

Albany County Tourism Board

September 2024



VISIT
LARAMIE
Adventure Awaits

LARAMIE AREA VISITOR CENTER
800 S. 3rd St., Laramie, Wyoming



Albany County Tourism Board

800 S 3rd Street, Laramie WY 82070

Monday, Sept 16, 2024 - 4:00 p.m. - 6:00 p.m.

1. 4:00 Call Regular Meeting of the Albany County Tourism Board to order
 - a. Confirmation of Quorum
 - b. Introduction of Guests
2. Additions and/or Corrections to agenda
 - a.
3. Consent Agenda
 - a. [August Minutes](#)
 - b. [Financial Reports](#)

Motion by _____, seconded by _____ that the Consent Agenda be approved and that each specific action on the Consent Agenda be approved as indicated.

4. Old Business
 - a. [Peterson Asphalt Research](#)
 - b. [Laramie Range Epic Race](#)
 - c. [Jubilee Days](#)
5. Grant and Sponsorship Requests
 - a. None
6. Financial Updates
 - a. Lodging Tax Collections FY '25
7. New Business
 - a. Grant discussion
8. Reports
 - a. [Department Activities](#)
9. Public Comments
10. Motion to adjourn the meeting

11. *The next ACTB Board meeting will be at 4:00 p.m. on **Monday, October 21, 2024.***



AUGUST 2024 MARKETING DASHBOARD

August Lodging Tax Information

2024-2025 FISCAL YEAR LODGING TAX COLLECTIONS											
Lodging Tax %	4%	4%									
4%	FY 2024	FY 2025	FY '24 vs. '25	Month Tax Generated	Date Reported by Dept. of Rev. Website	Month ACTB Receives Funds	Monthly Projections	Month Over/Under vs. Projections	FY YR Actual vs. Monthly Budgeted Projection	Month '24 vs. '25 % Change	Annual FY '24 vs. '25 % Change
	73,005.00	88,662.00	\$15,657.00	MAY	JUNE	JULY	73,005.00	\$15,657.00	21.45%	21.45%	
	99,925.00	121,456.00	\$21,531.00	JUNE	JULY	AUGUST	99,925.00	\$21,531.00	21.55%	21.55%	
	159,562.00	156,441.00	(\$3,121.00)	JULY	AUGUST	SEPTEMBER	159,562.00	(\$3,121.00)	-1.96%	-1.96%	
	186,415.00	209,312.00	\$22,897.00	AUGUST	SEPTEMBER	OCTOBER	186,415.00	\$22,897.00	12.28%	12.28%	
	150,552.00			SEPTEMBER	OCTOBER	NOVEMBER	150,552.00				
	220,096.00			OCTOBER	NOVEMBER	DECEMBER	220,096.00				
	93,712.00			NOVEMBER	DECEMBER	JANUARY	93,712.00				
	79,574.00			DECEMBER	JANUARY	FEBRUARY	79,574.00				
	95,205.00			JANUARY	FEBRUARY	MARCH	95,205.00				
	66,347.00			FEBRUARY	MARCH	APRIL	66,347.00				
	77,726.00			MARCH	APRIL	MAY	77,726.00				
	104,235.00			APRIL	MAY	JUNE	104,235.00				
	\$1,406,354.00	\$575,871.00	\$56,964.00				\$1,406,354.00	\$56,964.00	-59.05%		-59.05%

August Sales Tax Collections

2024-2025 FISCAL YEAR SALES TAX COLLECTIONS											
Sales Tax %	6%	6%									
6%	FY 2024	FY 2025	FY '24 vs. '25	Month Tax Generated	Monthly Projections	Month Over/Under vs. Projections	FY YR Actual vs. Monthly Budgeted Projection	Month '24 vs. '25 % Change	Annual FY '24 vs. '25 % Change		
	5,658,010.00	2,050,253.00	(\$3,607,757.00)	MAY	5,658,010.00	(\$3,607,757.00)	-63.76%	-63.76%			
	2,100,140.00	2,408,765.00	\$308,625.00	JUNE	2,100,140.00	\$308,625.00	14.70%	14.70%			
	3,358,472.00	4,948,703.00	\$1,590,231.00	JULY	3,358,472.00	\$1,590,231.00	47.35%	47.35%			
	2,584,554.00	3,235,396.00	\$650,842.00	AUGUST	2,584,554.00	\$650,842.00	25.18%	25.18%			
	2,453,466.00			SEPTEMBER	2,453,466.00						
	5,783,312.00			OCTOBER	5,783,312.00						
	6,108,651.00			NOVEMBER	6,108,651.00						
	7,291,680.00			DECEMBER	7,291,680.00						
	2,754,610.00			JANUARY	2,754,610.00						
	2,188,537.00			FEBRUARY	2,188,537.00						
	1,986,135.00			MARCH	1,986,135.00						
	2,262,748.00			APRIL	2,262,748.00						
	\$44,530,315.00	\$12,643,117.00	(\$1,058,059.00)		\$44,530,315.00	(\$1,058,059.00)	-63.76%		-63.76%		

Website Users – Aug 1 – Aug 31 with YOY comparisons:



2024: 44,964 vs. 2023: 41,441

Top 10 Web Pages – August 1 – August 31 with YOY comparisons:

August 2024

1. Homepage
2. Recreate Responsibly
3. Visitor Guide Request
4. Events
5. Things to Do
6. Snowy Range Scenic Byway
7. Restaurants
8. Lodging
9. Downtown Webcam
10. Guy Fieri Blog

August 2023

1. Homepage
2. Events
3. Visitors Guide Request
4. Road Trips & Itineraries
5. Snowy Range Scenic Byway
6. Things to Do
7. Lodging
8. Guy Fieri Blog
9. Restaurants
10. History

Email Marketing – August 1 – August 31 with YOY comparisons

Emails Sent – [View Emails Here](#)

2024: 170,751 vs. 2023: 294,671

Open Rates

2024: 35.63% vs. 2023: 45.88%

Click Through Rates

2024: 2.03% vs. 2023: 2.20%

Social Media:

Facebook

Aug 2024

July 2024

Follower Count	23,204	23,231
Total Reach	25,843	56,008
Engagement Rate	7.1%	4.9%

Instagram

Follower Count	9,812	9,717
Total Reach	29,502	60,321
Engagement Rate	1.8%	3.4%
Stories Reach	17,910	27,322

Total Reach: the number of unique accounts that have seen our posts

Engagement Rate: percentage of people that saw our posts who then liked, commented, shared or clicked on the post

Impressions: the total number of times our posts have been seen

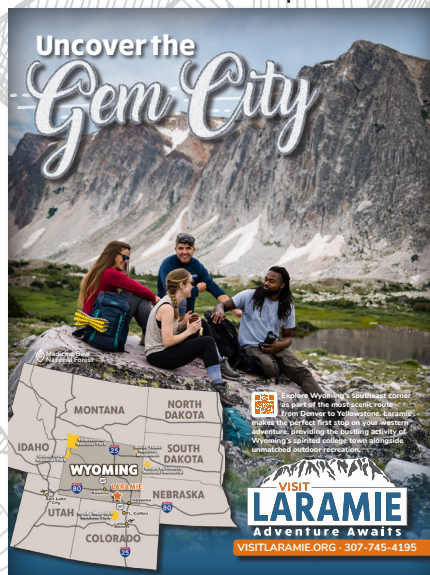
New Merchandise & Swag



2024 WY High School Football Championship Swag



2025 National Park Trips Media Ad



2024 SnoWest - October, November, & December Ads

