

**MARCH
2024**



Newsletter

Spring is finally on the horizon!

January and February were amazing months for Visit Cheyenne - read on to see what we've been up to and to see what's coming up this month!

Visit Cheyenne Turns Frozen Weekends into A Hot Ticket

For many destinations, unless you're a ski resort, winter tends to be the slow season. Sure the holidays can ramp things up at first, but after New Year's, the standard issue winter time lull tends to be pretty slow indeed. This year, however, Visit Cheyenne turned that idea on its head. Two events in February not only added something new to winter activities in Laramie County, but they redefined what a winter event can be.

First up was the Frozen Fury on the Plains Futurity event. This show, out at the Event Center at Archer, showed off the future of rodeo with young cowboys matched up with young bucking saddle broncs. Frozen Fury lived up to its name both in the arena and out – as a snowstorm blew into the area the night of the event. That frigid weather, however, did not stop the show from selling out. With more than 1,000 people in attendance, Frozen Fury – led by Visit Cheyenne Vice President Jim Walter – showed that winter rodeo is absolutely possible in Cheyenne.

A week later, ren-faire music, swords, and armor vendors filled the Event Center at Archer while the arena went from rodeo to jousting tournament for Winter Knights of Cheyenne. Knights in full armor atop thundering war horses put on a show with full-contact jousting – a first-of-its-kind event for Cheyenne. When the lances weren't shattering, the crowd was wowed by aerialist stunts and birds of prey. Part sporting event, part ren-faire, Winter Knights, spearheaded by Visit Cheyenne's Amber Trevizo and Jenna McCormick, saw more than 1,800 people pass through – many of them dressed in ren-faire garb of their own.

"Frozen Fury on the Plains and Winter Knights of Cheyenne exceeded my expectations for two major events in the middle of a snowy February." said Domenic Bravo, CEO of Visit Cheyenne "Being our first indoor events of this kind, with a dirt arena, I think we proved tenfold that these type of events are an impactful addition to our community."

More Events Heading to Cheyenne in March

As winter begins to thaw into spring, the events continue to come to the Cheyenne. From art to music, outdoors and even pro-wrestling are headed your way!

To start us off on March, a tradition of art in Cheyenne returns with the 43rd Western Spirit Art Show. The opening reception begins Saturday, March 2nd. The reception kicks off the art show that has been a tradition at the Cheyenne Frontier Days Old West Museum for more than four decades. The Opening reception includes hor d'oeuvres for attendees as well as live art events. Tickets start at \$55.

Next, starting March 15th, in anticipation for spring weather to warm things up, the Laramie County Sportsman's Expo will be at the Archer Event Center. The expo will host multiple events, displays and showcase products and services aimed at everyone – from the experienced mountain man to the rookie trail hiker. Fishing, hunting, hiking, camping, and more will all be celebrated and products and demonstrations will be on display for all. Best of all this event is free to the public!

Next, we head to the venerable Lincoln Theater. The Taylor Party – a Taylor Swift tribute group – will be at the Lincoln on March 16th. Devoted Swifties and casual fans alike will want to take part, and shake it off at this fun, musical event! The show starts at 8 PM, and tickets start at \$15.

Finally, we head back out to the Event Cetner at Archer for excitement unlike any other as Rocky Mountain Pro Wrestling takes over Archer. Strength, skill, and strategy will be on show for this heart-racing event. Top-notch wrestlers from across the region gather, each vying for the championship. Wrestling fans will love it, and this is the perfect event for those looking for an exciting night out. Come cheer on your favorite wrestlers on March 23rd. Everything kicks off at 6 PM, and tickets start at just \$10.

As always, for more information on these and many, many other events in Cheyenne and Laramie County head to the Visit Cheyenne website at Cheyenne.org.



LODGING STATISTICS

January 2024		Change from last year	YTD 2023
Lodging Occupancy	46.6	-0.9	46.6% (-0.9)
Average Room Rate	\$93.18	-3.1	\$93.18 (-3.1)



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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