

VISIT CHEYENNE

The Convention & Visitors Bureau

NOVEMBER 2020 NEWSLETTER



Get ready for Cheyenne's Old West Holiday celebrations! Festivities will kick off with the first-ever downtown wreath-hanging and lighting on November 21st. Bring the family to see the ceremony, and stay to watch the magical 3D light show on the Depot. The next Saturday features one of the region's best Christmas Parades filled with lights, floats, and music!

During the weekends through December 20th, visit the all of the Santa Stops, including Kringle Ranch, Mrs. Claus' Cookies, The Pony Express Mail Room, Santa's Stables, and his Saloon.

While you're celebrating in a socially distant and responsible way with your family and friends, don't forget to commemorate those moments by taking a photo at one of the numerous "Elfie Stations" around town.

Cheyenne will be lit up like you've never seen it before, cowboy carolers will stroll the streets, and Pony Express riders will pick

up letters to Santa at the Pony Express Mailroom delivering them to the Post Office. Live music at various locations will offer up familiar holiday favorites, and new music as well. Botanic Gardens will sparkle as the gem it is, with a holiday twist! Make your plans to spend your holidays in Cheyenne. Go to oldwestholiday.com for all the details! If you would like to be involved personally or as a business, contact Stacie Emarine, Project Coordinator for Old West Holiday at stacie@cheyenne.org, or (303) 929-4500.

NEW BUSINESSES



Bernie's Café

2320 Chestnut Drive

Serving the community fresh paninis, French pastries and artisan sandwiches, and featuring locally roasted brews from the Cheyenne Coffee Company. Located in the new Blue Federal Credit Union Center at Converse and Pershing Blvd. berniescafe.wy.com



Beach Please Drink Company

200 E. 17th Street

Specializing in flavored sodas, tropical smoothies, boba teas, energy drinks, drip coffee, hot chocolate, chai tea, bagels, cookies and pretzels. Their motto is "bringing the beach to you." facebook.com/BeachPleaseDrinkCompany/

CALENDAR

November 28
Christmas Parade

November 21
Downtown Lighting Ceremony/3D Light Show

Nov 29- Dec 2
National Union Association Convention

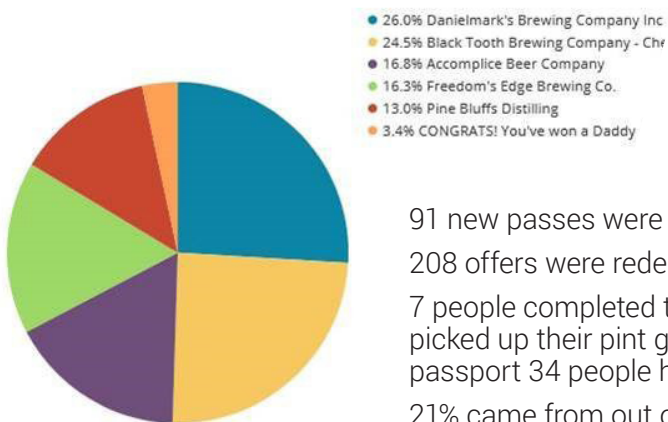
ANNOUNCEMENTS

From the desk of Domenic Bravo, CEO

As we continue to move into the Winter season, I want to remind everyone that we are working on events and programming—specifically socially-distanced and COVID19 protocol-following events—that help to stimulate the economy during what is typically off-season for our area. With this in mind we hope that we can continue to invite people to stay and enjoy the many great opportunities we have to enjoy the winter season here in Laramie County. We as a community just need to make sure we are all pulling in the same direction.



Check-Ins at Venues



DADDY OF THE MALT SUCCESS!

A belated thank you to the businesses that participated with us in the Daddy of the Malt weekend, October 17th & 18th. The results were amazing!

91 new passes were downloaded over the weekend
208 offers were redeemed across the five locations
7 people completed their pass this weekend and picked up their pint glass. Overall since launching the passport 34 people have visited all five locations.
21% came from out of the state of Wyoming

TIDBITS

Recently, Visit Cheyenne distributed care packages containing masks and hand sanitizer to all the hotels and local restaurants in Cheyenne. We are thankful for the support of our businesses and front line workers.



LARAMIE COUNTY LODGING STATS

SEPTEMBER 2020		Change from last year	YTD 2020
Lodging Occupancy	67%	-18.6%	54.1% (-21.3%)
Average Room Rate	\$85.15	-13.2%	\$82.28 (-16.9%)

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