

# VISIT CHEYENNE

The Convention & Visitors Bureau

## NOVEMBER 2018 NEWSLETTER

### ANNOUNCEMENTS

#### Visit Cheyenne Unveils New “Ticket to the Arts”

Visit Cheyenne has partnered with local performing arts organizations to offer a new **Cheyenne Ticket to the Arts** that allows ticket holders to attend various local arts performances at a significant discount. The ticket includes one performance to Ballet Wyoming, Cheyenne Chamber Singers, Cheyenne Little Theatre, and the Cheyenne Symphony Orchestra.

*“The Ticket to the Arts program is designed for local residents to sample our arts performances at a reduced cost. Hopefully, the pass will expose a new generation to the arts and turn them into long-term patrons,”* said Darren Rudloff, Visit Cheyenne CEO.

You can purchase the Cheyenne Ticket to the Arts in the Cheyenne Depot Visitor Center or online at [www.tickettothearts.com](http://www.tickettothearts.com).



#### Lodging Tax Up for Renewal

The Laramie County lodging tax is on the Nov. 6 ballot for renewal by local voters. The tax has been in existence since 1987 and has been renewed numerous times since by the voters. The tax is paid by visitors staying in local lodging establishments. Laramie County residents do not pay the tax unless they stay in local paid lodging. The resulting funds are used by Visit Cheyenne to promote and develop the Cheyenne area through paid advertising, visitor guides and websites, social media, convention and bus tour solicitation, trolley operation, public relations, and the operation of two visitor centers.

#### Air Service Beginning Nov. 4

It's a new day for Cheyenne air service! Cheyenne's new air terminal officially opens on November 4 with daily flights to and from Dallas-Fort Worth International Airport on American Airlines operated by SkyWest. DFW is one of the largest airports in the world with almost twice the number of connecting cities of DIA. The quick flight from Cheyenne to DFW replaces your drive to DIA: you can be at your DFW connecting gate before you'd reach your DIA gate if you drive, due to the convenience of Cheyenne's new terminal. Check out the options today at [www.aa.com](http://www.aa.com).

If you haven't been to the new Airport Terminal, please go check it out at 4030 Airport Parkway. You will be impressed.





## 2019 Marketing & Sponsorship Grant Applications Due Nov. 30

Visit Cheyenne operates a competitive marketing and sponsorship grant program that provides assistance to events that grow the Laramie County hospitality industry. In the past, these grants have gone for such events as the Cheyenne Depot Days, the Celtic Festival, and many more.

We will send the 2019 rules and applications to a large list of event organizers and not-for-profit organizations. Applications are due back to Visit Cheyenne on November 30 so our Board of Directors can act on them in early December. To get the rules and applications, contact Jill Pope at [jill@cheyenne.org](mailto:jill@cheyenne.org) or at **778-3133**.

## TIDBITS

-  Visit Cheyenne is pleased to announce that Black Hills Energy will be the presenting sponsor for this year's New Year's Eve Ball Drop! We are currently working with our partners to finalize plans for this year's festive event. In particular, we are seeking more not-for-profit kids activities. If you'd like to help, please contact Laura at [laura@cheyenne.org](mailto:laura@cheyenne.org).
-  Future tourism trade shows where Visit Cheyenne will be promoting Laramie County: Meetings Industry Council in Denver; National Tour Association in Milwaukee; American Bus Association in Louisville; and Rocky Mountain International Round-Up in Spearfish, SD.
-  September's lodging occupancy rate was 67.1% (-6.6% from last September) while the average room rate was \$94.92 (+3.6%). Source: Smith Travel Research.
-  About 60 Cheyenne hospitality and business leaders participated in Visit Cheyenne's *Experience Cheyenne* event at the CFD Old West Museum in October.
-  Visit Cheyenne hosted 9 female travel writers from throughout the US in a Women's Suffrage media tour organized by the WY Office of Tourism in early October. We provided a behind-the-scenes tour of the Capitol, a trolley tour, and a special dinner at Esther's (former Morris House Bistro). Laramie County Senators Ellis and Nethercott joined us and wowed the attendees with inspirational stories of WY women throughout history.
-  Fundraising progress continues on the Depot Splash Pad with total cash/pledges currently at approximately \$525,000 of the total \$550,000 goal. More information and ways to give are at [www.cheyennesplashpad.com](http://www.cheyennesplashpad.com).
-  Visit Cheyenne revealed the results of a major tourism analysis of the local hospitality industry (Destination Next) on October 3 at the Cheyenne Botanic Gardens. The study, which was a follow-up to a similar effort in 2015, showed true progress in both our destination's tourism strengths and support for tourism locally. At the same time, the research showed areas where improvement is needed. More details will be in the December newsletter.

## CALENDAR

December 12

**Visit Cheyenne  
Board meeting**

December 15-24

**Christmas Light Tours  
on the Trolley**

November 4-8

**NTA Annual Convention &  
Marketplace, Milwaukee WI**

January 26-30

**American Bus Association  
Marketplace, Charlotte NC**

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**[cheyenne.org](http://cheyenne.org)**

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