

JANUARY
2024

VISIT
CHEYENNE
WYOMING

Newsletter

Happy New Year from the team at Visit Cheyenne!

We are excited for the year ahead, including some exciting events coming very soon so read on to find out what's happening around Laramie County!

Hear Ye, Hear Ye! Jousting is Coming to Laramie County!

Yes, jousting. As in knights in full armor on horseback charging one another with lances – big poles that look like they could be giant marshmallow sticks. And yes, we're talking full contact, medieval entertainment. Laramie County has never seen anything like this and it's coming in February!

This event, being held by Visit Cheyenne in cooperation with Laramie County Events, is the culmination of a Visit Cheyenne brainchild combined with a jousting troupe, the Knights of Valour, led by 6-foot-4 Canadian, professional jousting, Shane Adams. This incredible event will see thrilling jousting tournaments, armored knights, beautiful horses, a medieval market, birds of prey, aerialists, a magician, and more!

It all starts Saturday February 17th at the Archer Event Center, with tickets starting at \$25 for adult general admission. Saturday will also feature a Noble Feast – tickets can be bought for the feast along with general admission for \$55 per adult. To buy your tickets head to visitcheyenne.ticketspice.com/winter-knights-of-cheyenne. Get your tickets now and we'll see you at this unforgettable event!



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Saddle Bronc Young Guns Gather for Frozen Fury!

The holidays have come and gone, but there is still plenty coming our way in Cheyenne this winter. This is as true as ever when you look down the stretch at brand new events coming to the Archer Event Center! There's something for everyone, including a new rodeo event!

Coming February 10th, we have Frozen Fury on The Plains presented by Pine Bluffs Distilling. This all-new event, put on in partnership with Laramie County Events, heats up this winter with action-packed bucking bronco action! This will be a unique and exciting experience as 60 of the world's best young bucking horses will face off with 40 of the best young saddle bronc riders in the world. This will be a chance to see the future of rodeo that you won't want to miss!

The cowboys will be competing for a share of the estimated \$10,000 prize pool, while the stock contractors bringing in the horses will compete for more than \$20,000! In addition to the actual event, there will be vendors on hand with the latest cowboy and cowgirl fashions, as well as concessions and local drinks by Pine Bluffs Distilling and Hell on Wheels Package Liquors. This is one event you won't want to miss!

Help Your Hometown by Becoming a CTA

More than 2.5 million people made an overnight visit to Cheyenne in 2022. That's a lot of people – and it's a lot of revenue for Cheyenne and Laramie County. Tourism is a vital part of our economy, and the better we can provide information, service and memories for visitors to our area the more successful we will be as a community.

Becoming a Certified Tourism Ambassador (CTA) for Cheyenne and Laramie County is a great way to add to your ability to serve these visitors and Cheyenne as a whole! Tourism is about creating memorable experiences. Front-line workers can have the biggest impact on making a visitor's trip to the Cheyenne area the best it can be. Whether you're a bartender or a hotel manager, a retail worker, or a real estate agent, becoming a CTA is a great way to diversify your knowledge, improve your ability to help visitors and new residents and continue your professional development.

Best of all, becoming a CTA is easy! A simple registration and then a single 4-hour class give you the tools to improve your customer service and professional growth. The CTA program isn't just training, it's an internationally recognized professional certification. That means it's a great way to grow your skillset and your resume as well! To register just head to CTANetwork.com and click on "Become a CTA." Regardless of what you do in Cheyenne, you can do even more by becoming a CTA today!



LODGING STATISTICS

November 2023		Change from last year	YTD 2023
Lodging Occupancy	53.5	6.2	64.1% (3.6%)
Average Room Rate	\$98.84	6.7	\$116.73 (+3.7)

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

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