Visit Cheyenne is the official tourism promotion organization for Laramie County. It is governed by the Laramie County Tourism Joint Powers Board which includes members appointed by Laramie County (3), Cheyenne (3), Pine Bluffs (1), Burns (1), and Albin (1).

The Laramie County lodging tax is the primary funding source for Visit Cheyenne. The tax is paid by visitors who stay in Laramie County lodging establishments, not Laramie County residents. Laramie County voters first approved the tax in 1987 and have renewed it every time since.

Visit Cheyenne promotes and develops the Cheyenne area through paid advertising, visitor guides and websites, social media, public relations, convention and bus tour solicitation, trolley tours, and the operation of two visitor centers.

Visit Cheyenne provides leadership in developing, promoting, and protecting the Cheyenne area’s travel industry.

Visit Cheyenne strives to attract visitors to the Cheyenne area by capitalizing on Cheyenne’s legendary history and image, thereby increasing visitor spending in the county.

Visit Cheyenne Audited Financials – Fiscal Year 2012
(July 2011 - June 2012)

<table>
<thead>
<tr>
<th>REVENUES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging Tax</td>
<td>$1,357,753</td>
</tr>
<tr>
<td>Other Revenues*</td>
<td>$1,567</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$1,359,320</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure Marketing</td>
<td>$551,991</td>
</tr>
<tr>
<td>Convention Sales/Services*</td>
<td>$207,403</td>
</tr>
<tr>
<td>Group Tours</td>
<td>$74,022</td>
</tr>
<tr>
<td>Public Relations</td>
<td>$73,432</td>
</tr>
<tr>
<td>Visitor Services</td>
<td>$194,057</td>
</tr>
<tr>
<td>Administration</td>
<td>$274,811</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$1,375,716</strong></td>
</tr>
</tbody>
</table>

*Does not include registration fees Visit Cheyenne collects and disperses for local conventions.

CHEYENNE STREET RAILWAY TROLLEY

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$79,191</td>
</tr>
<tr>
<td>Expenditures</td>
<td>$73,731</td>
</tr>
</tbody>
</table>

Auditor: Auer Woodley & Ostlund CPA’s LLC

Visit Cheyenne

President & CEO
Darren Rudloff

Director of Operations
Jill Pope

Director of Convention Sales
Shantelle Dedicke

Convention Services
Lisa Maney

Customer Service
Lisa Kindel
Laura Levi
### Cheyenne Lodging Statistics

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy Rate</td>
<td>62.2%</td>
<td>65.3%</td>
<td>63.8%</td>
<td>55.3%</td>
<td>59.3%</td>
</tr>
<tr>
<td>Average Room Rate</td>
<td>$77.75</td>
<td>$75.64</td>
<td>$71.95</td>
<td>$71.65</td>
<td>$74.21</td>
</tr>
</tbody>
</table>

Source: Smith Travel Research

### Cheyenne Lodging Occupancy Rates, 2012

![Graph showing occupancy rates from January to December 2012.]

Source: Smith Travel Research

### Laramie County Lodging Tax Collections

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Tax Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2012</td>
<td>$1,357,753</td>
</tr>
<tr>
<td>FY 2011</td>
<td>$1,402,518</td>
</tr>
<tr>
<td>FY 2010</td>
<td>$1,122,706</td>
</tr>
<tr>
<td>FY 2009</td>
<td>$1,074,076</td>
</tr>
</tbody>
</table>

Source: Visit Cheyenne, 2011 Lodging Survey

### Trip Purpose for LEISURE Visitors to Laramie County

- Vacation (68%)
- Visiting Friends/Relatives (22%)
- Group Tour (4%)
- Shopping/Dining/Entertainment (6%)
- Leisure Visitors (20%)
- Corporate/Individual Business Travelers (56%)
- Convention/Meetings/Groups (19%)
- Other (5%)

### Primary Destination for Visitors to Laramie County

- Cheyenne (59%)
- Yellowstone (9%)
- Denver (11%)
- Grand Tetons (6%)
- Mt. Rushmore/Black Hills (13%)
- Other (20%)
- Includes multiple responses, so total exceeds 100%.

### Travel Spending in Laramie County

<table>
<thead>
<tr>
<th>Year</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$333.2 million</td>
</tr>
<tr>
<td>2010</td>
<td>$299.6 million</td>
</tr>
<tr>
<td>2009</td>
<td>$264.3 million</td>
</tr>
<tr>
<td>2008</td>
<td>$321.1 million</td>
</tr>
</tbody>
</table>

### Laramie County Travel Spending by Business Sector, 2011

- Transportation (41%)
- Eating/Drinking (22%)
- Accommodations (12%)
- Retail Sales (15%)
- Entertainment (10%)

### Employment Generated by Tourism in Laramie County

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>3,110</td>
</tr>
<tr>
<td>2010</td>
<td>3,130</td>
</tr>
<tr>
<td>2009</td>
<td>2,890</td>
</tr>
<tr>
<td>2008</td>
<td>2,900</td>
</tr>
</tbody>
</table>

Source: Wyoming Office of Tourism and Dean Runyan Associates

### State and Local Tax Receipts Generated by Travel Spending

<table>
<thead>
<tr>
<th>Year</th>
<th>Local</th>
<th>State</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$5.9</td>
<td>$8.6</td>
<td>$14.5</td>
</tr>
<tr>
<td>2010</td>
<td>$5.5</td>
<td>$8.3</td>
<td>$13.8</td>
</tr>
<tr>
<td>2009</td>
<td>$4.7</td>
<td>$8.3</td>
<td>$13.0</td>
</tr>
<tr>
<td>2008</td>
<td>$4.8</td>
<td>$8.7</td>
<td>$13.5</td>
</tr>
</tbody>
</table>

Source: Randall Travel Marketing

### Where Our LEISURE Visitors Come From (top states)

- CO (13%)
- NE (8%)
- CA (7%)
- TX (5%)
- WY (5%)
- MO (5%)

International visitors account for approximately 5% of Cheyenne’s total visitation.

Source: Randall Travel Marketing

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**DID YOU KNOW?**

If the travel industry were a single business, it would rank as the county’s 3rd largest employer behind F.E. Warren Air Force Base and the State of Wyoming.

Visitors pay Laramie County and Wyoming taxes that support local schools, roads and other services. For instance, visitors pay 9.3% of the sales tax collected in Laramie County.

In 2012 Cheyenne Frontier Days received the Professional Rodeo Cowboys Association “Large Outdoor Rodeo of the Year” award for the 9th straight year.

Laramie County has the 2nd highest level of traveler spending among all Wyoming counties, behind only Teton County.

Visitors to Cheyenne Frontier Days spent approximately $25 million in Laramie County during the 2012 event.

Cheyenne’s year-round lodging occupancy rate is 62.2%, which means approximately 1,500 hotel rooms are booked every single night of the year.

Without the tax contribution of tourists, each Laramie County household would pay an additional $400 in taxes to maintain existing government services.

More than three-quarters (78%) of Frontier Days attendees traveled from outside of Laramie County to attend.

The Frontier Days pancake breakfast record of 16,897 people occurred on the Wednesday of the 1996 “Daddy of ‘em All”.

Sources: Smith Travel Research, Dean Runyan Associates, Cheyenne Frontier Days
Visit Cheyenne awarded marketing grants to: Sherman Hill Model Railroad Show, Art Design and Dine, Depot Summer Events, Cheyenne International Film Festival, ShootOut Cheyenne Filmmaking Contest, Hell on Wheels Shootout, Prairies to Peaks Plein Air Event, 17th Street Arts Festival, New Year’s Eve Ball Drop, Frontier Days Hall of Fame Ceremony, and to Burns, Albin, Pine Bluffs, Cheyenne, and Laramie County.

Visit Cheyenne managed a strong social media effort, providing updates on Laramie County attractions, events, and other news through Facebook (16,266 fans) and Twitter (2,111 followers).

Visit Cheyenne provided Cheyenne Visitor Guides and targeted emails to more than 100,000 visitors planning trips to Yellowstone National Park and Rocky Mountain National Park.

Visit Cheyenne advertised in various group tour publications and promoted the area at 4 group tour trade shows.

Visit Cheyenne hosted 13 travel writers hailing from Los Angeles, New York City (2), Council Bluffs (IA), Boulder (CO), Beaver Creek (OR), California, Japan, Korea, United Kingdom, Australia, Denmark, and Norway.

Visit Cheyenne responded to media inquiries for photos and information from both national/international media (115 contacts, +31% from 2011) and local media (75 contacts, -6% from 2011).

Visit Cheyenne added 2 billboards west of Laramie to its outdoor advertising campaign and leveraged this media buy to acquire 4 complimentary billboards in northern Colorado to promote seasonal events.

Visit Cheyenne earned the top visitor bureau accreditation from Washington D.C.-based Destination Marketing Association International. Visit Cheyenne met 82 industry standards on governance, finance, management, marketing, sales, and more. Only 148 visitor bureaus worldwide have earned this accreditation, with Visit Cheyenne being the only Wyoming bureau.

Visit Cheyenne and its public relations firm Tucker & Associates earned the Adrian Bronze Award from Hospitality Sales and Marketing Association International. The honor came for Visit Cheyenne’s recruitment of Salt Lake City Tribune travel editor Tom Wharton who wrote a great Cheyenne article with a public relations value of $252,000.

Visit Cheyenne was nominated by the readers of Groups Today magazine (a group tour publication) as one of the top 5 Visitor Bureaus in the entire western United States along with Dallas, Boise, Sacramento, and Central Oregon. Dallas eventually won this honor.

CEO Darren Rudloff was appointed to the Wyoming Office of Tourism Board of Directors by Governor Matt Mead.

Director of Convention Sales Shantelle Dedicke earned the Certified Meeting Planner designation — the top certification of the meeting’s industry, sponsored by the Conventions Industry Council.
Convention Marketing & Services

Visit Cheyenne provided 31 bids for new convention business to lodging partners (+29% from 2011). Winning bids included an estimated 3,967 room nights, $846,000 in visitor spending, and $67,000 in local taxes.

Visit Cheyenne continued providing extensive services to the organizers of two major conventions – the WY Governor’s Tourism Conference and WY Business Alliance Governor’s Fall Forum. These two conventions were responsible for an estimated 1,480 hotel room nights, $394,000 in visitor spending, and $31,000 in local taxes.

Visit Cheyenne added a colorful, branded registration desk to its convention services arsenal which already included online registration, onsite registration staffing, a mobile meeting website, convention materials, and welcome receptions.

Visit Cheyenne assisted 148 conventions with brochures, coupons, planning, and registration help (+1% from 2011).

Visit Cheyenne worked with industry partners to create new evening event options for convention groups and bus tours. The WY State Museum held a successful “Night at the Museum” event for a 2012 medical convention, and the Old West Museum’s new “Frontier Nights” event has three tentative bookings for 2013.

“The Round Up Your Knowledge Conference was a huge success, bringing fire prevention professionals from across the United States to Wyoming for a one-of-a-kind fire prevention conference. Without the support and services provided by Visit Cheyenne, we would not have been able to hold such a successful event. It was a pleasure working with Visit Cheyenne.”

Byron Matthews
CHEYENNE FIRE AND RESCUE

Community & Industry Efforts

Visit Cheyenne continued working in partnership with the City of Cheyenne and WY Department of Transportation to create a “quiet zone” for the South West Drive train crossing located near many of Cheyenne’s hotels. The project is expected to be complete in 2013.

Visit Cheyenne held a training session on new Americans with Disabilities Act rules affecting hoteliers and developed a “green lodging practices” guide for local hoteliers.

Visit Cheyenne provided its annual hospitality trolley tours to hotel staff so they are better prepared to recommend the trolley and area attractions to hotel guests.

Visit Cheyenne worked closely with Lights On! and other community partners to organize and promote the 2nd annual New Year’s Eve Ball Drop in the Depot Plaza, which included fireworks and a laser light show.

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Visitor Services

Visit Cheyenne operated year-round visitor centers in Pine Bluffs and the Cheyenne Depot. In partnership with the Cheyenne Depot Museum, Visit Cheyenne added two electronic kiosks in the Depot lobby to better direct people and provide information about area attractions and events.

Visit Cheyenne operated 3 Cheyenne Street Railway trolleys, providing summer historic tours, Halloween and Christmas specialty tours, and transportation for conventions and events like the WWII Veterans Honor Flights. More than 14,000 total passengers rode the trolleys in 2012.

Visit Cheyenne provided a coupon program at no cost to participating hospitality businesses, available via a coupon book and Visit Cheyenne’s websites.

Visit Cheyenne produced a daily/weekly fax of local events for area hoteliers to provide to their guests.

Visit Cheyenne research reveals that Cheyenne is a magical western name to people throughout the United States and world. Cheyenne conjures up classic western images of cowboys, Indians, steam engines, and big skies. This brand has been built by years of movies, TV shows, novels, comic books, and music. As a result, Visit Cheyenne showcases cowboy and train imagery in most of its advertising messages because it is what consumers are expecting to experience in a Cheyenne trip.
Visit Cheyenne Board Members in 2012

Steve Farkas
University of Wyoming

Rick Keslar
Wyoming Dept. of Transportation and Cheyenne Frontier Days

Bob Nelson
Nelson Museum of the West

Bob Harmon
Holiday Inn

Judy Johnstone
Mayor of Burns

Jim Brown (ex officio)
Cheyenne City Council

René Baker
Town of Pine Bluffs

Jim Osterfoss
Nagle Warren Mansion B&B

Amiee Reese
Old West Museum

Scott French
Little America Hotel & Resort

Frank Harris
Little America Hotel & Resort

Mike Godown
Texas Roadhouse

Diane Humphrey (ex officio)
Laramie County Commissioner

Help Us Promote Cheyenne!

• Invite your friends and relatives to visit.

• Ride the Cheyenne Street Railway Trolley.

• Host a meeting or retreat in Cheyenne for organizations of which you are a member.

• Subscribe to our e-newsletter at www.cheyenne.org.

• Help spread good news about the area. Follow us on Facebook.com/VisitCheyenne or Twitter: @CheyenneWY