

NOVEMBER  
2024



# Newsletter

November has returned and the holidays are quickly approaching! Visit Cheyenne is preparing for our 5th Annual Old West Holiday, read on to learn more!

## Old West Holiday Returns for more Festive Holiday Fun!



Get ready for the 5th Annual Old West Holiday, bigger and merrier than ever! The celebration kicks off on Saturday, November 30th, alongside the beloved 34th Annual Cheyenne Christmas Parade, where Santa himself will make his grand appearance to light up the streets of Downtown Cheyenne. The parade is a magical start to the season, with twinkling lights, festive floats, and holiday cheer filling the air. Not only is it parade day, but it's also Small Business Saturday, so local businesses and vendor markets will be bustling with holiday shoppers on the hunt for the perfect gifts.

On December 7th and 14th, Downtown Cheyenne will transform into a winter wonderland filled with activities for the whole family: Santa and Mrs. Claus will be taking free photos with families at the beautifully decorated Whipple House on 17th St. & House Ave., and at Kringle Ranch, located at 15th St. & Pioneer Ave., you'll meet Santa's horses, all saddled up and ready to add an extra dash of Old West charm to your holiday season. Letter Writing to Santa at Chronicles Distillery on 15th St. & Thomes Ave. gives kids (and kids at heart!) the chance to craft their holiday wishes, and the magical Pony Express pickups at noon and 2pm will whisk those letters straight to the post office for safe delivery to the North Pole! Throughout the Old West Holiday season, Downtown Cheyenne will be glowing with holiday lights and decorated storefronts, inviting you to soak in the festive atmosphere. So, mark your calendars and join us for this incredible celebration of holiday cheer, Western heritage, and community spirit!

Make sure to check [OldWestHoliday.com](http://OldWestHoliday.com) for the most up to date information!

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

[VISITCHYENNE](https://www.instagram.com/VISITCHYENNE)

[VISITCHYENNE](https://www.facebook.com/VISITCHYENNE)

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

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

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

**Frozen Fury on the Plains: A Bucking Bronc Futurity is Back in 2025!**

Get ready for some high-energy rodeo action at the Frozen Fury on the Plains, coming to the Event Center at Archer on February 8, 2025! Watch young bucking horses and rising star cowboys compete for prize money, a championship buckle, and more. Presented by Pine Bluffs Distilling, Visit Cheyenne, Hell on Wheels Rodeo Company, and Laramie County Events, this indoor winter rodeo kicks off at 6 PM, with doors opening at 5 PM. Plus, enjoy food, drinks, and Western vendors while you cheer on the next rodeo champions!

On February 7, 2025, there will be a coronation banquet to welcome the 2025 Hell on Wheels Queen and Lady-in-Waiting, Shelby Hoobler and Sage Scoggins. Head to [Cheyenne.org](http://Cheyenne.org) to learn more!

The Visit Cheyenne Marketing Grant program is a competitive process whereby the Visit Cheyenne Board of Directors awards marketing grants and assistance to deserving events that increase travel to and overnight stays in Laramie County. You can apply at [Cheyenne.org/about-us](http://Cheyenne.org/about-us).  
**Applications are due November 25, 2024**

**The Cheyenne Christmas Parade is Back for it's 34th year!**

For more than three decades the Cheyenne Christmas Parade has been entertaining locals and visitors alike. The first weekend after Thanksgiving marks the free family-friendly event, as onlookers gather on the streets in Downtown Cheyenne to join in on the Holiday magic. The parade starts on 18th Street and Carey Avenue, marching through Downtown Cheyenne. Santa Claus will be in attendance, of course, along with more than 100 floats. Everything starts on November 30th at 5:30 in the evening, with the Toys for Tots vehicle making its way through the parade route collecting gifts from those who wish to give. You won't want to miss this classic Cheyenne tradition!



**LODGING STATISTICS**

| September 2024               |          | Change from last year | YTD 2024        |
|------------------------------|----------|-----------------------|-----------------|
| Lodging Occupancy Percentage | 68.9%    | -6.3%                 | 62.3% (-5.0%)   |
| Average Room Rate            | \$117.37 | -0.2                  | \$121.27 (+1.2) |

**VISIT CHEYENNE WYOMING**  
121 W. 15th Street, Suite 202  
Cheyenne, WY 82001  
[cheyenne.org](http://cheyenne.org)

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)