train experiences in our region. On December 16th, for the first time in several years the Union Pacific Steam Shop was opened up and the public was invited in. More than a hundred tickets were available for this tour and they sold out in only a week.



The goal for 2023 is to make the Steam Shop tour a regular offering by the Cheyenne Depot Museum and Visit Cheyenne. This lines up with our tourism master plan initiative of offering

more railroad related opportunities for tourists. Keep your eyes on our social media for more details about future tours in the new year.

Wyoming Tourism Conference

Do you want to learn more about the hospitality industry in Wyoming and how you can make money as a partner? The conference kicks off on Sunday January 29th with the annual legislative reception. Monday and Tuesday are packed with seminars and information on the latest trends and opportunities in the industry and closes with a luncheon honoring this year's Big Wyo award winner.

Registration is open now at

<https://visitcheyenne.regfox.com/2023-wyoming-governors-hospitality-tourism-conference>.

A Look Ahead...

Now that 2022 is in the rearview mirror, we've got our sights firmly locked on a dynamic 2023. In the spring of 2021, we completed our Tourism Master Plan for Cheyenne, and that plan is our north star when it comes to developing programs, training staff and advocating for the hospitality industry in Laramie County.

Downtown Cheyenne was and is an essential lynch pin to the visitor experience here. In 2023 we are excited as several businesses are putting capital investment into their buildings and their commerce experience. We will continue to support events in the downtown which have been proven to drive visitation by locals and travelers alike. The live music scene has some cool acts lined up already, with more to be announced.

The 15th Street rail project continues to move forward as well. The hope is that the first phase of the program will be implemented, bringing a unique destination that will attract travelers from around the world to visit our downtown.

In 2022 we made real strides in the development of agritourism in the rural areas of our county.

From harvest feasts and homesteading experiences to rodeos and live fire events more visitors experienced the agricultural heritage of Laramie County than ever. In 2023 we intend to host for example more live fire style events around the county, and Hell on Wheels Rodeo is back and growing bigger and better.

Of course, we are excited for our big events of the summer, Wyoming Brewers Festival, Cheyenne Frontier Days, EdgeFest, CultureX and more. 2023 is looking bright, and we continue to work hard every day to bring tourism dollars to our community.

- Domenic Bravo, CEO Visit Cheyenne



LODGING STATISTICS

November 2022		Change from last year	YTD 2022
Lodging Occupancy	49.8%	53.4%	60.7% (-5.1%)
Average Room Rate	\$91.11	-3.4%	\$110.98 (+6.8)

Source: Smith Travel Research

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