

JANUARY
2026

VISIT
CHEYENNE
WYOMING

NEWSLETTER

Happy New Year from the team at Visit Cheyenne!

We are excited for all that 2026 has to bring and can't wait to share more events, experiences, and opportunities with you all! Cheers to 2026!

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 7, 2026, 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.

The first two years of Frozen Fury on the Plains were a resounding success, drawing over a thousand attendees both years 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.

This year to add to the fun, there will be a post rodeo party hosted by the Burns Lions Club, featuring High Horses.

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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Join us for Experience Cheyenne

Join us for our next “Experience Cheyenne” event, tailored specifically for frontline hospitality workers eager to provide outstanding visitor experiences in our city. This event offers flexibility, allowing you to join us at any point during the evening and stay as long as you like.

The evening begins at 5:30 PM with a guided tour of the beautiful Wyoming State Capitol. Learn about the building’s architecture, history, and how it enhances the visitor experience in downtown Cheyenne. At 6:25 PM, we will stroll over to Bella Fuoco, a local favorite known for its cozy atmosphere and delicious wood-fired pizza, for a relaxed networking reception.

Enjoy refreshments, connect with fellow hospitality professionals, and gather tips and talking points to help guests make the most of their time in Cheyenne. Let’s ring in the new year by celebrating the places that define Cheyenne’s charm and the people who welcome our visitors every day. We look forward to seeing you there!

If you are interested in joining us, please RSVP to Amber@cheyenne.org!

Winter Knights of Cheyenne Returns!

Winter Knights of Cheyenne returns to ignite the winter season with a bold, immersive journey into the age of knights, legends, and epic battles. Step inside the Event Center at Archer and witness the thunder of hooves and the clash of steel as elite jousters from the Knights of Valour charge into full-contact combat. From heart-pounding sword fights and awe-inspiring aerial performances to roaming characters and a lively medieval marketplace, this indoor festival surrounds you with nonstop action, spectacle, and old-world charm, perfect for families, couples, and adventure-seekers alike.

Looking for the ultimate royal experience? Don’t miss the Nobles’ Feast, an unforgettable evening of feasting, drinks, and live entertainment fit for kings and queens. Whether you come for the jousting, the performers, or the chance to escape into a world of fantasy and history, Winter Knights of Cheyenne is a can’t-miss winter event. Plan your weekend of legendary fun in Cheyenne, get your tickets now at Cheyenne.org/WinterKnights!

LODGING STATISTICS

November 2025		Change from last year	YTD 2025
Lodging Occupancy Percentage	53.6%	7.5%	63% (+2.7%)
Average Room Rate	\$101.08	4.3%	\$121.41 (+2.1%)
REV PAR (Revenue Per Available Room)	\$54.23	12.1%	\$76.46 (+4.8%)

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 jenna@cheyenne.org