

VISIT CHEYENNE

The Convention & Visitors Bureau

MAY 2019 NEWSLETTER

ANNOUNCEMENTS



Visit Cheyenne Offering Google Training for Hospitality Businesses, May 13

On Monday, May 13, *Visit Cheyenne* is offering training to improve how your business looks online in Google Searches,

on Google Maps and Street View, and in new features like the Google Travel Guide.

Google is investing significantly on new features for the travel industry so making sure we all look good in the Google world is vitally important.

Truly360, a certified Google company, will provide the FREE training at Little America Hotel from 9 am to noon on Monday, May 13. To **RSVP**, please email laura@cheyenne.org or call **778-3133**.

Also, from June 27-July 3, the Truly360 team will be back in Cheyenne with a Google Street View camera to document our tourism attractions, lodging properties, and businesses for Google Street View. The company will also shoot images for ten 360-degree panoramic tours of our top tourism attractions.

Big Boy, Trolleys, and Horse-Drawn Carriages!

May 4: Big Boy Unveiling Ceremony. The Big Boy is scheduled to arrive at the Depot at 8:30 am, with a public ceremony from 9:30 - 10 am. Tickets are sold out.

May 6: The Trolley's 31st season begins on Monday, May 6 with tours offered 7 days / week until late September. The narrated historic tours take place on weekdays (10 am, 11:30 am, 1 pm, 2:30 pm, 4 pm) with several stops at attractions along the way. On weekends, the Trolley offers 2-hour tours (Sat. at 10 am, 12 noon, 2 pm. Sun. 12 noon, 2 pm). Tickets are available in the Depot lobby.



May 8: Wyoming Carriages begins its summer carriage schedule in early May. These great rides downtown are FREE.

2018 Was a Great Tourism Year in Laramie County!

According to new statistics from the Wyoming Office of Tourism, Laramie County welcomed an estimated 1,102,000 overnight visitors in 2018, up 2% over 2017. These travelers spend \$372.6 million, up 8%. This spending supported 3,020 Laramie County jobs (+2% over 2017) and contributed \$21.3 million in state and local taxes (+7%).

Without the taxes paid by our visitors, each Laramie County household would pay an additional \$552 in taxes to support existing public services. Source: Dean Runyan Associates

TIDBITS

-  About 30 hospitality industry employees rode the Trolley's free Hospitality Trolley tours in April. These tours allowed the employees to experience Cheyenne as our visitors do and provided them with information about local attractions so they can help visitors enjoy their stays.
-  *Visit Cheyenne* will be hosting approximately 25 media and tour operators between May and July. Thanks to all our partners who are helping to host these VIPs to our community.

 *Visit Cheyenne's* fourth annual Cheyenne Restaurant Week (April 7-13) was a great success! *Visit Cheyenne* thanks the 33 participating restaurants and the diners who tried new restaurants during the week. Our photo contest winner was from Lois Hansen who took a picture at Sanford's (right).



CALENDAR

- May 6
Trolley Season begins
- June 12
Visit Cheyenne Board Meeting
- July 10
Reopening of the Wyoming Capitol Building – Wyoming Statehood Day
- December 10
150th Anniversary of Women's Suffrage in Wyoming Celebration

LODGING STATISTICS

	March	Change from last March	YTD 2019
Occupancy Rate	57.4%	+25.3%	57.3% (+33.6%)
Average Room Rate	\$85.57	+10.2%	\$84.55 (+6.6%)

Source: Smith Travel Research

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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