

MAY
2023



Newsletter

May brings more options for activities and must do's as we head towards the warmer months. Friday's on the Plaza concert lineup is about to drop and we are shaking in anticipation to find out the bands we'll hear this summer. Don't forget full speed ahead on Depot Days and the upcoming trolley season!

New Merch Store: Grab Some Cheyenne Swag

Get your Legend on! The new merchandise store for Visit Cheyenne is live, giving you the chance to get your own Cheyenne style. Everything from hats to hoodies can be had at the site, and it's all-new this year! To visit the site and grab your own Cheyenne merch, head over to [Cheyenne.org/shop](https://cheyenne.org/shop) and get to shopping! You can also look for Cheyenne merchandise from Visit Cheyenne at events during Frontier Days and at the Hell on Wheels Rodeo and Chuckwagon Dinner this summer. Grab a hat, a shirt, or a hoodie and let everyone know you came to "C-WY" Cheyenne is one of the hottest stops of the summer!



Trolley Season is Here!

Pop quiz! Did you know one of the biggest events for Cheyenne Frontier Days doubles as emergency training? It's true! The pancake breakfasts, part of the Cheyenne Frontier Days experience doubles as training and practice for the Cheyenne Kiwanis Club - they use the breakfast to practice feeding thousands of people in the event of a disaster.

If you didn't know that, neither did the author of this article before taking the Cheyenne Railway Street Trolley. Visit Cheyenne operates four trolleys throughout the season. Starting in April, historic trolley tours run every two hours starting at 10 in the morning to 2 in the afternoon seven days a week. Two more tours are added and the trolleys run every hour starting in June until August.

The trolley tours are a great way to check out Cheyenne's wild west heritage and learn about the history of the city - along with fun anecdotes and tidbits from your fun, entertaining drivers. While you're on your way through the tour, you'll be introduced to your friendly driver and tour guide as well as the trolley itself. Each of the four trolleys has a name and - if you ask the drivers - its own personality. Each moniker for the trolleys is a namesake for a famous and influential historical figure in Cheyenne's history. So come on down to the Cheyenne Depot this summer and enjoy a ride on Erasmus, Esther, Daisy or Grenville, and join in on the fun, the history, and the legend that is Cheyenne.

NTA Contact: An Authentic Cheyenne Leaves an Impression

The National Travel Association's Contact conference has come and gone with a bang in Cheyenne. Over the end of March and into the beginning of April, NTA members from around the country came to Cheyenne to learn, play and network – all while being surprised by what the Magic City of the Plains has to offer.

Over the course of the convention, Visit Cheyenne hosted an opening ceremony at the Lincoln Theater, seven different group tours, and a closing event at the Cheyenne Depot. The opening event included a popular hat bar, the seven tours included everything from Curt Gowdy State Park to a homesteading experience to touring Cheyenne's important landmarks. The closing ceremony was catered by the 3 Lazy R Chuckwagon Dinner, the same that is served at the Hell on Wheels Rodeo Chuckwagon Dinner – it will come as no surprise to anyone who has had their food it was a big hit. During the event, attendees were able to network and attend multiple seminars covering everything from addressing accessibility in our cities and attractions to solving current issues being felt across the tourism industry.

In a preliminary look at a post-event evaluation, NTA officials say the Contact Event in Cheyenne was rated at a 4.8 out of 5 by the tour operators who attended. Visit Cheyenne Vice President Jim Walter says Cheyenne's authenticity stuck out to folks visiting the capital of the Equality State.

"Cheyenne was well received by the attendees." Jim says, "They kept telling us how appreciative they were of the authentic nature of our tours, receptions, and destination. That's a win. We tell people all of the time we offer an authentic Western destination. We certainly delivered on that brand promise."

Join an international network of thousands of Certified Tourism Ambassadors (CTAs) who have achieved prestigious industry-recognized certification. Becoming a CTA is a great way to build your contacts and enhance your knowledge, while reinforcing pride and passion for your community. Certification requires successful completion of a core curriculum that includes a pre-read, four-hour class, and a test. Register at www.ctanetwork.com or contact laura@cheyenne.org or (307) 772-7254



LODGING STATISTICS

March 2023		Change from last year	YTD 2023
Lodging Occupancy	56.1%	-2.5%	52.2% (1.8%)
Average Room Rate	\$93.44	0.2%	\$93.81 (+2.0)

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

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