

NOVEMBER  
2021



# Newsletter

## Make your Holiday Plans

The holidays are quickly approaching, and Visit Cheyenne is preparing to celebrate in big ways with our second 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!

### Start off Right

Downtown will be bustling on Small Business Saturday, where you can wander in and amongst Cheyenne's best shops! Find the perfect gift for your loved ones or plan something special for your holiday bonus. After shopping your socks off, grab a blanket, a steaming cup of hot chocolate from a downtown café, and a front-row seat for the parade because the show is about to begin! Cheyenne is starting the holidays with a wreath hanging to remember, as we've asked our best cowboys and cowgirls to saddle up and deck the halls. Riding down Capitol Avenue, they will string holiday wreaths (many dedicated to loved ones) on the lightpoles. Once they've set the stage and lit the lights, the Cheyenne Christmas Parade can commence, with floats from organizations all across the city, concluding with who else but jolly, old Saint Nick!



### Discover the Holidays

If you can't make it Thanksgiving weekend, don't worry. The weekends of the Old West Holiday are an amazing way to find your holiday spirit! Downtown Cheyenne transforms into the NorthWest Pole, featuring Santa Stops in local businesses. Wow your social media followers with perfectly Instagrammable photos at the "Elfie" Stations dotted around downtown. Plan to take the little ones to the livery stables, where they can meet the steeds that deliver wishlists straight to Santa on the Pony Express – or hand them directly to the Big Guy himself at Kringle

Ranch. Whatever you work into your agenda, November is the time to start planning your holiday travels!

**START YOUR PLANNING AT [OLDWESTHOLIDAY.COM](http://OLDWESTHOLIDAY.COM)**

[CHEYENNE.ORG](http://CHEYENNE.ORG)

[VISITCHEYENNE](https://www.instagram.com/visitcheyenne)

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[CHEYENNEWY](https://twitter.com/CHEYENNEWY)

[CHEYENNECVB](https://www.youtube.com/user/CHEYENNECVB)

[CHEYENNETROLLEY.COM](http://CHEYENNETROLLEY.COM)

# Livestock Lovers Unite!

If you're a fan of the west and the people who make our world go round, you'll want to catch the inaugural Great Western Livestock Expo at the Event Center at Archer. From more cattle shows than you can dream of to watching some of the best working canines in the region, it's an event designed for the livestock enthusiast. Beginning November 15, the lineup of events begins with sheep and goats and continue to cattle shows featuring breeds from every corner of the country. The stock dog trials begin November 19, so keep an eye out for our working dogs to be strutting their skills in an attempt to win prize money. Over \$80,000 is up for grabs at the show, so if you're a county fair fan who wants to visit the big leagues, this is the place to do it!



**FIND OUT THE DETAILS AT: [GREATNORTHERNLIVESTOCKEXPO.COM](http://GREATNORTHERNLIVESTOCKEXPO.COM)**

## TIDBITS

### LCCC Outreach and Workforce Development

Now provide ServSafe training! Schedule by calling 307-432-1632

### Do you want your photos featured by Visit Cheyenne?

Send your high quality photographs to Andi@Cheyenne.org. Giving us the rights to use your photographs helps us feature your business in the future, and in a hurry when travel writers request them.



## CALENDAR

### November 15-30

Great Northern Livestock Expo

### November 27

Old West Holiday Wreath Hanging  
Cheyenne Christmas Parade



## LODGING STATISTICS

September 2021		Change from last year	YTD 2021
Lodging Occupancy	74.9%	+12.8%	65.1% (+21.5%)
Average Room Rate	\$109.78	+29.4%	\$105.31 (+27.9)

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](mailto:laura@cheyenne.org)

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