

JUNE
2023



NEWSLETTER

June in Cheyenne is a vibrant and eventful month, bursting with exciting outdoor activities for everyone to enjoy! From thrilling festivals to captivating concerts, there is something for everyone to partake in under the warm summer sun.

Meeting and Conventions Team Puts Cheyenne on the Government

Map

When it comes to getting the attention of government meetings and conventions Cheyenne goes up against some heavy hitters in the region. Larger cities like Denver and Colorado Springs compete with Cheyenne to land large meetings for local, state, and national government entities. Meetings and conventions are

awards – Visit Cheyenne brought home half of them.

Visit Cheyenne took home “Company of the Year” and the “Gem” Award as an organization. Visit Cheyenne’s Senior Convention Sales Manager won “Supplier of the Year.” Lisa, citing the number of people and the amount of talent in the chapter, felt humbled by the award.

“I am deeply honored to be recognized as Supplier of the Year by my peers at the (SGMP),” Lisa said, “The education I’ve received, and the connections I’ve made in the Rocky Mountain Chapter have helped me become a better person and to be more productive at Visit Cheyenne.”



major breadwinners for cities and their destination organizations – conventions and meetings gave birth to the first destination organizations to begin with!

This year, at the Annual Society of Government Meeting Professionals (SGMP) Rocky Mountain Black and White Gala, awards were presented to members of the chapter. There are only six

Fridays on the Plaza is dropping the list of performances for 2023 – calling the lineup the biggest in the celebrated event’s history. For 2023, Fridays will see more than 32 artists with more than 42 chart-topping hits to their combined name. Some of the acts this summer include the Grammy-winning Los Lonely Boys, and singer-songwriter Zella Day. You can expect a little bit of everything, from the jams of Boulder-based sensation 3OH!3, to the acoustic artistry of Jalan Crossland, to 70’s funk with Boogie Machine, and much, much more. It all kicks off June 2nd with indie rocker band Welshly Arms with Elektrik Animals. Everything starts at 5:30 PM in the Cheyenne Depot Plaza. Of course, on top of the great music, you can expect the usual (and phenomenal) food of Cheyenne.

Hell on Wheels Rodeo Set to have a Landmark Year

Hell on Wheels Rodeo and Chuckwagon Dinner is gearing up for a record year. With the first rodeo of the year jumping out of the chute June 9th, the rodeo is already blowing away projections in ticket sales. So far tickets have been sold to folks from 28 different states and four countries, with demand staying consistent and strong. The VIP experience for the June 30th rodeo is already sold out, and 2023's ticket sales are already nearly half of the totals of 2022 (and the first rodeo hasn't even kicked off yet!).



This puts Hell on Wheels on the right track for meeting this year's goals of selling 2,100 tickets and having attendees visit from all 50 states. With less than 70 tickets available for

the first rodeo and chuckwagon dinner, now is the time get your tickets and come join the fun!

Visit Cheyenne Sponsors Cheyenne BrewFest, Joins Disc Golf Tournament

The brews are back! Beers from around Wyoming and other Western states will be featured at the 27th Annual Wyoming Brewers Festival June 16th and 17th at the Cheyenne Depot Plaza. Everything starts at 5 in the evening on Friday the 16th, and 6 PM on Saturday the 17th. The event is open to everyone, but Visit Cheyenne would like to remind everyone to drink responsibly, and make sure bring sunscreen!

In addition to the Brewers Fest itself, Visit Cheyenne will be joining the 3rd Annual WBF Best Disc Golf Tournament. Brewers, Sponsors and VIP's will be tossing discs for some friendly competition at Mylar Park on the morning of Saturday, June 17th. The tournament will be a "Best Disc" style, meaning everyone plays each hole but the best score for each team is the one recorded. Will it be an easy glide to a win, or will VCW's dreams of victory fade like a bad frisbee toss? Cheer on Visit Cheyenne and find out!

LODGING STATISTICS

April 2023		Change from last year	YTD 2023
Lodging Occupancy	59.8%	+0.8%	54.1% (1.5%)
Average Room Rate	\$98.76	3.9%	\$95.17 (+2.5)

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