

**MARCH
2023**



Newsletter

Get into the March Rodeo and Conference Madness! The upcoming Cheyenne Frontier Days concert lineup announcement is a couple of days away. The National Tourism Conference rolls into town. We're on the edge of our seats just thinking about it!

Cheyenne Hosts National Tourism Conference

The National Tour Association will be rolling into Cheyenne the last week of March for its annual Contact event. NTA is the gathering place—in-person and online—for packaged-travel professionals: tour operators, travel advisors, and people from the places and experiences that make memorable itineraries. Their buyer members partner with seller members—representatives of destinations and tour suppliers—and serve customers traveling to, from, and within North America

Participants will spend four days in Cheyenne starting with an opening night concert at the Lincoln, tours of attractions such as Terry Bison Ranch, the Wyoming State Museum, the UP Steam Shop, Pine Ranch, Pine Bluffs Distilling and more.

The closing event will take place on Saturday April 1st at the Historic Train Depot downtown with an event that highlights Cheyenne's gilded age and cattle baron culture.

Visit Cheyenne has made it a priority to bring national and international travel and tour operators into our community to showcase all that Cheyenne and the state of Wyoming have to offer, and hosting this conference continues that tradition of success.

Cheyenne Frontier Days to Announce Concert Lineup

In case you missed it, news that independent country music superstar Zach Bryan will play the stage in the arena at Cheyenne Frontier Days broke in early February. Bryan has sold out venues across the nation based on his extraordinary song writing skills and without the help of a major record label. He will grace the stage on Sunday night July 23rd.

The rest of the lineup will be announced on March 2nd with an event at the Cheyenne Frontier Days event center, and if some of the rumors we are hearing are true, it's going to be a strong lineup for the world's largest outdoor rodeo.

Bring your Group to the Hell on Wheels Rodeo and Chuck Wagon Dinner

Group tickets to the summer's hottest rodeo and best brisket are on sale March 1st. The 4th season of the Hell on Wheels Rodeo and Chuck Wagon Dinner at Archer kicks off on June 9th, but now is the time to plan your company parties, family reunions or a night out with a group of friends.

Group packages can consist of rodeo tickets only, or the full experience with a chuck wagon dinner, behind the chutes tours and drink tickets. It is the perfect change of pace for the annual company picnic, high school reunion or family get together. Ticket packages start as low as \$15 a ticket. Visit www.hellonwheelsrodeo.com for more information and to get the booking process started.

Individual tickets will go on sale starting April 1st. A few changes have been made to the tickets for 2023. New this year is a discount for Laramie County residents. Tickets purchased for the rodeo before June 1st will only be \$15 to anyone who uses their Laramie County zip code as a coupon code. After June 1st there will still be a \$5 savings for Laramie County residents. Discounts will only be available in advance and not at the door.

Last year the series awarded more than \$50,000 to cowboys and cowgirls over the course of the six rodeos. This year we are on pace to award more than \$10,000 per performance. The increased payouts, thanks to added money from sponsors, will allow the rodeo to continue to attract the best athletes on summer Fridays in Cheyenne.



LODGING STATISTICS

January 2023		Change from last year	YTD 2023
Lodging Occupancy	48.6%	8.6%	48.6% (8.6%)
Average Room Rate	\$94.61	7.1%	\$94.61 (+7.1)

Source: Smith Travel Research

VISIT
CHEYENNE
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121 W. 15th Street, Suite 202
Cheyenne, WY 82001
cheyenne.org

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