

**JANUARY
2025**

**VISIT
CHEYENNE
WYOMING**

NEWSLETTER

Happy New Year from the team at Visit Cheyenne!

We are excited for the year ahead, and can't wait to share more events, experiences, and opportunities with you all! Here's to 2025!

Frozen Fury on the Plains: A Winter Showcase of Rodeo Talent

In February, get ready for a chilly twist on traditional rodeo with "Frozen Fury on the Plains." This event will feature a thrilling Bucking Bronc Futurity Match, sponsored by Pine Bluffs Distilling, set to take place on February 8, 2025, at the Event Center at Archer. As a futurity, this event focuses on young up-and-coming bucking broncs and cowboys, showcasing their skills and potential in a competitive arena. The participants are mainly young animals and cowboys, providing them a platform to grow and shine in the rodeo circuit.

Additionally, the night before the rodeo, the "Hell on Wheels Rodeo Queen Coronation Banquet" will crown the 2025 rodeo queen, adding a regal flair to the festivities. The banquet, which includes a brisket dinner and a silent auction, will also be held at the Laramie County Fairgrounds, creating a perfect prelude to the rodeo excitement.

The inaugural event was a resounding success, drawing over a thousand attendees and making a significant economic impact

on the local community. The event dazzled the crowd and set high standards for future rodeos, promising to become a staple in Cheyenne's winter event calendar.

For anyone interested in the raw, exhilarating world of rodeo, "Frozen Fury on the Plains" offers a unique winter experience, combining the spirit of traditional rodeo with the youthful energy of futurity competitors. It's an ideal event for both rodeo aficionados and newcomers alike to witness the thrilling intersection of tradition and talent.


For more details and ticket information, you can visit FrozenFuryRodeo.com.




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Wyoming Governor’s Hospitality & Tourism Convention Returns to Little Ameerica

Cheyenne is proud to announce the return of the 2025 Wyoming Governor’s Hospitality & Tourism Convention, set to take place at Little America from January 26-28. This esteemed event is expected to draw over 300 professionals from the hospitality and tourism industries, offering a platform for networking, learning, and celebration of the hospitality and tourism industry.

The convention will feature sessions that explore the latest industry trends, innovative strategies for tourism development, and the challenges facing the sector today. Highlights include a special Salute to the Industry Gala, which recognizes outstanding contributions to Wyoming’s tourism landscape. This event is an exceptional opportunity for professionals to gain insights, share expertise, and foster collaborations that will drive future growth in Wyoming’s tourism industry.

For more information and to register, visit WyGovCon.com!

Explore Like a Local: Get Certified as a Cheyenne Tourism Ambassador

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!

LOGGING STATISTICS

November 2024		Change from last year	YTD 2024
Lodging Occupancy Percentage	49.5%	-7.7%	60.9% (-4.9%)
Average Room Rate	\$96.23	-2.8	\$118.03 (+0.8)



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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