

# VISIT CHEYENNE

The Convention & Visitors Bureau

## OCTOBER 2020 NEWSLETTER

### AUTUMN ESCAPES

The lure of cooler air and mild days lingers just around the corner. Now is the perfect time to save a date for a fall road trip to Cheyenne.

Let us help you start dreaming of those beautiful Indian Summer afternoons to come, when changing foliage and sweet-spot temperatures begs the traveler to step outdoors into crisp mornings and long afternoon sunshine. Downtown, around town, or out of town, there is no shortage of fall time fun in Cheyenne.

[cheyenne.org/things-to-do/autumn-escapes/](http://cheyenne.org/things-to-do/autumn-escapes/)



### IT'S TIME FOR OCTOBERFEAST!

Back in March, news of Covid-19 stalled plans for the 5th Annual Cheyenne Restaurant Week, normally in April. We are still planning to have that celebration again in 2021 but in the meantime, we're having OctoberFeast, October 11th-17th.

Traditionally the time of year to gather harvest and share the bounty, likewise OctoberFeast customers are encouraged to take advantage of the great deals so many locations have offered, and help small businesses bounce back a bit at the same time.

Like traditional Restaurant Week, OctoberFeast specials are a package deal, most of the time including a side dish, beverage, and/or dessert with your entrée. Also added to the mix this season is a Do-it-Yourself Brewery and Distillery tour, planned for the last weekend of OctoberFeast. Download a FREE Daddy of the Malt Craft Beverage Trail Pass from our website, check out the participating hotels offering discount rates, and make a weekend of it in Cheyenne!

Peruse the menus for offers and details at [cheyennerestaurantweek.com](http://cheyennerestaurantweek.com), and we'll see you out at OctoberFeast, October 11th-17th.

## ANNOUNCEMENTS

**From the desks of Domenic Bravo, CEO  
and Jim Walter, Vice President:**

*The holiday season will have a different flavor this year in Cheyenne. Visit Cheyenne is partnering with the Downtown Development Authority, LEADS and the Greater Cheyenne Chamber of Commerce to celebrate the holidays. Festivities will kick off with a downtown lighting on November 21st, followed the next Saturday by the best Christmas Parade in America and three more weeks of festivities leading up to the New Year's Eve Ball Drop.*



*You can expect to see Cheyenne decorated like never before, actors dressed in holiday western apparel, 3-D imaging on the Depot, pop up shops, Santa Runs and so much more. The Jolly 'Ol Fellow will be making appearances as well.*

*Visit Cheyenne is providing leadership, technical support and a large marketing campaign that will focus on Front Range holiday shoppers. Old West Holiday will give a socially distant and responsible alternative to the crowded mall scene we have all become accustomed to in December. Kicking off with a November 7th all-hands-on-deck decorating day, we hope to convert our community over to an Old West Holiday wonderland.*

*If you can, we strongly encourage you to decorate your establishments and consider making your operating hours more flexible. We will also work with you on specials, packages or anything you would like to promote during this time.*

*If you would like to be involved personally or as a business, contact Stacie Emarine, Project Coordinator for Old West Holidays at [stacie@cheyenne.org](mailto:stacie@cheyenne.org), or (303) 929-4500.*



## LARAMIE COUNTY LODGING STATS

AUGUST 2020		Change from last year	YTD 2020
Lodging Occupancy	76.1%	-9.5%	52.5% (-21.7%)
Average Room Rate	\$86.68	-15%	\$81.80 (-17.5%)

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)

