

MISSION

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

In the spring of 2020, as we were deciding to only go digital with our annual report due to the COVID19 pandemic, who would have known we would still be experiencing the situation in 2021. With that said, *Visit Cheyenne* has been a critical partner in helping the community realize great visitation and success during this challenging time.

Although much of the data in this report is for 2019, I feel it necessary to talk about some of the data from 2020. For example, as a county we were only down about 19% over 2019 which still shows us leading the region and the state in occupancy and visitation. We created numerous events that helped bring visitors to our area, while also having some safe alternatives to the numerous events that had to cancel. We kept our brand in the mainstream media and 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.

Thank you to all of the businesses and the community in general for making this year pretty good considering everything going on.

Domenic Bravo Visit Cheyenne CEO, 2020

FULL TIME STAFF

President & CEO **DOMENIC BRAVO**

Vice President and Director of Sales & Marketing JIM WALTER

Director of Operations
JILL POPE

Office Manager LAURA LEVI

Convention Sales Manager
LISA MANEY

Experience & Marketing Manager ANDI JASPERSEN

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.

* Does not include registration fees

Visit Cheyenne accepts and disperses for local conventions. Audited financial statements are available upon request.

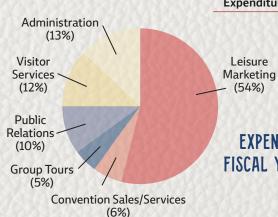
FISCAL YEAR 2020 FINANCIAL INFORMATION

(July 2019 - June 2020)

REVENUES	
Lodging Tax	\$2,051,968
Other Revenues*	\$2,000
TOTAL	\$2,053,968

EXPENDITURES	
Leisure Marketing	\$839,562
Convention Sales/Services	\$96,023
Group Tours	\$77,899
Public Relations	\$152,194
Visitor Services	\$187,284
Administration	\$194,281
TOTAL	\$1,547,243

CHEYENNE STREET RAILWAY TROLLEY			
Revenues	\$119,683		
Expenditures	\$105,709		
NET	\$13,974		

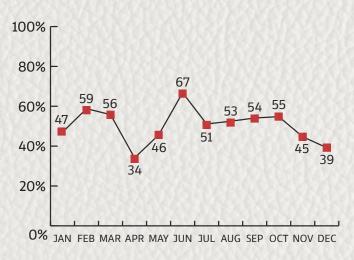


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EXPENDITURES FISCAL YEAR 2020

VISIT CHEYENNE RESEARCH DATA

CHEYENNE LODGING OCCUPANCY RATES, 2020



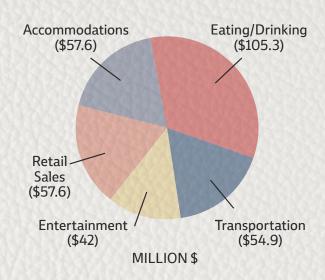
Source: Smith Travel Research

CHEYENNE ECONOMIC STATISTICS AND IMPACT

		2019	2018
	Travel Spending in Laramie County	\$380.2 million	\$372.6 million
	State Tax Receipts Generated by Travel Spending	\$13,400,000	\$13,100,000
\$	Local Tax Receipts Generated by Travel Spending	\$8,700,000	\$8,300,000
200	Employment Generated by Tourism in Laramie County	3,100 jobs	3,020 jobs

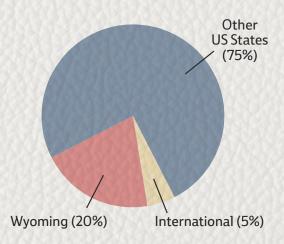
Sources: Wyoming Department of Revenue; Dean Runyan Associates

WHERE LARAMIE COUNTY VISITORS SPENT THEIR MONEY*



Sources: Wyoming Department of Revenue; Dean Runyon Associates

WYOMING TRAVEL SPENDING BY VISITOR RESIDENCE*



Source: Dean Runyon Associates

^{*}Figures reflect 2019 data unless otherwise indicated.

OVERNIGHT VISITORS TRAVELER PROFILE*

ESTIMATED ANNUAL OVERNIGHT VISITORS



2,706,000

PARTY SIZE



2.3

LENGTH OF STAY IN NIGHTS



2.4

AVERAGE DAILY EXPENDITURES



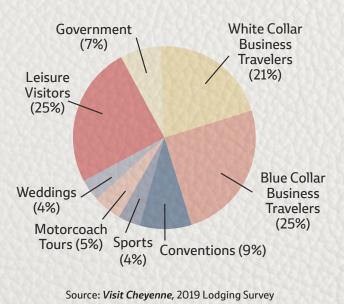
per person

per traveling party

\$164

Source: Dean Runyon Associates.

CHEYENNE LODGING CUSTOMER MIX



*Figures reflect 2019 data unless otherwise indicated.

VISIT CHEYENNE 2020 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 20,475 resulting travel inquiries in 2020 (-65.90% from 2019).

Visit Cheyenne once again ran a major internet advertising campaign using online ads, search words, and videos resulting in 23,468,706 internet impressions and 136,412 clicks to Cheyenne information (0.58% CTR).

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 6 publications: Cheyenne Area Visitor Guide, Cheyenne Museum Passport, Tracking Trains in Cheyenne, These Boots Are Made for Talking, Cheyenne Adventure, and the Pine Bluffs Visitor Guide.







Visit Cheyenne's PR efforts generated 37 articles in 25 of the top one hundred travel outlets. These efforts produced 397,219,666 impressions with an ad value equivalency of \$746,795. Featured publications include articles in Cowboys and Indians, AARP, Travel Pulse and Travel & Leisure.

Visit Cheyenne sponsored Bronc Riding Champion and area native Brody Cress for the 2020 rodeo season. Brody displayed Cheyenne branding throughout the year on his clothing and truck.

Visit Cheyenne advertised in group tour publications and promoted the area at 3 group tour trade shows.

Visit Cheyenne gathered new video and photo assets with our community partners and developed the "We Miss You" video during the pandemic.

Visit Cheyenne provided updates on local attractions and events through a strong social media effort and e-newsletter.









61,049 Fans (+4%)

49 7,068 Followers (-1%)

5,951 Followers (+27%)

5,141 Subscribers

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

American Assc. of Community Theatres WY

Ballet Wyoming

Cheyenne Depot Museum

Cheyenne Gaming
Convention

Cheyenne Symphony Orchestra

City of Cheyenne Community Rec & Events

Cowgirls of the West

DeLancey Summer Roping Series Holiday Markets
Flying B Youth Bull Riding
Fridays in the Asher
Hell on Wheels Rodeo Series
Historic Governor's Mansion
Laramie County
Sportsmen's Expo
Midnight West Film Festival
Reformation Dance
Company

Sherman Hill Train Club

Downtown Cheyenne

VISITOR SERVICES AND DEVELOPMENT

Visit Cheyenne helped fill the void of the cancelled Cheyenne Frontier Days by serving as the marketing umbrella for community-derived events during the first-ever Cheyenne Days, Legendary Nights.

Visit Cheyenne sponsored an "Experience Cheyenne" networking event at The Lincoln for industry members.

In addition to the Buck Off Savings Pass launched in 2019, *Visit Cheyenne* added two more digital passes – The Legendary 7-in-1 Attractions Pass and the Daddy of the Malt Craft Beverage Trail, offering visitors and residents additional ways to save money in our community and extending the marketing reach of our participating industry partners.

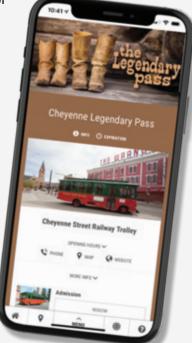
Partnering with local ranchers and caterers, *Visit Cheyenne* initiated and marketed the Hell on Wheels Chuckwagon Dinner and Rodeo Series, offering an immersive cowboy experience to locals and out of town residents. Over 55% of attendees were from outside Laramie County.

Visit Cheyenne took on the Re-Ride
Bikeshare program in partnership
with the Downtown Development Authority. The
partners rebooted the program, upgrading to a digital-based platform
and facilitated the conversion of the fleet to uniform vehicles.

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

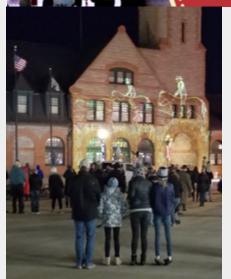












Creating another new event, *Visit Cheyenne* established the Old West Holiday in November and December. The month of festivities kicked off with a horseback wreath hanging and downtown lighting event (including 3D projections on the Depot Building). Socially distanced western holiday experiences were offered to the public and marketed to visitors in the drive market along the Front Range.

CONVENTION MARKETING AND SERVICES

Visit Cheyenne provided 92 bids (-31% from 2019) for new convention business to lodging partners. Winning bids represented an estimated 6,892 room nights (-27% from 2019).

	2020	2019	2018
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Booked Room Nights	6,892	9,492	10,732
Estimated Economic Impact of Booked Conventions	\$2.2 mil.	\$3.6 mil.	\$4.3 mil.

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.



Without the tax contribution of tourists, each Laramie County household would pay an additional \$516 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 75 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.



Travelers spent $$10.7\ million\ a\ day\ in\ Wyoming\ in\ 2020.$



KUDOS

DOMENIC BRAVO presented to Destination International and Wyoming Restaurant and Lodging Association about *Visit Cheyenne's* creation of safe COVID19 events and marketing strategies to leisure travelers during a pandemic.

JIM WALTER was named MPI Rocky Mountain Chapter 2020 Industry Partner of the Year, and Colorado Society of Association Executives 2020 Associate Member of the Year.

JILL POPE retired after nearly 20 years of service. A true ambassador representing Cheyenne in so many ways, we will miss her quick laugh, endless ghost stories, and impressive knowledge of Cheyenne history.

LAURA LEVI was promoted to Office Manager and Digital Marketing Coordinator.

LISA MANEY represented Visit
Cheyenne on the following
boards and committees: Air Force
Association Board, Cheyenne
Kiwanis Foundation Board,
Military Committee Inc., Boosters
Board, Leadership Cheyenne
Class of 2020-2021, Steering
Committee for Military Affairs
Committee, Honorary Commander
Program at FE Warren AFB.

ANDI JASPERSEN was promoted to Content and Experience Strategist.

BETTERING CHEYENNE

Here's what Visit Cheyenne and its partners did in 2020 to improve Cheyenne.

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; and Development of a sports facility feasibility study.

RESTAURANT WEEK:

Due to COVID19, April's Restaurant Week was cancelled; however, Visit Cheyenne pivoted to host OctoberFeast and the Daddy of the Malt weekend to support our industry partners later in the year.







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

AIR FORCE ASSOCIATION, COWBOY CHAPTER #357

CHEYENNE MILITARY AFFAIRS COMMITTEE

THE MILITARY REUNION NETWORK



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



Visit Cheyenne 2020 Board Members

Tony O'Brien, CHAIR General Manager, Little America

Wendy Volk, VICE CHAIRMAN #1 Properties

Andrea Allen, SECRETARY/TREASURER WY Dept. of Transportation

Tyler McLachlan *Townplace Suites by Marriott*

Chad Brown

Pine Bluffs Distillery, Town of Pine Bluffs

Brittney Lewis-Webber *Bison Beverage*

Judy Johnstone

Council Member, Town of Burns

Barry Sims, PAST PRESIDENT Retired, Taco John's International

Gunnar Malm, ExOFFICIO Liaison from County Commissioners

Pete Laybourn, ExOFFICIO *Liaison from City of Cheyenne*

Kate Russell, IN MEMORIAM Albin City Council

Jim Osterfoss, IN MEMORIAM Nagle Warren Mansion B & B

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/CheyenneLiveLegendary
 - ▼ 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

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cheyenne.org