

DESTINATION
DEVELOPMENT
FUNDS & WOT
PARTNERSHIPS

Converse County Tourism
Promotion Board



DOUGLAS AND GLENROCK
CONVERSECOUNTYTOURISM.COM

COMMUNITY PROJECTS

- Jackalope statues built to be installed as photo ops between downtown Douglas and the Wyoming State Fairgrounds.
- Historic walking path signage in Glenrock to better engage visitors.
- Esterbrook loop tour brochure to guide travelers through the more remote area.
- Walking path brochure for overnight guests in Douglas.



Glenrock's Historic
HOTEL HIGGINS
Built in 1916

LOCATION
Just to your south stands the historic Hotel Higgins

During the oil boom of 1916-1917, the population of Glenrock exploded from 200 to 5,000 residents within a matter of months.

The historic Hotel Higgins is filled with laughter, delicious food and wandering souls. Some say four ghosts — including that of Edith, a former housekeeper — roam the floors of the hotel.

Mr. John E. and Mrs. Josephine Higgins built the Hotel Higgins during the 1916-1917 oil boom. One contemporary newspaper account called the new Hotel Higgins "one of the most elaborate and finely furnished hostleries in the entire Rocky Mountain region." The hotel's original structure featured 38 rooms, along with a bar and restaurant.

After Josephine's accidental death in 1924 and John's death in 1926, the property was involved in many legal battles between their heirs. These were resolved in 1942 when the hotel was sold to Dr. and Mrs. Leonard Tabor at a tax sale, and it became the Tabor Hotel. It carried that name until 1974.

Hotel Higgins played a significant role in the history and growth of Glenrock. The building was used for business meetings, political gatherings, poker games and merchant space.

Architecturally, the exterior of the building is typical of other Wyoming hotels constructed during the period. The interior of the Higgins has elements of Victorian ornamentation. Most of the architectural integrity of the hotel's interior remains, to this day.

The original mahogany trim in the hotel, as is the hand-laid hexagonal terrazzo on the lobby floors, dining room and all bathrooms. The ceilings are 11 feet high, with an elaborate plaster of paris cornice.

The hotel has had several different owners over the years, as well as several different restaurants and bars.

In 1983, the hotel was placed on the National Register of Historic Places.

Source: National Register of Historic Places

Mr. John E. and Mrs. Josephine Higgins

place throughout the hotel, as is the hand-laid hexagonal terrazzo on the lobby floors, dining room and all bathrooms. The ceilings are 11 feet high, with an elaborate plaster of paris cornice.

DEER CREEK MUSEUM
GLEN ROCK WYOMING

DOUGLAS GLEN ROCK
CONVERSE COUNTY TOURISM.COM

Scan to discover more information about Glenrock area attractions



LOCAL EDUCATION

- Area businesses and attractions gathered for training and a review of their online assets.
- As a result of the training, Converse County has an improving online presence with more complete information.



DESTINATION MARKETING

- Promoted the Wyoming State Fair on the Cowboy Channel, reaching a new audience.
- Expanded participation in the Roadtrip sticker campaign to include Glenrock.
- Strategically purchased advertising in Showtimes Magazine, showcasing Douglas as an ideal venue for regional or national level gatherings, thereby attracting more events and boosting the local economy.
- Featured Camp Douglas in national-level World War II-themed publications and saw increased visitation.
- Promoted Douglas in the AQHA publication, hoping to expand bookings by entities like the Wyoming Quarter Horse Association and other regional shows.
- Advertising focused on events with most guests staying at the Wyoming State Fairgrounds. Limited motel rooms, amidst the energy boom, are necessitating this approach.