

OCTOBER  
2023



# Newsletter

It's finally October, which means we are ready for cozy sweaters, hot apple cider, and all things spooky! Keep reading for a final update on the 2023 Hell on Wheels Rodeo, and to see what Cheyenne has planned for Halloween!

## Hell on Wheels Rodeo Sets Records in 2023, Eyes 5th Anniversary in 2024

After six rodeos, ten champions and more than 2,800 tickets sold, the 2023 season of the Hell on Wheels Rodeo series comes to an end. This year the growth continued, breaking records for attendance, participation, prize money, sponsorships, and economic impact.

This year, Hell on Wheels saw 2,850 tickets sold, with the final rodeo of the season selling out. People came to see this open series rodeo from all over – 44 states and 12 countries. As for participation and competition, ten Champions were crowned, and it was Saddle Bronc rider Ryan Koupal of South Dakota who took home the most earnings along with the Hell on Wheels saddle.

While the rodeo gave plenty of prize money, it brought in far more in terms of its impact on the community. Over the course of the summer, the rodeo series brought in \$800,000 to the Laramie County economy.

2023 was also a season of firsts for the rodeo. The first Hell on Wheels rodeo queen, Abigail Marcott, was crowned. Along with royalty making its way into the rodeo, HoW debuted a special single-barrel whiskey through Pine Bluffs Distilling. Both programs look to continue in the 2024 season, along with hopes and confidence in the rodeo's growth and success.

"To see the incredible growth in a matter of four years that Hell on Wheels has achieved is very gratifying," said Jim Walter, Vice President of Visit Cheyenne, and the Hell on Wheels Rodeo project manager for the organization. "The increase in attendance and the consistently high numbers of cowboys and cowgirls who participate in each performance really speaks to our success there."

## Spooky Season is Official: Haunted Trolly Tours Begin September 29th!

Did you know Cheyenne is haunted? Oh, yes, indeed! Perhaps you've heard tell of the alleged ghost of the Swedish stonemason at St. Mark's Episcopal, or the various ghosts that hang around the Cheyenne Depot, or the many, many creepy and chilling tales of ghosts, hauntings and happenings all over Downtown Cheyenne?

If you've never heard of these tales, or you just want to get your spooky on, it's time to hitch a ride with the Cheyenne Street Railway trolleys! October marks the beginning of the very popular Haunted Cheyenne Frightseeing Tours. Starting September 29th, step on board, if you dare, and learn the haunted history and terrifying tales of Cheyenne's downtown.

Tours start at the Cheyenne Depot every weekend starting September 29th, with tours also available on October 30th and, of course, Halloween! Recommended for ages 10 and over. To learn more, head to [Cheyenne.org](http://Cheyenne.org) or visit the information desk inside the Cheyenne Depot.

## Visit Cheyenne to Host "Downtown Halloween"

Halloween is coming a little early to 15th Street in Cheyenne! Well... three days early, at least. Visit Cheyenne proudly presents Downtown Halloween. Bring your best costumes, your little ghosts and goblins and be ready to have some midday fun!

Downtown Halloween will be on 15th Street in downtown Cheyenne from 11 AM to 2 PM on Saturday, October 28th. Amidst the fun activities, you'll find hay rides and trick-or-treating at participating locations around downtown Cheyenne. For more information head over [cheyenne.org](http://cheyenne.org)



## LODGING STATISTICS

August 2023		Change from last year	YTD 2023
Lodging Occupancy	74.4	5.9%	64.6% (3.5%)
Average Room Rate	\$121.90	2.6	\$119.74 (+2.7)

Source: Smith Travel Research

**VISIT  
CHEYENNE**  
WYOMING

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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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