

Visitor Inquiry Profile and Conversion Survey

NOTE: This section of the study was completed in 2010, prior to Visit Cheyenne's name change. Thus, the destination marketing organization's name throughout this section is The Cheyenne Area Convention and Visitors Bureau (CACVB).

Visitor Inquiry Profile and Conversion Survey Methodology

The Cheyenne Area Convention and Visitors Bureau (CACVB) conducted a mail survey to document inquiry visitor profile and conversion of their marketing program.

In 2007 the CACVB pulled a random sample of 1,008 names from its database of approximately 7,000 inquiries from a one-year period covering April 2006 to March 2007. The CACVB wrote the questionnaire instrument and mailed the surveys in August 2007 to the list of 1,008 potential respondents. A total of 215 surveys were received by November 28, 2007 for a 21.33% response, which is above the typical response rate of 10% to 15% and can be considered very good. Thus, N=215 for the total response in this report unless otherwise noted.

The survey included an incentive of a drawing for a free Frontier Days visit to be selected from those that responded to the survey. This included two nights lodging, rodeo tickets for two days, concert tickets for two days and tickets to top attractions.

In 2009 the CACVB pulled a random sample of 1,043 names from its database from a one-year period covering April 2008 to May 2009. The CACVB wrote the questionnaire instrument and mailed surveys to 942 potential respondents and emailed invitations to complete the survey online to 101 potential respondents. A total of 308 surveys were received by December 31, 2009 for a 29.53% response rate, which is above the typical response rate of 10% to 15% and can be considered very good. Thus, N=308 for the total response in this report unless otherwise noted.

The survey included an incentive of a drawing for a free (1st prize) Frontier Days visit or (2nd prize) an iPod Nano to be selected from those that responded to the survey. The CFD trip included two nights lodging, rodeo tickets for two days, concert tickets for two days and tickets to top attractions.

As in 2007, the 2009 survey contained twenty-six (26) questions. Each question is stated in the following pages in numerical sequence and the findings and responses follow each question.

CACVB received the completed surveys and entered the data into an excel spreadsheet. Randall Travel Marketing (RTM) was hired to provide analysis for the collected data. RTM's observations and analysis based on the response data follow each question in this report.

Visitor Inquiry Profile and Conversion Survey

Summary of 2007 and 2009 Mail & Email Survey Data

- There are definitely differences in the data from 2007 to 2009. However, after deep analysis of both sets of data, it appears that the differences are primarily in the year-round visit interest of the 2009 inquiries versus the 2007 inquiries which were more focused on Cheyenne Frontier Days and the peak visitation period of July. This difference resulted in different responses for many items such as more extensive points of origin, shorter travel planning periods, higher expenditures, and broader range of activities.
- Overall when combined, respondents were from the states of Wisconsin, Colorado, Illinois, California, and Michigan. 2007 Mail Survey respondents were primarily from the states of Illinois, Michigan, Minnesota, Wisconsin and California. The states of Wisconsin, Colorado, California, Nebraska, and Ohio were primarily reported in the 2009 Mail & Email Survey.
- In the 2007 Mail Survey approximately 70% of the travel parties tended to be adults only. For the 2009 Mail & Email Survey 78% were adults only. Those traveling with children tend to have 1-2 children. Overall, adult-only travel parties comprise the significant majority of all visitors.
- Information sources for 2007 Mail survey respondents: Cheyenne tourism website, Cheyenne visitor guide, Wyoming Tourism website. The 2009 Mail & Email Survey respondents indicated Cheyenne visitor guide, Cheyenne tourism website, and the State of Wyoming tourism website and travel guide.
- Average length of stay was 2.98 nights in the 2007 Mail Survey and 2.65 nights in the 2009 Mail & Email Survey. Hotels/motels are the lodging of choice.
- Conversion for those that had and had not visited Cheyenne after receiving information from the Cheyenne Area Convention and Visitors Bureau was also different based on higher interest in primarily Cheyenne Frontier Days in 2007 and more year-round interest in 2009:

Visitor Status	Conversion Rate-2007	Conversion Rate-2009
Previous visitors to Cheyenne	45.10%	41.90%
New visitors to Cheyenne	48.89%	18.67%

- Approximately 31% of respondents to the 2009 Mail & Email Survey planned their trip in thirty days or less while 28% of 2007 Mail Survey respondents planned their trip within sixty days.
- A significant increase in visitation during the months of April, May and September was reported in the 2009 Mail & Email Survey and again is more reflective of year-round behavior rather than primarily focused on Cheyenne Frontier Days interest as seen in the 2007 data.

Month visited Cheyenne:	2007	2009
January	0.93%	2.70%
February	0.93%	1.35%
March	4.63%	4.05%
April	1.85%	6.76%
May	9.26%	14.86%
June	17.59%	20.27%
July	42.59%	37.84%
August	15.74%	17.57%
September	8.33%	16.22%
October	7.41%	10.81%
November	1.85%	4.05%
December	0.93%	1.35%

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- 76% of 2009 Mail & Email Survey respondents and 54% of the 2007 Mail Survey respondents drove from their point of origin. Approximately 20% of the 2007 Mail Survey respondents indicated fly/drive while 4% indicated fly/drive in the 2009 Mail & Email survey.
- On a 1-5 scale where 1 equals poor and 5 equals excellent, Cheyenne earned a 4.43 in overall visit satisfaction rating in the 2009 Mail & Email Survey, and a 4.45 from 2007 Mail Survey respondents.
- Specific ratings of amenities in Cheyenne include:

Amenity	Average 2007	Average 2009
Ease of finding visitor information	4.28	4.23
Overall appeal of attractions in the area	4.25	4.23
Level of service / employee training	4.17	4.12
Signage and way-finding	4.16	4.15
Variety of shopping & merchandise	4.03	4.02
Quality of lodging rooms	3.99	4.23
Range of choices for dining	3.89	4.13
Lodging value received for price paid	3.86	3.96

- In the 2007 Mail Survey the attributes visitors liked best included the Cheyenne Frontier Day related activities, friendly people, city and downtown area. The rank order changed in the 2009 Mail & Email Survey to “friendly people, rodeo, and scenery”. Overall primary dislikes are traffic, road construction and weather.
- Attraction awareness, visitation and ratings also changed depending on primary visit interest between Cheyenne Frontier Days and year-round:

Attractions	Never Heard of 2007	Visited 2006/07	Rating 2007	Never Heard of 2009	Visited 2008/09	Rating 2009
Cheyenne Frontier Days	4.63%	34.26%	4.77	6.76%	28.38%	4.43
Cheyenne Frontier Days Old West Museum	6.48%	32.41%	4.41	12.16%	32.43%	4.40
Wyoming State Museum	14.81%	20.37%	4.62	14.86%	31.08%	4.41
Wyoming State Capitol	7.41%	25.00%	4.76	8.11%	36.49%	4.36
Nelson Museum of the West	25.93%	13.89%	4.46	22.97%	17.57%	4.69
Cheyenne Trolley	15.74%	15.74%	4.25	18.92%	25.68%	4.63
Terry Bison Ranch	12.96%	22.22%	3.71	22.97%	13.51%	4.56
Cheyenne Botanic Gardens	19.44%	13.89%	4.54	21.62%	16.22%	4.57
Cheyenne Depot	16.67%	30.56%	4.50	12.16%	40.54%	4.28
Cheyenne Depot Museum	16.67%	25.93%	4.48	13.51%	31.08%	4.40
F.E. Warren Air Force Base / Museum	14.81%	13.89%	4.40	18.92%	12.16%	4.75
Big Boy Stem Engine	22.22%	13.89%	4.27	21.62%	22.97%	4.47
Historic Governors' Mansion	14.81%	11.11%	4.67	18.92%	12.16%	4.70
Cheyenne Gunslingers performance	12.96%	13.89%	4.36	24.32%	12.16%	4.29
Downtown Horse-drawn Carriage Ride	13.89%	9.26%	4.44	17.57%	13.51%	4.50
Western Shopping	7.41%	42.59%	4.21	13.51%	31.08%	4.38
Bit-O-Wyo Ranch	N/A	N/A	N/A	29.73%	6.76%	4.83
Pine Bluffs Friday Night Rodeo	23.15%	4.63%	5.00	29.73%	4.05%	5.00
Pine Bluffs Archaeological Dig	27.78%	6.48%	4.33	28.38%	8.11%	4.50
Other (specify)	N/A	N/A	N/A	4.05%	8.11%	4.67
Cultural event (specify)	0.93%	2.78%	5.00	N/A	N/A	N/A

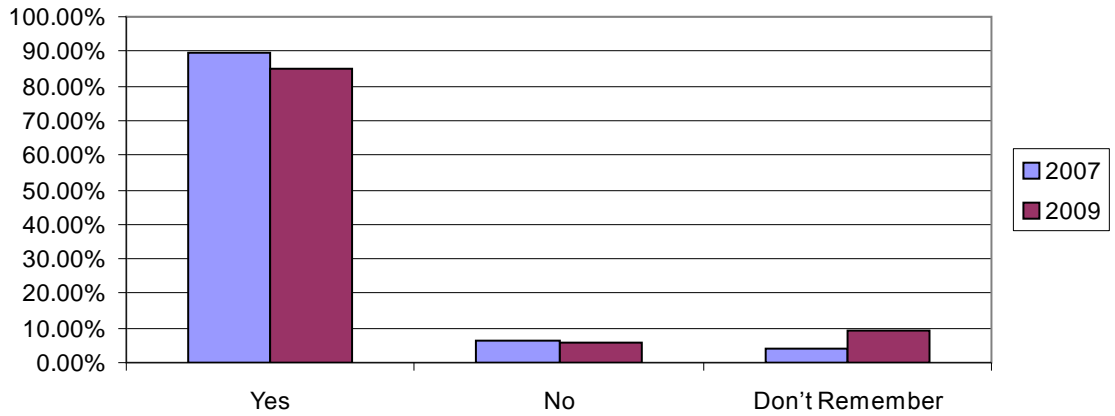
Visitor Inquiry Profile and Conversion Survey

- 2007 Mail Survey reported lodging as the highest expenditure followed by shopping, attractions/tickets, food/meals, and transportation. Shopping was the highest reported expenditure for 2009 Mail & Email Survey respondents followed by lodging, food/meals, attractions/tickets and transportation.

<u>Spending Category</u>	<u>Amount 2007</u>	<u>% of whole 2007</u>	<u>Amount 2009</u>	<u>% of whole 2009</u>
Lodging	\$77.83	26.21%	\$83.39	24.44%
Shopping	\$64.35	21.67%	\$109.69	32.14%
Attractions/tickets/tours/spas	\$62.86	21.17%	\$45.99	13.48%
Food /meals/ beverages	\$55.53	18.70%	\$62.22	18.23%
Transportation, fuel, etc.	<u>\$36.36</u>	<u>12.25%</u>	<u>\$39.96</u>	<u>11.71%</u>
Average Daily Expenses	\$296.93	100.00%	\$341.25	100.00%
Average Number of Nights	2.98		2.65	
Total Trip Expenditures	\$884.85		\$904.31	

Visitor Inquiry Profile and Conversion Survey

1. Do you recall receiving or seeing any Cheyenne tourism information?



Response	2007	2009
Yes	89.67%	84.97%
No	6.10%	5.56%
Don't Remember	4.23%	9.48%
No Response =	0.93%	0.65%
Survey Sample (N) =	215	308
Question Sample (n) =	213	306

RTM asks this question to confirm that respondents are answering the survey questions based on the information packet provided by Cheyenne Area Convention and Visitors Bureau. Both the 2007 and 2009 data sets can be considered highly reliable.

Visitor Inquiry Profile and Conversion Survey

2. Did you learn about Cheyenne from any of the following information sources? *(Circle number for all that apply)*

Top responses in bold

Information Source	2007	2009
Internet – Cheyenne tourism website (www.cheyenne.org)	47.64%	29.23%
Guides – Cheyenne Visitor Guide	41.88%	37.31%
Internet – Wyoming tourism website	36.65%	28.08%
Guides – AAA Tour Book	30.89%	22.69%
Guides – Wyoming State Travel Guide	28.27%	28.08%
Magazines – AAA Magazine (VIA, Encompass, Westways, etc.)	24.08%	25.38%
Other – Recommendation / Info from friends / family	20.94%	20.00%
Newspapers – Travel feature stories	15.71%	18.85%
Other - specify	15.71%	9.23%
Welcome Centers – Wyoming State Welcome Center	15.18%	16.92%
Welcome Centers – Cheyenne Depot Visitor Center	12.04%	6.54%
Magazines – History Channel	10.99%	13.85%
Magazines – 99 Things to Do in Yellowstone Country	7.33%	7.31%
Internet – On-line travel service (Expedia, Orbitz, etc.)	6.28%	6.54%
Newspapers – Wyoming newspaper ad or insert	4.19%	8.46%
Magazines – True West	3.66%	3.46%
Other – Television commercial	3.66%	10.77%
Internet – 24 / 7 travel website	1.57%	1.92%
Welcome Centers – Pine Bluffs Visitor Center	0.00%	N/A
Newspapers – <i>Parade</i> magazine insert	N/A	15.77%
Newspapers – Midwest Vacation Guide insert	N/A	11.92%
Magazines – National Geographic Traveler	N/A	10.77%
Survey Sample (N) =	191	260

2007 - Listed as “other specify”

- | | |
|--|---|
| <ul style="list-style-type: none"> • Been there before / previous knowledge (9) • Friend / Family (6) • American Cowboy magazine (2) • Chamber of Commerce (2) • History (2) • Travel books / magazine (2) | <ul style="list-style-type: none"> • Denver Stock Show • Drive-thru • Job website • Mail • Rodeo sites • Sierra Trading Post web-site • Stationed at WAFB, '51 |
|--|---|

2009 - Listed as “other specify”

- | | |
|---|--|
| <ul style="list-style-type: none"> • Previous visit (6) • Travel Channel (2) • Blogs • Close to base • Email • Location | <ul style="list-style-type: none"> • Newspaper • Show on PBS • Trains Magazine • Truck driving through • Website • Wikipedia |
|---|--|

Visitor Inquiry Profile and Conversion Survey

2. (Continued)

A cross tabulation of the survey data produced the conversion rates for the specific advertising placements implemented by the Cheyenne Area Convention and Visitors Bureau. This data shows the percentage of the total inquiries from each advertising source that convert to an actual visit to the region.

Information Source	2007 Conversion Rate	2009 Conversion Rate
Welcome Centers – Cheyenne Depot Visitor Center	91.30%	82.35%
Welcome Centers – Wyoming State Welcome Center	79.31%	55.81%
Magazines – 99 Things to Do in Yellowstone Country	78.57%	33.33%
Magazines – True West	71.43%	62.50%
Internet – On-line travel service (Expedia, Orbitz, etc.)	63.64%	17.65%
Guides – Cheyenne Visitor Guide	62.03%	34.74%
Other – Television commercial	60.00%	33.78%
Internet – Cheyenne tourism website (www.cheyenne.org)	57.30%	33.78%
Newspapers – Wyoming newspaper ad or insert	57.14%	42.86%
Other - specify	56.67%	20.83%
Guides – Wyoming State Travel Guide	55.56%	41.67%
Internet – Wyoming tourism website	52.17%	30.56%
Newspapers – Travel feature stories	51.72%	28.57%
Guides – AAA Tour Book	50.00%	43.10%
Internet – 24/7 travel website	50.00%	20.00%
Other – Recommendation / Info from friends / family	48.72%	30.77%
Magazines – History Channel	47.62%	42.86%
Magazines – AAA Magazine (VIA, Encompass, Westways, etc.)	44.19%	36.36%
Welcome Centers – Pine Bluffs Visitor Center	N/A	N/A
Newspapers – <i>Parade</i> magazine insert	N/A	24.39%
Newspapers – Midwest Vacation Guide insert	N/A	35.48%
Magazines – National Geographic Traveler	N/A	32.14%

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3. What do you remember liking or disliking most about the Cheyenne information?

2007 - Top Reported Likes

- Informative (21)
- Pictures (15)
- Rodeo information (13)
- All of the information (11)
- Beautiful Country/area/scenery (11)
- Colorful (10)
- Map (10)
- Attractions information (9)
- Easy to read (8)
- CFD/CFD brochure/CFD website (8)
- Accommodation listings (7)
- Attractive presentation (7)
- Detailed information (7)
- Complete information (6)
- Friendly people (6)
- Historic/history (6)
- Information good (6)
- Created interest (5)
- Activities information (4)
- Amount of information (3)
- Event guide (3)
- Information variety (3)
- Open spaces (3)
- Phone numbers for information (3)
- Promptness in sending (3)
- Shopping (3)
- Atmosphere (2)
- Clearly stated information (2)
- Concerts (2)
- Exciting (2)
- Many things (2)
- Museums (2)
- Old West atmosphere (2)
- Old West style (2)
- Organized (2)
- Restaurant information (2)
- AAA is very informative
- Camping
- Concise
- Cowboy life
- Downtown
- Easy to get
- E-mail updates & information
- Entertainment information
- Fishing
- Great for family
- Helpful
- Interesting
- Liked seeing Cheyenne again
- Links to area information
- More than 1 Day
- No strong opinion
- No traffic jams
- Not an overwhelming amount
- Not enough information
- Out right
- Outdoor recreation
- Parks
- Pertinent information
- Plains Hotel
- Positive
- Regional information
- RR Museum
- Served its purpose
- Show
- Similar to other travel brochures
- Stars performing information
- State Capitol
- Suggestions good
- Terry Bison ranch
- The West!!!!
- Thorough
- Ticket information
- Tone was friendly
- Tour information
- Trip to working ranch
- Up-to-date
- Western tourist

Visitor Inquiry Profile and Conversion Survey

3. (Continued)

2009 - Top Reported Likes

- Beautiful Scenery (31)
- Photos/colorful photos (27)
- Informative (21)
- Activity information (19)
- All the Information/everything (14)
- History (11)
- Cheyenne Frontier Days information (10)
- Rodeo information (10)
- Amount of info (7)
- Attractions list (7)
- Detailed Information (6)
- Calendar of events (5)
- City Map (5)
- Easy to Read (5)
- Helpful Information (5)
- Museums (5)
- Area around Cheyenne (4)
- Concise/clear information (4)
- Descriptions (4)
- Old West atmosphere (4)
- Variety of information (4)
- Western atmosphere (4)
- Accommodations (3)
- Concert information (3)
- Fun vacation (3)
- Interesting information (3)
- Layout (3)
- Lodging information (3)
- People friendly (3)
- Received quickly (3)
- Shopping (3)
- Yellowstone (3)
- Area information (2)
- Country charm (2)
- Events page on the web (2)
- Fishing information (2)
- Inviting (2)
- Nothing (2)
- Top ten attractions (2)
- Trolley ride (2)
- Weather (2)
- 4th of July
- Activities for family
- Adventure
- Advertisements
- Appealing
- Bison Ranch
- Boot
- Brings back memories
- Brochure
- Cheyenne Depot Visitor Center
- Cheyenne Dog Park
- Choices
- Complete coverage
- Content
- Convenient
- Country entertainment
- Coupons
- Dining guide
- Do not recall
- Few people
- Great outdoors
- Help plan where to go
- Helpful #s and websites
- Hiking
- Home Away magazine
- Horse back information
- Included info I was seeking
- Innovative
- Interests
- Jasper WY
- Keeps me updated
- Location
- National Geographic Traveler
- National Parks
- Outdoors
- Place
- Places featured
- Places to call
- Presentation
- Pricing
- Received but didn't read yet
- See who came to do shows
- Seemed like a place I would like
- Serenity
- Show variety
- Space available
- Specific info
- State map
- State Parks
- State Welcome Center
- Taco Johns
- Train station
- Travel features
- TV ads to see concerts
- Up to date info
- User friendly
- Vacation spot info
- Various opportunities
- We are not winter people
- We are western people
- Websites
- Well written
- Wildlife
- Wyoming

Visitor Inquiry Profile and Conversion Survey

3. (Continued)

2007 - Top Reported Dislikes

- **None/nothing (10)**
- **Maps not detailed/directions unclear (7)**
- **Not enough information (4)**
- **Not enough hotel/motel information (2)**
- **Old information (2)**
- Approximate cost not given to budget for trip
- Better delineation of roads, events, attractions, seasonal closures
- Boring presentation
- Brochure - more like regular book
- Can't afford time off
- Cheyenne visitor guide was small
- Cold in winter
- Could be a little bigger type
- Doesn't inspire a visit
- Few AFB
- Getting room
- Lack of activities mentioned
- Lack of specificity
- More free things to do
- More information about attractions
- More information on CFD
- Not enough places to sit down
- Ordered 2 guides - summer & winter
- Parking
- Shopping
- Some information packets would be worthless and not tell us too much information
- Too far from Pennsylvania
- We didn't have enough time to see anything
- Would like earlier release
- Would like to see more information about things to do with kids

Visitor Inquiry Profile and Conversion Survey

3. (Continued)

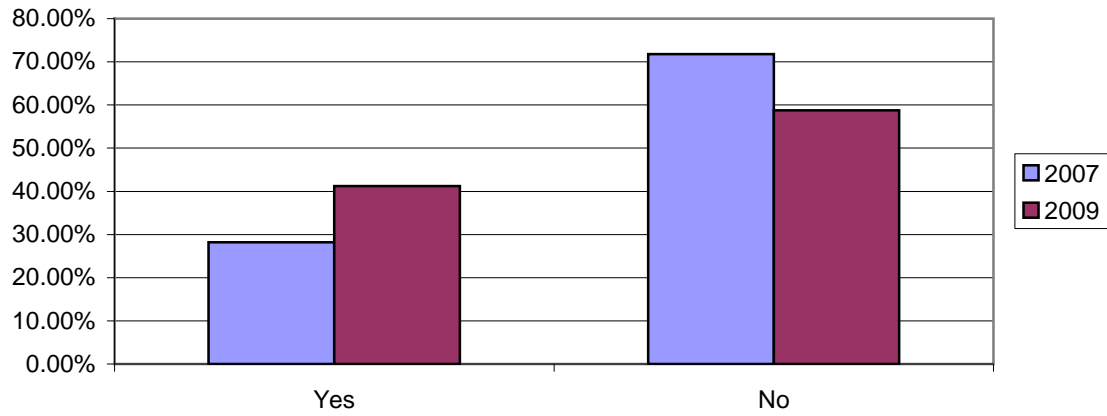
2009 - Top Reported Dislikes

- **No dislikes (10)**
- **No price lists (6)**
- **More list of lodging (3)**
- **Better CFD map (2)**
- **Cost of hotels (2)**
- **Distance from me (2)**
- **Not enough pictures (2)**
- **Website (2)**
- Calendar of events
- Camping info and we don't camp
- Cheyenne is widespread
- Cold weather
- Confusing
- Cost of attractions
- Cowboy museum
- Didn't get much info
- George Strait tickets were sold out
- Had trouble finding dates
- Large carnival now
- Lifeless website
- More CFD info
- More one on one phone
- More phone numbers
- Need lifestyle info
- Needed more rodeo info
- Needs activities for the eccentric traveler
- Needs outdoor info
- No audio
- No restaurants near visiting areas
- Not detailed enough
- Not enough info
- Not enough info about activities and dates
- Not enough info on campgrounds
- Not enough TV ads
- Operation times
- Prices
- Pricey restaurants
- Sparse info
- Things to do with kids
- Tickets sell out fast
- Too much advertisement
- Too much wild west and rodeo
- Unsavory people
- We are not winter people

These questions were asked to determine which information is most important to potential visitors. Clearly the beautiful scenery, photography and detailed information were the top reported likes. Dislikes include lack of pricing information and lodging options.

Visitor Inquiry Profile and Conversion Survey

4. *Had you traveled to Cheyenne before you received the information?*

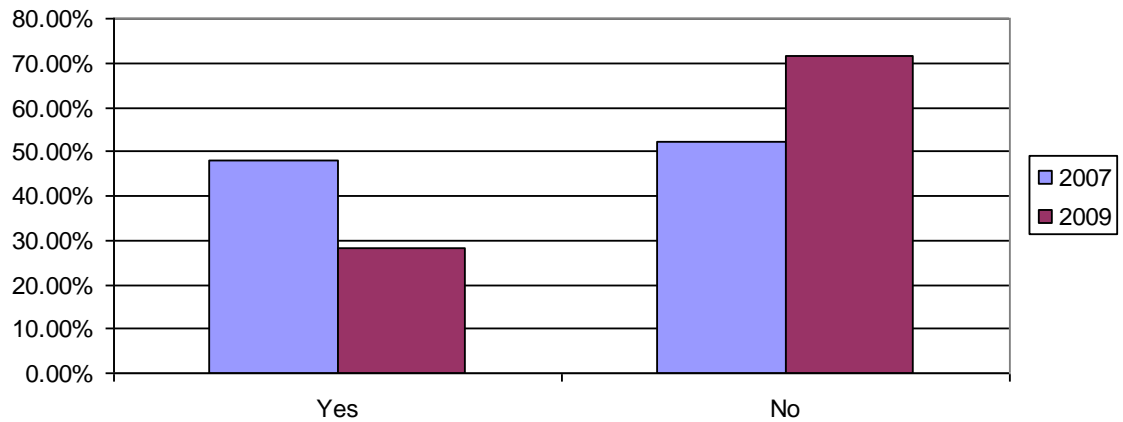


Response	2007	2009
Yes	28.19%	41.25%
No	71.81%	58.75%
No Response =	1.57%	1.15%
Survey Sample (N) =	191	260
Question Sample (n) =	188	257

This question was asked to determine if potential visitors made a trip to the Cheyenne area prior to requesting information.

Visitor Inquiry Profile and Conversion Survey

5. Did you travel to Cheyenne after you received the information?



Response	2007	2009
Yes	47.85%	28.40%
No	52.15%	71.60%
No Response =	2.62%	1.15%
Survey Sample (N) =	191	260
Question Sample (n) =	186	257

A cross tabulation of the survey data produced the conversion rates for respondents that had and had not visited the Cheyenne region after receiving information from Cheyenne Area Convention and Visitors Bureau.

Visitor Status	Conversion Rate-2007	Conversion Rate-2009
Previous visitors to Cheyenne	45.10%	41.90%
New visitors to Cheyenne	48.89%	18.67%

In RTM's analysis it makes sense that there would be a lower conversion ratio for both first time and repeat visitors in the 2009 responses as the 2007 responses were more focused on Cheyenne Frontier Days primarily rather than year-round visitation. Thus, this seemingly "drop" in conversion is no reason for concern.

Visitor Inquiry Profile and Conversion Survey

6. Please tell us what other destinations you have chosen in the past two years: (2007)

- | | | |
|--------------------------------------|--------------------------|-----------------------------|
| • Denver, CO (22) | • Houston, TX (3) | • Oklahoma (2) |
| • Yellowstone National Park, WY (20) | • Kansas City (3) | • Omaha, NE (2) |
| • Colorado (15) | • Kentucky (3) | • Paris (2) |
| • Florida (15) | • Keystone, SD (3) | • Phoenix (2) |
| • New Mexico (14) | • Minnesota (3) | • Rapid City, SD (2) |
| • Las Vegas, NV (13) | • Mt. Rushmore, SD (3) | • Rocky Mountains (2) |
| • Arizona (11) | • New England States (3) | • Sacramento, CA (2) |
| • Montana (10) | • New Orleans, LA (3) | • Spain (2) |
| • Branson, MO (9) | • New York (3) | • Springfield, Illinois (2) |
| • Mexico (8) | • Panama City, FL (3) | • Sturgis, SD (2) |
| • Tennessee (8) | • Reno, Nevada (3) | • Thermopolis (2) |
| • Alaska (7) | • San Francisco, CA (3) | • Tucson, AZ (2) |
| • North Carolina (7) | • Seattle, WA (3) | • VA Beach, VA (2) |
| • South Dakota (7) | • Virginia (3) | • Vancouver, WA (2) |
| • Jackson Hole, WY (6) | • Wisconsin (3) | • Washington State (2) |
| • Oregon (6) | • Billings, MT (2) | • Washington, DC (2) |
| • Orlando, FL (6) | • Black Hills, SD (2) | • West Virginia (2) |
| • Texas (6) | • Breckenridge, CO (2) | • 8 National Parks |
| • Utah (6) | • Canada (2) | • Africa |
| • Cody, WY (5) | • Cancun, Mexico (2) | • Alabama |
| • Colorado Springs, CO (5) | • Caribbean (2) | • Alaskan Cruise |
| • Dallas, TX (5) | • Door County, WI (2) | • Albuquerque |
| • Kansas (5) | • Duluth, MN (2) | • Amana Colonies, IA |
| • St. Louis, MO (5) | • England (2) | • Anchorage, AL |
| • Wyoming (5) | • Florida Keys (2) | • Asheville, NC |
| • Disney World (4) | • Ft. Worth, TX (2) | • Auburn, CA |
| • Estes Park, CO (4) | • Galveston, TX (2) | • Baltic countries |
| • Hawaii (4) | • Idaho (2) | • Beaumont, TX |
| • Michigan (4) | • Kansas City, MO (2) | • Belize |
| • Milwaukee, WI (4) | • Los Angeles (2) | • Big Sur, CA |
| • New York City (4) | • Louisiana (2) | • Blue Ridge Mtns. |
| • North Dakota (4) | • Maine (2) | • Boise, ID |
| • Pennsylvania (4) | • Minneapolis, MN (2) | • Bonaire |
| • San Antonio, TX (4) | • Missouri (2) | • Boston, MA |
| • Vermont (4) | • Myrtle Beach, SC (2) | • Boulder, CO |
| • Williamsburg, VA (4) | • Nashville, TN (2) | • Brainerd, MN |
| • Atlanta, GA (3) | • Nebraska (2) | • Buena Vista, CO |
| • California (3) | • New Hampshire (2) | • Buffalo |
| • Casper, WY (3) | • None (2) | • Cabo San Lucas, Mexico |
| • Chicago, IL (3) | | • Calgary |
| • Fort Collins, CO (3) | | • Cape Cod |
| • Gettysburg, PA (3) | | • Caribbean cruise |
| • Glacier National Park (3) | | |
| • Grand Canyon (3) | | |

Visitor Inquiry Profile and Conversion Survey

6. (Continued) (2007)

- Cayucus, CA
- Cedar Point
- Channel Islands NP
- Cheyenne
- Coco Beach, FL
- Columbus, OH
- Connecticut
- Costa Rica
- Cripple Creek
- Cruises
- Crystal River, FL
- Current River, MO
- Delavan, WI
- Delaware
- Detroit
- Disneyland
- Dubuque, IA
- Durango, TX
- Eau Claire, WI
- Encampment/Saratoga
- Eugene, OR
- Europe
- Fairbanks, AK
- Fish Creek, WI
- Fort Myers, FL
- Galena, Illinois
- Gatlinburg, TN
- Georgia
- Grand Junction, CO
- Grand Lake, CO
- Grand Tetons
- Greece
- Green Valley, AZ
- Hilton Head
- Honduras
- Hudson, WI
- Illinois
- Indiana
- Indy 500
- Indianapolis, IN
- In-state - Ohio - short weekend trips
- Iowa
- Ireland
- Italy
- Jamaica
- Jamestown, VA
- Jasper County, MO
- Key West, FL
- Lake Tahoe
- Lancaster, PA
- Laramie
- Laughlin, NV
- Lexington, KY
- Local - Bear Lake
- London
- Manchester, UK
- Memphis
- Mesa Verde, CO
- Mesa, Arizona
- Miami, FL
- Milford, CT
- Minfus, TN
- Missoula, MT
- Mobile, AL
- Monterey, CA
- Montreal, Canada
- Moran, WY
- Nags Head, NC
- Naples, FL
- Nevada
- New Haven, CN
- New Jersey
- Newport News, VA
- Niagara Falls
- Nice, France
- Norman, OK
- North Carolina mountains
- North Pole, AK
- Ocean City, MD
- Ohio coastal areas
- Oklahoma City, OK
- Okoboji, IA
- Ontario, Canada
- Outer Banks, NC
- Ozark mountains
- Pacific Northwest
- Palmer, AL
- Pella, IA
- Pensacola, FL
- Philadelphia
- Pigeon Forge, TN
- Pikes Peak
- Pittsburgh, PA
- Portland
- Red Lodge, MT
- Rhode Island
- Riverton, WY
- Rochester, MN
- Ruidoso, NM
- Russia
- Salt Lake City
- Sarasota, FL
- Sitka, AK
- South Carolina
- Spearfish, SD
- Spokane, WA
- St. George, UT
- Sun Valley, Idaho
- Tacoma, WA
- Tampa, FL
- Taos, NM
- Tarpon Springs, FL
- Tempe, AZ
- Tombstone, AZ
- Traverse City
- Tulsa, OK
- Tunica, TN
- Turkey
- Vail, CO
- Virginia mountains
- Waimia, Hawaii
- Watertown, SD
- White Mtns., AZ
- White Water MN State Park
- Wood Lake, CA
- Wrightsville Beach, NC
- Yosemite, CA

Visitor Inquiry Profile and Conversion Survey

6. (Continued) (2009)

- Florida (20)
- Branson, MO (19)
- Colorado (16)
- Montana (12)
- Yellowstone (12)
- Black Hills, SD (9)
- No where (9)
- South Dakota (9)
- Arizona (8)
- California (8)
- Chicago, IL (8)
- Utah (8)
- Alaska (7)
- Las Vegas, NV (7)
- Mexico (7)
- Washington, DC (7)
- Canada (6)
- Denver, CO (6)
- New Mexico (6)
- Disney World (5)
- Michigan (5)
- Nashville, TN (5)
- Oregon (5)
- Rocky Mtn. Nat. Park (5)
- Wisconsin (5)
- Hawaii (4)
- Jackson Hole, WY (4)
- Orlando, FL (4)
- Tennessee (4)
- Texas (4)
- Arkansas (3)
- Calgary, Canada (3)
- Cody (3)
- Dallas, TX (3)
- Europe (3)
- Indiana (3)
- Kentucky (3)
- Key West (3)
- Lincoln, NE (3)
- Minnesota (3)
- Missouri (3)
- Mt. Rushmore (3)
- Nebraska (3)
- Nevada (3)
- New Orleans, LA (3)
- New York (3)
- North Carolina (3)
- Rapid City, SD (3)
- San Diego, CA (3)
- Santa Fe, NM (3)
- Seattle (3)
- Sheridan, WY (3)
- Atlanta (2)
- Austin, TX (2)
- Bahamas (2)
- Buffalo, NY (2)
- Casper, WY (2)
- China (2)
- Costa Rica (2)
- England (2)
- Gatlinburg, TN (2)
- Germany (2)
- Grand Canyon (2)
- Grand Junction, CO (2)
- Idaho (2)
- Kansas (2)
- Laramie, WY (2)
- London, England (2)
- Maine (2)
- Myrtle Beach, S.C. (2)
- North Dakota (2)
- Oklahoma (2)
- Omaha, NE (2)
- Prescott, AZ (2)
- San Antonio, TX (2)
- Sedona, AZ (2)
- St. Louis, MO (2)
- St. Maarten (2)
- Steamboat, CO (2)
- Tampa (2)
- Traverse City (2)
- Virginia (2)
- Wyoming (2)
- Air Force Academy
- Alabama
- Alaskan cruise
- Albuquerque, NM
- Ann Arbor, MI
- Antlers, OK
- Berlin, Germany
- Big Horns
- Billings, MT
- Biloxi, MS
- Bozeman
- British Columbia
- Butte, Montana
- Camping
- Cape cod
- Caribbean Islands
- Charleston, SC

Visitor Inquiry Profile and Conversion Survey

6. (Continued) (2009)

- Charlotte, NC
- Cheyenne
- Colorado Springs, CO
- Corn Palace, SD
- Disneyland
- Eagle River, WI
- East Coast
- Estes Park
- Fishing
- Gate City VA
- Gillette, WY
- Glacier National Park
- Glenwood, CO
- Greeley
- Greybull
- Gulf Shores, AL
- Harvard, NE
- Hot Springs, SD
- Imperial, NE
- Indianapolis
- Iowa
- Ireland
- Israel
- Italy
- Japan
- Kansas City
- Kansas City, MO
- Key Stone, SD
- Lego Land
- Louisiana
- Loveland, CO
- Mackinaw Island
- Mall of America
- Minneapolis, MN
- Missoula, MT
- Motorhome across country
- National Parks
- New Brunswick Canada
- New York City
- Newport, RI
- Niagra Falls
- Norfolk, VA
- Ocean Springs, MD
- Ogalala
- Ohio
- Oklahoma City
- Payson, AZ
- Pennsylvania
- Phoenix
- Pigeon Forge
- Pocono, PA
- Poquoson, VA
- Portland, OR
- Punta Cana
- Rose Bowl
- Salt Lake, UT
- San Francisco, CA
- Saratoga
- Savannah, GA
- Smoky Mountains
- South Carolina
- South Fork, CO
- South Texas
- Southeast U.S.
- Southern States
- Southwest
- St. Pete, FL
- Sundance
- Sunset Beach, NC
- Toronto, Canada
- United States
- Valentine, NE
- Valpariso, Ind
- Vegas
- Waco, TX
- Wall Drug, SD
- Washington State
- West coast
- West Virginia
- Western Caribbean
- Wilmington, SC

Visitor Inquiry Profile and Conversion Survey

***Note:** 2007 - For questions 7-19 the survey sample (N) is 108. This includes all respondents who should have completed these questions.

2009 – For questions 7-19 the survey sample (N) is 74. This includes all respondents who should have completed these questions.

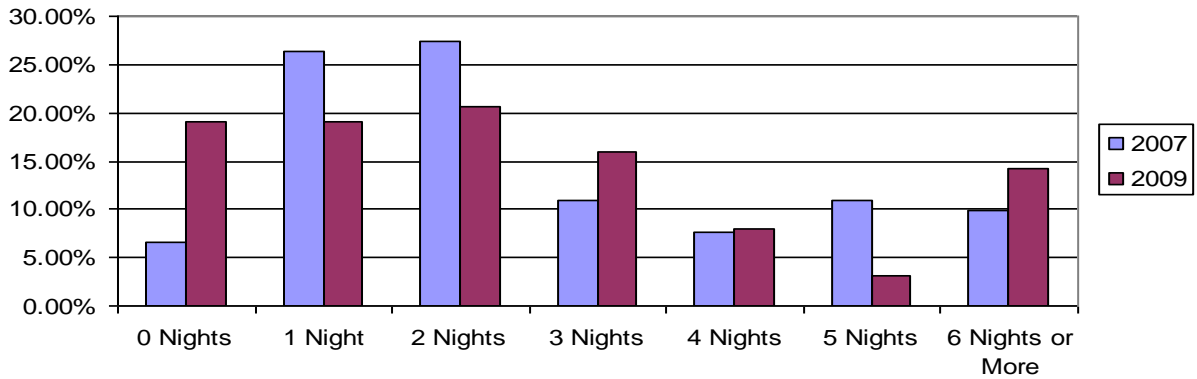
7. How far in advance did you plan your last trip to Cheyenne? (Circle one)

Planning Time	2007	2009
1 week before travel	4.72%	9.84%
2 weeks before travel	1.89%	3.28%
1 month before travel	10.38%	18.03%
2 months before travel	11.32%	22.95%
3 months before travel	12.26%	13.11%
4 months before travel	11.32%	4.92%
5 months before travel	13.21%	1.64%
6 months or more before travel	34.91%	26.23%
No Response =	1.85%	17.57%
Survey Sample (N) =	108	74
Question Sample (n) =	106	61

In the 2009 study respondents indicated a dramatic change in the amount of trip planning time with more than one half of respondents (54.10%) planning their trip within sixty days of traveling where in 2007 slightly more than one fourth (28.31%) planned within sixty days of traveling. Again, this data difference is likely the result of the Cheyenne Frontier Days interest in the 2007 data set.

Visitor Inquiry Profile and Conversion Survey

8. How many nights did you spend in Cheyenne?

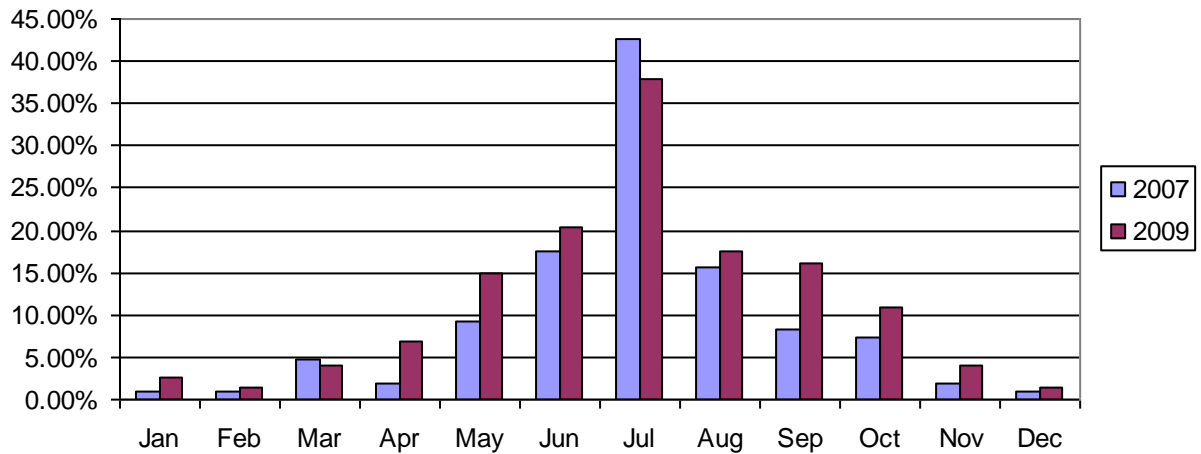


Number of Nights	2007	2009
0 Nights	6.59%	19.05%
1 Night	26.37%	19.05%
2 Nights	27.47%	20.63%
3 Nights	10.99%	15.87%
4 Nights	7.69%	7.94%
5 Nights	10.99%	3.17%
6 Nights or More	9.89%	14.29%
Average number of nights =	2.98	2.65
No Response =	15.74%	14.86%
Survey Sample (N) =	108	74
Question Sample (n) =	91	63

The results here match national data that shows many travelers made shorter trips in 2009, in part due to the economic downturn as well as the fact that this likely represents more typical Cheyenne travel patterns, rather than focusing more on visitation during Cheyenne Frontier Days.

Visitor Inquiry Profile and Conversion Survey

9. Circle the month(s) during which you visited Cheyenne:



Month	2007	2009
Jan	0.93%	2.70%
Feb	0.93%	1.35%
Mar	4.63%	4.05%
Apr	1.85%	6.76%
May	9.26%	14.86%
Jun	17.59%	20.27%
Jul	42.59%	37.84%
Aug	15.74%	17.57%
Sep	8.33%	16.22%
Oct	7.41%	10.81%
Nov	1.85%	4.05%
Dec	0.93%	1.35%
Survey Sample (N) =	108	74

This question was asked to document the months of visitation by inquirers. Overall visitation for 2009 was less concentrated in July (Cheyenne Frontier Days) with definitely more visitation in spring, and autumn (April, May, September and October).

Visitor Inquiry Profile and Conversion Survey

10. What was the main purpose of your visit to Cheyenne? (Circle one)

The TOP responses are in bold

Main Purpose	2007	2009
Vacation/getaway	38.24%	33.33%
Pass thru on longer trip	19.61%	20.99%
Other (specify)	13.73%	3.70%
Attend an event/festival	10.78%	9.88%
Visit friends/relatives	7.84%	11.11%
Camping	2.94%	2.47%
Meeting/conference	1.96%	2.47%
Shopping	1.96%	2.47%
Business	0.98%	8.64%
Hiking	0.98%	0.00%
Romantic getaway	0.98%	0.00%
Visit a theme park	0.00%	N/A
Reunion	0.00%	1.23%
Outdoor recreation	0.00%	3.70%
Cultural arts and / or antiquing	0.00%	0.00%
Survey Sample (N) =	108	74

Listed as “Other specify”:

2007

- **CFD (5)**
- **Relocation (3)**
- History
- Honeymoon
- Internship
- Railroads
- Re-visit WAFB
- Rodeo

2009

- Bowling
- Day trip
- Railfanning

As might be expected, vacation/getaway is the top response to this question, followed fairly closely by “pass through on longer trip.”

Again, the differences appear to be primarily related to the higher concentration of Cheyenne Frontier Days interest in the 2007 responses.

Visitor Inquiry Profile and Conversion Survey

11. What type of lodging did you use most while in Cheyenne? (circle one)

The TOP responses in bold

Lodging Type	2007	2009
Hotel	38.95%	36.21%
Motel	29.47%	44.83%
Campground/campsite	14.74%	8.62%
Friends/family house	11.58%	6.90%
Other (specify)	3.16%	3.45%
Rental house/condo / cabin	2.11%	0.00%
Bed & breakfast inn	0.00%	0.00%
No Response =	12.04%	21.62%
Survey Sample (N) =	108	74
Question Sample (n) =	95	58

Other:

2007

- None (2)
- Motel was 50 miles away

2009

- Motel & Campground

As in the 2007 study hotel/motel is the lodging preference of those visiting Cheyenne. Awareness of the types of lodging used by visitors will help the Cheyenne Area Convention and Visitors Bureau track and document the impact of its marketing effort for its lodging constituents.

This information matches what RTM typically finds for a destination such as Cheyenne. Generally we find that the majority of tourists prefer the known reliability of a hotel or motel. And, again, this data makes sense for the base of inquiries studied, with higher use of campgrounds and homes of friends and family for those who are primarily interested in Cheyenne Frontier Days.

Visitor Inquiry Profile and Conversion Survey

12. What mode of transportation did you use to visit Cheyenne? (Circle one).

Top response in bold

Transportation Mode	2007	2009
Personal auto only	53.54%	76.12%
Fly/drive	20.20%	4.48%
Rental vehicle	18.18%	11.94%
Camper/RV	7.07%	4.48%
Motor coach/bus	1.01%	0.00%
Other (specify)	0.00%	2.99%
No response =	8.33%	9.46%
Survey Sample (N) =	108	74
Question Sample (n) =	99	67

Listed for “which airport”? :

2007

- Denver, CO (16)
- Cheyenne
- Omaha, NE
- Private strip

Listed for “other specify”:

2009

- Company Car
- Semi

The 2009 Mail & Email Survey data is more reflective of overall travel patterns rather than the 2007 Mail Survey data which focused more on responses from those interested in Cheyenne Frontier Days. In the next question (following) we also see that the 2009 data set included more families traveling with children, while the 2007 responses reflected more adults traveling without children. The smaller “fly/drive” statistic here is highly reflective of that behavior.

Visitor Inquiry Profile and Conversion Survey

13. Including you, how many people went on the trip?

Number of Adults	2007	2009
1	13.04%	13.43%
2	68.48%	68.66%
3	6.52%	7.46%
4	8.70%	8.96%
5 or More	3.26%	1.49%
Average	2.24	2.18
No Response =	14.81%	9.46%
Survey Sample (N) =	108	74
Question Sample (n) =	92	67

Percentage of visitors traveling with adults only: 2007 69.57%
2009 77.61%

Number of Children	2007	2009
1	39.29%	40.00%
2	32.14%	40.00%
3	21.43%	6.67%
4	0.00%	6.67%
5 or More	7.14%	6.67%
Average children for parties with children =	2.07	2.00
Average children for sample =	0.63 (n=92)	0.45 (n=67)
No Response =	74.07%	79.73%
Survey Sample (N) =	108	74
Question Sample (n) =	28	15

Percentage of visitors traveling with children: 2007 30.43%
2009 22.39%

Overall the responses in this study represented a travel party size of 2 adults, with a slight increase in adult only travel parties for the 2009 study. Those traveling with children indicated 1 or 2 children were typically in their party.

Nationally, the Travel Industry Association of America (TIA) reports that one in five (22%) trips in the United States include children under the age of 18. Thus, Cheyenne matches national data and the Cheyenne Area Convention and Visitors Bureau should continue to place the greatest emphasis on marketing itself to adult travel parties as well as maintaining a healthy amount of marketing to families with children.

Visitor Inquiry Profile and Conversion Survey

14. Please estimate how much you spent while in Cheyenne:

<u>Spending Category</u>	<u>Amount 2007</u>	<u>% of whole 2007</u>	<u>Amount 2009</u>	<u>% of whole 2009</u>
Lodging	\$77.83	26.21%	\$83.39	24.44%
Shopping	\$64.35	21.67%	\$109.69	32.14%
Attractions/tickets/tours/spas	\$62.86	21.17%	\$45.99	13.48%
Food /meals/ beverages	\$55.53	18.70%	\$62.22	18.23%
Transportation, fuel, etc.	\$36.36	12.25%	\$39.96	11.71%
Average Daily Expenses	\$296.93	100.00%	\$341.25	100.00%
Average Number of Nights	2.98		2.65	
Total Trip Expenditures	\$884.85		\$904.31	

In the 2007 Mail Survey, we find that lodging is the top category of expenditure at a daily average of \$77.83. The second largest category of expenditure is shopping at \$64.35. Shopping is identified nationally as the number one tourist activity. Attractions/tickets/tours/spas rated next most highly at \$62.86. This seems a bit high compared to other destinations however one must remember that Cheyenne Frontier Days is very prevalent in this study. Food/meals/beverages came in next at approximately \$55.53 per day. Transportation and fuel came in last at approximately \$36.36 per day.

Respondents in the 2009 Mail & Email Survey reported shopping as the highest expenditure \$109.69. This is likely more reflective of overall Cheyenne visitor behavior as it is not as specific to Cheyenne Frontier Days as the 2007 data. Lodging is reported as the next highest expenditure (\$83.39) followed by food/meals/beverages (\$62.22), attraction/tickets/tours/spas (\$45.99) and transportation/fuel (\$39.96).

Shopping expenditures increased significantly in the 2009 responses compared to 2007. In destination research when we find shopping to be the largest expenditure, we can be sure that the destination is taking maximum advantage of economic impact opportunities. Thus, the higher focus on shopping during typical visits to Cheyenne (as opposed to visits primarily for Cheyenne Frontier Days) is good.

Therefore, Cheyenne Area Convention and Visitors Bureau can have confidence in the level of average daily spending reported by visitors. Also, CACVB now has evidence that the true economic impact of visitors is more than just in direct visitor spending such as lodging and attractions. Tourism in the Cheyenne region is a large contributor to overall retail sales for the area.

Future marketing efforts should include an emphasis on the shopping highlights of the area as a reason to visit and extend the stay. Additionally, the CACVB should encourage local businesses to develop more shopping opportunities for visitors to most effectively grow per-visitor expenditures.

Visitor Inquiry Profile and Conversion Survey

- 15. Following is a list of Cheyenne area attractions and events.**
For each attraction or event: First, circle (1) if you never heard of it, or (2) if you visited it in the last two years.
Second, if you visited the attraction, rate it on a 5-point scale, where 5 is Excellent, 3 is Average, and 1 is Poor.

Attractions	Never Heard of 2007	Visited 2006/2007	Rating 2007	Never Heard of 2009	Visited 2008/2009	Rating 2009
Cheyenne Frontier Days	4.63%	34.26%	4.77	6.76%	28.38%	4.43
Cheyenne Frontier Days Old West Museum	6.48%	32.41%	4.41	12.16%	32.43%	4.40
Wyoming State Museum	14.81%	20.37%	4.62	14.86%	31.08%	4.41
Wyoming State Capitol	7.41%	25.00%	4.76	8.11%	36.49%	4.36
Nelson Museum of the West	25.93%	13.89%	4.46	22.97%	17.57%	4.69
Cheyenne Trolley	15.74%	15.74%	4.25	18.92%	25.68%	4.63
Terry Bison Ranch	12.96%	22.22%	3.71	22.97%	13.51%	4.56
Cheyenne Botanic Gardens	19.44%	13.89%	4.54	21.62%	16.22%	4.57
Cheyenne Depot	16.67%	30.56%	4.50	12.16%	40.54%	4.28
Cheyenne Depot Museum	16.67%	25.93%	4.48	13.51%	31.08%	4.40
F.E. Warren Air Force Base / Museum	14.81%	13.89%	4.40	18.92%	12.16%	4.75
Big Boy Steam Engine	22.22%	13.89%	4.27	21.62%	22.97%	4.47
Historic Governors' Mansion	14.81%	11.11%	4.67	18.92%	12.16%	4.70
Cheyenne Gunslingers performance	12.96%	13.89%	4.36	24.32%	12.16%	4.29
Downtown Horse-drawn Carriage Ride	13.89%	9.26%	4.44	17.57%	13.51%	4.50
Western Shopping	7.41%	42.59%	4.21	13.51%	31.08%	4.38
Bit-O-Wyo Ranch	N/A	N/A	N/A	29.73%	6.76%	4.83
Pine Bluffs Friday Night Rodeo	23.15%	4.63%	5.00	29.73%	4.05%	5.00
Pine Bluffs Archaeological Dig	27.78%	6.48%	4.33	28.38%	8.11%	4.50
Other (specify)	N/A	N/A	N/A	4.05%	8.11%	4.67
Cultural event (specify)	0.93%	2.78%	5.00	N/A	N/A	N/A

Listed as cultural event:

2007

- Atlas Melodrama
- CFD Indian Village

Listed as other:

2007

- | | |
|--|--|
| <ul style="list-style-type: none"> • Plains Hotel (2) • Rodeo (2) • Vedauwoo (2) • Ames Monument • Antique stores | <ul style="list-style-type: none"> • Fireworks • Historic Downtown • Holliday Park • Pancake breakfast |
|--|--|

Visitor Inquiry Profile and Conversion Survey

15. (Continued)

Awareness level, compared to the percentage of attendance and the rating of each attraction and event tells us a great deal about how visitors appreciate these individual attractions and events. It also provides critical clues for the most effective positioning for Cheyenne.

Here we want to see a percentage in high proportion to the awareness level. Otherwise one might conclude that although the visitor is aware of the product, they are not compelled to visit or perhaps the event/ attraction is not available when they visit. Finally, one wants to note the rating of the attraction/event. This provides clues as to the perceived quality of the experience and whether an individual attraction/event may or may not be of critical importance for the majority of visitors. RTM looks for an overall rating of over 4.5 or "A" grade in determining high product quality.

Please note that we do not typically rate annual events as offering top appeal because they offer only a limited time economic impact. For instance Augusta, Georgia may be well known for the Masters golf event, but it can not be counted upon for overall year round economic impact. However, this is Cheyenne, and Cheyenne Frontier Days can not be considered a typical event or festival. It does generate significant visitation before, during and after the official dates for the event. Therefore, RTM has included it as one of the primary visitor attractions in Cheyenne.

As RTM has referenced throughout this report, the 2009 Mail & Email Survey data differs considerably from the 2007 Mail Survey study which focused primarily on interest in Cheyenne Frontier Days. This 2009 study is a more year-round view of visitation to Cheyenne. This is good as now the Cheyenne Area Convention and Visitors Bureau has good data to use both during the Cheyenne Frontier Days festival period as well as year-round.

Visitor Inquiry Profile and Conversion Survey

16. *What do you remember liking or disliking most about your trip to Cheyenne?*

Top Reported Likes - 2007

- **CFD/CFD rodeo/CFD parade/CFD night show (28)**
- **Friendly people (26)**
- **City/downtown (7)**
- **Easy to get around (7)**
- **Clean (6)**
- **Shopping (5)**
- **Weather/climate (5)**
- **Western atmosphere (5)**
- **Beautiful area (4)**
- **History (4)**
- **Hometown feeling (3)**
- **Antelope (2)**
- **Everything (2)**
- **Love Cheyenne (2)**
- **Pancake breakfast (2)**
- **Scenery (2)**
- **Sights (2)**
- Activities
- Air show
- Antique shops
- Atmosphere
- Big boots
- Botanic Gardens
- Bull riding
- Concerts
- Entertainment
- Exciting
- Family
- FEW AFB
- Fireworks
- Food
- Governor's Mansion
- Great time
- Hotel
- Hotel food
- Mountain view
- Native American Village
- Neal McCoy concert
- No traffic
- Old West Museum
- Outside activities
- Plains Hotel
- Railroads
- Relaxing
- Shows
- Shuttle bus to CFD
- State Capitol
- Thought "I could live here"
- Trip to a real working ranch
- Variety of attractions, we really liked those large boots around the depot and around the Frontier Days Museum; nice artistic variety and good theme to better promote!
- Visible road signs
- Walkable
- Western décor

Top Reported Dislikes - 2007

- **Hot weather (4)**
- **Disabled parking located in the Frontier Days area reserved mostly for sponsors (2)**
- **Far from home (2)**
- **Hotel prices (2)**
- **Noisy trains (2)**
- **Traffic (2)**
- **Wind (2)**
- CFD traffic management
- Cold winter
- Difficulty finding lodging
- Fires in area
- Having to leave to go back home!
- Hotel restaurant closed
- Limited places to eat
- None
- People not very helpful
- Price of gas
- Road construction
- Roads were confusing
- Rodeo events too spread out
- Stores closed early
- Terry Bison Ranch
- Terry Bison: no breakfast
- Too commercial/modern
- Transportation to CFD

Visitor Inquiry Profile and Conversion Survey

16. (Continued)

Top Reported Likes – 2009

- **Friendly people (17)**
- **Rodeo (6)**
- **Scenery (6)**
- **Clean Downtown (4)**
- **Climate / Weather (4)**
- **Everything (4)**
- **Food / Restaurants (4)**
- **Downtown is beautiful (3)**
- **Easy to navigate (3)**
- **State Capital (3)**
- **Boot Barn (2)**
- **Frontier Days Museum (2)**
- **History (2)**
- **Old West Attractions (2)**
- **Shopping (2)**
- **Sierra Trading Outlet (2)**
- **Trolley (2)**
- **Truck Stops (2)**
- Airshow
- Being with family
- Camping
- Close to Fort Collins
- Convenience
- Country
- Cowboy Lifestyle
- Depot Museum
- Difference in local
- Frontier Days
- George Strait
- Good Parking
- Inexpensive
- Less people
- Little Traffic
- Live entertainment
- Motels
- None
- Pancake Breakfast
- Proximity to Denver
- Taco Johns
- Walking distances
- Was over night
- Western flavor
- Wildlife
- Wish we had time to visit

Top Reported Dislikes – 2009

- **Wind (3)**
- **Nothing (2)**
- **Road Construction (2)**
- Drive
- Expensive rooms
- Having to leave
- Limited Shopping
- Parking
- Rattling windows at the plains
- Some of the entertainment tents did not allow kids
- Spending Money
- Tom Horn
- Underplayed tourism info
- Wait for bus after night show

Knowledge of the characteristics or attributes which visitors liked and disliked about their visit is useful information in assessing product quality, to provide to local tourism entities for corrective measures and for developing new promotional messages.

Clearly the things most appreciated in Cheyenne include Cheyenne Frontier Days, the friendly people and the overall western theme/setting of Cheyenne.

The dislikes primarily included traffic, road construction, wayfinding as well as disagreeable weather.

Visitor Inquiry Profile and Conversion Survey

17. Please rate each of the following Cheyenne amenities:

Amenity	Average 2007	Average 2009
Ease of finding visitor information	4.28	4.23
Overall appeal of the attractions in the area	4.25	4.23
Level of service / employee training	4.17	4.12
Signage and way-finding	4.16	4.15
Variety of shopping & merchandise	4.03	4.02
<i>Quality of the lodging rooms</i>	3.99	4.23
<i>Range of choices for dining</i>	3.89	4.13
<i>Lodging value you received for the price paid</i>	3.86	3.96

The rating by visitors of an area's amenities is useful in understanding if visitor expectations are being met by actual experiences. When we find ratings below the "A" or 4.20 mark, we see this as an indication that the value of the destination/attraction needs to be examined. Further, RTM looks critically at any ratings that fall below the 4.00 mark. Bear in mind that these ratings are on a one to five scale, where one equals poor and five equals excellent. While one might assume that 3.00 should be the mid-point, this is not true for travel and tourism. For travel 4.00 is really considered the mid-point. Ratings over a 4.00 can be considered acceptable. Ratings below a 4.00 usually indicate that there is an issue that bears further investigation.

Overall the Cheyenne amenities rated well. In 2009 we find an improvement in ratings for the following; quality of lodging rooms, range of choices for dining and lodging value for price paid. This again is likely the difference between the heavier Cheyenne Frontier Days visit interest in 2007 compared to 2009. Ratings were higher because there were more choices likely to be available and at a better value.

Further insights into these ratings can be found in the next question where we segment overall satisfaction by type of trip, gender, etc.

Visitor Inquiry Profile and Conversion Survey

18. Overall, on a 5-point scale, where 5 is Excellent, 3 is Average, and 1 is Poor, how would you rate your last visit to Cheyenne?

Rating	2007	2009
5 (Excellent)	50.00%	49.23%
4	45.83%	44.62%
3 (Average)	3.13%	6.15%
2	1.04%	0.00%
1 (Poor)	0.00%	0.00%
No Response	11.11%	12.16%
Survey Sample (N) =	108	74
Question Sample (n) =	96	65
Average Rating	4.45	4.43

The overall rating for both studies is very good and compares well with other destinations. For Cheyenne, however, one wants to contrast this overall rating with the specific ratings of categories of amenities found in question 17.

A cross tabulation of the data produced the following table that shows the visitor rating for the total visit experience to the Cheyenne region by the type of trip taken, the gender of the respondent and by the major purpose for the visit to the area.

Category	Average Rating	Average Rating
<u>Gender</u>	2007	2009
Men	4.47	4.43
Women	4.44	4.37
<u>Main Purpose for Visit</u>		
Meeting/conference	5.00	5.00
Business	5.00	4.57
Hiking	5.00	N/A
Romantic getaway	5.00	N/A
Visit friends/relatives	4.75	4.38
Camping	4.67	5.00
Attend an event/festival	4.64	4.67
Other (specify)	4.54	4.67
Vacation/getaway	4.37	4.42
Pass thru on longer trip	4.17	4.31
Shopping	4.00	4.00
Visit a theme park	N/A	N/A
Reunion	N/A	4.00
Outdoor recreation	N/A	4.50
Cultural arts and/or antiquing	N/A	N/A

Visitor Inquiry Profile and Conversion Survey

19. *What words come to mind when you think about Cheyenne? - 2007*

- Rodeo (26)
- Friendly people (24)
- Cowboys (20)
- West / Western (18)
- Old West (14)
- Fun (12)
- History / historic (12)
- Beautiful / attractive (9)
- CFD (9)
- Open Spaces (9)
- Clean (8)
- Excitement (6)
- Railroad / trains (6)
- Shopping (5)
- Food / restaurants (4)
- Mountains (4)
- Relaxed / relaxing (4)
- Scenery (4)
- Wild West (4)
- Windy (4)
- Enjoyable (3)
- Family (3)
- Horses (3)
- Love (3)
- Small town (3)
- Adventure (2)
- Air Force (2)
- Attractions (2)
- Big boots (2)
- Big city convenience / modern (2)
- Big Sky (2)
- Clean air (2)
- Cowgirls (2)
- Cultural (2)
- Depot (2)
- Entertaining (2)
- Frontier (2)
- Gunslingers / gun fights (2)
- Live (2)
- Museum (2)
- Nature (2)
- Outdoor adventure (2)
- Place (2)
- Ranches (2)
- Wonderful (2)
- Wyoming (2)
- Accessible
- Action
- American / Patriotic
- Antiques
- Artists
- Authentic
- Availability
- Awesome
- Blue skies
- Bluffs
- Buffalo
- Buildings
- Bull riding
- Capital
- Cattle country
- Christian
- Colorful
- Comfortable
- Could live there
- Country
- Country music
- Curt Gowdy State Park
- Dude
- Easy to get around
- Events
- Fireworks
- Fresh
- Golf
- Great
- Happy Jack Rd.
- Hard workers
- Helpful
- Hobby Lobby
- Home Town
- Hot
- I want to go back
- Indians
- Interesting
- Laid-back
- Like
- Livable
- Location
- Lodging
- Majestic
- Many authentic events
- Nice place
- Noisy trains
- Oil
- Olive Garden
- Poor Richard's restaurant
- Proud
- Putt Putt golf
- Quaint
- Quiet
- Red Lobster
- Refinery smell
- Roller skating
- Rough
- Safe
- Smog free
- Sunshine
- Tom Horn
- Treeless
- True American West
- Turkey legs
- Unique
- Vacation
- Variety
- Vast
- Warm
- Weather
- Western boots
- Would like to bring all 4 of my kids to visit Cheyenne - grown kids

Visitor Inquiry Profile and Conversion Survey

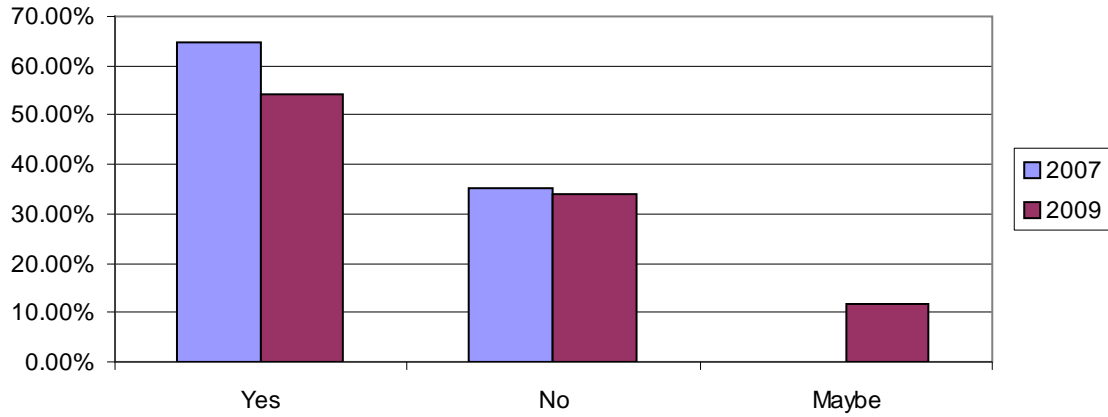
19. (Continued) - 2009

- Cowboys (12)
- Rodeo (11)
- Fun (8)
- Western (8)
- Friendly people (7)
- Beautiful (6)
- Clean (6)
- Old West (6)
- West (5)
- CFD (4)
- History (4)
- Horses (4)
- Adventure (3)
- Frontier (3)
- Open areas (3)
- Peaceful (3)
- Relaxed (3)
- Wind (3)
- Air force (2)
- Exciting (2)
- Good times (2)
- Less Congestion (2)
- Love the area (2)
- Scenic (2)
- Western clothing (2)
- Western history (2)
- Wild west (2)
- Accessible
- Beef
- Big Boots
- Big Boy
- Breathtaking
- Chuckwagon races
- Coach
- Concerts
- Developing
- Easy getaway
- Enjoy
- Family fun
- Few tree
- Flat
- Flying J Plaza
- Free attractions
- George Strait
- Good food
- Great size
- Hereford ranch
- Humidity
- Informative
- Its ok for a week but there are more interesting places in WY
- Livable
- Memories
- Museum
- Nature
- Near family
- Organized
- Pancakes
- Pleasant
- Professional
- Real west
- Remote
- Roomy
- Rural
- Safe
- Shopping
- Simple
- Uncluttered
- Unique
- Vintage
- Vivacious
- Western culture
- Western hospitality
- Western lifestyle
- Western shopping
- Would love to come back soon

Clearly, the consistent images of Cheyenne are cowboys, western scenery, horses, friendly people, and old west charm in a relaxed setting.

Visitor Inquiry Profile and Conversion Survey

20. Are you planning to visit Cheyenne in the next year?



Response	2007	2009
Yes	64.71%	54.20%
No	35.29%	33.97%
Maybe	N/A	11.83%
No Response =	10.99%	14.94%
Survey Sample (N) =	191	308
Question Sample (n) =	170	262

What appears to be a decline in this data does not concern RTM as the data is more reflective of those whose primary interest was in attending Cheyenne Frontier Days in 2007 rather than year-round visits to Cheyenne.

Visitor Inquiry Profile and Conversion Survey

Demographics

Demographics are the descriptive statistics dealing with a specific population of people. The demographics of visitors are excellent descriptions of the target markets that are visiting a destination. The demographics of the sample of respondents who requested information from the Cheyenne Area Convention and Visitors Bureau are described in the following information.

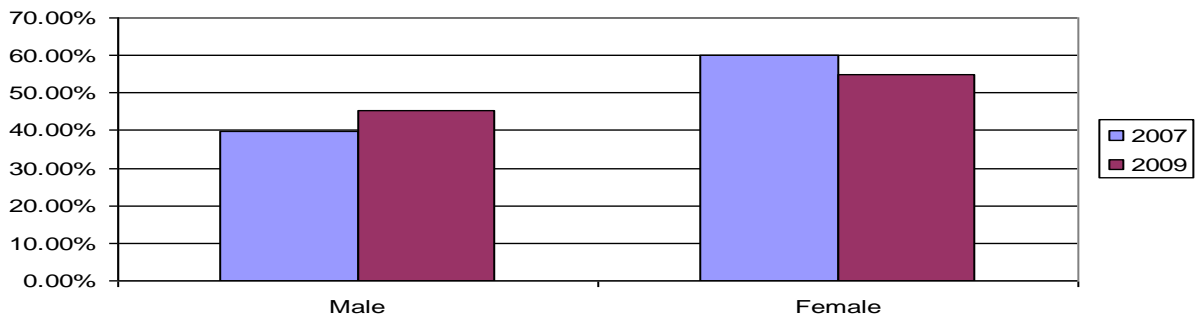
21. What is your age?

Ages range from 11 to 83. Average = 53.82.

The average age of respondents is 53.82 years. This matches data for other similar areas. Tabulating the survey response data by generational group produces the following table:

<u>Generational Group</u>	<u>Age Range</u> 2007	<u>%</u> 2007	<u>Age Range</u> 2009	<u>%</u> 2009
Generation Y (Millennium Generation)	4-22	2.84%	9-27	6.46%
Generation X	23-43	29.38%	28-48	23.47%
Baby Boomer	44-61	44.55%	49-66	53.74%
Silent Generation	62-79	22.75%	67-84	16.33%
War Generation	80+	0.47%	85+	0.00%

22. Are you?



Gender	2007	2009
Male	39.90%	45.18%
Female	60.10%	54.82%
No response =	3.26%	2.27%
Survey Sample (N) =	215	308
Question Sample (n) =	208	301

Overall for both 2007 and 2009 data sets, 57% of respondents were female. Typically RTM finds more female trip planning decision-makers than male.

Visitor Inquiry Profile and Conversion Survey

23. Education?

Educational Level	2007	2009
Grade school	0.47%	0.67%
Some High School	0.94%	1.01%
High School Graduate	18.87%	21.21%
Technical School	5.19%	9.09%
Some College	32.55%	25.59%
College Degree	21.70%	27.61%
Graduate School	19.81%	14.14%
Other (specify)	0.47%	0.67%
No response =	1.40%	3.57%
Survey Sample (N) =	215	308
Question Sample =	212	297

**Other educational levels listed include:
2009**

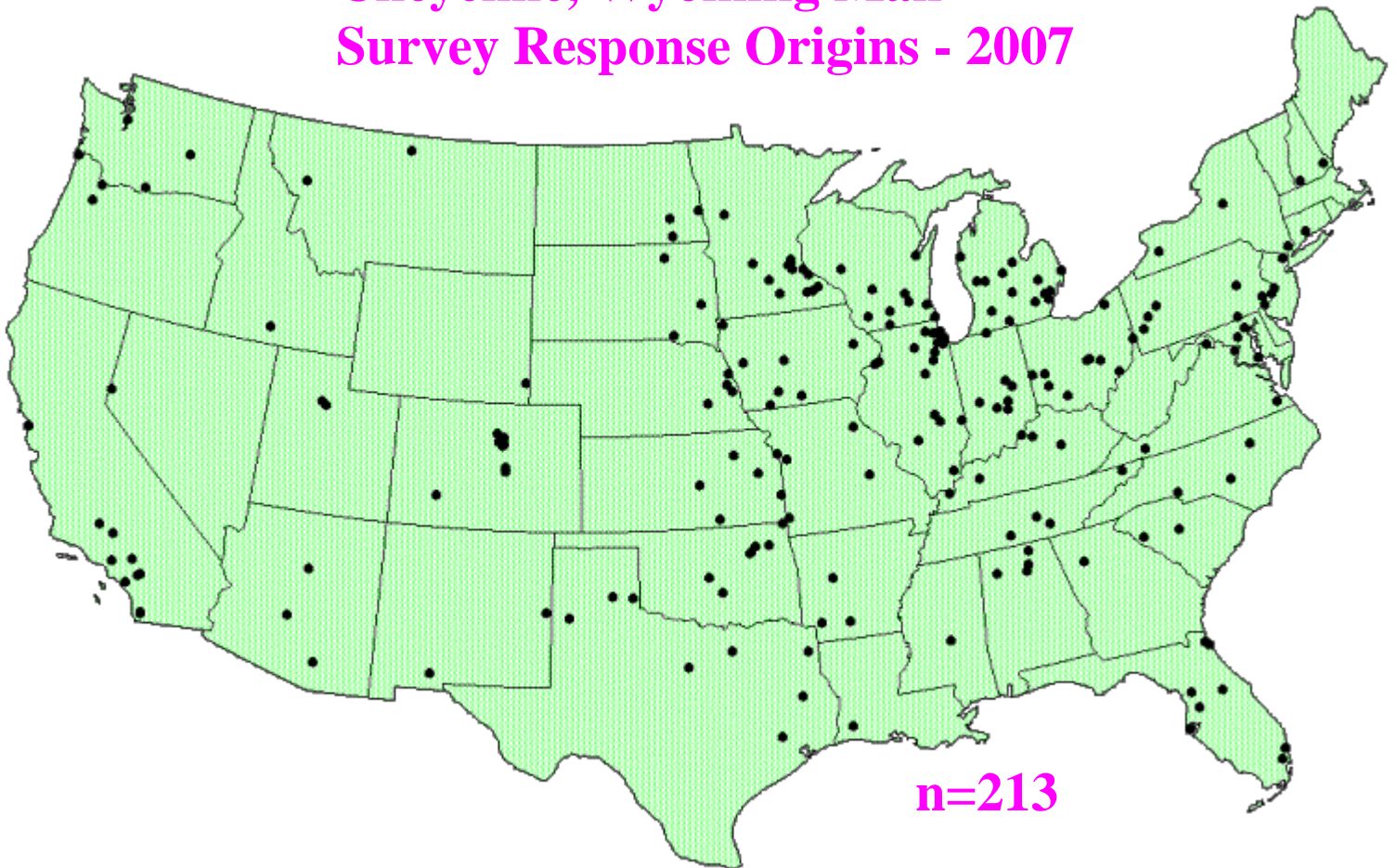
- PH.D
- Seminary

This data reveals a visitor that is well educated, ranging primarily from some college to graduate school. This is typical of today's traveling public.

Visitor Inquiry Profile and Conversion Survey

24. *What is your home zip code?*

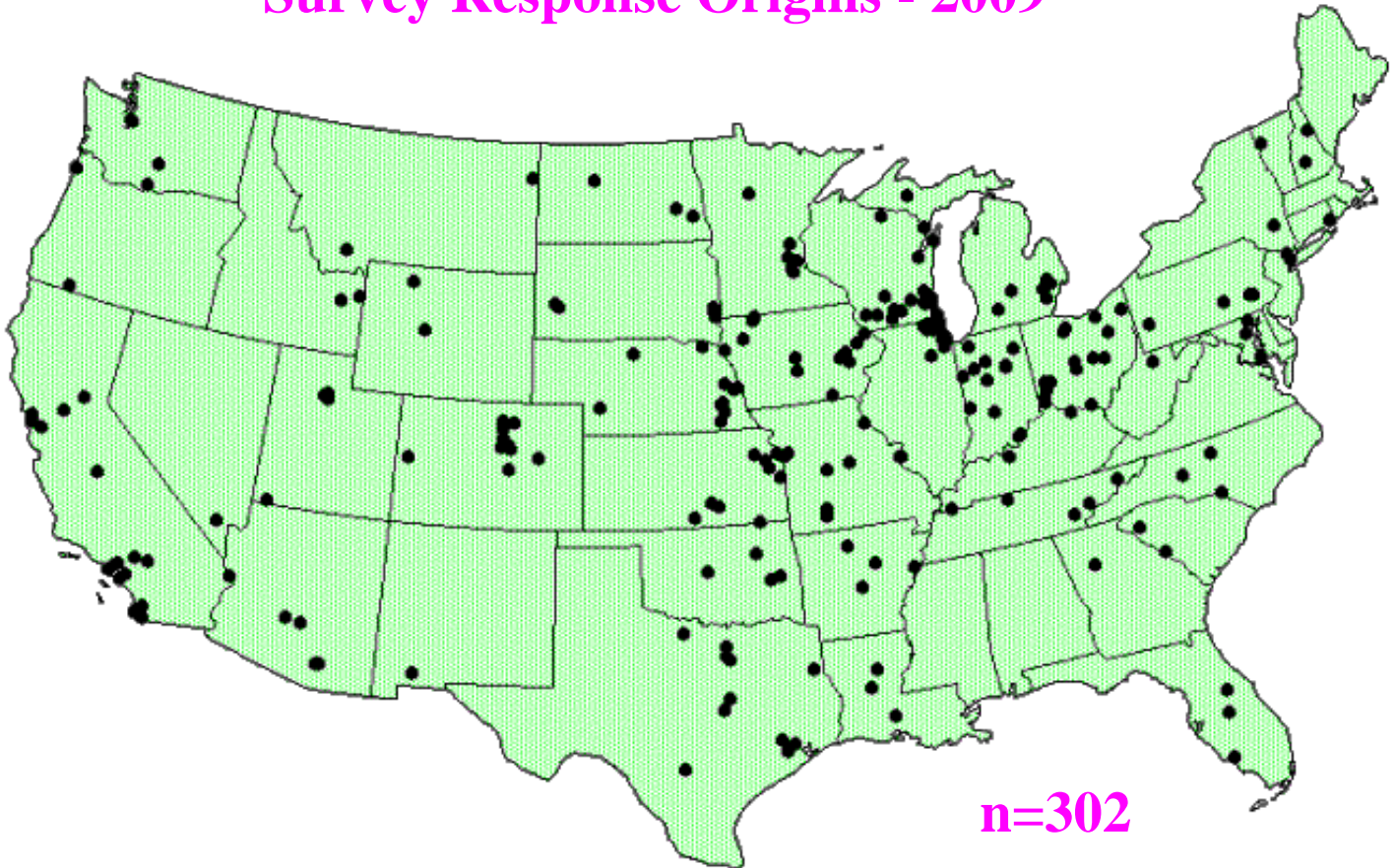
Cheyenne, Wyoming Mail Survey Response Origins - 2007



Visitor Inquiry Profile and Conversion Survey

24. (Continued)

**Cheyenne, Wyoming Mail & Online
Survey Response Origins - 2009**



Visitor Inquiry Profile and Conversion Survey

24. (Continued) 2007

Illinois - 18 (8.49%)	El Cajon	Byars	Maryland - 3 (1.42%)
Allenville	Irvine	Oklahoma City	Baltimore
Barrington Hills	Loma Linda	Owasso	Columbia
Big Spring	Pinon Hills	Peoria	Lusby
Braidwood	Riverside	Pryor	Oregon - 3 (1.42%)
Chicago	Santee	Tulsa (2)	Portland
Equality	South San Francisco	Indiana - 7 (3.30%)	Silverton
Greenville	Sunland	Anderson	Warrenton
Hampton	Ohio - 10 (4.72%)	Columbus	New Mexico - 3 (1.42%)
Hinsdale	Chardon	Elkhart	Cannon AFB
Moline	Cleveland	Greencastle	Fairacres
Mt Prospect	Dayton	Kennard	Santa Fe
Oak Lawn	Fairfax	Morgantown	North Carolina - 3 (1.42%)
Owego	Granville	Shelbyville	Charlotte
Rolling Meadows	Greenville	Kansas - 6 (2.83%)	Fayetteville
Shabbona	Marietta	Conway	Rocky Mount
Shorewood	Newark	Devon	Arkansas - 3 (1.42%)
Wilmette	Troy	Kansas City	Camden
York	Zanesville	New Salem	Fulton
Michigan - 16 (7.55%)	Colorado - 9 (4.25%)	Pomona	Ola
Ann Arbor	Arvada	Wamego	New York - 3 (1.42%)
Coldwater	Boulder	Kentucky - 5 (2.36%)	Bartlett
Detroit	Colorado Springs (2)	Madisonville	Bedford Corners
Elwell	Denver (3)	Paducah	Chaffee
Goodrich	Lake City	Prospect	Virginia - 3 (1.42%)
Grand Rapids	U S A F Academy	Richmond	Alexandria
Grant	Pennsylvania - 9 (4.25%)	Shelbyville	Atkins
Kalamazoo	Cabot	Nebraska - 4 (1.89%)	Portsmouth
Lansing	Chambersburg	Arlington	Montana - 2 (0.94%)
Livonia	Middletown	Omaha	Arlee
Manistee	New Bethlehem	Tamora	Havre
Midland	Philadelphia	Tekamah	West Virginia - 2 (0.94%)
Port Huron	Pittsburgh	Alabama - 4 (1.89%)	Bunker Hill
Sand Lake	Saint Clair	Arab	Wellsburg
Taylor	Stewartstown	Blountsville	South Carolina - 2 (0.94%)
Woodland Beach	Valley Forge	Gurley	Abbeville
Minnesota - 12 (5.66%)	Texas - 8 (3.77%)	Haleyville	Columbia
Arden Hills	Carrollton	Tennessee - 4 (1.89%)	New Hampshire - 2 (0.94%)
Atwater	Clarendon	Cornersville	E Swanzey
Canisteo	Earth	Dunlap	Epping
Elgin	Jefferson	Johnson City	Utah - 2 (0.94%)
Gaylord	Lufkin	Mc Minnville	American Fork
Minneapolis (2)	Mingus	Missouri - 4 (1.89%)	Bluffdale
Red Wing	Spring	Belle Center	Mississippi - 1 (0.47%)
Rochester	Wellington	Cuba	Morton
Saint Clair	Florida - 8 (3.77%)	Lees Summit	New Jersey - 1 (0.47%)
Saint Paul	Altamonte	Monroe City	Fairlawn
Vergas	Fort Lauderdale	South Dakota - 3 (1.42%)	Connecticut - 1 (0.47%)
Wisconsin - 11 (5.19%)	Hernando	Aberdeen	North Haven
Beaver Dam	Jacksonville	Greenwood	Louisiana - 1 (0.47%)
Green Bay	Miami	Madison	Lake Charles
Kenosha	Ponte Vedra Beach	North Dakota - 3 (1.42%)	Delaware - 1 (0.47%)
Madison	Saint Petersburg	Glover	Claymont
Mauston	San Antonio	Litchville	Nevada - 1 (0.47%)
Milwaukee	Iowa - 8 (3.77%)	Riverside	Reno
Monroe	Alvord	Washington - 3 (1.42%)	Wyoming - 1 (0.47%)
Montfort	Bedford	Goldendale	Lagrange
Oak Grove	Charter Oak	Moses Lake	Georgia - 1 (0.47%)
Osseo	Creston	Seattle	Marietta
Watertown	Humeston	Arizona - 3 (1.42%)	Idaho - 1 (0.47%)
California - 10 (4.72%)	Monticello (2)	Flagstaff	Twin Falls
Alpine Forest	Ogden	Phoenix	
Bakersfield	Oklahoma - 7 (3.30%)	Tucson	

Visitor Inquiry Profile and Conversion Survey

24. (Continued) **2009**

Wisconsin - 25 (8.39%)

Baraboo
Clearwater Lake (2)
De Pere
Dodgeville (2)
Fennimore (2)
Institute
Kenosha
Madison
Milwaukee (5)
Monticello (2)
Pewaukee
Stoughton
Vernon
Watertown (3)
West Bend

Colorado - 24 (8.05%)

Brighton (2)
Colorado Springs (2)
Denver (7)
Evans
Fort Collins
Grand Junction
Limon (2)
Longmont (2)
Loveland (3)
Parker
Westminster (2)

California - 21 (7.05%)

Anaheim
Apple Valley
Baker Ranch
Chula Vista
Clovis (2)
El Segundo
Elk Grove
Hayward
Huntington Beach (2)
Los Angeles
Pasadena
Pinon Hills (2)
Poway
San Diego
San Francisco (2)

San Rafael (2)

Nebraska - 17 (5.70%)

Beatrice
Elsie
Firth
Fremont (2)
Hartington
Johnstown (2)
Lincoln (4)
Omaha (5)

Ohio - 16 (5.37%)

Bethany (2)
Brunswick
Champion
Cincinnati (2)
Darbydale (2)

Dayton

Dublin (2)

Fort Seneca

Harmon

New Lebanon

Newark

Sonora

Indiana - 15 (5.03%)

Bartley
Bloomington (2)
Boswell
Chalmers
Fort Wayne (2)

Frankfort

Haskells

Lucerne (2)

Marion (2)

New Albany

Sellersburg

Illinois - 15 (5.03%)

Algonquin
Barrington
Bull Valley
Chicago (3)
Columbia (2)
Morris
Orland Hills
Plainfield (2)

Riverside

Waukegan

Woodstock

Iowa - 15 (5.03%)

Ames

Belknap

Cedar Rapids

Centralia (2)

Crandalls Lodge

Des Moines

Iowa City

Meriden (2)

Milford

Montgomery

Monticello (2)

Sioux City

Texas - 13 (4.36%)

Archer City

Argyle

Arlington

Carthage (2)

Cypress (2)

Fort Worth

Hewitt

Houston (2)

Lytle

Temple

South Dakota - 11 (3.69%)

Baltic

Dell Rapids (4)

Farmingdale

Rapid City (3)

Sioux Falls (2)

Michigan - 11 (3.69%)

Canton

Commerce (2)

Galesburg

Grand Ledge (2)

Oxford (2)

Republic

Rochester

Wallace

Visitor Inquiry Profile and Conversion Survey

24. (Continued) **2009**

Kansas - 9 (3.02%)

Angola
Harper
Kansas City
Lawrence
Linn Valley
Rose Hill
Topeka
Wellsville
Wichita

Minnesota - 9 (3.02%)

Cambridge (2)
Dayton
Guthrie
Lakeville
Minneapolis
Saint Paul
Savage (2)

Missouri - 9 (3.02%)

Clay
Highlandville
Independence
Jefferson City (2)
Kansas City
Saint Louis
Springfield
Stover

Arizona - 6 (2.01%)

Glendale
Lake Havasu City
Marana
Mesa
Tucson (2)

Washington - 6 (2.01%)

Fairview (2)
Goldendale (2)
Mercer Island
Seattle

Utah - 5 (1.68%)

Alta (2)
Salt Lake City (2)
Washington

Tennessee - 5 (1.68%)

Athens
Baileyton
Greenbrier

Greeneville

Maryville

Arkansas - 5 (1.68%)

Albion
Bauxite
Canaan
Horseshoe Lake (2)

Louisiana - 5 (1.68%)

Alexandria (2)
Henderson
Urania (2)

Florida - 5 (1.68%)

Clermont
Destin
Estero
Lake Wales

Winter Park

Kentucky - 5 (1.68%)

Beechy
Country Club Heights
Harned
Water Valley (2)

North Dakota - 4 (1.34%)

Douglas
Leonard
Valley City (2)

Oklahoma - 4 (1.34%)

Enterprise
Oklahoma City
Quinton
Tulsa

Pennsylvania - 4 (1.34%)

Alleghenyville
Baumstown
Glenshaw
Marysville

Nevada - 3 (1.01%)

Las Vegas
North Las Vegas (2)

New Hampshire - 3 (1.01%)

Jackson
Portsmouth
Warner

North Carolina - 3 (1.01%)

Graham

Laurinburg

Salisbury

Maryland - 3 (1.01%)

Forest Hill
Glen Burnie
Lusby

South Carolina - 3 (1.01%)

Beech Island
Belton
Fort Mill

Montana - 2 (0.67%)

Fairview
Virginia City

New York - 2 (0.67%)

Eddyville
New York

Wyoming - 2 (0.67%)

Cody
Gas Hills
Idaho - 2 (0.67%)

Annis

Clawson

Oregon - 2 (0.67%)

Ashland
Mohler

New Mexico - 1 (0.34%)

Deming

New Jersey - 1 (0.34%)

Hillsdale

Connecticut - 1 (0.34%)

Masons Island

Virginia - 1 (0.34%)

Ashburn

Vermont - 1 (0.34%)

Burlington

Georgia - 1 (0.34%)

Atlanta

Alabama - 1 (0.34%)

Wetumpka

Alaska - 1 (0.34%)

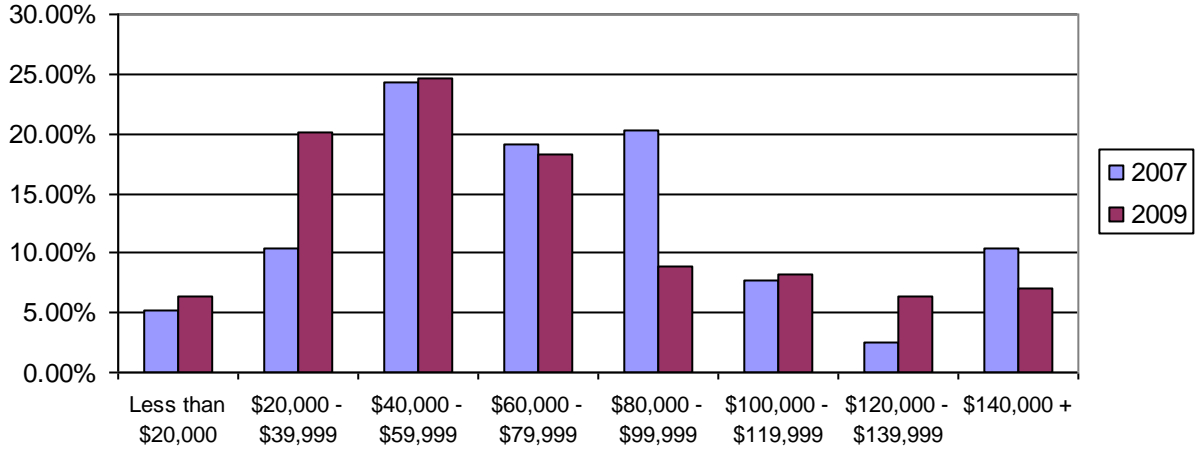
English Bay

West Virginia - 1 (0.34%)

Shinnston

Visitor Inquiry Profile and Conversion Survey

25. Which category is closest to your total family income?
 (Circle one)

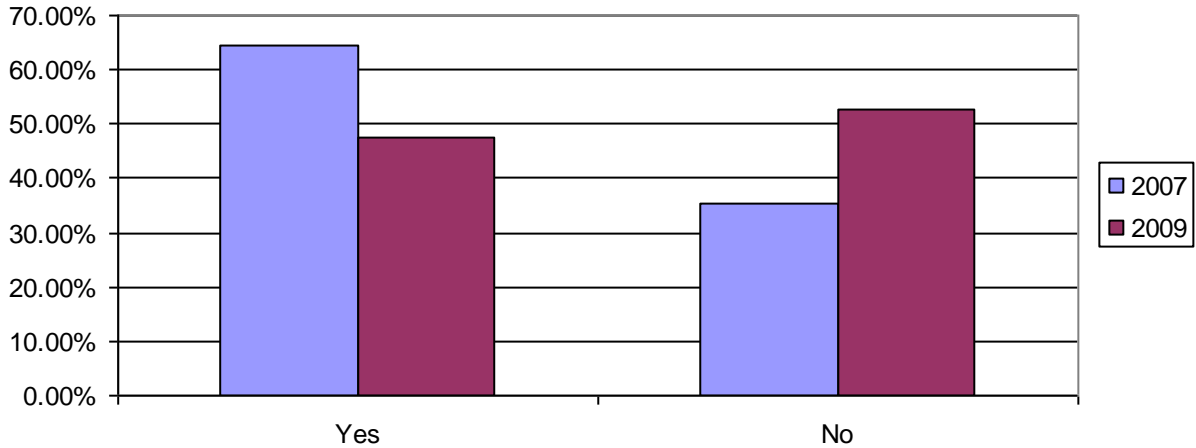


Income Level	2007	2009
Less than \$20,000	5.18%	6.34%
\$20,000 - \$39,999	10.36%	20.15%
\$40,000 - \$59,999	24.35%	24.63%
\$60,000 - \$79,999	19.17%	18.28%
\$80,000 - \$99,999	20.21%	8.96%
\$100,000 - \$119,999	7.77%	8.21%
\$120,000 - \$139,999	2.59%	6.34%
\$140,000 +	10.36%	7.09%
No response	10.23%	12.42%
Survey sample =	215	306
Question sample =	193	268

The income reported by the respondents to the survey reflects their education level and age and reflects the appeal of Cheyenne to those in the middle to upper income categories.

Visitor Inquiry Profile and Conversion Survey

26. Would you like to receive email coupons, travel offers, and information about visiting Cheyenne?



Response	2007	2009
Yes	64.65%	47.39%
No	35.35%	52.61%
No response =	7.91%	6.82%
Survey Sample (N) =	215	308
Question Sample (n) =	198	287