

NOVEMBER
2022



Newsletter

The holidays are quickly approaching, and Visit Cheyenne is preparing to celebrate in big ways with our third annual Old West Holiday! Take in the sights and sounds of the season in Cheyenne with events between Thanksgiving weekend until Santa's sleigh comes flying across the sky Christmas Eve!

Marketing Grants Due

The Visit Cheyenne Marketing Grant program is a competitive process whereby the Visit Cheyenne/DDA Board of Directors awards marketing grants and assistance to deserving events that increase travel to and overnight stays in Laramie County. To fill out an application go to <https://www.cheyenne.org/about-us/>. Applications for 2023 due by 11:59 p.m., November 30, 2022.

Laramie County Lodging Tax Up for Renewal

Every four years the voters of Laramie County have the opportunity to renew the lodging tax. This 2% tax on hotel stays benefits residents and they don't have to pay it unless they stay in a Laramie County Hotel room. The tax funds Visit Cheyenne's marketing efforts, sponsorships of festivals and events, marketing grants we extend to the community and other projects that benefit the quality of life for Laramie County residents.

Things to Know

Sign up for the next Certified Tourism Ambassador Class on
November 17 and December 8

You can update your listing anytime. Add photos, change hours and more by visiting
www.cheyenne.org/extranet

Do you want to offer a special coupon or deal to visitors to Cheyenne? Reach out to Jim Walter at jim@cheyenne.org to get your business on the Buck Off Pass.

LARAMIE COUNTY LODGING TAX



SUPPORTS LOCAL EVENTS
The tax you don't pay, but benefit from

Old West Holiday Returns

Take one part Cheyenne winter, add in a dash of Hallmark movie, some lights, hot chocolate, and fresh baked cookies, and what do you have? Why yes, the 3rd annual Old West Holiday! The event kicks off with the Greater Cheyenne Chamber of Commerce Christmas parade and Small Business Saturday on November 26th and will run weekends through December 18th.

This engaging event will once again feature Santa's mailroom and pony express, visits with Santa himself and his stables where you can interact with his horses. It is the perfect opportunity to experience a magical winter wonderland and support local businesses during the holiday season.

For more information visit www.oldwestholiday.com



CALENDAR

Saturdays from Nov. 26 - Dec. 17

Old West Holiday

November 26

32nd Annual Cheyenne Christmas Parade

November 26 - December 24

Tinsel Through Time

New Years Eve Ball Drop

Gather to watch the descent on December 31st from 11 p.m. - Midnight and ring in the New Year at the Depot Plaza!



LODGING STATISTICS

September 2022		Change from last year	YTD 2022
Lodging Occupancy	68.7%	-8.0%	62.2% (-4.2%)
Average Room Rate	\$106.21	-3.4%	\$114.19 (+8.4%)

Source: Smith Travel Research

VISIT
CHEYENNE
WYOMING

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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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