

# VISIT **CHEYENNE** WYOMING



— 2021 —

ANNUAL REPORT

# MISSION

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

## FULL TIME STAFF

President & CEO  
**DOMENIC BRAVO**

Vice President/  
Director of Sales & Marketing  
**JIM WALTER, CDME**

Office & Visitor Centers Manager  
**LAURA LEVI**

Senior Convention Sales Manager  
**LISA MANEY**

Experience & Marketing Manager  
**ANDI JASPERSEN**

Events Specialist  
**SARAH FANNING**

Transportation & Trolley Manager  
**SUE JAMES**

Experience & Marketing Coordinator  
**HANNAH LEWIS**

DDA Vice President &  
Managing Director  
**HAYLEE CHENCHAR**

DDA Events &  
Special Projects Coordinator  
**AMBER TREVIZO**

Customer Service Specialist  
**BILL HEIN**

## 2021 BOARD MEMBERS

**Wendy Volk, Chair**  
*#1 Properties*

**Andrea Allen, Vice Chairman**  
*WY Dept. of Transportation*

**Chad Brown, Secretary/Treasurer**  
*Pine Bluffs Distillery*

**Tyler McLachlan**  
*Little America*

**Brittney Lewis-Webber**  
*Bison Beverage*

**Judy Johnstone**  
*Council Member, Town of Burns*

**Stephanie Reece**  
*Black Tooth Brewery*

**Anthony Ortiz**  
*State Farm Insurance*

**Katie Brady**  
*Mary's Mountain Cookies*

**Craig Kerrigan**  
*Cheyenne State Bank*

**Bruce Heimbuck**

**Linda Heath, ExOfficio**  
*Liaison from County Commissioners*

**Pete Laybourn, ExOfficio**  
*Liaison from City of 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.

*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, annual events, and the depot visitor center.

## FISCAL YEAR 2021 FINANCIAL INFORMATION

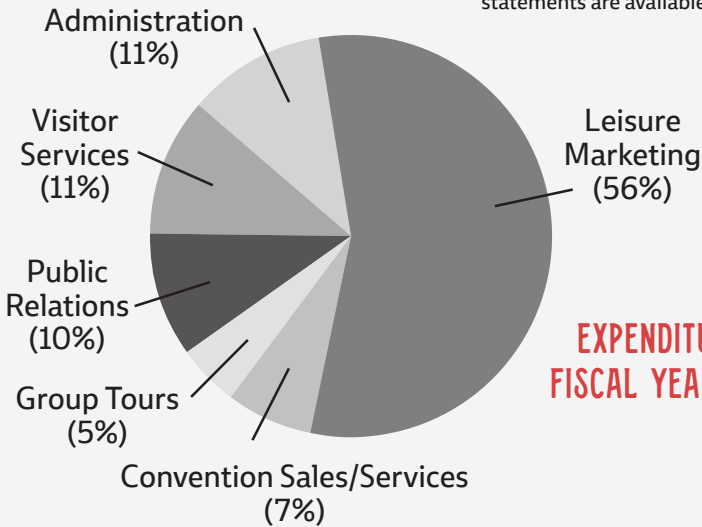
(July 2020 - June 2021)

REVENUES	
Lodging Tax	\$2,370,000
Other Revenues*	\$590,000
<b>TOTAL</b>	<b>\$2,960,000</b>

EXPENDITURES	
Leisure Marketing	\$965,342
Convention Sales/Services	\$120,000
Group Tours	\$87,432
Public Relations	\$175,943
Visitor Services	\$195,312
Administration	\$198,342
<b>TOTAL</b>	<b>\$1,742,371</b>

\* Does not include registration fees

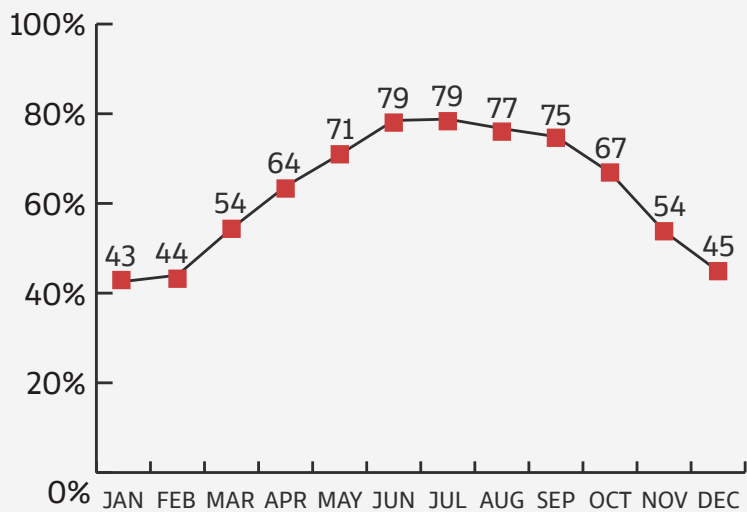
*Visit Cheyenne* accepts and disperses for local conventions. Audited financial statements are available upon request.



## EXPENDITURES FISCAL YEAR 2021




# VISIT CHEYENNE RESEARCH DATA

## CHEYENNE LODGING OCCUPANCY RATES, 2021



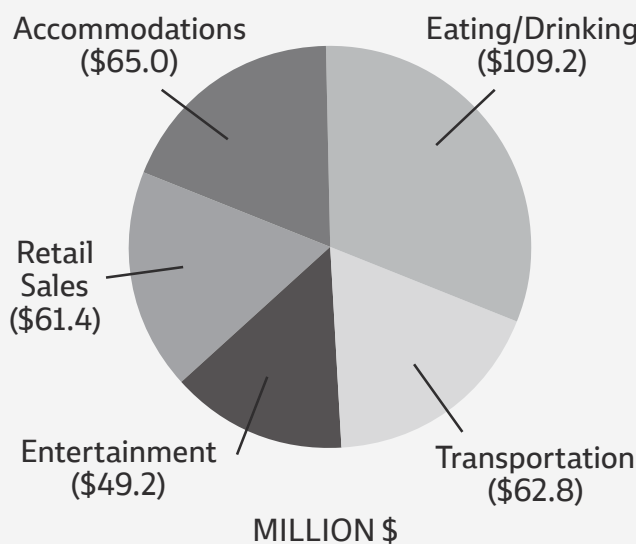
Source: Smith Travel Research

## CHEYENNE ECONOMIC STATISTICS AND IMPACT

	2021	2020	2019
 Travel Spending in Laramie County	\$415.7 million	\$290.5 million	\$380.2 million
 <b>State</b> Tax Receipts Generated by Travel Spending	\$17.1 million	\$10.6 million	\$13.4 million
	<b>Local</b> Tax Receipts Generated by Travel Spending	\$9.5 million	\$6.6 million
 Employment Generated by Tourism in Laramie County	3,070 jobs	2,850 jobs	3,100 jobs

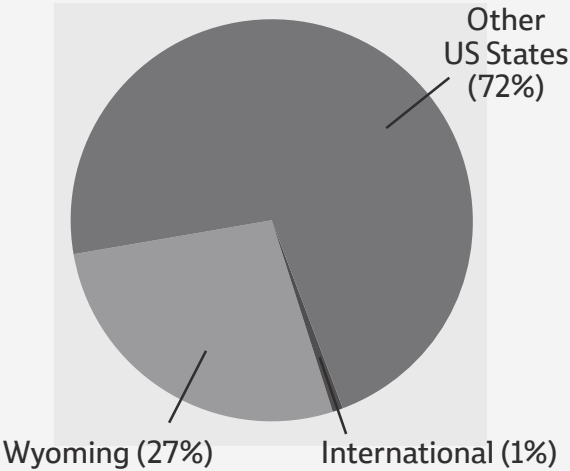
Sources: Wyoming Department of Revenue; Dean Runyan Associates

WHERE LARAMIE COUNTY VISITORS  
SPENT THEIR MONEY, 2021



Sources: Dean Runyon Associates

WYOMING TRAVEL SPENDING  
BY VISITOR RESIDENCE, 2021



Source: Dean Runyon Associates

## OVERNIGHT VISITORS TRAVELER PROFILE, 2021

### ESTIMATED ANNUAL OVERNIGHT VISITORS



**2,551,850**

*+125% from 2020*

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### AVERAGE PARTY SIZE



**2.2**

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### AVERAGE LENGTH OF STAY



**2.4 NIGHTS**

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### AVERAGE DAILY EXPENDITURES



per person

**\$100**

*+138% from 2020*

per traveling party

**\$216**

*+142% from 2020*

Source: Dean Runyon Associates.



# VISIT CHEYENNE 2021 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 45,659 resulting travel inquiries in 2021 (+123% from 2020).

*Visit Cheyenne* once again ran a major internet advertising campaign using online ads, search words, and videos resulting in over 46.1 million internet impressions and 287,434 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 6 publications: Cheyenne Area Visitor Guide, Tracking Trains in Cheyenne, These Boots Are Made for Talking, Cheyenne Adventure, and the Pine Bluffs Visitor Guide.



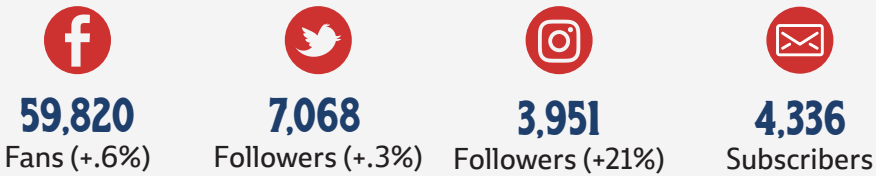
*Visit Cheyenne provided marketing or sponsorship grants to the following events/organizations:*

*Tinsel Through Time  
Sherman Hill Train Show  
Reformation Dance Company  
MAAFA Remembrance Day  
Cowgirls of the West  
Brunch & Style Show*

*Cheyenne Symphony Orchestra  
City of Cheyenne  
Recreation and Events  
CFD American Plains  
Artist Association  
DeLancey Team Roping Series*

**Visit Cheyenne's** PR efforts generated 28 articles in 15 of the top one hundred travel outlets. These efforts produced 374,141,331 impressions with an ad value equivalency of \$777,716. Featured publications include articles in Cowboys and Indians, Reader's Digest, U.S. News & World Report, and Fodor's Travel.

**Visit Cheyenne** managed a strong social media effort, providing updates on local attractions and events through Facebook, Twitter, Instagram, and e-newsletter subscribers:



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

**Visit Cheyenne** continued sponsoring the Bronc Riding Champion and area native Brody Cress for the 2021 rodeo season. Brody displayed Cheyenne branding throughout the year on his clothing and truck.

**Visit Cheyenne** gathered new video and photo assets with our community partners and developed new, successful ad campaigns with the new material.





# VISITOR SERVICES AND DEVELOPMENT



**9,322**  
TOTAL TROLLEY RIDERS  
(+208% from  
2020)

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

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.



**49,048**  
VISITORS AT THE DEPOT  
VISITOR CENTER  
(+247% from  
2020)

# CONVENTION MARKETING AND SERVICES

*Visit Cheyenne* provided 60 bids (-25% from 2020) for new convention business to lodging partners. Winning bids represented an estimated 22,727 room nights (+129% from 2020).

	2021	2020	2019	2018
 Convention Bids	60	93	131	91
 Booked Room Nights	22,727	6,892	9,492	10,732
 Estimated Economic Impact of Booked Conventions	\$7.3 million	\$2.2 million	\$3.6 million	\$4.3 million
 Conventions Assisted	89	106	102	118



## 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.

**LAURA LEVI** was promoted to Office and Visitor Centers Manager.

**LISA MANEY** represented *Visit Cheyenne* on the following boards and committees: Air Force Association Board, Cheyenne Kiwanis Foundation Board, Steering Committee for Military Affairs Committee. She served as Chair for the Kiwanis Foundation Golf Tournament, and graduated Leadership Cheyenne, Class of 2021.

**ANDI JASPERSEN** was promoted to Experience and Marketing Manager. She was featured in the *Destination on the Left* podcast and ebook.

**JIM WALTER** was featured in the *Destination on the Left* podcast and ebook.



# 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](https://Facebook.com/VisitCheyenne)
-  [Facebook.com/CheyenneLiveLegendary](https://Facebook.com/CheyenneLiveLegendary)
-  Twitter: @CheyenneWY
-  [Instagram.com/VisitCheyenne/](https://Instagram.com/VisitCheyenne/)
-  [Pinterest.com/VisitCheyenne](https://Pinterest.com/VisitCheyenne)
-  [YouTube.com/CheyenneCVB](https://YouTube.com/CheyenneCVB)
-  [LinkedIn.com/company/Visit-Cheyenne/](https://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](https://cheyenne.org)

*You are our best promoters!*

