

Getting Back to Fridays on the Plaza

It's official - Fridays on the Plaza are back! Kicking off June 4, a not-to-miss lineup features everything from some fabulous funk to Cheyenne-native rock bands. Luckily, the fun isn't limited to just Fridays... Frontier Days brings a few additional concerts including Baby Bash on July 24th and the Black White Blues Band on July 28th. There will be NO shortage of free, live music this summer. See you on the Plaza!

Want to see the full lineup? Find it at www.CheyennePresents.com



Hell on Wheels Chuck Wagon Dinner & Rodeo Expands for 2021

Rodeo season is kicking off and the Hell on Wheels rodeo is no exception. Expanding from last year's three events, the Visit Cheyenne events team is prepping for a whopping seven dates this year! Select Friday evenings between June and September offer plenty of opportunities to grab a chuck wagon dinner and catch some hometown rodeo action! Fill your belly at the 5:30 p.m. chuck wagon dinner, then at 7:00 see a full lineup of rodeo events - roping and steer wrestling to bronc-riding and crowd-favorite bull riding! It's the perfect event to whet your rodeo whistle with rodeo tickets starting at \$15 for youth, \$25 for adults.

Buy your tickets at www.HellOnWheelsRodeo.com



Brewers Festival is Ready to Go!

Cheyenne has been dubbed Wyoming's Craft Brew Country, making Brewers Festival the perfect place to discover the region's growing craft brew scene - while making a positive impact on the community! The festival raises funds to rehabilitate and preserve the Historic Cheyenne Depot Building. Catch the festival in the heart of downtown at the Cheyenne Depot Plaza June 18 & 19 (a great Father's Day gift!)

See the full list of breweries and get your tickets at www.wyobrewfest.com



Visit Cheyenne Makes a Local Impact

Visit Cheyenne released the latest report from the marketing agency Conversant with some amazing results! In the past season (running November through February), Visit Cheyenne tied a \$60,000 targeted ad buy into \$1.3 million that was spent in the Cheyenne community. Highlighting “Cheyenne Chic” (the modern side) and Old West Holiday, Visit Cheyenne focused on new, family events and the unexpected sides of Cheyenne. The campaign showed a 22:1 investment return!



CALENDAR

June 11-13

Cheyenne Celtic Festival

June 12

Burns Day

June 18-19

25th Annual Brewer's Festival

June 25

Hell on Wheels Chuckwagon Dinner and Rodeo

June 26

Superday

June 27-30

The National Bison Association Summer Conference

TIDBITS

LCCC Outreach and Workforce Development

Now provide ServSafe training! Schedule by calling 307-432-1632

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Send your high quality photographs to Andi@Cheyenne.org. Giving us the rights to use your photographs helps us feature your business in the future, and in a hurry when travel writers request them.

The Cheyenne Street Railway Trolley

Beginning its summer season of tours on Saturday, May 1st. The 90-minute tours take place seven days a week. For more information call (307) 778-3133.



Laramie County Lodging Stats

March 2020		Change from last year	YTD 2021
Lodging Occupancy	64.0%	+102.0%	51.4% (+14%)
Average Room Rate	\$81.14	+11.4%	\$77.59 (-2.1)

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