

OCTOBER  
2024



# NEWSLETTER

Spooky season is finally upon us, which means the weather is cooling down and the city is full of fun Fall activities! Read on to see what Cheyenne has planned for October.

## October Adventures in Cheyenne: Fall Fun, Spooky Thrills, and Cultural Celebrations

October in Cheyenne is overflowing with fall festivities, spooky thrills, and community fun you won't want to miss! Kicking off the month are the much-anticipated Hauntings and History Trolley Tours. Every Friday, Saturday, and Sunday night, hop on the trolley for a spine-chilling journey through Cheyenne's most haunted locations. With expert storytellers weaving eerie ghost tales and fascinating local history, you'll get a glimpse into the supernatural side of our historic city.

For a more classic fall outing, don't miss the Autumn Fest Pumpkin Patch. Open the first three weekends in October, this family-friendly event has all your seasonal favorites—pumpkin picking, mazes, a petting zoo, and more, offering something for everyone. It's the perfect way to embrace the crisp Fall air and soak in the beauty of the season.

For those seeking more spooky fun, Nightmare on 17th Street is a must-visit. Every Friday and Saturday from 7-11pm, you can test your nerves as you navigate through this thrilling haunted house where monsters lurk around every corner. If you're still in the Halloween spirit, mark

your calendar for Downtown Trick-or-Treat on October 26th. Bring the family to stroll through downtown Cheyenne, where local businesses hand out candy, making for a safe and festive activity.

Lastly, immerse yourself in the vibrant culture of Dia de los Muertos at the Cheyenne Botanic Gardens. Running all month long, you'll find the stunning La Calavera Catrina Exhibition, featuring towering 8-foot-tall sculptures, and hands-on experiences like the Nicho Workshop, where you can create a personal tribute to honor a loved one.

With a packed calendar of Autumn adventures, Cheyenne is the perfect place to celebrate the season. You can find more details about these events and more at [Cheyenne.org/Events](https://Cheyenne.org/Events).



[CHEYENNE.ORG](https://Cheyenne.org)

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

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

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

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

[CHEYENNETROLLEY.COM](https://www.CheyenneTrolley.com)

## Hell on Wheels Rodeo Announces 2025 Rodeo Queen



The Hell on Wheels Rodeo and Chuck Wagon Dinner series has named Shelby Hoobler as the Hell on Wheels Rodeo Queen for 2025. Shelby is a senior at Cheyenne East High School and plans to pursue a degree in health sciences at the

University of Wyoming.

Shelby has received numerous accolades for her academic work. She holds a 3.91 grade point average, which earned her an academic letter the past three years, and she was inducted into the National Honor Society in spring of 2024.

Congratulations to Shelby, we know you'll do a great job representing Hell on Wheels Rodeo!

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](https://Cheyenne.org/about-us).  
**Applications are due November 25, 2024**

## Visit Cheyenne Celebrates Hotel Employees

On September 1st, Visit Cheyenne hit the streets to celebrate National Hotel Employee Day, delivering donuts and heartfelt thanks to the incredible frontline staff who help make Cheyenne a destination worth visiting. These dedicated employees are the face of our city, going above and beyond to ensure that guests have a memorable and welcoming experience. Their hard work plays a key role in shaping visitors' perceptions, and we couldn't be prouder of the role they play in making Cheyenne shine.

We also took this opportunity to highlight some of the great resources we offer to hospitality staff, including our Certified Tourism Ambassador Program and Experience Cheyenne events. These programs are designed to help frontline workers get to know our community's unique history, attractions, and events, equipping them with the tools they need to share Cheyenne's best with visitors. When we all work together, we create a Cheyenne that keeps people coming back again and again. Thanks to the hospitality teams for all they do—you're the heartbeat of our tourism industry!

## LOGGING STATISTICS

August 2024		Change from last year	YTD 2024
Lodging Occupancy Percentage	71.0%	-4.6%	61.5% (-4.8%)
Average Room Rate	\$124.12	1.6	\$121.81 (+1.4)



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[Cheyenne.org](https://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)