

VISIT CHEYENNE

The Convention & Visitors Bureau

SEPTEMBER 2019 NEWSLETTER

ANNOUNCEMENTS

Union Pacific Steam Shop Tours Return!

The popular U.P. Steam Shop Tours where visitors can see the restored Big Boy 4014 are back for 3 special days—Aug 29, Sept. 6, and Sept. 13—and are already sold out. Union Pacific, Visit Cheyenne, and the Cheyenne Depot offer these special tours occasionally. To get your name on a waiting list for future tours, call 307-778-3133.



Advertising Opportunities Available on www.Cheyenne.org

Looking to increase the visibility of your business before 500,000 + potential visitors each year? Advertising opportunities are available on Visit Cheyenne's website – www.cheyenne.org. Last year, our site attracted 560,000 website sessions of people planning their trips to our area. For information, contact Vicki Doyle at the Destination Travel Network (DTN) at vdoyle@destinationtravelnetwork.com.



Oct. 1 Lodging Per Diem Increases

The Federal per diem hotel rate for Cheyenne and Laramie County is increasing to \$96 (up from \$94) on October 1, 2019. Laramie County's meal and incidental per diem remains at \$55. More info is at www.gsa.gov/travel/plan-book/per-diem-rates.

Cheyenne Frontier Days News

According to Cheyenne Frontier Days officials, 2019 night show attendance was up slightly compared to last year, while rodeo attendance showed a slight drop. Night show attendance was 120,518, compared to 115,214 last year. Rodeo attendance this year was 97,373 compared to 101,462 in 2018.

NEW BUSINESSES

Black Tooth Brewing Company plans to open a Cheyenne location this Fall at the site of the former Pioneer Printing at 520 W. 19th Street. Black Tooth is a five-year-old company based in Sheridan.

The Alternative Arts Project is renovating the **Lincon Theater** as a live musical venue for the community to enjoy year-round. If you want to donate to this project, you can support their Crowdrise campaign. The Alternative Arts Project is a 501c3 nonprofit, so all donations are tax deductible. <https://www.crowdrise.com/o/en/campaign/tear-down-the-wall>

TIDBITS



Local cowboy **Brody Cress** won his 3rd straight Cheyenne Frontier Days Saddle Bronc Championship this July. Visit Cheyenne is a sponsor for Brody, who grew up in nearby Hillsdale and attended Cheyenne's East High School.



The 2nd annual Cheyenne "Run the Legend" Marathon will take place on Sunday, Sept. 15.



Construction for the **Depot Splash Pad** has been delayed as some unexpected complications have arisen about how the pad connects to the City's wastewater systems. Various agencies including the City, Wyoming Dept. of Environmental Quality, BOPU, and the Health Dept. are considering how best to deal with the situation.



Since its launch in November 2018, Cheyenne's new air service has served over 23,000 passengers (both inbound and outbound). By topping 10,000 outbound travelers, the Airport will receive an extra \$850,000 for maintenance from the Federal Government.



VISIT CHEYENNE NEWS



The Visit Cheyenne Board selected RLR Public Accountants to perform the organization's annual financial audit this fall.



Visit Cheyenne and industry partners are promoting the availability of jobs in the hospitality industry with a new social media advertising campaign and jobs website at www.cooljobscheyenne.com. Please promote this site to potential job seekers.



Visit Cheyenne Board Executive Officers, FY 2020
Tony O'Brien, Little America, Chair
Domenic Bravo, University of WY, Vice Chair
Barry Sims, Retired, Treasurer



CALENDAR

Oct. 9

Visit Cheyenne Board meeting
11:30am

Oct. 18-20, 25-27

Trolley Ghost Tours on the Cheyenne
Street Railway Trolley

Nov 13-14

Wyoming Hospitality and Tourism
Fall Summit, Cody



JULY 2019 LODGING STATISTICS

	July	Change from last July	YTD 2019
Lodging Occupancy	79.6%	+2.8%	65.7% (+16.6%)
Average Room Rate	\$142.22	+6.8%	\$99.53 (+5%)

Source: Smith Travel Research

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please contact the Visit Cheyenne
office at 800-426-5009,
307-778-3133 or laura@cheyenne.org

