**Visit Cheyenne Overview**

**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), the City of 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 it has been up for a vote 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 operation, and the operation of two visitor centers.

**Mission**

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.

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**Expenditures - Fiscal Year 2013**

- **Leisure Marketing**: $628,280
- **Convention Sales/Services***: $232,903
- **Group Tours**: $74,856
- **Public Relations**: $86,764
- **Visitor Services**: $219,138
- **Administration**: $133,566

**Total**: $1,376,007

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

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**Visit Cheyenne Audited Financials - Fiscal Year 2013**

(July 2012 - June 2013)

**Without Registrations**

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging Tax</td>
<td>$1,393,820</td>
</tr>
<tr>
<td>Other Revenues*</td>
<td>$2,620</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,396,440</strong></td>
</tr>
</tbody>
</table>

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**Cheyenne Street Railway Trolley**

- **Revenues**: $94,533
- **Expenditures**: $55,515

*Auditor: Auer Woodley & Oslund CPA's LLC.*
### 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>63.8%</td>
<td>62.3%</td>
<td>65.3%</td>
<td>63.8%</td>
<td>55.2%</td>
</tr>
<tr>
<td>Average Room Rate</td>
<td>$81.26</td>
<td>$77.79</td>
<td>$75.63</td>
<td>$71.97</td>
<td>$71.40</td>
</tr>
</tbody>
</table>

Source: Smith Travel Research

### Cheyenne Lodging Occupancy Rates, 2013

![Graph showing Cheyenne lodging occupancy rates from 2013.]

Source: Smith Travel Research

### Laramie County Lodging Tax Collections

<table>
<thead>
<tr>
<th>Year</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2010</td>
<td>$1,179,986</td>
</tr>
<tr>
<td>FY 2011</td>
<td>$1,402,518</td>
</tr>
<tr>
<td>FY 2012</td>
<td>$1,357,753</td>
</tr>
<tr>
<td>FY 2013</td>
<td>$1,393,820</td>
</tr>
</tbody>
</table>

Source: Visit Cheyenne, 2013 Lodging Survey

### Cheyenne vs. WY, U.S. Occupancy Rates, 2013

<table>
<thead>
<tr>
<th></th>
<th>CHEYENNE</th>
<th>WYOMING</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>FA 2013</td>
<td>65.8%</td>
<td>57.0%</td>
<td>62.3%</td>
</tr>
</tbody>
</table>

Source: Smith Travel Research

### Travel Spending in Laramie County

<table>
<thead>
<tr>
<th>Year</th>
<th>Million $</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>$333.4 million</td>
</tr>
<tr>
<td>2011</td>
<td>$327.5 million</td>
</tr>
<tr>
<td>2010</td>
<td>$299.6 million</td>
</tr>
<tr>
<td>2009</td>
<td>$264.3 million</td>
</tr>
</tbody>
</table>

### Laramie County Travel Spending by Business Sector, 2012

<table>
<thead>
<tr>
<th>Sector</th>
<th>Million $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>$38.9</td>
</tr>
<tr>
<td>Eating/Drinking</td>
<td>$74.1</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$48.7</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$32.8</td>
</tr>
<tr>
<td>Transportation</td>
<td>$137.7</td>
</tr>
</tbody>
</table>

### Employment Generated by Tourism in Laramie County

<table>
<thead>
<tr>
<th>Year</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>3,010</td>
</tr>
<tr>
<td>2011</td>
<td>3,140</td>
</tr>
<tr>
<td>2010</td>
<td>3,130</td>
</tr>
<tr>
<td>2009</td>
<td>2,893</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>Million $</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>$14.4</td>
</tr>
<tr>
<td>2011</td>
<td>$14.3</td>
</tr>
<tr>
<td>2010</td>
<td>$13.9</td>
</tr>
<tr>
<td>2009</td>
<td>$13.0</td>
</tr>
</tbody>
</table>

Source: Strategic Marketing & Research, Inc.

### www.Cheyenne.org User Research, 2013

- **Where are you in your trip planning process?**
  - Considering a Trip to Cheyenne (39%)
  - Already Planning a Trip (50%)
  - Not Traveling (11%)

- **How did you find Cheyenne.org?**
  - Search Engine (75%)
  - Advertising (4%)
  - Word of Mouth (4%)
  - Social Media (6%)
  - Other (11%)

- **How satisfied were you with Cheyenne.org?**
  - Very Positive (32%)
  - Positive (55%)
  - Mixed (10%)
  - Poor (3%)

Source: Smith Travel Research; Dean Runyan Associates; Cheyenne Frontier Days™

### DID YOU KNOW?

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

  ![Image of a graph showing F.E. Warren Air Force Base, the State of Wyoming, and the county’s third largest employer.]

- Cheyenne’s 2013 lodging occupancy rate of 63.8% means that approximately 1,500 hotel rooms are booked every single night of the year.

  ![Graph showing Cheyenne’s 2013 lodging occupancy rates.]

- In 2013, Cheyenne Frontier Days™ received the Professional Rodeo Cowboy Association’s “Large Outdoor Rodeo of the Year” award for the 10th straight year.

  ![Rodeo image with text “Cheyenne Frontier Days™” and a banner saying “Large Outdoor Rodeo of the Year.”]

- Visitors pay Laramie County and Wyoming taxes that support local schools, roads and other services. Visitors pay 9.1% of the sales tax collected in Laramie County.

  ![Image of a graph showing Laramie County’s sales tax contributions.]

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

  ![Text box saying “Laramie County has the 2nd highest level of traveler spending among all Wyoming counties, behind only Teton County.”]

- Without the tax contribution of tourists, each Laramie County household would pay an additional $380 in taxes to maintain existing government services.

  ![Image of a graph showing the tax contribution of tourists.]

- Visitors to Cheyenne Frontier Days™ spend approximately $25 million in Laramie County each year.

  ![Image of a graph showing the economic impact of Cheyenne Frontier Days™.]

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

  ![Image of a graph showing the travel distances of Frontier Days attendees.]

- The use of mobile devices to access www.cheyenne.org is growing 10 times faster than access through desktop computers.

  ![Text box saying “The use of mobile devices to access www.cheyenne.org is growing 10 times faster than access through desktop computers.”]
WHY THE COWBOY in Visit Cheyenne advertising?

Market 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.

“I visit Cheyenne’s services have enabled us to have a more professional approach to our meeting and enabled us to give better service to our members. It is a service that I can’t believe we ever had to live without before.”

Erin Taylor
WYOMING TAXPAYERS ASSOCIATION
**Convention Marketing & Services**

Visit Cheyenne provided 31 bids for new convention business to lodging partners. Winning bids represented an estimated 3,200 room nights, $2 million in direct spending, and $213,000 in state and local taxes.

Visit Cheyenne continued providing extensive convention services to several other major conventions, including the WY Governor’s Tourism Conference and WY Business Alliance Governor’s Fall Forum. These two conventions were responsible for an estimated 1,400 hotel room nights, $375,000 in visitor spending, and $41,000 in state and local taxes.

Visit Cheyenne unveiled a new program to take advantage of the networks of association memberships that local residents have throughout Wyoming and beyond. The Meetings Express program offers gift certificates as incentives for residents to provide leads about potential meetings that could be held in Laramie County.

Visit Cheyenne added a colorful cell phone charging station to its convention services arsenal which already includes online registration, onsite registration assistance, a registration desk, a mobile meeting website, convention materials, and welcome receptions.

Visit Cheyenne assisted 139 conventions with brochures, coupons, planning, and registration help (-6% from 2012).

Visit Cheyenne expanded its evening event options for convention groups and bus tours. In addition to events at the WY State Museum and the Old West Museum, Visit Cheyenne helped create new group options: Magic at the Atlas Theater, Freedom’s Edge Brewpub Tasting event, and a Shake It Up Painting party.

**Community & Industry Efforts**

Visit Cheyenne continued working with the City of Cheyenne and WY Department of Transportation to create a “quiet zone” for the South West Drive train crossing near many of Cheyenne’s hotels. The project is expected to be complete in late 2014.

Visit Cheyenne held training sessions for the area hospitality industry on social media practices and the motorcoach industry (featuring the chair of the National Tour Association).

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.

**Visitor Services**

Visit Cheyenne operated year-round visitor centers in Pine Bluffs and the Cheyenne Depot.

Visit Cheyenne modernized the visitor experience at the Depot’s visitor center with a more welcoming information desk. Another addition was a photo kiosk that allows visitors to photograph themselves and instantly share the resulting Cheyenne-themed photo via social media. Visitors took and shared 2,596 of these electronic photo postcards in 2013.

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

Visit Cheyenne produced monthly and daily Calendar of Events for hoteliers and their guests.

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 17,000 total passengers (+20%) rode the trolleys in 2013.
Visit Cheyenne Board Members in 2013

Rick Keslar  
Wyoming Dept. of Transportation and Cheyenne Frontier Days

Scott French  
Little America Hotel & Resort

Amiee Reese  
Old West Museum

Steve Farkas  
University of Wyoming

Bob Nelson  
Nelson Museum of the West

Judy Johnstone  
Burns Mayor

René Baker  
Pine Bluffs Town Hall

Jim Osterfoss  
Nagle Warren Mansion B&B

Wendy Volk  
Number One Properties

Lisa Murphy  
Laramie County Community College

Jim Brown (ex officio)  
Cheyenne City Council

Troy Thompson (ex officio)  
Laramie County Commissioner

Bob Harmon  
Board Member 2008-12

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: Facebook.com/VisitCheyenne Twitter: @CheyenneWY Linkedin.com/company/Visit-Cheyenne Pinterest.com/VisitCheyenne