

VISIT CHEYENNE

The Convention & Visitors Bureau

SEPTEMBER 2018 NEWSLETTER

ANNOUNCEMENTS

What Do Meeting Planners Really Think About Cheyenne? Find Out September 6

National research firm Young Strategies recently performed an extensive meeting planner survey for Visit Cheyenne. The survey of 100 meeting planners revealed their views of Cheyenne as a meetings destination, on topics like transportation, facilities, lodging, and convention services.

Young Strategies CEO Berkeley Young will present the results to area lodging and meeting facilities representatives on Thursday, September 6 at 3:30 pm at Little America. For more details and to RSVP, please contact Jim Walter at jim@cheyenne.org.



Cheyenne in the News!

Cheyenne recruits and works with travel writers to produce articles about travel options in Laramie County. The effort has resulted in recent stories in the magazines and/or websites of *Budget Travel*, *Cowboys and Indians*, *Forbes*, *Orbitz*, *Family Travel*, the *Lexington Herald*, and *Travel Pulse*. To see the latest Cheyenne articles, go to cheyenne.org/press/cheyenne-in-the-media.

Cheyenne Marathon September 23

Cheyenne is hosting its first marathon on Sunday, September 23! Currently more than 500 runners from 46 states are registered to run in the marathon, half-marathon, 10K, or relay. Visit Cheyenne is helping with graphics, the website, and registration assistance for the event. For more information, go to cheyennemarathon.com. Thanks to Laramie County Commissioner Amber Ash, her committee, and the generous sponsors for creating this great new event.



October 1 Lodging Per Diem Increases

The Federal per diem hotel rate for Laramie County is increasing to \$94 (up from \$93) on October 1, 2018. Laramie County's meal and incidental per diem increases to \$55 (up from \$51). More info is at gsa.gov/travel/plan-book/per-diem-rates.

Cheyenne Frontier Days News



Cheyenne Frontier Days tapped Jimmy Dean Siler to be the Chairman of the General Committee. Siler replaces Chairman Bill Berg whose three-year term just ended. Other new Committee members include Brady Westby (Concessions), Randy Craft (Contract Acts), Jerry Moberly (Grounds), Col. Brian Rico (Military), Ruthann Hubbard (Parades), and Chad Mathews (Rodeo). Congratulations!



CALENDAR

September 6

Meeting Planner Research Presentation, Little America

October 3

Destination Next Workshop

October 10-11

Wyoming Tourism Fall Summit, Laramie

October 17

Visit Cheyenne Board meeting

October 20, 26, 27, 28

Trolley Ghost Tours

Visit Cheyenne Executive Officers, FY 2019


Tony O'Brien, Little America (Chair)

Wendy Volk, Number One Properties (Vice Chair)


Domenic Bravo, WY State Parks (Treasurer)


Barry Sims, Retired, Taco Johns (Past Chair)


TIDBITS

 Cheyenne's **new air service on American Airlines** (via SkyWest) will start on November 4 at Cheyenne's new terminal. Book today at **aa.com**.



 Visit Cheyenne continues to work hard with community partners to raise funds for the **Depot Plaza Splash Pad**. The total raised now exceeds \$465,000 of the \$550,000 goal. For information on how to donate, go to **cheyennesplashpad.com**.

 The **Laramie County lodging tax** is on the ballot for renewal in November. Visitors pay the tax when they stay in local hotels, B&Bs, and campgrounds. The tax has been in effect since 1987 and has been renewed by the voters every time it has been on the ballot since.

 Visit Cheyenne's **Lisa Maney** received the 2018 "Gem" award from the Rocky Mountain chapter of the Society of Government Meeting Planners (SGMP) for her outstanding commitment to the industry. Congratulations!

JUNE LODGING STATISTICS

	JULY 2018	Change %	2018 Year to Date
Occupancy Rate	77.5%	+7.5%*	56.4% (+5.6%)
Average Room Rate	\$133.14	+1.9%*	\$94.84 (+0.1%)

*compared to July 2017

Source: Smith Travel Research

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