

CHEYENNE
WYOMING
Live the Legend™



VISIT CHEYENNE
ANNUAL REPORT 2015

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), the City of Cheyenne (3), Burns (1), Pine Bluffs (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. Laramie County residents do not pay the tax unless they stay in local lodging. Laramie County voters first approved the tax in 1987 and have renewed it every time it has been up for a vote since. In 2014, voters renewed the tax with 76% of the vote.

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

Audited Financials – Fiscal Year 2015

(July 2014 - June 2015)

REVENUES	
Lodging Tax	\$1,932,468
Other Revenues*	\$16,186
TOTAL	\$1,948,654

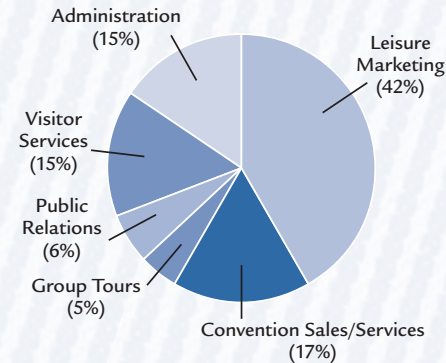
EXPENDITURES	
Leisure Marketing	\$789,976
Convention Sales/Services*	\$357,061
Group Tours	\$85,631
Public Relations	\$98,061
Visitor Services	\$230,286
Administration	\$148,693
TOTAL	\$1,709,708

CHEYENNE STREET RAILWAY TROLLEY	
Revenues	\$102,337
Expenditures	\$72,911
TOTAL	\$29,426

Mission

Visit Cheyenne provides leadership in developing, promoting, and protecting the Cheyenne area's 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 2015



*Does not include registration fees *Visit Cheyenne* accepts and disperses for local conventions.

Auditor: Pope & Jackson, Inc.

Full Time Staff

President & CEO

Darren Rudloff

Director of Operations

Jill Pope

Director of Sales & Marketing

Jim Walter

Convention Sales Manager

Lisa Maney

Digital Marketing Coordinator

Laura Levi

Convention Sales Manager

Will Luna

Pine Bluffs Visitor Center

Charlene Smith



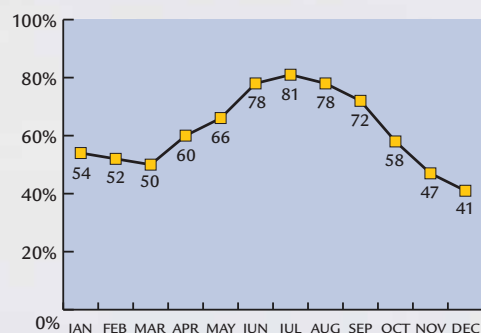
Visit Cheyenne RESEARCH DATA

Cheyenne Lodging Statistics

	2015	2014	2013	2012	2011
Occupancy Rate	61.3%	65.2%	63.8%	62.3%	65.3%
Average Room Rate	\$91.42	\$88.30	\$81.32	\$77.76	\$75.63

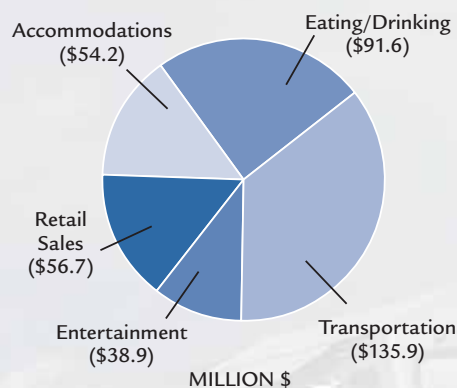
Source: Smith Travel Research

Cheyenne Lodging Occupancy Rates, 2015



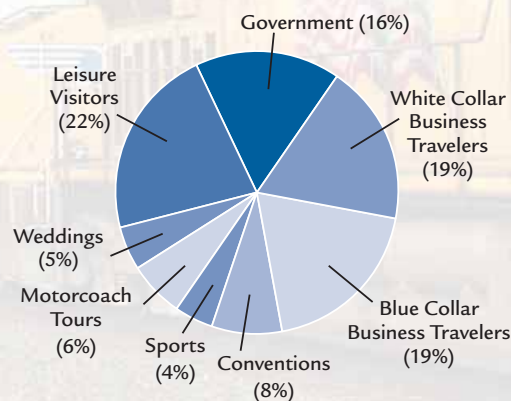
Source: Smith Travel Research

Laramie County Travel Spending by Business Sector, 2014



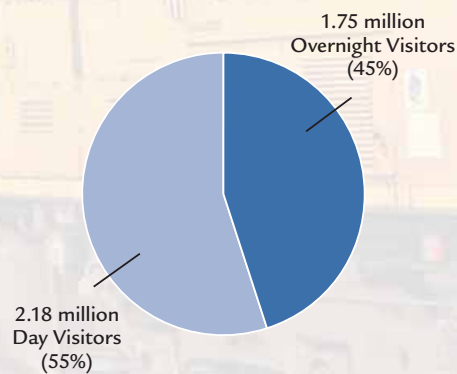
Source: Dean Runyan Associates

Cheyenne Lodging Customer Mix



Source: Visit Cheyenne, 2015 Lodging Survey

Cheyenne Visitation Annual Estimate



Source: Longwoods International

Cheyenne Economic Statistics and Impact

	2014	2013
Travel Spending in Laramie County	\$377.4 million	\$358 million
Laramie County Lodging Tax Collections (fiscal year)	\$1,932,468	\$1,644,952
State and Local Tax Receipts Generated by Travel Spending	\$20,200,000	\$17,400,000
Employment Generated by Tourism in Laramie County	3,030 jobs	2,890 jobs

Sources: Wyoming Department of Revenue; Dean Runyan Associates



Total Trolley Riders

Year	2015	2014	2013
Total Riders	20,690	19,758	17,049



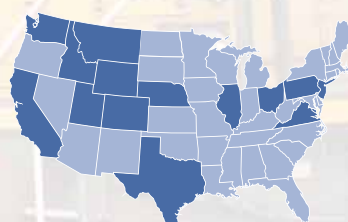
Depot Visitor Center Visitors

Year	2015	2014	2013
Visitors	50,927	56,771	46,627



Cheyenne.org Visitation

Year	2015	2014	2013
Visitation	591,600	467,440	413,432



Where Our Visitors Come From

- Colorado 23%
- Wyoming 16%
- California 5%
- Washington 5%
- Utah 4%
- Texas 4%
- Idaho 2%
- Montana 2%
- Nebraska 2%
- Illinois 2%
- New Jersey 2%
- Ohio 2%
- Pennsylvania 2%
- Virginia 2%

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.

Cheyenne's 2015 lodging occupancy rate of 61.3% means that more than 1,500 hotel rooms are booked every single night of the year.

Laramie County travel spending grew 5.4%, exceeding the state's growth rate of 5.3% in 2014 (most recent economic impact stats).

Visitors pay Laramie County and Wyoming taxes that support local schools, roads and other services. Visitors pay 8.6% of the sales tax collected in Laramie County.

Cheyenne and Laramie County welcome an estimated 1.75 million overnight visitors and 2.18 million day visitors annually.

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

Without the tax contribution of tourists, each Laramie County household would pay an additional \$525 in taxes to maintain existing government services.

Visitors to the 2015 Cheyenne Frontier Days™ spent approximately \$28 million in Laramie County.

Sources: Smith Travel Research; Dean Runyan Associates; Cheyenne Frontier Days™



Visit Cheyenne 2015 ACTIVITIES

Leisure Travel Marketing & Public Relations

Visit Cheyenne advertised in numerous publications and websites (often in partnership with Cheyenne Frontier Days or the Wyoming Office of Tourism) and responded to the resulting travel inquiries.

Visit Cheyenne produced and distributed 6 promotional brochures: Cheyenne Area Visitor Guide, Cheyenne Museum Passport, Tracking Trains in Cheyenne, These Boots Are Made for Talking, Cheyenne Adventure, and the Pine Bluffs Visitor Guide.

Visit Cheyenne once again ran a major internet advertising campaign targeting consumers within approximately 500 miles of Laramie County. The campaign resulted in more than 14.5 million internet impressions, 49,327 clicks to Cheyenne information, and 994 new Facebook fans.

Visit Cheyenne public relations efforts led to an estimated \$934,930 in media value with stories in the *Huffington Post*, *USA Today*, *Sunset*, *Food & Wine*, the *Travel Channel*, and others.

Visit Cheyenne advertised in group tour publications and promoted the area at 4 group tour trade shows.

Visit Cheyenne ran an integrated winter marketing campaign aimed at creating weekend overnight stays, using radio advertising, social media, billboards, and targeted e-mails.

Visit Cheyenne promoted Laramie County on 12 billboards throughout the region.

Visit Cheyenne's held a "How to Promote your Event" training session that covered low-cost and free marketing techniques for event organizers.

Visit Cheyenne provided marketing grants to the Depot Summer Event series, 17th St. Arts Festival, Frontier Days Hall of Fame Ceremony, Sherman Hill Model Railroad Show, Cheyenne International Film Festival, Cheyenne Fast Film Making Contest, Art Design & Dine, the Historic Governors' Mansion's Tinsel Through Time event, Wyoming Ballet's Cinderella performance, Cowboy Tough Spring Adventure Race, Cheyenne Frontier Days Western Art Show, Cheyenne Shootists Showdown, the Cheyenne Gunslingers, Old Fashioned Melodrama, Zombie Fest, Christmas House, and to Laramie County, Albin, Pine Bluffs, Burns, and Cheyenne.

Visit Cheyenne produced numerous new promotional videos and television commercials. Most are very targeted to specific audiences identified in **Visit Cheyenne's** recent image research.

Visit Cheyenne managed a strong social media effort, providing updates on Laramie County attractions, events, and other news through Facebook (50,834 fans), Twitter (5,201 followers), Pinterest, Instagram, and LinkedIn.

Visit Cheyenne promoted Cheyenne to 7 Denver area travel writers in a two-day media mission and hosted 12 more travel writers in Laramie County throughout the year. In all, **Visit Cheyenne** responded to inquiries for photos and information from both national/international media (94 contacts, -15% from 2014) and local media (46 contacts, -31% from 2014).

Visit Cheyenne ran several summer promotions including TV ads in surrounding states, regional radio ads featuring local festivals, and a direct mail promotion to 10,000 previous Cheyenne inquirers.

Visit Cheyenne performed new consumer image research (605 surveys) that revealed that 1) Cheyenne has a strong western identity among all groups, and 2) Younger people responded better to outdoor recreation-themed messages, while older people responded better to traditional western images.

Visitor Services

Visit Cheyenne added a 4th trolley to its fleet for use in daily historic tours, holiday tours, and convention transportation. **Visit Cheyenne** purchased the trolley using past trolley profits, not lodging tax dollars.

Visit Cheyenne operated year-round visitor centers in Pine Bluffs and in the Cheyenne Depot.

Visit Cheyenne provided a coupon program at no cost to participating hospitality businesses, available via a coupon book and **Visit Cheyenne's** website.

Visit Cheyenne produced monthly and daily Calendar of Events for hoteliers and their guests.

Convention Marketing & Services

Visit Cheyenne provided 80 bids (+45% from 2014) for convention business to lodging partners. Winning bids represented an estimated 6,817 room nights (-16% from 2014) and more than \$2 million in direct spending.

Visit Cheyenne hosted 15 site visits for meeting planners throughout the year, including 4 from Helms Briscoe in September. Helms Briscoe is a major meeting planning firm that handles convention business nationwide.

Visit Cheyenne provided aggressive convention services including phone charging stations, online registration, onsite registration assistance, a registration desk, a photo kiosk, a mobile meeting website, convention materials, and welcome receptions.

Visit Cheyenne assisted 123 conventions with brochures, coupons, planning, and registration help (+13% from 2014).



Community & Industry Efforts

Visit Cheyenne led an effort to refurbish Cheyenne's painted Big Boots that are located on public property throughout town (in conjunction with Arts Cheyenne and the City of Cheyenne).

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



PROUD MEMBER/PARTNER

Cheyenne LEADs

Greater Cheyenne Chamber of Commerce

Greater Cheyenne Foundation

Wyoming Office of Tourism

Wyoming Travel Industry Coalition

American Bus Association

Wyoming Society of Association Executives

National Tour Association

Hospitality Services and Meetings Associations Industry

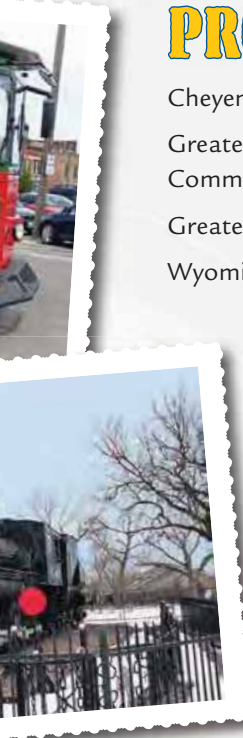
Society of Governmental Meeting Professionals

Meeting Planners International

Professional Convention Managers Association

Destination Marketing Association International

Visit Cheyenne has earned DMAI's *highest* professional visitor bureau accreditation.



KUDOS...

Visit Cheyenne's Darren Rudloff was named vice chairman of the Wyoming Office of Tourism Board of Directors.

Visit Cheyenne's Jim Walter was named to the WY Business Report's "Forty Under 40" list of leaders for the state.



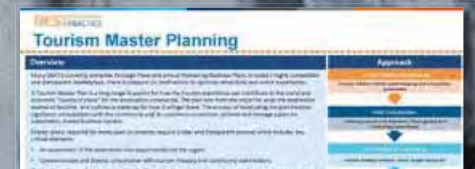
In November 2015, **Visit Cheyenne** organized a major tourism industry survey and workshop called Destination Next that allowed Cheyenne to compare its tourism industry with that of cities worldwide.

The process revealed that we should work on the following issues to grow and further develop our local tourism industry:

- Creation of more Iconic Attractions/Events
- Downtown Development
- Convention Center & Headquarter Hotel Capacity
- Brand Building
- Wayfinding

Visit Cheyenne will work with the hospitality industry, our economic development partners, and local governments to attack these opportunities in 2016 and beyond.

DESTINATION NEXT





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

307-245-3695
307-245-3746



Visit Cheyenne Board Members in 2015

Wendy Volk, *Number One Properties*

Barry Sims, *Retired, Taco John's*

Sonja Fornstrom, *Town of Pine Bluffs*

Amiee Reese, *Old West Museum*

Jim Osterfoss, *Nagle Warren Mansion B&B*

Lisa Murphy, *Laramie County Community College*

Mark Anderson, *Burns Insurance*

Tony O'Brien, *Little America Hotel & Resort*

Jim Brown (ex officio), *Cheyenne City Council*

Amber Ash (ex officio), *Laramie County Commissioner*

Help Promote Cheyenne

Spread good news about area events, businesses, and attractions to your friends and relatives. You are our best promoters!

- **Follow us** on Social Media and share local information:



Facebook.com/VisitCheyenne



Twitter: @CheyenneWY



Instagram.com/VisitCheyenne/



Pinterest.com/VisitCheyenne

- **Invite** your friends and relatives to visit.
- **Ride** the Cheyenne Street Railway Trolley.
- **Host** a meeting or retreat in Cheyenne for organizations of which you are a member.
- **Subscribe** to our e-newsletter at www.cheyenne.org.