



## 2022 ANNUAL REPORT





# Visit Cheyenne Overview

## MISSION

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

**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 2022, voters renewed the tax with 71% 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.

# Visit Cheyenne Overview

## FINANCIALS: FISCAL YEAR 2022

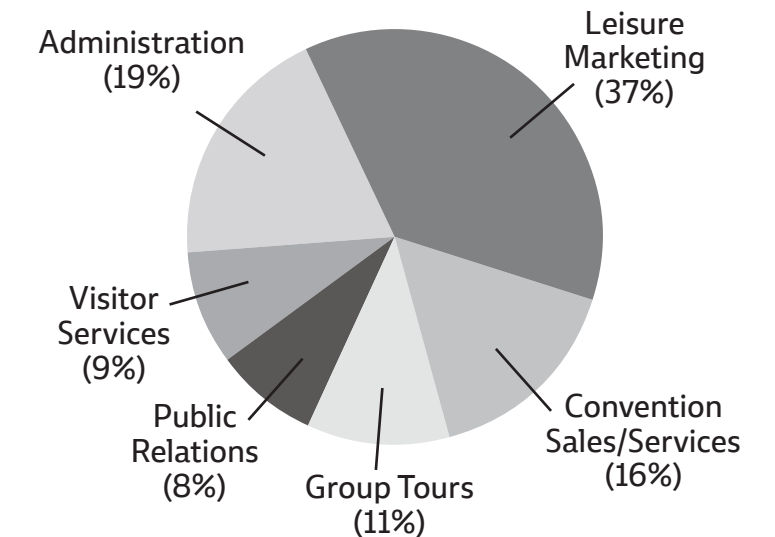
(July 2021-June 2022)

### OVERVIEW

REVENUES	
Lodging Tax	\$2,445,000
Other Revenues*	\$513,000
<b>TOTAL</b>	<b>\$2,958,000</b>
EXPENDITURES	
Leisure Marketing	\$1,204,000
Convention Sales/Services	\$500,000
Group Tours	\$354,000
Public Relations	\$250,000
Visitor Services	\$300,000
Administration	\$600,000
<b>TOTAL</b>	<b>\$3,208,371</b>

\* Does not include registration fees **Visit Cheyenne** accepts and disperses for local conventions. Audited financial statements are available upon request.

### EXPENDITURES





# Visit Cheyenne Overview

## FULL TIME STAFF

President & CEO  
**DOMENIC BRAVO, CTA, CDME**

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

Office & Visitor Centers Manager  
**LAURA LEVI, CTA**

Senior Convention Sales Manager  
**LISA MANEY**

Experience and Marketing Manager  
**AARON BROWN, CTA, PDM**

Marketing Coordinator  
**LUCY WOODS, CTA**

Transportation & Trolley Manager  
**SUE JAMES, CTA**

Destination Events and  
Programming Specialist  
**AMBER TREVIZO, CTA**

Administrative Specialist  
**JENNA MCCORMICK, CTA**

Customer Service Specialist  
**BILL HEIN, CTA**

## 2022 BOARD MEMBERS

**Wendy Volk**  
Chairman  
*#1 Properties*

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

**Chad Brown**  
Secretary/Treasurer  
*Pine Bluffs Distilling*

**Tyler McLachlan**  
*Little America*

**Tony O'Brien**  
*Little America*

**Dallas Tyrrell**  
*Tyrrell Chevrolet Company*

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

**Stephanie Reece**  
*Black Tooth Brewery*

**Anthony Ortiz**  
*State Farm Insurance*

**Dave Teubner**  
*Warehouse 21*

**Craig Kerrigan**  
*Cheyenne State Bank*

**Bruce Heimback**

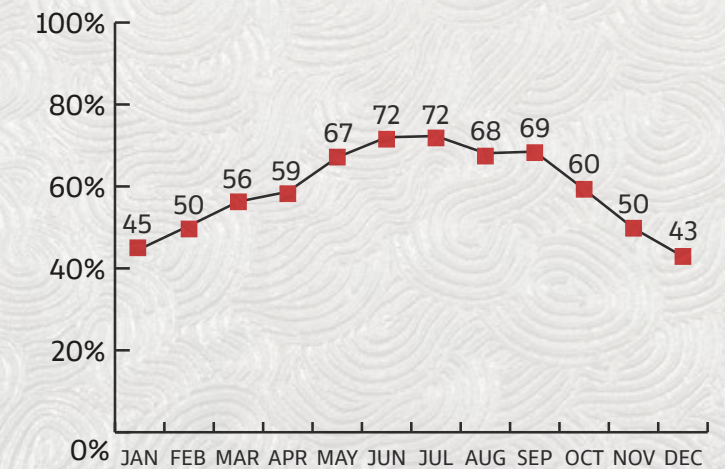
**Linda Heath**  
ExOfficio  
*Liaison from County Commissioners*

**Pete Laybourn**  
ExOfficio  
*Liaison from City of Cheyenne*

# Visit Cheyenne Research




## CHEYENNE LODGING OCCUPANCY RATES 2022

Source: Smith Travel Research



## CHEYENNE ECONOMIC STATISTICS AND IMPACT

Sources:  
Wyoming Department of Revenue;  
Dean Runyan Associates

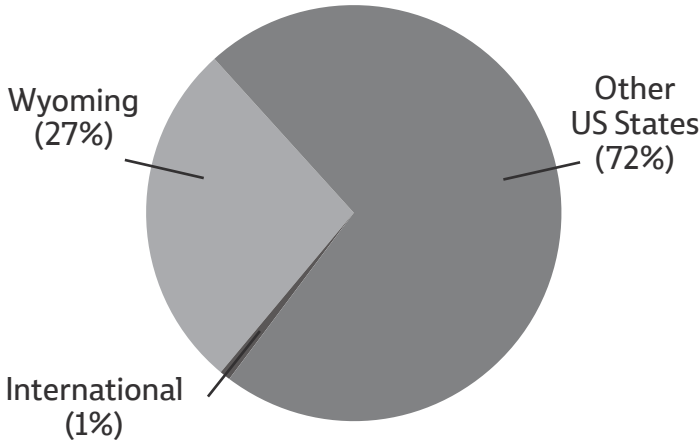
		2022	2021	2020
	Travel Spending in Laramie County	\$441.9 million	\$415.7 million	\$290.5 million
	<b>State</b> Tax Receipts Generated by Travel Spending	\$15.1 million	\$17.1 million	\$10.6 million
	<b>Local</b> Tax Receipts Generated by Travel Spending	\$9.7 million	\$9.5 million	\$6.6 million
	Employment Generated by Tourism in Laramie County	3,540 jobs	3,070 jobs	2,850 jobs



# Visit Cheyenne Research

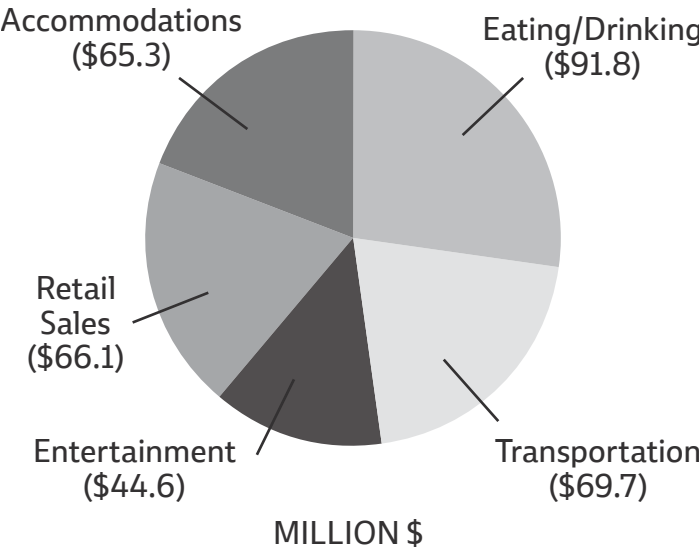
## WYOMING TRAVEL SPENDING BY VISITOR RESIDENCE 2022

Source:  
Dean Runyon Associates



## WHERE LARAMIE COUNTY VISITORS SPENT THEIR MONEY 2022

Source:  
Dean Runyon Associates




# Visit Cheyenne Research

## OVERNIGHT VISITORS TRAVELER PROFILE 2022

Source:  
Dean Runyon Associates

### ESTIMATED ANNUAL OVERNIGHT VISITORS

 **2,548,420**

### AVERAGE LENGTH OF STAY

 **2.5 NIGHTS**

### AVERAGE PARTY SIZE

 **2.2**

### AVERAGE DAILY EXPENDITURES

 **\$107** per person  
**\$267** per traveling party

+7% from 2021

+24% from 2021



## Visit Cheyenne 2022 Activities

### LEISURE TRAVEL MARKETING AND PUBLIC RELATIONS

*Visit Cheyenne* advertised in numerous publications and websites, and 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* advertised in group tour publications and promoted the area at 6 group tour trade shows.

*Visit Cheyenne* began a sponsorship of Western Fashion Influencer, Shelby Smith. Shelby represents the *Visit Cheyenne* brand at various events.

*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's* PR efforts generated 82 placements in 2022. These efforts produced more than 1 billion impressions with an ad value equivalency of \$763,700. Featured publications include articles in *Travel + Leisure*, *USA Today*, *Cowgirl Magazine* and *Nascar.com*.

*Visit Cheyenne* continued sponsoring the Bronc Riding Champion and area native Brody Cress for the 2022 rodeo season. Brody displayed Cheyenne branding throughout the year on his clothing and truck.

*Visit Cheyenne* once again ran a major internet advertising campaign using online ads, search words, and videos resulting in over 32 million internet impressions and 238,785 clicks to Cheyenne information.



## Visit Cheyenne 2022 Activities

*Visit Cheyenne managed a strong social media effort, providing updates on local attractions and events through Facebook, Twitter, and Instagram.*



**61,086**

Fans

(+2.12% from 2021)



**7,059**

Followers

(-.1% from 2021)



**5,546**

Followers

(+40.37% from 2021)

*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 RaceCation*




*Cheyenne Marathon*  
*High Plains Arboretum*  
*CFD Museum New Frontiers Art Show*  
*Cheyenne Symphony Orchestra*  
*City of Cheyenne Recreation and Events*

*CFD American Plains Artist Association*  
*DeLancey Team Roping Series*  
*Symphony Underground*  
*Cheyenne Depot Museum*  
*WYCO*  
*Cheyenne Arts Celebration*



## Visit Cheyenne 2022 Activities

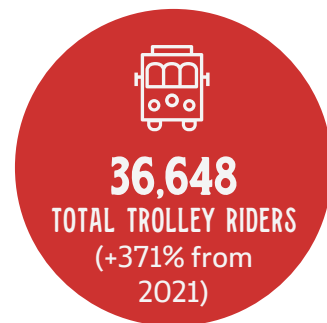
### CONVENTION MARKETING AND SERVICES

	2022	2021	2020	2019
 Convention Bids	46	60	93	131
 Booked Room Nights	5,650	22,727	6,892	9,492
 Estimated Economic Impact of Booked Conventions	\$3.7 million	\$7.3 million	\$2.2 million	\$3.6 million

### VISITOR SERVICES AND DEVELOPMENT



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

## Kudos

## Proud Member / Partner

**DOMENIC BRAVO** represented *Visit Cheyenne* on the DMA West Board, Cheyenne LEADS Board, Greater Cheyenne Chamber of Commerce Board, WHTC Board, FCCLA Board, Destinations International Advocacy Committee, and ORTM Advisory Committee.

**JIM WALTER** represented *Visit Cheyenne* on the Greenway Foundation Board and the CFD Public Relations Committee.

**LAURA LEVI** got the Certified Tourism Ambassador program up and running in collaboration with Laramie County Community College. The program will see 100+ graduates within the first year.

**LISA MANEY** represented *Visit Cheyenne* on the following boards and committees: Air Force Association Board, Cheyenne Kiwanis Foundation Board, Rocky Mountain Society for Government Meeting Planners Board, Steering Committee for Military Affairs Committee. She served as Chair for the Kiwanis Foundation Golf Tournament 2022 and is the Honorary Chief Command for Air Force Global Strike Command.

### 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!*



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