

# VISIT CHEYENNE

The Convention & Visitors Bureau

## FEBRUARY 2020 NEWSLETTER

### ANNOUNCEMENTS

#### From Visit Cheyenne's New CEO

*Hello Greater Cheyenne and Laramie County!*

*I am so excited to be serving as your CEO for Visit Cheyenne. The legacy that Darren has established is making for a smooth transition. Before my start date I have spent time with Darren and staff to ensure good continuity and flow of operations as we start 2020. The staff is an amazing group of people and I am honored to be working with them.*

*Talking about hitting the ground running, in addition to the tidbits below, be on the lookout for a 'call to action' and community pride campaign being unveiled in early March as part of our work with Forward Greater Cheyenne. In addition, be ready for engagement around a holiday concept for the entire community.*

*It is an exciting time for our industry so 'saddle up' and lets ride! — Domenic Bravo*

### NEW BUSINESS DEVELOPMENTS

Cheyenne's newest addition to the brewery scene, **Blacktooth Brewery**, continues to make progress on renovating their building on 19th and O'Neil. Framing, plumbing and electrical are making progress and they hope to announce an official opening date soon!



#### **Dog Haus Biergarten**






has completed construction and will open to the public January 27, 2020. The new establishment, located on College Avenue, specializes in hot dogs and sausages, but also offers hamburgers, chicken, and even vegetarian options, as well as craft beers and shakes.



## NEW BUSINESS DEVELOPMENTS CONT.

Demolition steps have begun on the old Atlas Motel on W. Lincolnway to make way for a new **Hampton Inn**. The new property is planned to be 5 stories high with just under 100 rooms. The building phase is scheduled to begin in the spring.

## TIDBITS

-  Laramie County Community College is offering a **one-day course from Disney's Quality Service Institute** on March 17. In this course, you will examine time-tested Disney strategies that help create world-class service. Spend one day with Disney Institute and you'll benefit from their insights on quality service and learn to think differently. 307.778.1236 for more info.
-  The Wyoming Legislature is considering a **statewide lodging tax bill** that would effectively raise the tax paid on lodging throughout the state by 3%. Be on the lookout for more information as it becomes available.
-  The **Wyoming Governor's Tourism Conference** is scheduled for February 23-25 at Little America. This is a great chance to hear the latest in tourism trends and tactics from the WY Office of Tourism and leading experts from throughout the U.S. More info at [wyoming-governors-conference.com/](http://wyoming-governors-conference.com/)
-  Visit Cheyenne is exploring a partnership with the DDA to re-launch Cheyenne's **bike share program** using a new app-based, digital lock system. Such a system would be significantly more efficient and consumer-friendly than the bike acquisition process that has been in use.
-  Visit Cheyenne is performing two small **annual surveys of Laramie County lodging properties**. Hoteliers, if you haven't completed your survey, please do so or contact Laura at [Laura@cheyyenne.org](mailto:Laura@cheyyenne.org) to obtain new copies of the documents.

## CALENDAR

February 23-25  
**WY Governor's Tourism Conference, Cheyenne**

April 23-25  
**Cheyenne Restaurant Week**



## LARAMIE COUNTY LODGING STATS

DECEMBER 2019		Change from last DEC	YTD 2019
Occupancy Rate	44.3%	-7.7%	65.6% (+11.9%)
Average Room Rate	\$80.89	+1.8%	\$96.37 (+4.5%)

Source: Smith Travel Research

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