

VISIT CHEYENNE

The Convention & Visitors Bureau

FEBRUARY 2018 NEWSLETTER

ANNOUNCEMENTS

2017 Hospitality Industry Highlights

Laramie County's hospitality industry ended 2017 on a positive note with most indicators showing improvements over 2016 figures. Here are a few of the highlights of the year:

Lodging Industry Turnaround: After a rough 2016, the local lodging industry started experiencing better economic activity beginning in May and continuing through the rest of the year. Total lodging room demand increased by 4% for the year.

Wayfinding Sign System Installed: Visit Cheyenne, the City, and various partners collaborated to install over 60 colorful wayfinding signs directing visitors to top attractions.

Cheyenne Botanic Gardens Conservatory Opens: The new multi-million dollar expansion opened to rave reviews.

Cheyenne 150 Anniversary Celebration: Cheyenne celebrated its sesquicentennial with a week long series of events.

Union Pacific Steam Shop Tours: Visit Cheyenne partnered with the Depot Museum and UP to offer steam shop tours throughout the year that attracted visitors from throughout the U.S.





Tourism Trade Show Season


Visit Cheyenne's Jill Pope recently returned from the American Bus Association trade show in Charlotte and the National Tour Association in San Antonio. Visit Cheyenne will be going to the RMI International Roundup in Kalispell, MT and the International Pow Wow in Denver later in the Spring. Visit Cheyenne will share the group tour leads with all interested travel partners. If you would like the group leads from these trade shows, please contact Jill (jill@cheyenne.org) or Darren (darren@cheyenne.org).

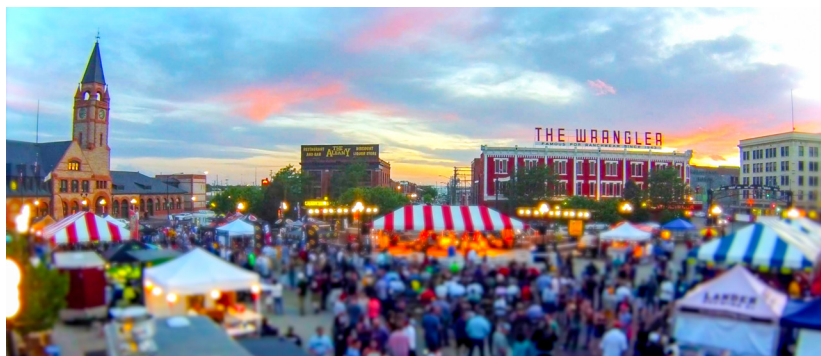
 Visit Cheyenne is preparing for the third annual **Cheyenne Restaurant Week** during the first week in April. The event features local restaurants offering unique menus at fixed prices to encourage locals and visitors to try to new restaurants and meals. For more information and to participate, contact Laura Levi at laura@cheyenne.org or **778-3133**.




 Visit Cheyenne is performing its annual **Lodging Survey** to determine the area’s customer base. The confidential survey allows Visit Cheyenne to create a composite view of the Laramie County lodging market that contains useful marketing information not only for Visit Cheyenne, but for the participating properties as well. For more info, contact Darren Rudloff at darren@cheyenne.org.

 The **Governor’s Tourism Conference** takes place on February 26-27 at Little America Hotel and Resort. Visit wyominggovernorsconference.com for details

 Would you like a one-of-a-kind piece of art for your business or organization? Have you considered commissioning a customized **Cheyenne Big Boot**? Visit Cheyenne and the Cheyenne Depot Museum are selling new customizable big boots (with a new group of artists) to businesses and organizations. For more information, check out cheyennebigboots.com or call Jill Pope at 778-3133.



 Visit Cheyenne will host its annual **How to Promote Your Event** training session on March 29 from 5 – 6:30 pm at the Laramie County Library.

 **CALENDAR**

Feb 7 **Visit Cheyenne Board Meeting**

Feb 26-27 **Wyoming Governor’s Tourism Conference, Cheyenne**

Apr 8-11 **Rocky Mountain International Roundup, Kalispell, MT**

 **2017 END-OF-YEAR LODGING STATISTICS**

Source: Smith Travel Research

	2017 Total	Change %
Occupancy Rate	54.3%	+0.3%
Avg. Room Rate	\$92.71	+0.3%
Room Supply		+4.0%
Room Demand		+4.3%

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121 W. 15th Street, Suite 202
Cheyenne, WY 82001
cheyenne.org

To discontinue receiving this **Newsletter** and **Calendar of Events** please contact the Visit Cheyenne office at 800-426-5009, 307-778-3133 or jill@cheyenne.org