

NOVEMBER
2025



Newsletter

The holidays are quickly approaching and winter is in the air, but Cheyenne is heating up with fun events for the whole family!

Visit Cheyenne Prepares for 6th Annual Old West Holiday!

Get ready for the 6th Annual Old West Holiday, bigger and merrier than ever! The celebration kicks off on Saturday, November 29th, alongside the beloved 35th 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 6, 13, and 20, 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. & Thomas 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 www.OldWestHoliday.com for the most up to date information!



Visit Cheyenne Announces Leadership Transition

Visit Cheyenne has a leadership transition following the appointment of CEO Domenic Bravo as the new Executive Director of the Wyoming Office of Tourism. To ensure a seamless transition and maintain organizational momentum, the Laramie County Tourism Joint Powers Board has appointed current Vice President, Jim Walter, as Interim President & CEO.

Jim Walter will assume day-to-day leadership of Visit Cheyenne effective November 1. With over 22 years of experience in destination management and tourism marketing, Walter has played a key role in shaping the organization's most successful initiatives and events, including the Hell on Wheels Rodeo and Chuck Wagon Dinner Series, while leading the marketing and sales efforts that bring more visitors to Laramie County.

Visit Cheyenne Marketing Grant Application Closing Soon!

The Visit Cheyenne Marketing Grant Program is now open for applications! Through this competitive process, the Visit Cheyenne Board of Directors awards marketing grants to events that bring visitors to Laramie County, encourage overnight stays, and enhance the downtown Cheyenne experience.

All grant funding must go directly toward marketing expenses, with at least 60% used outside Laramie County to promote tourism to the Greater Cheyenne Area. Visit Cheyenne favors applicants who can match their requested funds on a 1:1 basis, and proposals should clearly demonstrate how they will increase hotel and lodging use.

Selected grantees receive half of the funding upfront and the remaining half once a post-event report is submitted (due within 30 days of the event). All advertising must include recognition of Visit Cheyenne.

All applications for 2026 must be submitted by 5:00 PM, November 26, 2025. For more information about Visit Cheyenne and its mission, visit www.cheyenne.org/about-us.



LODGING STATISTICS

September 2025		Change from last year	YTD 2025
Lodging Occupancy Percentage	71.7%	3.8%	64% (+2%)
Average Room Rate	\$125.44	6.2%	\$123.81 (+1.3%)



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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 jenna@cheyenne.org