

VISIT CHEYENNE

The Convention & Visitors Bureau

FEBRUARY 2019 NEWSLETTER

ANNOUNCEMENTS

Cheyenne Air Service Takes Off

Initial figures for the first 3 months of Cheyenne's new air service to Dallas-Fort Worth are very positive.

Our travel research routinely indicates that better air service is a strong need for our visitor industry. As a result, let's all do our part to fly out of Cheyenne for our own travel needs and promote it to our customers. Please use the service so we can expand our air service options.

Recent Roundtrip Fares	
Dallas	\$189
Houston	\$300
Atlanta	\$316
Orlando	\$380

To book, go to **www.aa.com**

Forward Greater Cheyenne Releases Plan

Cheyenne's economic development partners, local governments, business leaders, and interested citizens have worked for the past year on a community planning effort called Forward Greater Cheyenne. The group unveiled its plan with 8 strategic initiatives in mid-January. The 8 initiatives are:

1. Downtown Revitalization
2. Greenway Transformation
3. LCCC Expansion to Offer 4-Year Degrees
4. Creation of Entrepreneurship Center
5. Business Retention and Expansion Effort
6. Community Beautification
7. Pride and Engagement
8. Regional Infrastructure Development

Each of the initiatives has a Team Leader who is charged with activating the strategy along with all the relevant agencies and players. Visit Cheyenne's Jim Walter, for instance, is the Leader for the Greenway Transformation strategy. More info is at forwardgreatercheyenne.org.

2019 Is a Year of Cheyenne Celebrations

Cheyenne will celebrate 3 major milestones in 2019 that should provide considerable excitement for both residents and visitors.

Women's Suffrage – WY celebrates 150 years of women's suffrage on Dec. 10. On this date in 1869, Governor John Campbell signed legislation making Wyoming the first state to grant women the right to vote and hold public office.

Capitol Restoration – The extensive Capital restoration is almost complete with a grand re-opening scheduled for late Spring or early Summer.



Big Boy Unveiling – Union Pacific has been painstakingly restoring a Big Boy Steam Engine to working order in the Cheyenne Steam Shop and will unveil it in early May.


Please follow Visit Cheyenne on Facebook or check out our website (**Cheyenne.org**) for the latest updates on these celebrations.

TAP DANCE

Visit Cheyenne is hosting the 2019 trade show of the Travel Alliance Partners, a coalition of the top domestic tour operators on June 10-12. Called the TAP Dance, the event will bring 125 highly qualified tour operators and travel planners to our area to experience our attractions, lodging, and hospitality. We are partnering with the Wyoming Office of Tourism to also provide a Wyoming familiarization tour for attendees.



VISIT CHEYENNE NEWS

 Visit Cheyenne's **Jim Walter** is the 2019 President of the Rocky Mountain Chapter of the Professional Conventions Managers Association (PCMA).



Cheyenne
RESTAURANT
WEEK April 7-13

Visit Cheyenne is preparing for the fourth annual Cheyenne Restaurant Week. The event features local restaurants offering unique menus at fixed

prices to encourage locals and visitors to try new restaurants and meals. To participate, contact Laura Levi at laura@cheyenne.org or 778-3133.



Visit Cheyenne is performing its annual **Lodging Survey** to determine the area's customer base. The confidential survey allows Visit Cheyenne to create a composite view of the Laramie County lodging. If you have not completed your lodging survey, please contact Darren Rudloff at darren@cheyenne.org.



The **Governor's Tourism Conference** took place on January 27-29 at Little America Hotel and Resort.



CALENDAR

February 13

[Visit Cheyenne Board Mtg.](#)

April 7-14

[Cheyenne Restaurant Week](#)

April 29

[Rocky Mountain Intl.
Roundup, Spearfish, SD](#)

June 10-12

[Travel Alliance Partners
TAP DANCE, Cheyenne](#)



2018 END-OF-YEAR LODGING STATISTICS

	2018 Total	Change
Occupancy Rate	58.3%	+7.2%
Average Room Rate	\$92.77	+0.1%
Room Supply		+1.7%
Room Demand		+9.0%

Source: Smith Travel Research

VISIT CHEYENNE

The Convention & Visitors Bureau

121 W. 15th Street, Suite 202

Cheyenne, WY 82001

cheyenne.org

To discontinue receiving this
Newsletter and **Calendar of Events**
please contact the Visit Cheyenne
office at 800-426-5009,
307-778-3133 or laura@cheyenne.org

