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
VISIT CHEYENNE RESEARCH DATA

CHEYENNE LODGING OCCUPANCY RATES, 2020

WHERE LARAMIE COUNTY VISITORS SPENT THEIR MONEY*

CHEYENNE ECONOMIC STATISTICS AND IMPACT

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Spending in Laramie County</td>
<td>$380.2 million</td>
<td>$372.6 million</td>
</tr>
<tr>
<td>State Tax Receipts Generated by Travel Spending</td>
<td>$13,400,000</td>
<td>$13,100,000</td>
</tr>
<tr>
<td>Local Tax Receipts Generated by Travel Spending</td>
<td>$8,700,000</td>
<td>$8,300,000</td>
</tr>
<tr>
<td>Employment Generated by Tourism in Laramie County</td>
<td>3,100 jobs</td>
<td>3,020 jobs</td>
</tr>
</tbody>
</table>

Sources: Wyoming Department of Revenue; Dean Runyon Associates

*Figures reflect 2019 data unless otherwise indicated.
OVERNIGHT VISITORS TRAVELER PROFILE*

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motorcoach Tours (5%)</td>
<td></td>
</tr>
<tr>
<td>Blue Collar Business Travelers (25%)</td>
<td></td>
</tr>
<tr>
<td>White Collar Business Travelers (21%)</td>
<td></td>
</tr>
<tr>
<td>Leisure Visitors (25%)</td>
<td></td>
</tr>
<tr>
<td>Government (7%)</td>
<td></td>
</tr>
<tr>
<td>Sports (4%)</td>
<td></td>
</tr>
<tr>
<td>Conventions (9%)</td>
<td></td>
</tr>
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<td>Weddings (4%)</td>
<td></td>
</tr>
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Source: Visit Cheyenne, 2019 Lodging Survey

*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.


CHEYENNE LODGING CUSTOMER MIX

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Source: Dean Runyon Associates.

511,954 WEBSITE USER SESSIONS (-13% from 2019)

Cheyenne offers your group the history and romance of the West, paired with attractions, restaurants, museums, and hotels that will create memorable experiences for your customers.
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.

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
- Downtown Cheyenne 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

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.

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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).

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<thead>
<tr>
<th></th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention Bids</td>
<td>92</td>
<td>131</td>
<td>91</td>
</tr>
<tr>
<td>Booked Room Nights</td>
<td>6,892</td>
<td>9,492</td>
<td>10,732</td>
</tr>
<tr>
<td>Estimated Economic Impact of Booked Conventions</td>
<td>$2.2 mil.</td>
<td>$3.6 mil.</td>
<td>$4.3 mil.</td>
</tr>
</tbody>
</table>

**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.
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.

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.
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

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.
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
  - 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!