

2017 ANNUAL REPORT

VISIT CHEYENNE
The Convention & Visitors Bureau

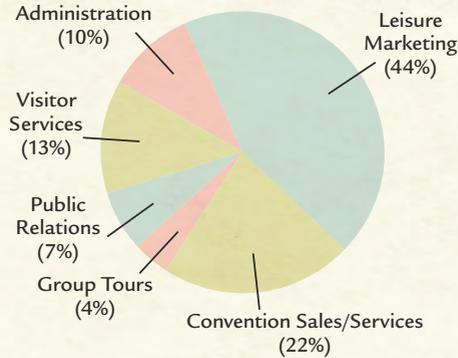
VISIT CHEYENNE OVERVIEW

Visit Cheyenne is the official tourism 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), 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. Laramie County residents do not pay the local 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 the operation of two visitor centers.

Expenditures Fiscal Year 2017



Mission

Visit Cheyenne develops, promotes, and protects the Cheyenne area travel industry, thereby creating memorable experiences for visitors and economic impact for Laramie County.

Audited Financials Fiscal Year 2017

(July 2016 - June 2017)

REVENUES	
Lodging Tax	\$1,758,300
Other Revenues*	\$2,861
TOTAL	\$1,761,161

EXPENDITURES	
Leisure Marketing	\$716,250
Convention Sales/Services	\$357,074
Group Tours	\$59,807
Public Relations	\$124,198
Visitor Services	\$220,618
Administration	\$156,900
TOTAL	\$1,634,847

CHEYENNE STREET RAILWAY TROLLEY	
Revenues	\$134,925
Expenditures	\$83,757
TOTAL	\$51,168

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

Auditor: RLR, LLP

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



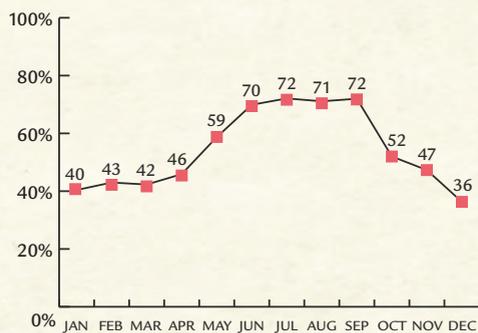
VISIT CHEYENNE DATA

Laramie County Travel Statistics and Impact

	2017	2016
Travel Spending in Laramie County (millions)	\$346.4	\$315.3
Laramie County Lodging Tax Collections (fiscal year)	\$1,758,300 (2016-2017)	\$1,707,338 (2015-2016)
State and Local Tax Receipts Generated by Travel Spending	\$20,000,000	\$18,600,000
Employment Generated by Tourism in Laramie County	2,970 jobs	2,890 jobs

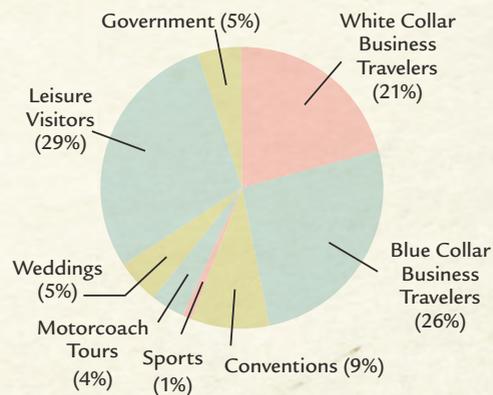
Sources: Wyoming Department of Revenue; Dean Runyan Associates

Cheyenne Lodging Occupancy Rates, 2017



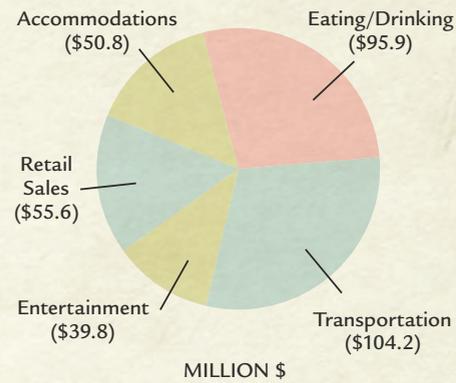
Source: Smith Travel Research

Cheyenne Lodging Customer Mix



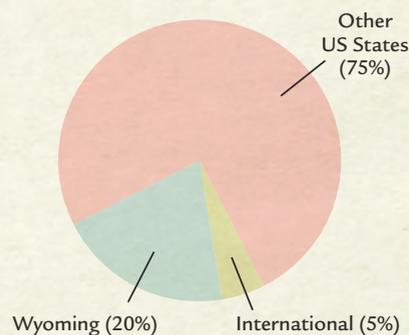
Source: Visit Cheyenne, 2017 Lodging Survey

Where Laramie County Visitors Spent Their Money, 2017



Source: Dean Runyan Associates

Wyoming Travel Spending by Visitor Residence, 2017



Source: Dean Runyan Associates

“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.

* Travelers spent \$9.5 million a day in Wyoming in 2017.

* Without the tax contribution of tourists, each Laramie County household would pay an additional \$516 in taxes to maintain existing government services.

* Visitors paid 9.5% of the sales tax collected in Laramie County in 2017, the equivalent of funding approximately 74 local firefighters.

* Laramie County has the 3rd highest level of traveler spending among all Wyoming counties, behind Teton and Park Counties.

* Travelers supported 2,970 local jobs, 4% of Laramie County’s total private sector employment. Without these travel-generated jobs, the 2016 Laramie County unemployment rate of 4% would have been 8%.

* An estimated 261,000 people traveled in WY to view the 2017 eclipse. Laramie County ranked 4th among WY counties with \$5.9 million in new visitor spending due to the event.

Estimated Annual Overnight Visitors, 2017

1,076,000

Overnight Visitors Traveler Profile

2.3 people
Party Size

2.4 nights
Length of Stay

\$83 per person
Average Daily Expenditures

\$187 per traveling party

Sources: Dean Runyan Associates

Cheyenne Depot Museum Visitors, 2017 – Origins

Top States	Top Countries
Colorado 12.4%	Canada 1.5%
California 8.3%	England 1.5%
Wyoming 8.2%	Germany 0.9%
Texas 6.1%	Italy 0.7%
Florida 3.4%	Australia 0.7%
Nebraska 2.8%	
Illinois 2.5%	
Arizona 2.4%	
Pennsylvania 2.4%	
Indiana 2.3%	

(% of total visitation)

Source: Depot Museum Visitor Log

Visit Cheyenne Convention Sales

Convention Bids

2017	2016	2015	3 yr change
112	109	80	+40%

Booked Room Nights

2017	2016	2015	3 yr change
14,358	10,212	6,817	+111%

Est. Economic Impact of Booked Conventions (millions)

2017	2016	2015	3 yr change
\$6.363	\$4.804	\$3.198	99%

Conventions Assisted*

2017	2016	2015	3 yr change
118	137	123	Flat

* Planning, coupons, phone chargers, etc.



VISIT CHEYENNE 2017 ACTIVITIES

2017 was a tale of two half-years for the local hospitality industry. The first half saw a continuation of 2016's difficulties with lower business and government travel. However, strong leisure traffic during the summer and slowly improving business travel brought on slightly better overall figures during the second half.

Leisure Travel Marketing & Public Relations

Visit Cheyenne advertised in numerous publications and websites (often in partnership with Frontier Days or the Wyoming Office of Tourism) and responded to more than 700,000 resulting inquiries via brochure mailings, emails, and phone counseling.

Visit Cheyenne produced and distributed 6 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.

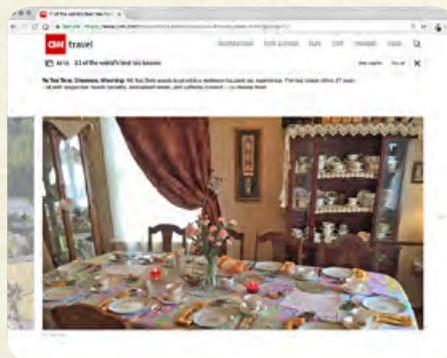
Recognizing that local residents are marketing the area daily through social media and peer review sites like TripAdvisor, **Visit Cheyenne** continued advertising events and attractions in the Cheyenne area.

Visit Cheyenne once again ran a major internet advertising campaign using online ads and targeted, short videos. The campaign resulted in more than 8.7 million internet impressions, 23,410 video views, and 61,069 clicks to Cheyenne information

Visit Cheyenne public relations efforts led to over \$700,000 in media value



for stories published in 2017, including in Parade, the New York Post, Houstonia, and the CNN website. The CNN story included Cheyenne's RX Tea Time as one of the best Tea Houses in the World!



Visit Cheyenne hosted 16 travel writers in Laramie County in 2017. In all, **Visit Cheyenne** responded to inquiries for photos and information from both national/international media (78 contacts, -3% from 2016) and local media (66 contacts, -4% from 2016).



Visit Cheyenne partnered with Green Ride, to "wrap" two of its vans with Cheyenne branding, making them moving Cheyenne billboards as they shuttle passengers to Denver International Airport.

Visit Cheyenne provided marketing or sponsorship grants to the Sherman Hill Model Railroad Show, Reformation Dance Company's Shadow Dance, Rev3 Cowboy Tough Race, Depot Summer Events, Old Fashioned Melodrama, Cheyenne Zombiefest, Africa MAAFA Remembrance Day, Historic Governors' Mansion's Tinsel Through Time event, Border Vigilantes Hell on Wheels Shoot-out, Cheyenne Arts Festival, End of the Trail Kite Festival, Ballet WY, Western Carriages, Western Art Show, Cheyenne Extreme Weekend, Cheyenne Symphony Orchestra, Cheyenne Youth Hockey, Cheyenne Stampede, 3 Day Event at Archer, Cheyenne Gunslingers, and to Laramie County, Albin, Pine Bluffs, Burns, and Cheyenne.

Visit Cheyenne's website hosted 474,094 user sessions in 2017 (+3% from 2016).

Visit Cheyenne produced a series of short videos featuring Cheyenne residents describing various local features (outdoors, western appeal, arts, technology) that make the area unique.

Visit Cheyenne advertised in group tour publications and promoted the area at 3 group tour trade shows.

Visit Cheyenne managed a strong social media effort, providing updates on local attractions and events through Facebook (54,750 fans, +5%), Twitter (6,709 followers, +10%), Instagram (1,860, +16%), and Pinterest (1,470 followers, +11%).

Visit Cheyenne assisted the WY Office of Tourism in filming a new "That's WY" video of the UP Steam Shop.

Convention Marketing & Services

Visit Cheyenne provided 112 bids (+3% from 2016) for new convention business to lodging partners. Winning bids represented an estimated 14,358 room nights (+41%) and \$6.4 million in direct spending (+38%).



Visit Cheyenne won 2 major conventions that will bring important meeting planners and motorcoach operators to the area which potentially will lead to new group business: Travel Alliance Partners in 2019; Small Market Meetings Marketplace in 2021.

Visit Cheyenne assisted 118 conventions with brochures, coupons, planning, and registration help (-14% from 2016).

Proud Member / Partner

CHEYENNE LEADS

GREATER CHEYENNE
CHAMBER OF COMMERCE

GREATER CHEYENNE
FOUNDATION

WYOMING OFFICE OF
TOURISM

WYOMING TRAVEL
INDUSTRY COALITION

WYOMING SOCIETY OF
ASSOCIATION EXECUTIVES

NATIONAL TOUR
ASSOCIATION



Visit Cheyenne has earned the highest professional visitor bureau accreditation from Destinations International.

AMERICAN BUS
ASSOCIATION

SOCIETY OF
GOVERNMENTAL MEETING
PROFESSIONALS

MEETING PLANNERS
INTERNATIONAL

PROFESSIONAL
CONVENTION MANAGEMENT
ASSOCIATION

DESTINATIONS
INTERNATIONAL

BUILDING A BETTER CHEYENNE

Cheyenne Responds to Destination Next

In late 2015, Visit Cheyenne led a research process called Destination Next which revealed areas where Cheyenne needed improvement. The top needs were for more iconic attractions/events and downtown redevelopment. To address these needs, Visit Cheyenne and partners worked on a number of such projects in 2017.



CHEYENNE BOTANIC GARDENS

Cheyenne opened its spectacular new Grand Conservatory that was approved by Laramie County voters in 2012. (Photo by Seneca Riggins, KGAB.com)



RESTAURANT WEEK

Visit Cheyenne's expanded Cheyenne Restaurant Week, doubling the number of participating eateries to 26.



WAYFINDING SIGNS

Visit Cheyenne, the City of Cheyenne, and other partners installed a comprehensive Wayfinding Sign system that direct visitors to top local destinations.



UNION PACIFIC STEAM SHOP TOURS

Visit Cheyenne, the Cheyenne Depot, and UP provided very popular steam shop tours that attracted 1,104 visitors from throughout the U.S., providing a unique rail experience.

Community & Industry Efforts

Visit Cheyenne sponsored several successful "Experience Cheyenne" networking events for industry and business leaders at the Terry Bison Ranch, the Historic Atlas Theater, the Paramount Ballroom, the Hemi Lighted Forrest, and at other locations.

Visit Cheyenne upgraded its Depot Tower camera which beams images of downtown through numerous websites, including Denver's Channel 7 News which frequently shows Cheyenne shots during its weather forecasts.

Visit Cheyenne held two "How to Promote Your Event" training sessions for event providers and co-sponsored a China Ready workshop with the WY Office of Tourism.

Visitor Services

Visit Cheyenne operated the Cheyenne Street Railway trolleys, providing summer historic tours, Halloween and Christmas tours, and transportation for conventions. A total of 20,524 passengers (-14%) rode the trolleys in 2017.

Visit Cheyenne operated year-round visitor centers at the Cheyenne Depot and in Pine Bluffs. Our research shows that 19% of those visiting our Depot Visitor Center spend more time in the county as a result of their visitor center stop.

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

OTHER PROGRESS:

✧ Cheyenne celebrated its 150th birthday with a variety of special events.

✧ The Cheyenne DDA sponsored a Depot Plaza Ice Rink in December.

✧ Laramie County voters approved a \$9 million multipurpose facility that will host year-round events such as trade shows, horse shows, and RV rallies.

KUDOS

Visit Cheyenne's Darren Rudloff was elected to a 2nd term as Chairman of the Wyoming Office of Tourism Board of Directors. He also served on the Boards for the Wyoming Industry Travel Coalition and the Destinations International Foundation.

Visit Cheyenne earned renewal of its accreditation through the Destination Marketing Accreditation Program operated by Destinations International. The accreditation requires a destination organization to comply with more than 80 standards related to governance, finance, human resources, sales, communications, and research.



CHEYENNE

W Y O M I N G

Live the Legend...

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 Board Members in 2017

Barry Sims, *Retired, Taco John's*

Wendy Volk, *Number One Properties*

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

Sonja Fornstrom, *Town of Pine Bluffs*

Domenic Bravo, *WY State Parks & Cultural Affairs*

Jim Osterfoss, *Nagle Warren Mansion B&B*

Lisa Murphy, *Laramie County Community College*

Jerrie Gehrman, *Town of Albin*

Randy Bastion, *Town of Burns*

Amiee Reese, *Old West Museum*

Pete Laybourn (ex officio), *Cheyenne City Council*

Ron Kailey (ex officio), *Laramie County Commissioner*

Help Us 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



YouTube.com/CheyenneCVB

- **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.