2018 ANNUAL REPORT

VISIT CHEYENNE
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.

**VI**

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**MISSION**

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

**EXPENDITURES FISCAL YEAR 2018**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration (13%)</td>
<td></td>
</tr>
<tr>
<td>Visitor Services (11%)</td>
<td></td>
</tr>
<tr>
<td>Public Relations (6%)</td>
<td></td>
</tr>
<tr>
<td>Group Tours (3%)</td>
<td></td>
</tr>
<tr>
<td>Convention Sales/Services (24%)</td>
<td>$780,521</td>
</tr>
<tr>
<td>Leisure Marketing (43%)</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$1,817,870</td>
</tr>
</tbody>
</table>

**FINANCIAL INFORMATION**

(Revenues - 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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$134,322</td>
</tr>
<tr>
<td>Expenditures</td>
<td>$109,300</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$25,022</td>
</tr>
</tbody>
</table>

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

Audited financial statements are available upon request.
**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**
State Tax Receipts Generated by Travel Spending*

**$74 MILLION**
Local Tax Receipts Generated by Travel Spending*

*Source: Smith Travel Research*

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**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 OCCUPANCY RATES, 2018**

Source: Smith Travel Research

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**WHERE LARAMIE COUNTY VISITORS SPENT THEIR MONEY**
(Millions)

**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

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**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.
**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.

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**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.

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**VISIT CHEYENNE**

**MARKETING & PUBLIC RELATIONS**

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

**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 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 30 local organizations.

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**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**.
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.

**VISIT CHEYENNE IS BUILDING A BETTER 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.

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

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

**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.
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*

Randye 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!

VISIT CHEYENNE
The Convention & Visitors Bureau
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Cheyenne, Wyoming 82001
307-778-3133 • 800-426-5009
cheyenne.org