

Visit Cheyenne Strategic Plan 2017

1. Be the Cheyenne Hospitality Network Facilitator, bringing lodging, attractions, customers, the public, elected officials, media, etc. together to promote the area, better serve visitors, and strengthen the hospitality industry.

- * *Experience Cheyenne events for business and hospitality leaders*
- * *Advertising coops for area attractions and hoteliers*
- * *Updating audio tours for participating museums*
- * *Monthly newsletter and calendar of events*
- * *How to Promote Your Event training session*
- * *Hospitality tours on the Trolley*
- * *Elected official outreach]*
- * *Planned outreach to Air B&B owners*

2. Explore Funding Diversification Options for Visit Cheyenne –options beyond the lodging tax.

- * *Researched / proposed Tourism Business Improvement District legislation*
- * *Fee-based convention services (for customers we usually do not service)*
- * *Big Boots program with the Cheyenne Depot Museum*
- * *Statewide 1% Leisure and Hospitality Tax possibility*

3. Work on Hospitality Industry Product Development as appropriate.

- * Attractions
- * Year-Round Events
- * Events
- * Interactive Technologies
- * Downtown Development

- * *Depot Plaza Splash Pad and Winter Ice Rink*
- * *New Year's Eve Ball Drop*
- * *Restaurant Week*

4. Work on the Cheyenne Brand, making sure it represents our tourism market and resonates with customers. At the same time, explore the brand's ability to provide umbrella marketing for the City, LEADs, Chamber, etc.

A. Continue consumer research to understand how visitors perceive Cheyenne and its attributes.

B. Work with Cheyenne LEADs, the Chamber, City, DDA, and other organizations to determine how to create a more unified marketing brand for Cheyenne. Research from Longwoods International reveals a “halo effect” of tourism marketing that has positive effects upon business development, workforce recruitment, etc.

- * *Meeting Planner Research on perceptions of Cheyenne and Visit Cheyenne services*
- * *Planned branding research this summer*
- * *Participation on steering committee of Greater Cheyenne Forward visioning and strategic planning effort*
- * *Scheduled Destination Next effort next November (3 years after first such effort)*

5. Explore development of a Tourism Master Plan.

- * *Participation on steering committee of Greater Cheyenne Forward visioning and strategic planning effort*