

JULY  
2024

VISIT  
**CHEYENNE**  
WYOMING

# NEWSLETTER

Somehow, we have arrived halfway through 2024 – and a third of the way through summer! But if you know Cheyenne, you know we pack as much in as possible, and July absolutely won't let you down. Read on to see what you have to look forward to!

## The 128th Daddy of 'em All is Here!



Cheyenne Frontier Days is back with the 128th Daddy of 'em all! From July 19 through July 28, Cheyenne will host the world's largest outdoor rodeo and Western celebration, offering a lineup that promises unforgettable fun for all ages. Visitors can look forward to thrilling rodeo events, top-tier musical performances, and a variety of unique Western experiences.

These 10 days are filled with exhilarating rodeo performances, with cowboys and cowgirls showcasing their skills in bronc riding, bull riding, and more. The evening concerts are a highlight, with exciting musical artists that will have you dancing under the Wyoming stars.

A local favorite event is Cheyenne Day. On July 24th, Downtown Cheyenne will be filled with activities for both locals and visitors, featuring live music, yard games, a kids rodeo, and street parties stretching from the Depot Plaza to Chronicles Distilling on 15th Street.


Cheyenne Frontier Days isn't just an event - it's a tradition that captures the spirit of the West. Whether you're a long-time attendee or a first-time visitor, the 128th Cheyenne Frontier Days promises an experience full of adventure, culture, unforgettable memories, and Western hospitality!


Head to [Cheyenne.org](http://Cheyenne.org) for more information on Cheyenne Frontier Days and to see what's going on around town during those 10 days!

[CHEYENNE.ORG](http://CHEYENNE.ORG)

 [VISITCHEYENNE](https://www.instagram.com/visitcheyenne)

 [VISITCHEYENNE](https://www.facebook.com/visitcheyenne)

 [CHEYENNEWY](https://twitter.com/CHEYENNEWY)

 [CHEYENNECVB](https://www.youtube.com/CHEYENNECVB)

[CHEYENNETROLLEY.COM](http://CHEYENNETROLLEY.COM)

## Experience Cheyenne: Networking & Insight Event for Hospitality Workers

Join us for “Experience Cheyenne,” an event tailored specifically for frontline hospitality workers eager to provide outstanding visitor experiences in our city. This flexible 90-minute gathering on July 9th offers a prime opportunity to deepen your understanding of Cheyenne, while also networking with your industry peers.

Starting at 5:30pm, we will begin at the Atlas Theater, where you’ll tour and discover the history of the historic Theater, as well as learn about their upcoming performances. After exploring the theater, the event continues just around the corner at The Albany restaurant. There, you’ll have the opportunity to sample food and beverages from Cheyenne’s oldest restaurant, creating the perfect environment to forge new connections and share insights with fellow hospitality professionals.

Don’t miss this opportunity to enhance your knowledge and network within Cheyenne’s thriving hospitality community. We look forward to welcoming you and helping to strengthen your role in the tourism and hospitality industry.

## Fifth Season of Hell on Wheels Kicks Off with a Bang

The fifth season of Hell on Wheels Rodeo and Chuck Wagon saw its first three performances in June, with more than 1,200 tickets sold, including a sold-out performance on June 21st. Hell on Wheels has been growing in popularity over the past five seasons, and in June we saw spectators from 37 states and even attracted international rodeo fans from Belgium, Canada, Germany, France, the United Kingdom, and New Zealand!

The rodeo starts at 7pm, where you’ll head over to the arena to cheer on our hometown cowboys and cowgirls! Enjoy the West’s favorite sport under the Wyoming sky with some of the region’s finest competitors, showcasing their skills in events like bull riding, barrel racing, and roping. The energy and excitement of the crowd make each night unforgettable.

There are still three rodeos left on July 12, August 23, and September 6, so you still have time to check out the action for yourself. Don’t miss your chance to be part of this incredible event! Head to [HellOnWheelsRodeo.com](http://HellOnWheelsRodeo.com) to secure your seat today and experience the thrill and tradition of Western rodeo at its best.

### LODGING STATISTICS

May 2024		Change from last year	YTD 2024
Lodging Occupancy Percentage	65.4%	-5.2%	54.1% (-5.3%)
Average Room Rate	\$113.53	3.1	\$102.41 (+3.3)



121 W. 15th Street, Suite 202  
Cheyenne, WY 82001  
[cheyenne.org](http://cheyenne.org)

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](mailto:laura@cheyenne.org)