



CHEYENNE
W Y O M I N G
Live the Legend.™



VISIT CHEYENNE
The Convention & Visitors Bureau

2011 ANNUAL REPORT

VISIT CHEYENNE OVERVIEW

Visit Cheyenne is the official tourism promotion organization for Laramie County. It is governed by the Laramie County Tourism Joint Powers Board which includes members appointed by Laramie County (3), Cheyenne (3), Pine Bluffs (1), Burns (1), and Albin (1).

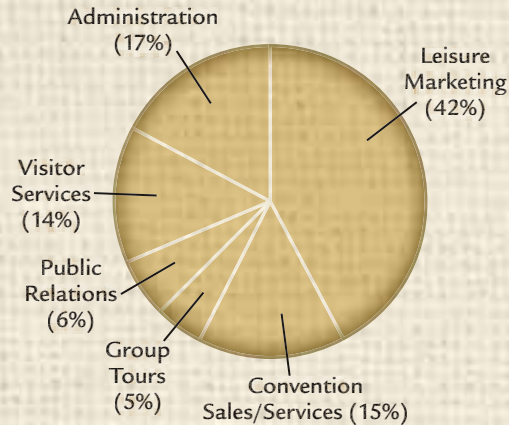
The Laramie County lodging tax is the primary funding source for **Visit Cheyenne**. The tax is paid by visitors who stay in Laramie County lodging establishments, not Laramie County residents. Laramie County voters first approved the tax in 1987 and have renewed it numerous times since.

Visit Cheyenne promotes and develops the Cheyenne area through paid advertising, visitor guides and websites, public relations, convention and bus tour solicitation, trolley tours, and the operation of two visitor centers.

MISSION

Visit Cheyenne provides leadership in developing, promoting, and protecting the Cheyenne area travel industry. Visit Cheyenne strives to attract visitors to the Cheyenne area by capitalizing on Cheyenne's legendary history and image, thereby increasing visitor spending in the county.

Expenditures – Fiscal Year 2011



Visit Cheyenne's
Audited Financials –
Fiscal Year 2011
(July 2010 - June 2011)

2011

FULL TIME STAFF

President & CEO
Darren Rudloff

Director of Operations
Jill Pope

Director of Convention Sales
Shantelle Dedicke

**Electronic and Special
Projects Manager**
Dave Marks

Convention Services
Lisa Maney

Customer Service
Rick Ammon
Brady Brinton

REVENUES	
Lodging Tax	\$1,402,518
Other Revenues	\$36,703
TOTAL	\$1,439,221

EXPENDITURES	
Leisure Marketing	\$500,703
Conventions Sales/Services	\$182,963
Group Tours	\$59,605
Public Relations	\$77,085
Visitor Services	\$173,312
Administration	\$207,339
TOTAL	\$1,201,007

CHEYENNE STREET RAILWAY TROLLEY	
Revenues	\$75,098
Expenditures	\$49,746
TOTAL	\$25,352

Auditor: Whittle, Ostlund & Associates, P.C.

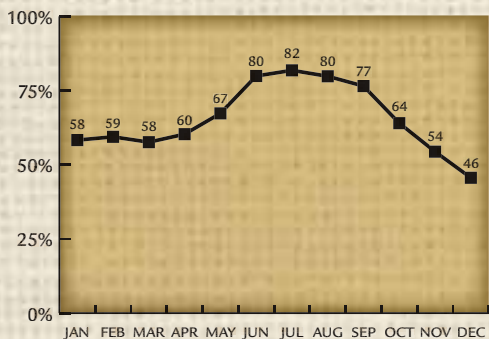
"BY THE NUMBERS" — RESEARCH DATA

Cheyenne Lodging Statistics

	2011	2010	2009	2008
Occupancy Rate	65.4%	63.7%	55.3%	59.3%
Average Room Rate	\$75.62	\$71.86	\$71.65	\$74.21

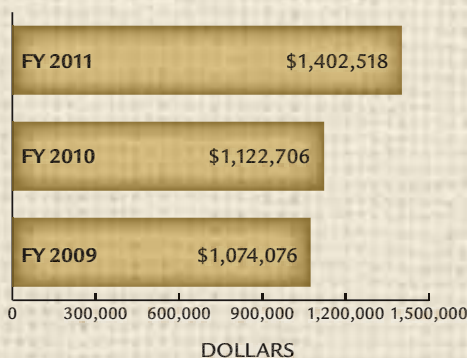
Source: Smith Travel Research

Cheyenne Lodging Occupancy Rates, 2011

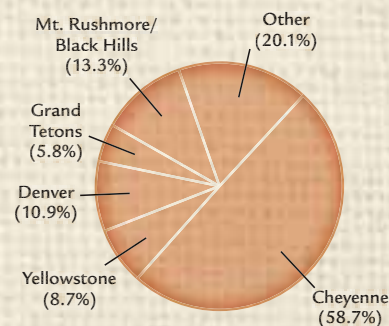


Source: Smith Travel Research

Laramie County Lodging Tax Collections

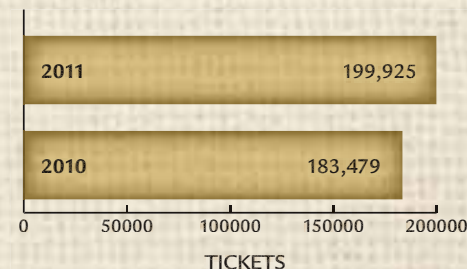


Primary Destination for Visitors to Cheyenne



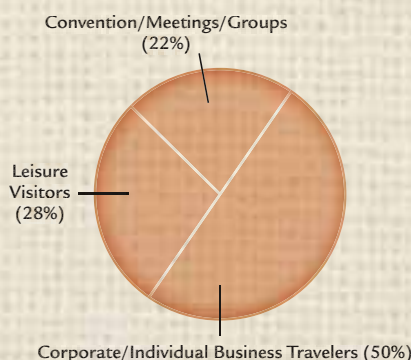
Includes multiple responses, so total exceeds 100%.

Cheyenne Frontier Days Total Ticket Sales



Source: Cheyenne Frontier Days

Cheyenne's Lodging Customer Mix



DID YOU KNOW?

If the travel industry were a single business, it would rank as the county's third largest employer behind F.E. Warren Air Force Base and the State of Wyoming.

Visitors pay Laramie County and Wyoming taxes that support our schools, roads and other services. For instance, visitors pay 10% of the sales tax collected in Laramie County.

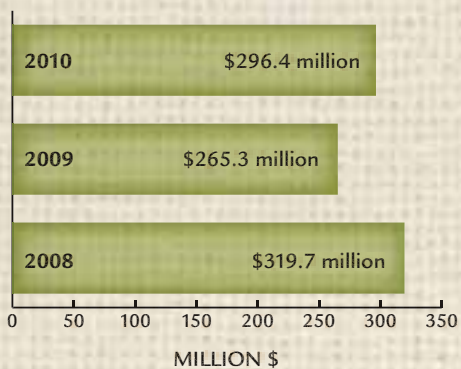
Without the tax contributions of tourists, each Laramie County household would pay an additional \$377.57 in taxes to maintain existing government services.

Laramie County has the 2nd highest level of traveler spending among all Wyoming counties, behind only Teton County.

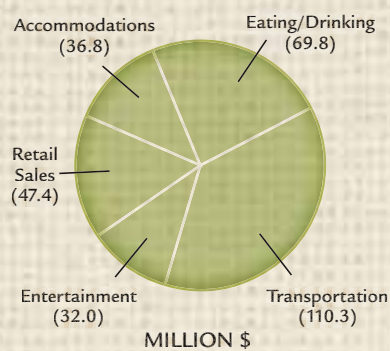
Cheyenne's year-round lodging occupancy rate is 65.4% which means that an average of 1,500 hotel and motel rooms are booked every single night of the year.

The 2011 Denver Post train carrying passengers from Denver to Cheyenne Frontier Days sold out in 64 minutes!

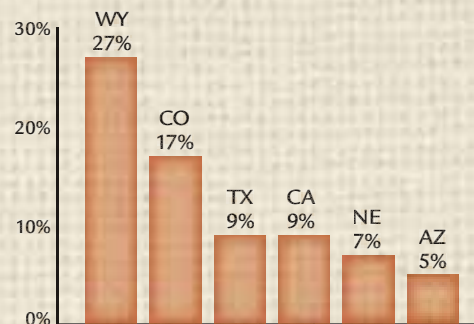
Travel Spending in Laramie County



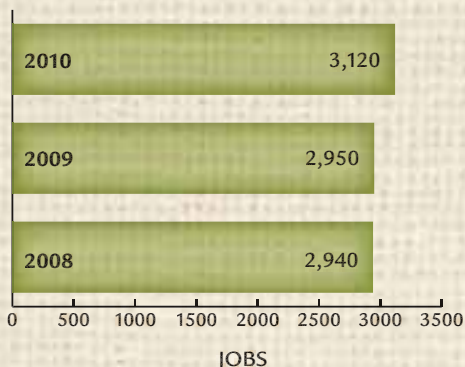
Laramie County Travel Spending by Business Sector, 2010



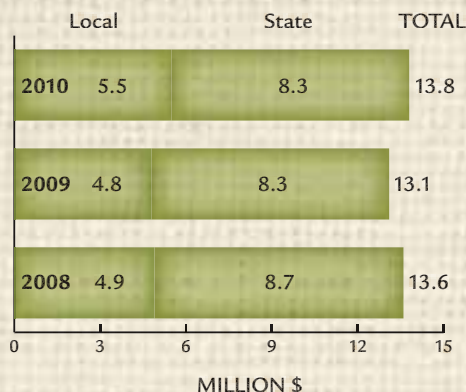
Where Our BUSINESS Visitors Come From (top states)



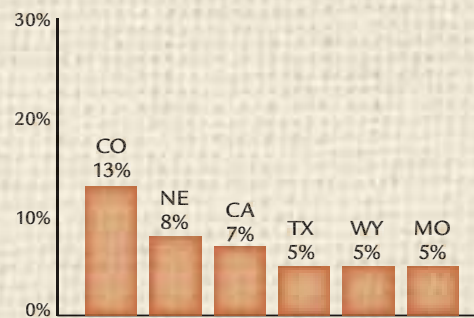
Employment Generated by Tourism in Laramie County



State and Local Tax Receipts Generated by Travel Spending



Where Our LEISURE Visitors Come From (top states)



International visitors account for about 5% of Cheyenne's total visitation.

Source: Wyoming Office of Tourism and Dean Runyan Associates

Source: Randall Travel Marketing

VISIT CHEYENNE 2011 ACTIVITIES

Leisure Travel Marketing & Public Relations

Visit Cheyenne placed paid advertising in numerous publications and websites (often in partnership with Cheyenne Frontier Days or the Wyoming Office of Tourism) which resulted in 34,372 travel inquiries in 2011 (+17% from 2010).

Visit Cheyenne produced and distributed its main Visitor Guide, a new Heritage brochure (with the City of Cheyenne), a downtown discount brochure (with the Downtown Development Authority [DDA]) and the Cheyenne Museum Passport brochure.

Visit Cheyenne provided Cheyenne visitor guides and targeted e-mails to more than 110,000 visitors planning trips to Yellowstone National Park and Rocky Mountain National Park.

Visit Cheyenne continued to develop its website (www.cheyenne.org) and booked 180 room nights (+37% from 2010) worth \$29,131 on the site. **Visit Cheyenne** updated its mobile website to include the latest technology and continued to see increases in mobile traffic.

Visit Cheyenne continued its billboard advertising on I-80 and I-25, and added a new sign just south of Fort Collins.



Visit Cheyenne awarded marketing grants to the Sherman Hill Model Railroad Club, Art Design and Dine, Cheyenne Depot Summer Events, AARP National Spelling Bee, LCCC's Greg Mortensen presentation, Cheyenne International Film Festival, ShootOut Cheyenne Filmmaking Contest, Regulators Hell on Wheels Shootout, Wild Bunch Shootout, Cheyenne Arts Alliance, and to Cheyenne, Burns, Albin, Pine Bluffs, and Laramie County.

Visit Cheyenne advertised in various group tour publications and promoted the area at 4 group tour trade shows. **Visit Cheyenne** shared the resulting business leads with area hospitality businesses, including 7 group tour hotel bids (-13% from 2010).

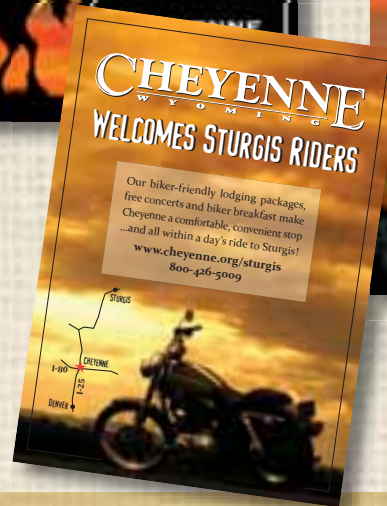
Visit Cheyenne operated a robust social media effort, providing updates on Laramie County attractions and events.

Visit Cheyenne hosted 11 travel writers hailing from New York, Salt Lake City, Kansas City, Seattle, Dallas, St. Charles (MO), Portland, Arlington (TX), Great Falls (MT), Tampa Bay, and Germany.



In addition to its year-round marketing efforts, **Visit Cheyenne** ran several summer promotions.

- TV ads in S. Dakota, Nebraska, Colorado, and Wyoming,
- A direct mail promotion to 5,000 previous Cheyenne visitors,
- Regional radio ads about summer events, and
- A Cheyenne/Sturgis promotion in biker publications.



Visit Cheyenne responded to media inquiries for photos and information from both local media (80 contacts, +33% from 2010) and national/international media (88 contacts, +17% from 2010).



NEW RESEARCH

Visit Cheyenne worked with Randall Travel Marketing (RTM) in 2010-11 to thoroughly research Laramie County's tourism market. RTM is a nationally-known tourism research firm that often partners with the Wyoming Office of Tourism. Some of RTM's key findings and recommendations include:

- Cheyenne benefits greatly from the vivid images of the west that the name "Cheyenne" calls forth. Visitors expect to see a western town, and 85% of visitors give Cheyenne an "A" or "B" in meeting their expectations. Local leaders should protect this image when considering new developments.

- Lodging occupancy has performed at or above national averages for the past 5 years. Friday, Saturday, and Sunday nights have the lowest occupancy, especially during the winter.
- Cheyenne's lodging market segments are as follows: 50% corporate/individual business (25% blue collar, 25% white collar); 28% leisure visitors; and 22% convention/group travelers.
- 78% of all visitors drive directly to Cheyenne, while 12% fly into either Denver or Cheyenne and rent an automobile. Business visitors are slightly more likely to fly than are leisure visitors.

Convention Marketing & Services

Visit Cheyenne made sales blitzes to Laramie and Casper meeting planners, advertised in various meeting publications, and promoted Cheyenne at 8 meeting trade shows.

Visit Cheyenne continued to develop its convention services which include online registration (using industry leader CVENT), onsite registration assistance, convention materials, and welcome receptions.

Visit Cheyenne convention services were instrumental in attracting and retaining 2 major conventions responsible for an estimated 1,280 room nights and \$402,000 in visitor spending (WY Governor's Tourism Conference, WY Business Alliance Fall Forum).

Visit Cheyenne unveiled a mobile meeting website for major Cheyenne meetings. The site holds basic convention information that can be easily read on a smart phone (convention schedules, exhibitor listings, etc.). The Cheyenne Frontier Days Art Show and the Wyoming Business Alliance Fall Forum both used this mobile site.

Visit Cheyenne provided 24 bids for new convention business to lodging partners (-20% from 2010). Cheyenne's hotels included **Visit Cheyenne's** convention services in their own meeting bids, resulting in an estimated 5,825 booked room nights.

Visit Cheyenne assisted 146 conventions with brochures, coupons, planning, and registration help.

Visit Cheyenne created 2 new videos promoting Laramie County meeting opportunities and **Visit Cheyenne** convention services.



"The Wyoming Business Alliance/Wyoming Heritage Foundation was extremely impressed with the level of professionalism and expertise provided by Visit Cheyenne. Our Fall Forum was a tremendous success. It was a pleasure working with Visit Cheyenne."

Bill Schilling
WYOMING BUSINESS ALLIANCE



Check-in at a Visit Cheyenne hosted event.

- Visitors spend an average of \$843 in Cheyenne during their trips, with business travelers spending more than leisure visitors.
- Top information sources for visitors include websites (37%), friends/relatives (35%), and brochures (16%).
- Top reasons why more conventions aren't held here include Cheyenne's location and accessibility.

The **Visit Cheyenne** Board of Directors and staff are incorporating many of the RTM recommendations into future **Visit Cheyenne** programs.

Community & Industry Efforts

Visit Cheyenne spearheaded the purchase and installation of 3 parking signs for the downtown parking garage with the City of Cheyenne and DDA.

Visit Cheyenne began pursuing a "quiet zone" for the Southwest Drive train crossing near many of Cheyenne's hotels in partnership with the City of Cheyenne and WY Department of Transportation.

Visit Cheyenne provided its annual hospitality trolley tours to hotel staff so they are better prepared to recommend the Trolley and Cheyenne's attractions to hotel guests.

Visit Cheyenne partnered with the Hynds Building Lights On! group to organize and promote Cheyenne's first-ever New Year's Eve Ball Drop in the Depot Plaza. An estimated 2,500 people attended the event which promises to grow into a great attraction for both residents and visitors.

Visitor Services

Visit Cheyenne provided travel counseling at year-round visitor centers in Pine Bluffs and the Cheyenne Depot (Pine Bluffs 115,075 visitors [+26% from 2010], Depot 58,999 visitors [+17% from 2010]).

Visit Cheyenne operated 3 Cheyenne Street Railway trolleys, providing summer historic tours, Halloween and Christmas specialty tours, and transportation for conventions and events like Christmas House and the WWII Veterans Honor Flights. More than 19,000 total passengers rode the trolleys in 2011.

To extend visitor stays, **Visit Cheyenne** sold 1,414 Trolley Plus passes (+21% from 2010) which combine a trolley ride with multiple museum admissions.

Visit Cheyenne continued its coupon program at no cost to participating hospitality businesses.

Coupons were available via a coupon

book and **Visit Cheyenne's** websites. One participant, the Cheyenne Depot Museum, had 197 customers use its coupon in 2011.



"The Cheyenne Trolley folks have been tremendous supporters of our WW II Honor Flights. The drivers are more than courteous and go out of their way to accommodate our Veterans who have vision and mobility issues."

Larry D. Barttelbort COL, USA (RET.)
& HONOR FLIGHT OPERATIONS OFFICER

- Cheyenne LEADS
- Greater Cheyenne Chamber of Commerce
- Greater Cheyenne Foundation
- Cheyenne Downtown Development Authority
- Wyoming Travel Industry Coalition
- National Tour Association
- American Bus Association
- Destination Marketing Association International
- Meeting Planners International
- American Society of Association Executives (WY & CO chapters)
- Hospitality Services and Meetings Associations Industry
- Society of Governmental Meeting Professionals
- Professional Convention Managers Association



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VISIT CHEYENNE
THE CONVENTION & VISITORS BUREAU
121 W 15TH ST, SUITE 202
CHEYENNE, WYOMING 82001

307-778-3133
800-426-5009

WWW.CHEYENNE.ORG

PINE BLUFFS
W Y O M I N G
Frontier Crossroads

PINE BLUFFS VISITORS CENTER
I-80 AT PINE BLUFFS EXIT 401
PINE BLUFFS, WYOMING 82082

307-245-3695
307-245-3746



Visit Cheyenne 2011 Board Members

Bob Harmon, *Chairman*
HOLIDAY INN

Steve Farkas, *Vice Chair*
UNIVERSITY OF WYOMING

Bob Nelson, *Treasurer*
NELSON MUSEUM OF THE WEST

René Baker
TOWN OF PINE BLUFFS

Sonja Carlson-Fornstrom
PINE BLUFFS RECREATION DEPT.

Mike Godown
TEXAS ROADHOUSE

Frank Harris
LITTLE AMERICA HOTEL & RESORT

Judy Johnstone
MAYOR OF BURNS

Rick Keslar
WYOMING DEPT. OF TRANSPORTATION
CHEYENNE FRONTIER DAYS

Jim Brown (ex officio)
CHEYENNE CITY COUNCIL MEMBER

Diane Humphrey (ex officio)
LARAMIE COUNTY COMMISSIONER