

A silhouette of a church steeple is positioned on the left side of the image. The background is a dramatic sky at sunset or sunrise, with deep blue at the top transitioning into vibrant orange and red clouds. The text '2018 ANNUAL REPORT' is centered in a white, thin-lined serif font.

2018 ANNUAL REPORT



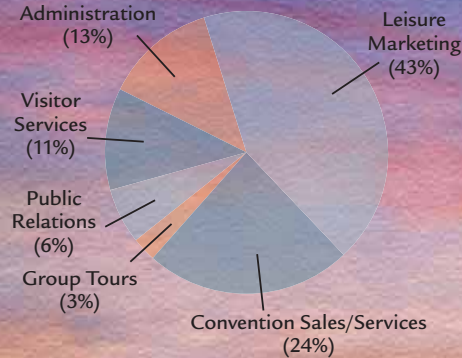
VISIT CHEYENNE

VISIT CHEYENNE OVERVIEW

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 (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. Laramie County residents do not pay the 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 2018, voters renewed the tax with 74% of the vote.

EXPENDITURES FISCAL YEAR 2018



MISSION

Visit Cheyenne develops, promotes, and protects the Cheyenne area travel industry, thereby creating memorable experiences for visitors, and economic impact for Laramie County.

FISCAL YEAR 2018 FINANCIAL INFORMATION

(July 2017 - June 2018)

REVENUES

Lodging Tax	\$1,905,675
Other Revenues*	\$4,129
TOTAL	\$1,909,804

EXPENDITURES

Leisure Marketing	\$780,521
Convention Sales/Services	\$429,603
Group Tours	\$51,468
Public Relations	\$115,652
Visitor Services	\$209,516
Administration	\$231,110
TOTAL	\$1,817,870

CHEYENNE STREET RAILWAY TROLLEY

Revenues	\$134,322
Expenditures	\$109,300
TOTAL	\$25,022

* Does not include registration fees *Visit Cheyenne* accepts and disperses for local conventions.
Audited financial statements are available upon request.

FULL TIME STAFF

President & CEO
DARREN RUDLOFF

Director of Operations
JILL POPE

Director of Sales & Marketing
JIM WALTER

Convention Sales Manager
LISA MANEY

Digital Marketing Coordinator
LAURA LEVI

Convention Sales Manager
TIM CURRAN

Pine Bluffs Visitor Center
CHARLENE SMITH



RESEARCH DATA

Laramie County Travel Statistics & Impact



\$346.4 MILLION
Travel Spending*



2,970 JOBS
Generated by Travel*



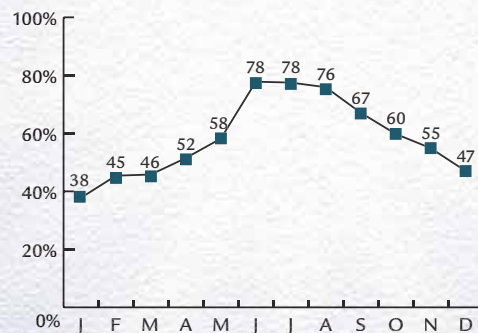
\$1,905,675
Laramie County
Lodging Tax
Collections, FY2018

Source: Wyoming Department of Revenue



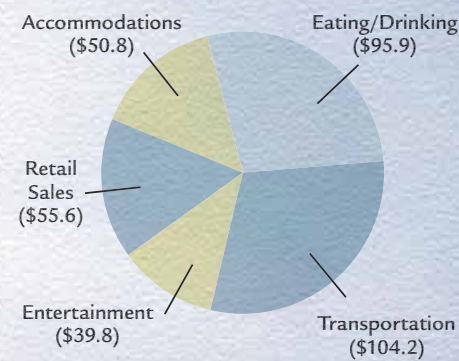
\$12.5 MILLION **\$7.4 MILLION**
State Local
Tax Receipts Generated
by Travel Spending*

CHEYENNE LODGING OCCUPANCY RATES, 2018

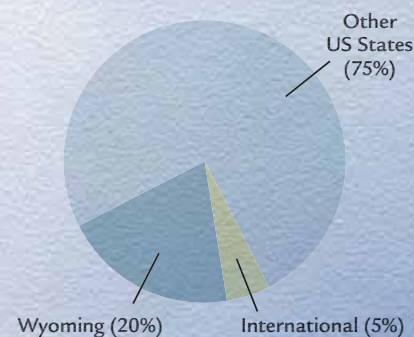


Source: Smith Travel Research

WHERE LARAMIE COUNTY VISITORS SPENT THEIR MONEY*



WYOMING TRAVEL SPENDING BY VISITOR RESIDENCE*



*Economic Impact
of 2018 Cheyenne
Frontier Days™*

**DIRECT
VISITOR SPENDING
\$27.1 MILLION**

**UNIQUE ATTENDEES
142,000**



**ONE IN THREE WAS A
FIRST-TIME VISITOR**

Overnight Visitors Traveler Profile*

PARTY SIZE

2.3

LENGTH OF STAY
IN NIGHTS

2.4

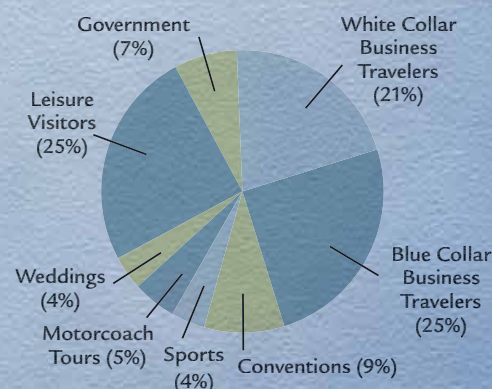
AVERAGE
DAILY EXPENDITURES

\$83 **\$187**
per person per
traveling party



1,076,000
Estimated
Annual Overnight
Visitors*

CHEYENNE LODGING CUSTOMER MIX, 2018



Source: Visit Cheyenne,
2018 Lodging Survey



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.

Travelers spent \$9.5 million per day in Wyoming in 2017.

Without the tax contribution of tourists, each Laramie County household would pay an additional \$516 in taxes to maintain existing government services.

Visitors paid 9.5% of the sales tax collected in Laramie County in 2017, the equivalent of funding approximately 74 local firefighters.

Laramie County has the 3rd highest level of traveler spending among all Wyoming counties, behind Teton and Park Counties.

Travelers supported 2,970 local jobs, 4% of Laramie County's total private sector employment.

Laramie County's annual occupancy rate of 58% means that 1,500 hotel rooms are booked here every single night of the year.

*Source: Dean Runyon Associates.
Figures reflect 2017 data unless
otherwise indicated.

PROUD MEMBER /PARTNER

CHEYENNE LEADS

DISCOVER CHEYENNE

GREATER CHEYENNE CHAMBER OF COMMERCE

GREATER CHEYENNE FOUNDATION

WYOMING OFFICE OF TOURISM

WYOMING TRAVEL INDUSTRY COALITION

NATIONAL TOUR ASSOCIATION

AMERICAN BUS ASSOCIATION

WYOMING SOCIETY OF ASSOCIATION EXECUTIVES

SOCIETY OF GOVERNMENTAL MEETING PROFESSIONALS

PROFESSIONAL CONVENTION MANAGERS ASSOCIATION

MEETING PLANNERS INTERNATIONAL

DESTINATIONS INTERNATIONAL



Visit Cheyenne has earned the highest professional visitor bureau accreditation from Destinations International.



KUDOS

Visit Cheyenne — named *Supplier of the Year* by the Rocky Mountain Chapter of Professional Convention Management Association (PCMA).

Darren Rudloff — served a 2nd term as Chairman of the Wyoming Office of Tourism Board of Directors. He also served on the Board of Directors for the Wyoming Industry Travel Coalition.

Jim Walter — named Rocky Mountain Chapter of PCMA *Member of the Year* and 2018 President Elect.

Lisa Maney — recipient of the GEM Award from the Society of Government Meeting Planners (SGMP).

Laura Levi — earned Simpleview's CRM Certification.



55,876
Fans (+2%)



6,917
Followers (+3%)



2,276
Followers (+22%)



1,648
Followers (+12%)

VISIT CHEYENNE

MARKETING & PUBLIC RELATIONS



562,655

Website User Sessions
(+19% from 2017)

Visit Cheyenne once again ran a major internet advertising campaign using online ads, search words, and videos resulting in 32 million internet impressions and 85,000 clicks to Cheyenne information.

Visit Cheyenne managed a strong social media effort, providing updates on local attractions and events.

Visit Cheyenne developed several new videos, including an animated spot that describes the benefits of the local hospitality industry.



Visit Cheyenne responded to inquiries from both national/international media (81 contacts, +4% from 2017) and local media (85 contacts, +29% from 2017). These public relations efforts led to at least 57 Cheyenne articles in publications like *Cowboys & Indians*, *Fodor's Travel*, *Reader's Digest*, and *Lonely Planet*.

Recognizing that local residents are marketing the area daily through social media and peer review sites like TripAdvisor, *Visit Cheyenne* advertised events and attractions in the local area.

Visit Cheyenne produced and distributed 6 promotional brochures, a local coupon booklet, a direct mail piece, and a monthly newsletter/calendar of events.



Visit Cheyenne advertised in numerous publications and websites (often in partnership with Frontier Days or the Wyoming Office of Tourism) and responded to 63,000 inquiries for Cheyenne information.

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



Visit Cheyenne provided marketing or sponsorship grants to 3

Sherman Hill Model
Railroad Show
Reformation Dance
Company
Rev3 Cowboy Tough Race
Old Fashioned Melodrama

Zombiefest
Chey-Fy Comic Expo
Africa MAAFA
Remembrance Day
Historic Governors'
Mansion

Border Vigilantes
Pine Bluffs Kite Festival
Ballet WY
Western Carriages
Western Art Show
Depot Summer Events

2018 ACTIVITIES

CONVENTION SALES & SERVICES

Visit Cheyenne provided 91 bids (-19% from 2017) for new convention business to lodging partners. Winning bids represented an estimated 10,678 room nights (-26%).



Cheyenne Rated as a Meetings Destination by Meeting Planners

STRENGTHS	WEAKNESSES
Authenticity	Airport Accessibility
Lodging Quality/Quantity	Evening Entertainment
Restaurants	Shopping
Meeting Venues	

Source: Young Strategies

Visit Cheyenne performed an extensive survey of meeting planners to determine their perceptions of Cheyenne as a meetings destination.

Visit Cheyenne won the 2020 Select Traveler annual convention which will bring highly qualified travel planners to the area.

COMMUNITY & INDUSTRY EFFORTS



Visit Cheyenne sponsored several successful “Experience Cheyenne” networking events for industry members at the Ice and Events Center, Depot Museum, Pine Bluffs Distilling, and Old West Museum.

Visit Cheyenne held two “How to Promote Your Event” training sessions for event providers and convention attendees.

Visit Cheyenne celebrated National Tourism Week with the Governor serving ice cream at Little America.

VISITOR SERVICES



51,266

Visitors at the Cheyenne Depot Visitor Center (+10% from 2017)

Visit Cheyenne played a major role in bringing a photo exhibit from Ronnie Dunn, of Brooks & Dunn fame, to the Old West Museum.

Visit Cheyenne held a networking session of Air BnB owners to inform them of Visit Cheyenne services.



21,451

Total Trolley Riders (+5% from 2017)

Visit Cheyenne operated the Cheyenne Street Railway trolley system, providing summer historic tours, Halloween and Christmas tours, and transportation for conventions.

VISIT CHEYENNE IS BUILDING A BETTER CHEYENNE

In 2015, Visit Cheyenne performed a major hospitality survey called *Destination Next* that suggested ways to improve our visitor industry. We replicated the survey in 2018, and the new results showed significant improvement in our destination’s strength and support for tourism. However, we still have work to do!



Here’s what Visit Cheyenne and its partners did in 2018 to improve Cheyenne.



DEPOT SPLASH PAD:
Visit Cheyenne played a leadership role with its economic development partners and the City to raise \$550,000 to construct a Splash Pad water feature in the Depot Plaza in 2019.



RESTAURANT WEEK:
Visit Cheyenne grew this annual event from 24 to 32 participating eateries and enhanced it with a photo contest.

CHEYENNE MARATHON:
Visit Cheyenne provided major marketing and organizational assistance to the new Cheyenne Marathon which featured 800 runners.



AIR SERVICE/TERMINAL:
Visit Cheyenne provided marketing assistance for Cheyenne’s new air service and designed/installed colorful mural art in the new terminal.



TICKET TO THE ARTS:
Visit Cheyenne partnered with 4 performing arts organizations to offer a new *Ticket to the Arts*—allowing ticket holders to attend various local arts performances at a discount.



Events/organizations

Cheyenne Extreme Weekend
Cheyenne Symphony Orchestra
Cheyenne Youth Hockey
Cheyenne Stampede

3 Day Event at Archer
Cheyenne Gunslingers
Laramie County Fair
DeLancey Team Roping
Old West Museum
Civic Center Shows

Downtown Holiday Mart
Laramie County
Town of Albin
Town of Pine Bluffs
Town of Burns
City of Cheyenne

VISIT CHEYENNE BOARD MEMBERS IN 2018

Tony O'Brien
Little America Hotel & Resort

Wendy Volk
Number One Properties

Domenic Bravo
WY State Parks & Cultural Affairs

Barry Sims
Retired, Taco John's

Sonja Fornstrom
Town of Pine Bluffs

Jim Osterfoss
Nagle Warren Mansion B&B

Lisa Murphy
Laramie County Community College

Jerrie Gehrman
Town of Albin

Randy Bastion
Town of Burns






Pete Laybourn (ex officio)
Cheyenne City Council

Ron Kailey (ex officio)
Laramie County Commissioner

HELP PROMOTE CHEYENNE!

Spread good news about area events, businesses,
and attractions to your friends and relatives!

- **Follow Us** on Social Media and share local information:

-  Facebook.com/VisitCheyenne
-  Twitter: @CheyenneWY
-  Instagram.com/VisitCheyenne/
-  Pinterest.com/VisitCheyenne
-  YouTube.com/CheyenneCVB

- **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 cheyenne.org

You are our best promoters!

CHEYENNE
W Y O M I N G
Live the Legend™

VISIT CHEYENNE

The Convention & Visitors Bureau

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cheyenne.org