

In 2019, *Visit Cheyenne* was a critical partner in helping the community realize great visitation and economic growth and success. As the data in this report shows, we attained numerous achievements, and were happy to be part of nationally relevant events like the 150th Anniversary of Women's Suffrage, and the rededication of our beautifully refurbished Capitol. Our community was featured in diverse national and international publications and digital media platforms. *Visit Cheyenne* continues to be recognized as the gold standard for DMOs in the region.

Even with these great successes, we have decided not to print the 2019 Annual Report. Logistical issues during the CEO transition delayed the finalization of the annual report data. This was compounded by the COVID-19 pandemic. We have found ourselves in the middle of necessary budget-cutting measures and have quickly pivoted to change the layout of the report so that it can be available on our website as a digital copy, instead. The COVID-19 emergency has created a difficult and challenging environment for the hospitality and tourism industry. However, we are a resilient group and will recover and be even stronger once this is behind us.

Domenic Bravo Visit Cheyenne CEO, 2020

## FULL TIME STAFF

President & CEO

DARREN RUDLOFF

Director of Operations
JILL POPE

Director of Sales & Marketing JIM WALTER

Convention Sales Manager LISA MANEY

Convention Sales Manager BRYAN STEVENS

Convention &
Experience Coordinator
ANDI JASPERSEN

Digital Marketing Coordinator LAURA LEVI



THE PT COVERNMENT IN THE WOSLD TO A
WOMEN EQUAL RIGHTS

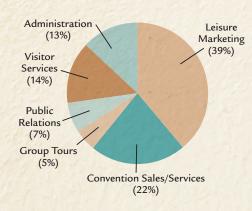
## VISIT CHEYENNE OVERVIEW

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.

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 depot visitor center

## EXPENDITURES FISCAL YEAR 2019



### FISCAL YEAR 2019 FINANCIAL INFORMATION

(July 2018 - June 2019)

REVENUES		
Lodging Tax	\$2,049,306	
Other Revenues*	Levenues* \$11,714	
TOTAL	\$2,061,020	

EXPENDITURES	
Leisure Marketing	\$820,888
Convention Sales/Services	\$459,615
Group Tours	\$97,017
Public Relations	\$159,593
Visitor Services	\$289,624
Administration	\$284,995
TOTAL	\$2,111,729

CHEYENNE STREET RAILWAY TROLLEY		
Revenues	\$113,360	
Expenditures	\$90,013	
TOTAL	\$23,347	

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

<sup>\*</sup> 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





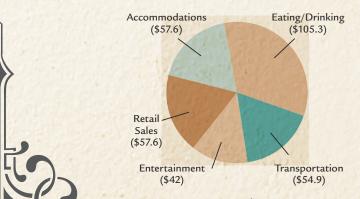


Tax Receipts Generated by Travel Spending\*

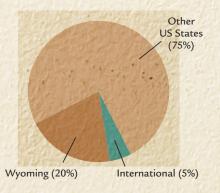
Sources: Wyoming Department of Revenue; Dean Runyon Associates

# WHERE LARAMIE COUNTY VISITORS SPENT THEIR MONEY\*

(Millions)



## WYOMING TRAVEL SPENDING BY VISITOR RESIDENCE\*



\*Source: Dean Runyon Associates. Figures reflect 2018 data unless otherwise indicated.



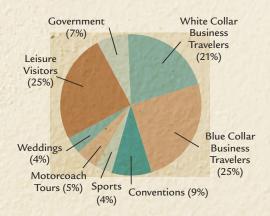
2,666,000
Estimated
Annual Overnight Visitors\*

# CHEYENNE LODGING OCCUPANCY RATES, 2019



Source: Smith Travel Research

## CHEYENNE LODGING CUSTOMER MIX, 2019



Source: Visit Cheyenne, 2019 Lodging Survey

# Visit Cheyenne Convention Sales

## **CONVENTION BIDS**

2019	2018	2017	2016
131	91	112	109

### **BOOKED ROOM NIGHTS**

2019	2018	2017	2016
10,242	10,732	13,769	10,212

# EST. ECONOMIC IMPACT OF BOOKED CONVENTIONS (MILLIONS)

2019	2018	2017	2016
\$3.606	\$4.3	\$6.363	\$4.804

#### **CONVENTIONS ASSISTED\***

2019	2018	2017	2016
106	102	118	137

\* Planning, coupons, phone chargers, etc.

# VISIT CHEYENNE 2019 ACTIVITIES

# LEISURE TRAVEL MARKETING AND PUBLIC RELATIONS

Visit Cheyenne advertised in numerous publications and websites (often in partnership with Frontier Days or the Wyoming Office of Tourism) and responded to 60,041 resulting travel inquiries in 2019 (-4% from 2018).



Website User Sessions

(+5% from 2018)

Visit Cheyenne once again ran a major internet advertising campaign using online ads, search words, and videos resulting in 40.5 million internet impressions and 268,000 clicks to Cheyenne information.

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

Visit Cheyenne produced and distributed 8 publications: Cheyenne Area Visitor Guide, Cheyenne Museum Passport, Tracking Trains in Cheyenne, These Boots Are Made for Talking, Cheyenne Adventure, Cheyenne Live Music Flier, Cheyenne Coupon Book, and the Pine Bluffs Visitor Guide.



Visit Cheyenne responded to inquiries from both national/international media (74 contacts, -13% from 2018) and local media (83 contacts, +2% from 2018). These public relations efforts led to at least 76 Cheyenne articles in publications like Smithsonian Magazine, Travel + Leisure, Forbes, Lonely Planet, and Men's Journal.

Visit Cheyenne sponsored Bronc Riding Champion and area native Brody Cress for the 2019 rodeo season. Brody displayed Cheyenne branding on his clothing and truck throughout the year.

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

Visit Cheyenne developed several videos, including A Celebration of Cheyenne's role in WY Women's Suffrage and World Champion Bronc Rider Brody Cress' Hometown Rodeo Reflections.

#### Visit Cheyenne provided marketing or sponsorship grants to the following events/organizations:

Sherman Hill Model Railroad Show Reformation Dance Company Rev3 Cowboy Tough Race Depot Summer Events Old Fashioned Melodrama Africa MAAFA Remembrance Day Tinsel Through Time Border Vigilantes' Hell on Wheels Shootout

End of the Trail Kite Festival
Ballet WY
Western Carriages
Cheyenne Youth Hockey
Cheyenne Symphony Orchestra

Cheyenne Stampede
Concerts at the Botanic Gardens
Cheyenne Gaming Convention
EdgeFest
DeLancey Team Roping

Fridays in the Asher
Botanic Gardens Heirlooms
and Blooms
Holiday Market
Expo of the West

# VISITOR SERVICES AND DEVELOPMENT



50,953

Visitors at the Cheyenne Depot Visitor Center (-1% from 2018)

Visit Cheyenne provided Google training for over 50 hospitality businesses and created 360-degree tours of top tourism attractions, resulting in a 94% increase in online views of participating entities in only 6 months.



22,008

Total Trolley Riders (+3% from 2018)

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

Visit Cheyenne sponsored several successful "Experience Cheyenne" networking events for industry members at

attractions around town.

Visit Cheyenne created a seasonal Live Music pamphlet highlighting weekly opportunities for karaoke and live music for use by hoteliers and visitor center staff.

# CONVENTION MARKETING AND SERVICES

*Visit Cheyenne* provided 131 bids (+46% from 2018) for new convention business to lodging partners. Winning bids represented an estimated 10,242 room nights (-4.5%).

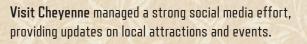
Visit Cheyenne hosted the national annual convention of the Travel Alliance Partners, bringing highly qualified tour operators to Cheyenne.

Visit Cheyenne redesigned its convention registration desk and added a user-friendly

do-it-yourself welcome bag station to reduce waste.















**3,112** Followers (+2%)



Followers (+11%)

# KUDOS

**DARREN RUDLOFF** served on the WY Office of Tourism Board of Directors and on Destination International's Professional Development Committee.

JIM WALTER earned Certified Destination Management Executive (CDME)
Accreditation, and was team leader on the Greenway Activation Initiative for Forward Greater Cheyenne. He also served as President of the Rocky Mountain Chapter of PCMA (Professional Convention Management Association).

JILL POPE was on the planning committee, and helped facilitate, the Destination International Visitor Services Summit.

**LAURA LEVI** earned CMS certification from Simpleview and spoke at their national training conference.

LISA MANEY spoke at the National Education Conference of the Society of Government Meeting Professionals in Detroit. She was appointed Honorary Commander to the 90th Missile Wing F.E. Warren Air Force Base, and was on the Steering Committee of the Military Affairs Committee. She was also a Mentor for Society of Government Meeting Professionals.



## PROUD MEMBER/PARTNER

CHEYENNE LEADS

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

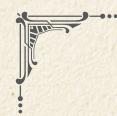
SOCIETY OF GOVERNMENT MEETING PROFESSIONALS

MEETING PLANNERS INTERNATIONAL

PROFESSIONAL CONVENTION MANAGEMENT ASSOCIATION



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



## BETTERING CHEYENNE



## Here's what Visit Cheyenne and its partners did in 2019 to improve Cheyenne.

## WOMEN'S SUFFRAGE MURAL AND BIG BOOT:

In honor of the 150th Anniversary of women's right to vote, *Visit Cheyenne* spearheaded and installed 2 public art pieces in partnership with the City of Cheyenne:

- A beautiful mural at the site where the Wyoming Territorial Legislature first passed women's suffrage.
- A colorful big boot located where the first Cheyenne woman actually voted.

#### WORKFORCE DEVELOPMENT:

Working with industry partners, *Visit Cheyenne* helped alleviate hospitality industry employment needs by creating a hospitality jobs webpage, launching an online employment PR campaign, and helped host several job fairs.

#### **RESTAURANT WEEK:**

Visit Cheyenne grew Cheyenne Restaurant Week with 33 eateries participating.

#### **FORWARD GREATER CHEYENNE:**

Visit Cheyenne is participating in three of the initiatives for Forward Greater Cheyenne: Activation of the Cheyenne Greenway; A community pride campaign called Live Legendary; and Development of a sports facility feasibility study.

#### TICKET TO THE ARTS:

Visit Cheyenne added several value-added perks to its community arts pass which now includes 8 local arts organizations.





# The Equality State!

In 2019, Wyoming celebrated the 150th anniversary of women's right to vote, and honored this anniversary with celebrations throughout the state!

Wyoming's Territorial Governor signed legislation on December 10, 1869, making Wyoming the first governmental body to guarantee women the right to vote and to hold public office.

In addition, the first female justice of the peace Esther Hobart Morris, an allfemale jury, the first female bailiff, the first female superintendent of public instruction, and the first female governor Nellie Tayloe Ross, were all in Wyoming.



# 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. Cheyenne and Laramie County welcomed 1.1 million overnight visitors in 2019. Visitors spent \$380 million in the County in 2019. That's more than \$1 million per day!

Visitors paid \$22.1 million in state and local taxes.

Without the tax contribution of tourists, each Laramie County household would pay an additional \$571 in taxes to maintain existing government services.

Visitors paid 10% of the sales tax collected in Laramie County in 2019, 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 3,100 local jobs, 4% of Laramie County's total private sector employment.

Laramie County's annual occupancy rate of 58% means that 1,600 hotel rooms are booked here on average, every single night of the year.





## VISIT CHEYENNE 2019 BOARD MEMBERS

Andrea Allen
WYDOT

Domenic Bravo
University of Wyoming

Sonja Fornstrom Town of Pine Bluffs

Judy Johnstone Council member, Town of Burns

Pete Laybourn (ex officio)

Cheyenne City Council

Brittney Lewis
Cheyenne Beverage

Gunnar Malm

Laramie County Commissioner

Lisa Murphy
Laramie County Community College

Tony O'Brien

Little America Hotel & Resort

Jim Osterfoss Retired, Nagle Warren Mansion B&B

> Barry Sims Retired, Taco John's

> > Wendy Volk #1 Properties



## HELP PROMOTE CHEYENNE!

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

- · Follow Us on social media channels and share local information:
  - Facebook.com/VisitCheyenne
  - Facebook.com/CheyenneLiveLegendar
  - Twitter: @CheyenneWY
  - Instagram.com/VisitCheyenne/
  - Pinterest.com/VisitCheyenne
  - YouTube.com/CheyenneCVB
  - in LinkedIn.com/company/Visit-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 cheyenne.org

You are our best promoters!



VISIT CHEYENNE
The Convention & Visitors Bureau
121 W 15th St, Suite 202
Cheyenne, Wyoming 82001
307-778-3133 · 800-426-5009
cheyenne.org