**Visit Cheyenne Overview**

Spreading the word about Cheyenne’s sights, sounds, and attractions to your friends and relations! You are our best promoter!

- **Fuller** in social media and share local information:
  - Facebook: VisitCheyenne
  - Twitter: @VisitCheyenne
  - Instagram: VisitCheyenne
  - Pinterest: VisitCheyenne
  - YouTube: CheyenneCVB
- Invite your friends and relations to visit
- Walk the Cheyenne Streetcar Trolley
- Host a meeting or retreat in Cheyenne for organizations of which you are a member
- Subscribe to our newsletter at www.cheyenne.org

**Visit Cheyenne Convention & Visitors Bureau**

Pine Bluffs, Wyoming 82082
I-80 at Pine Bluffs Exit 401
VISITORS CENTER
www.cheyenne.org
VISIT CHEYENNE
307-245-3695

**Visit Cheyenne Board Members in 2017**

- Barry Jones, Board Chair
- Wendy Volf, Board Member
- Tony Bill, Little America Hotel
- Tony Duke, Junior Achievement
- Jim Osterfoss, WY State Parks & Cultural Affairs
- Lisa Murphy, Laramie County Community College
- Domenic Bravo, WY State Parks & Cultural Affairs
- Sonja Fornstrom, Number One Properties

**Laramie County T ravel Statistics and Impact 2017**

- Travelers spent $9.5 million in Wyoming, which 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.
- Travelers supported 2,970 local jobs, 4% of all Wyoming jobs.
- Laramie County has the 3rd highest level of convention spending among all Wyoming counties, behind Teton and Park Counties.
- Laramie County Convention & Visitors Bureau assisted * with $5.9 million in new visitor spending in Wyoming, representing a 31% increase over the previous year.

**Visit Cheyenne Convention Sales 2017**

- Booked Conventions (millions): 14,358 10,212 6,817 +111%
- 3 yr change: Flat

**Wyoming Travel Spending by Visitor Residence, 2017**

- US States (75%)
  - Wyoming (20%)
  - Top States: California (12.4%), Florida (6.1%), Texas (6.1%), Colorado (6.1%)
- International (5%)
  - Other, US States (80%) of tourists, each Laramie County household would pay an additional $516 in taxes to maintain government services.
- Visitors paid 9.5% of the sales tax collected in Laramie County in 2017, the equivalent of funding approximately 74 local firefights.
- Visitors supported 2,970 local jobs, 4% of all Wyoming jobs.
  - Laramie County’s total private sector employment, without these travel-generated jobs, the 2016 Laramie County unemployment rate of 4% would have been 8%.
- An estimated 261,000 people traveled in WY to view the 2017 eclipse. Laramie County ranked 4th among WY counties with $5.9 million in new visitor spending due to the event.

**VISIT CHEYENNE DATA**

Laramie County Travel Statistics and Impact

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Spending</td>
<td>$1,776,100</td>
<td>$1,707,336</td>
<td>4%</td>
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<tr>
<td>State and Local Tax Receipts Generated by Travel Spending</td>
<td>$20,000,000</td>
<td>$18,400,000</td>
<td>8%</td>
</tr>
<tr>
<td>Employment Generated by Tourism in Laramie County</td>
<td>2,970 jobs</td>
<td>2,890 jobs</td>
<td>3%</td>
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</tbody>
</table>

**Cheyenne Lodging Occupancy Rates, 2017**

- Average Daily Rate per person: $83
- Average Length of Stay: 2.4 nights
- Estimated Annual Overnights, 2017: 1,076,000

**Cheyenne Visitors**

- Overnight Visitors, 2017: 4340 42
- Length of Stay:
  - 0%
  - 20%
  - 40%
  - 60%
  - 80%
  - 100%
- Source: Smith Travel Research

**Cheyenne Lodging Mix, 2017**

- Leisure Travelers: 70%
- Group Tours: 20%
- Business Travelers: 10%

**Top States**

- California (12.4%)
- Florida (6.1%)
- Texas (6.1%)
- Colorado (6.1%)

**Top Countries**

- England (1.5%)
- Germany (0.9%)
- Australia (0.7%)

**Wyoming Vacation Sales**

- Accommodations: ($50.8 million)
- Eating/Drinking: ($95.9 million)
- Transportation: ($104.2 million)
- Entertainment: ($39.8 million)
- Retail: ($55.6 million)

**Visit Cheyenne Convention Sales 2017**

- Conventions Assisted*: 1,076,000
- Booked Room Nights: 14,358
- Revenue Generated: $4,167,404
- % change: 99%

**Wyoming Travel Spending by Visitor Residence, 2017**

- State and Local Tax Receipts Generated (fiscal year): $1,758,300
- % of Total: 20%

**Where Laramie County Visitors Spent Their Money, 2017**

- Accommodations: ($50.8 million)
- Eating/Drinking: ($95.9 million)
- Transportation: ($104.2 million)
- Entertainment: ($39.8 million)

**Visit Cheyenne Convention Sales 2017**

- Conventions Assisted*:
  - 2017: 118
  - 2016: 137
  - 2015: 123
- % change: Flat

- * Planning, coupons, phone charges, etc.

- **Auditor: RLR, LLP**

**2017 Annual Report**

Visit Cheyenne
The Convention & Visitors Bureau
Visit Cheyenne is the official tourism organization for Laramie County. It is governed by the Laramie County Tourism Joint Powers Board, which includes members appointed by Laramie County (2), the City of Cheyenne (3), Pine Bluffs (1), Burns (1), and Albin (1).

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. Laramie County residents do not pay the local tax unless they stay in local lodging. Laramie County voters first approved the tax in 1987 and have renewed it every time it has been up for a vote since. In 2016, voters renewed the tax with 76% of the vote.

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.
**Visit Cheyenne Overview**

**2017 Annual Report**

**Visit Cheyenne Convention & Visitors Bureau**
Cheyenne, Wyoming 82001
I-80 at Pine Bluffs Exit 401
121 W 15th St, Suite 202
VISITORS CENTER
www.cheyenne.org
VISIT CHEYENNE
800-426-5009
307-245-3695

**WILL LUNA**
President & CEO

**LISA MANEY**
Director of Operations
Convention Sales Manager

**CHARLENE SMITH**
Director of Sales & Marketing
Digital Marketing Coordinator

**Full Time Staff**

- Best promoters!
- Help Us Promote Cheyenne!

**Help Us Promote Cheyenne!**
Spread good news about our sights, sounds, experiences, and attractions to your friends and relatives! You are our best promoters!

- Full use in Social Media and share local information:
  - Facebook.com/VisitCheyenne
  - Twitter: @VisitCheyenne
  - Instagram.com/VisitCheyenne/
  - Pinterest.com/VisitCheyenne
  - Youtube.com/VisitCheyenne

- Invite your friends and relative to visit.
- Walk 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.

**Visit Cheyenne Board Members in 2017**
- Barry Luna, Board Chair
- Wendy York, Board Vice Chair
- Tony Blum, Little America Hotel
- Scott Simonson, Pink Lady
- Christine Ridenour, Wyoming Parks & Cultural Affairs
- Jim Osterfoss, Laramie County Community College
- Jared Cullom, Town of Fort Collins
- Randi Rawlston, Town of Green River
- Amiee Reese, Old West Museum
- Pete Labourn (ex officio), Cheyenne City Council
- Ron Hopper (ex officio), Laramie County Commissioner

**WYOMING TRAVEL SPENDING**

- Over 2017, Wyoming saw $346.4 million in travel spending.
- $315.3 million was generated due to tourism activities at Wyoming establishments.
- Visitors paid 9.5% of the state sales tax collected in Laramie County in 2017, the equivalent of funding approximately 74 local firefighters.

**Top States**
- 2017: California 11.4%
- 2016: California 12.4%
- 2015: California 11.3%

**Top Countries**
- 2017: England 1.5%
- 2016: England 1.5%
- 2015: England 1.6%

**Top Conventions**
- 2017: Wyoming 8.2%
- 2016: Wyoming 7.5%
- 2015: Wyoming 7.7%

**Wyoming Travel Spending**

- $9.5 million in new visitor spending due to the event.
- With $5.9 million in new visitor spending due to the event, Wyoming’s total private sector employment rate of 4% would have been 8%.

**Wyoming Travel Spending**

- $9.5 million in new visitor spending due to the event.
- Without the tax contribution of tourists, each Laramie County household would pay an additional $116 in taxes to maintain government services.

**Wyoming Convention Sales**

- $4,625,000
- $4,604,550
- $3,638,900
- 99%

- 2017: $47,900
- 2016: $38,000
- 2015: $29,000
- 100%
- 2017: $1,000
- 2016: $1,000
- 2015: $1,000
- 100%
- 2017: $52,000
- 2016: $52,000
- 2015: $52,000

**Wyoming Travel Spending**

- An estimated 261,000 people traveled in WY to view the 2017 eclipse. Laramie County ranked 4th among WY counties with $5.9 million in new visitor spending due to the event.
2017 was a tale of two half-years for the local hospitality industry. The first half saw a continuation of 2016’s difficulties with lower business and government travel. However, strong leisure traffic during the summer and slowly improving business travel brought an slightly better overall figure during the second half.

Visit Cheyenne 2017 Activities

Visit Cheyenne managed a strong media effort, providing updates on local attractions and events through Facebook (6,700 likes, +15%), Twitter (6,006 followers, +10%), Instagram (1,950, +3%), and Pinterest (1,470 followers, +15%). Visit Cheyenne assisted the WY Office of Tourism in filming a new “That’s WY” video of the UP Steam Shop.

Visit Cheyenne partnered with Green Ride, to “wrap” two of its buses with Cheyenne branding; making them moving Cheyenne billboards as they shuttle passen- gers to Denver International Airport.

Visit Cheyenne provided marketing or sponsorship grants to the Sherman Hill Model Railroad Show, Salvation Dance Company’s Shadow Dance, Rock N’ Roll Trough Race, Deer Summer Events, Old Fashioned Molasses, Cheyenne Zombiefest, Africa MAAFA Renowned Day, Historic Governor Mansion’s Trivial Through Time event, Banjo Bill’s Budweiser & Whistle Stop, Cheyenne Art Festival, End of the Trail Ride Festival, Balliet WY, Western Carriages, Western Art Show, Cheyenne Extreme Weekend, Cheyenne Sympho- ny Orchestra, Cheyenne Yoga Studio, Cheyenne Stampede, 3 Day Event at A r cher, Cheyenne Gunterlies, and to Laramie County, Albin, Pine Bluffs, Burns, and Cheyenne.

Visit Cheyenne managed an estimated 14,358 room nights (+4%) and $64 million in direct spend (−8%).

Visit Cheyenne produced 2 major conventions that will bring important meeting plan- ners and motorcoach operators to the area which potentially will lead to new group business. Travel Alliance Partners in 2019; Small Market Meetings Market- place in 2021.

Visit Cheyenne assisted 118 conversions with brochures, coupons, planning, and registration help (+4% from 2016).

Visit Cheyenne hosted 3 travel sellers in Laramie County in 2017. All, Visit Chey- enne responded to inquiries for photos and information from both national and international media (76 contacts, −3% from 2016) and local media (46 contacts, −4% from 2016).

Visit Cheyenne promoted several successful “Experience Cheyenne” networking events for industry and business leaders at the Tony Bayne Racetrack in Casper, the Historic Atlas Theater, the Paramount Balcony, the Historic Lighthof Forest, and other locations.

Visit Cheyenne upgraded its Depot Train camera which beams images of downtown through numerous websites, in- cluding Denver’s Channel 7 News which frequently shows Cheyenne scenes during its weather forecasts.

Visit Cheyenne held two “How to Promote Your Event” training sessions for events pro- viders and co-sponsored a China Ready workshop with the WY Office of Tourism.

Cheyenne Botanic Gardens

Cheyenne Botanic Gardens opened its spectacular new Grand Conservatory that was approved by Laramie County voters in 2012. (Photo by Becca Higgins, KGAB only)

Cheyenne Police

Cheyenne Police provided a coupon promo- tion at no cost to participating hospitality businesses, available on a coupon book and Visit Cheyenne’s website.

Visit Cheyenne’s Damon Badgley was elected to a 2nd term as Chairman of the Wyoming Office of Tourism Board of Directors. He also served on the Boards for the Wyoming Industry Travel Coalition and the Destinations International Foundation.

Visit Cheyenne earned renewal of its ac- creditation through the Destination Marketing Accreditation Program, op- erated by Destinations International. The accreditation requires a destination organization to comply with more than 80 standards related to governance, fi- nance, human resources, sales, commu- nications, and research.

Visit Cheyenne operated the Cheyenne Street Railway trolley, providing summer historic tours, Halloween and Christmas tours, and transportation for conver- sion. A total of 20,524 passengers (+4%) rode the trolley in 2017.

Visit Cheyenne operated year-round vis- itor centers at the Cheyenne Depot and in Albin. Our research shows that 39% of those visiting our Depot Visitor Center spend more time in the county as a result of their visitor center stop.

Visit Cheyenne assisted the WY Office of Tourism in filming a new “That’s WY” video of the UP Steam Shop.

Visit Cheyenne sponsored a Depot Plaza for Rob in December.

Laramie County voters approved a $9 million multipurpose facility that will host year-round events such as trade shows, horse shows, and RV rallies.

Visit Cheyenne assisted the Wyoming Office of Tourism Board of Directors. He also served on the Boards for the Wyoming Industry Travel Coalition and the Destinations International Foundation.

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VISIT CHEYENNE 2017 ACTIVITIES

2017 was a tale of two half-years for the local hospitality industry. The first half saw a continuation of 2016’s difficulties with lower business and government travel. However, strong leisure traffic during the summer and slowly improving business travel brought an slightly better overall figure during the second half.

Visit Cheyenne managed a strong media social effort, offering updates on local attractions and events through Facebook (4,700 fans, +5%), Twitter (6,700 followers, +10%), Instagram (1,800, +58%), and Pinterest (4,700 followers, +11%)

Visit Cheyenne assisted the WY Office of Tourism in filming a new “That’s WY” video of the UP Steam Shop.

Conventional Marketing & Services
Visit Cheyenne provided 112 beds (+5% from 2016) for new convention business to lodging partners. Wining beds represented an estimated 14,318 room nights (+14%) and $6.4 million in direct spend (+10%).

Visit Cheyenne partnered with Green Ride, to “wrap” two of its units with Cheyenne branding, taking them moving Cheyenne billboards as they shuttle passengers to Denver International Airport.

Visit Cheyenne provided marketing or sponsorship grants to the Sherman Hill Model Train Show, Salvation Dance Company’s Shadow Dance, Rodeo Tough Tack, Depot Dance, Summer Events, Old Faithful Molokaih, Cheyenne Zimbiloth, Africa MAAAF Renowned, Day, Historic Governors Mansion’s Trial Through Time event, Bitterroot River Tours, Bikes & Wheels Show, Cheyenne Art Fest, End of the Trail Ride Festival, Ballet WY, Western Caramics, Western Art Show, Cheyenne Extreme Weekend, Cheyenne Symphony Orchestra, Cheyenne Y youth Hockey, Cheyenne Stampede, 5 Day Event at Ar den, Cheyenne Galleries, and to Lar emie County, Albin, Pine Bluffs, Burns, and Cheyenne.

Visit Cheyenne’s website hosted 474,094 user sessions in 2017 (+3% from 2016). Visit Cheyenne produced a series of short videos featuring Cheyenne residents describing various local features (outdoors, western appeal, arts, technology) that make the area unique.

Visit Cheyenne advertised in group tour publications and promoted the area at 35 group tour trade shows.

Visit Cheyenne managed a strong string of convention-related efforts and events, including Denver’s Channel 7 News which frequently shows Cheyenne shots during its weather forecasts. Visit Cheyenne held two “How to Promote Your Event” training sessions for events providers and co-sponsored a Cheyenne Ready workshop with the WY Office of Tourism.

Cheyenne Botanic Gardens
Cheyenne opened its spectacular new Grand Conservatory that was approved by Laramie County voters in 2012. (Photo by Brian Haggard, KGAB only)

Restaurant Week
Visit Cheyenne’s expanded Restaurant Rental Week, doubling the number of participating venues to 26.

Community & Industry Efforts
Visit Cheyenne sponsored several successful “Experience Cheyenne” networking events for industry and business leaders at the Tony Burns Ranch, the Historic Atlas Theater, the Paramount Ballroom, the Fort Lohud Forest, and at other locations.

Visit Cheyenne upgraded its Depot Tower camera which beams images of downtown through numerous websites, including Denver’s Channel 7 News which frequently shows Cheyenne shots during its weather forecasts.

Visit Cheyenne held two “How to Promote Your Event” training sessions for events providers and co-sponsored a Cheyenne Ready workshop with the WY Office of Tourism.

Visit Cheyenne hosted 16 travel writers in Laramie County in 2017. All, Visit Cheyenne responded to inquiries for photos and information from both national and international media (79 contacts, -3% from 2016) and local media (46 contacts, -4% from 2016).

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Building a Better Cheyenne
Cheyenne Responds to Destination Next

In late 2015, Visit Cheyenne led a research process called Destination Next which revealed areas where Cheyenne needed improved. The top needs were for more iconic attractions/events and downtown redevelopment. To address these needs, Visit Cheyenne and partners worked on a number of such projects in 2017.

Laramie County voters approved a $9 million multipurpose facility that will host year-round events such as trade shows, home shows, and VR galas.

The Cheyenne DDA sponsored a Depot Plaza for Rodeo in December.

Visit Cheyenne earned renewal of its accreditation through the Destination Marketing Accreditation Program, operated by Destinations International. The accreditation requires a destination organization to comply with more than 80 standards related to governance, finance, human resources, sales, communications, and research.

Visit Cheyenne’s Darren Rudloff was elected to a 2nd term as Chairman of the Wyoming Office of Tourism Board of Directors. He also served on the Boards for the Wyoming Industry Travel Coalition and the Destinations International Foundation.

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Visit Cheyenne has earned the highest professional level of certification from Destinations International.

Cheyenne managed a strong media social effort, offering updates on local attractions and events through Facebook (4,700 fans, +5%), Twitter (6,700 followers, +10%), Instagram (1,800, +58%), and Pinterest (4,700 followers, +11%)

Visit Cheyenne assisted the WY Office of Tourism in filming a new “That’s WY” video of the UP Steam Shop.
Visit Cheyenne overview

Visit Cheyenne Board Members in 2017
Barry Lane, Account Manager
Jeremy Blackman, Director of Operations
Tony D. Dean, Little America Hotel
Tony F. Wadsworth, J.P. Morgan Chase & Co.
Garreth Brown, WY State Parks & Cultural Affairs
John Glarum, Holiday Inn Express
Lisa Murphy, Laramie County Community College
Jenna Calhoun, Town of Cheyenne
Randall Riedel, Town of A look
Astee soda, Old Town Hotel
Peter Lobochnik (exc-officer), Cheyenne City Council
Ron Huby (ex-officer), Laramie County Commissioner

Help Us Promote Cheyenne!
Spread good news about the city's businesses, attractions, and services with others. Help your friends and relatives see Cheyenne! You can join us on Facebook, Twitter, Instagram, YouTube, and on our website. Join our mailing list and let us know you're interested in receiving updates about Cheyenne.

2017 Annual Report
Visit Cheyenne
The Convention & Visitors Bureau

Visit Cheyenne Data

Laramie County Travel Statistics and Impact

<table>
<thead>
<tr>
<th>Year</th>
<th>Travel Spending in Laramie County (millions)</th>
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<tbody>
<tr>
<td>2017</td>
<td>$31,534</td>
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<tr>
<td>2016</td>
<td>$34,444</td>
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Where Laramie County Visitors Spent Their Money, 2017

<table>
<thead>
<tr>
<th>Category</th>
<th>2017 Sales/Services</th>
<th>2016 Sales/Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodations</td>
<td>$1,758,300</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Eating/Drinking</td>
<td>$1,758,300</td>
<td>$2,000,000</td>
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<tr>
<td>Transportation</td>
<td>$2,861</td>
<td>$2,861</td>
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<tr>
<td>Retail Sales</td>
<td>$1,758,300</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$1,758,300</td>
<td>$2,000,000</td>
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Wyoming Travel Spending by Visitors Residence, 2017

<table>
<thead>
<tr>
<th>Region</th>
<th>2017 Sales/Services</th>
<th>2016 Sales/Services</th>
</tr>
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<tbody>
<tr>
<td>Wyoming</td>
<td>$1,758,300</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Other U.S. States</td>
<td>$2,861</td>
<td>$2,861</td>
</tr>
<tr>
<td>International</td>
<td>$1,758,300</td>
<td>$2,000,000</td>
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2017 Convention Sales

<table>
<thead>
<tr>
<th>Year</th>
<th>Convention Bids</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>3 yr change</th>
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<tbody>
<tr>
<td>2017</td>
<td></td>
<td>112</td>
<td>109</td>
<td>107</td>
<td>+2%</td>
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2017 Convention Sales

<table>
<thead>
<tr>
<th>Year</th>
<th>Convention Sales</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>3 yr change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td></td>
<td>2,970</td>
<td>2,890</td>
<td></td>
<td></td>
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2017 Convention Sales

<table>
<thead>
<tr>
<th>Year</th>
<th>Conference Room Night</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>3 yr change</th>
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</thead>
<tbody>
<tr>
<td>2017</td>
<td></td>
<td>14,358</td>
<td>14,095</td>
<td>14,095</td>
<td>+10%</td>
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</table>

2017 Convention Sales

<table>
<thead>
<tr>
<th>Year</th>
<th>Conventions Assisted*</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>3 yr change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td></td>
<td>118</td>
<td>137</td>
<td>123</td>
<td>Flat</td>
</tr>
</tbody>
</table>

2017 Convention Sales

<table>
<thead>
<tr>
<th>Year</th>
<th>Lodging Tax</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
<th>3 yr change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>$1,758,300</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2017 Convention Sales

<table>
<thead>
<tr>
<th>Year</th>
<th>Laramie County Lodging Occupancy Rates, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Leisure Visitors (%)</td>
</tr>
<tr>
<td>2017</td>
<td>70</td>
</tr>
</tbody>
</table>

2017 Convention Sales

<table>
<thead>
<tr>
<th>Year</th>
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<tbody>
<tr>
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