

SEPTEMBER
2024



NEWSLETTER

School is back and summertime has come to an end, but that doesn't stop Cheyenne from being a hub of excitement. Read on to see what's happening in September!

September in Cheyenne: A Month of Cultural Festivities

September in Cheyenne is a vibrant celebration of cultural diversity, with three major festivals that bring our community together: the Hispanic Festival, the Greek Festival, and Oktoberfest. Each event offers a unique opportunity to experience global traditions, flavors, and music right here in Cheyenne.

Kicking off on September 7, the Hispanic Festival bursts with vibrant music, unforgettable fun, and mouthwatering cuisine that highlight traditions of the Hispanic community. From traditional dances to lively mariachi performances, this festival is a feast for the senses that celebrates the heart and soul of Hispanic culture.

Just a week later, on September 13 and 14, the Greek Festival offers a taste of the Mediterranean with savory dishes like gyros and baklava, accompanied by traditional Greek music and dance that transport you straight to Greece. It's a celebration of

heritage that invites everyone to join in the joy of Greek customs and community spirit.

The month wraps up with Oktoberfest on September 21, where Cheyenne's German heritage is celebrated with bratwurst, beer, and lively tunes, creating a festive atmosphere that's perfect for toasting the end of summer.

These festivals aren't just events—they're a celebration of the diverse heritages that make Cheyenne unique. These festivals give the perfect opportunity to immerse yourself in the rich cultural tapestry of the city, enjoying the global experiences that each festival brings so don't miss out on your chance to travel the world without leaving Cheyenne!



Hell on Wheels Final Performance is Qualifier for American Contender Tournament

Hell on Wheels Rodeo just got a major upgrade! This year, the final Hell on Wheels on September 6th is officially a qualifier for the prestigious American Contender Tournament, opening up new opportunities for rodeo athletes to showcase their skills on a national stage.

The Hell on Wheels Rodeo, known for its high-energy events and fierce competition, has long been a highlight of Cheyenne’s rodeo calendar. With its new status as an American Contender Tournament qualifier, the stakes are even higher. Competitors now have the chance to earn their spot in one of the most coveted rodeo events in the country, The American Rodeo, which boasts one of the largest prize purses in the sport.

Whether you’re a seasoned rodeo aficionado or new to the sport, the Hell on Wheels Rodeo promises to deliver unforgettable performances and edge-of-your-seat excitement. So, saddle up and mark your calendars—Hell on Wheels is about to get wilder than ever, as Cheyenne takes its place on the national rodeo map as a gateway to the American Contender Tournament. Don’t miss your chance to witness the next big rodeo stars in action, right here in the heart of Wyoming.

Certified Tourism Ambassador: Become Part of Something Bigger

More than 2.5 million people made an overnight visit to Cheyenne in 2022. That’s a lot of people – and it’s a lot of revenue for Cheyenne and Laramie County. Tourism is a vital part of our economy, and the better we can provide information, service and memories for visitors to our area the more successful we will be as a community.

Becoming a Certified Tourism Ambassador (CTA) for Cheyenne and Laramie County is a great way to add to your ability to serve these visitors and Cheyenne as a whole! Tourism is about creating memorable experiences. Front-line workers can have the biggest impact on making a visitor’s trip to the Cheyenne area the best it can be. Whether you’re a bartender or a hotel manager, a retail worker, or a real estate agent, becoming a CTA is a great way to diversify your knowledge, improve your ability to help visitors and new residents and continue your professional development.

Best of all, becoming a CTA is easy! A simple registration and then a single 4-hour class give you the tools to improve your customer service and professional growth. The CTA program isn’t just training, it’s an internationally recognized professional certification. That means it’s a great way to grow your skillset and your resume as well! To register just head to CTANetwork.com and click on “Become a CTA.” Regardless of what you do in Cheyenne, you can do even more by becoming a CTA today!

LOGGING STATISTICS

July 2024		Change from last year	YTD 2024
Lodging Occupancy Percentage	74.8%	0.1%	60.1% (-4.8%)
Average Room Rate	\$185.76	0.0	\$121.47 (+1.4)



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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