

# VISIT CHEYENNE

The Convention & Visitors Bureau

OCTOBER 2018 NEWSLETTER

## ANNOUNCEMENTS

### DESTINATION **Tourism Workshop on October 3**

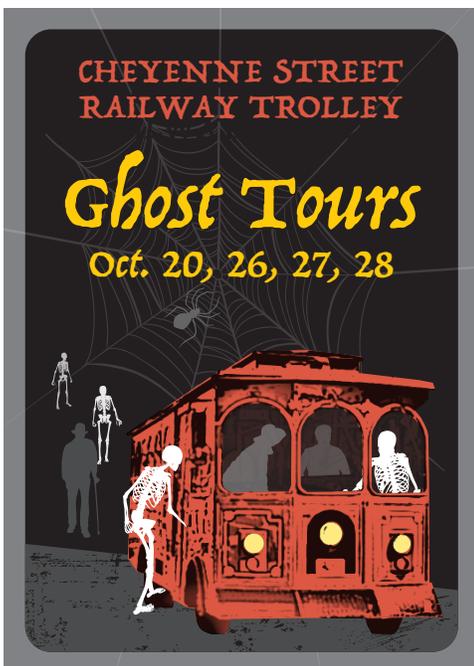
# NEXT

Visit Cheyenne has been working with NEXTFactor Enterprises, an international tourism consulting firm, to conduct a detailed survey to better understand Cheyenne's tourism strengths and weaknesses. This is a follow-up to a study we completed three years ago which provided vital data that shaped our current tourism strategic plan.

On Wednesday, Oct. 3, we will reveal the results of the study at the Cheyenne Botanic Gardens Conservatory from 9 am – noon. The data will include details about the state of our attractions, lodging, meeting facilities, community support, etc. In addition, participants will discuss ways to take action on the data to improve our hospitality industry. If you'd like to attend, please RSVP to Laura at [laura@cheyenne.org](mailto:laura@cheyenne.org).

### Splash Pad Fundraising Nearing Goal

Visit Cheyenne and partners continue to raise funds for the proposed Depot Plaza Splash Pad. In September, we held a successful telethon that helped raise \$26,000 in new pledges. In total, we now have pledges totaling over \$505,000 of the \$550,000 goal. Meanwhile, the City of Cheyenne recently held a pre-bid meeting for potential splash pad contractors. If all goes according to plan, construction could start this winter with the splash pad opening next June. If you would like to fundraise or help in any way, contact Darren Rudloff at [darren@cheyenne.org](mailto:darren@cheyenne.org) or go to [www.cheyennesplashpad.com](http://www.cheyennesplashpad.com).



### Haunted Halloween Trolley Tours Return!

The Cheyenne Street Railway Trolley will offer its Haunted Halloween Tours on October 20, 26, 27, and 28. This year's tour has a variety of brand NEW creepy tales of ghostly events around Cheyenne. Tickets go on sale on October 1 at the Depot Visitor Center or over the phone at 778-3133. Tickets will be \$12 for adults and \$6 for children. Get your tickets today as they usually all disappear!

### Cheyenne to Host Top Tour Operators In June, 2019

Visit Cheyenne recently won the right to host the 2019 convention of the Travel Alliance Partners, a coalition of top tour operators. The event, known as the "Tap Dance", will allow Cheyenne's hospitality industry to showcase local attractions and lodging options to these operators who will then hopefully send more bus tours our way. The Tap Dance will take place June 9-14, 2019. Thanks for all our tourism partners for their help with this great opportunity.

## Local Lodging Tax Up for Renewal

The Laramie County lodging tax is on the ballot for renewal on November 6. The tax has been in effect since 1987 and has been renewed by the voters every time it has been on the ballot since. The tax is paid by visitors staying in local motels, campgrounds, and bed-and-breakfasts. Laramie County residents do not pay the local lodging tax unless they stay in local paid lodging. Lodging tax proceeds are used by Visit Cheyenne to promote and develop the local tourism industry.

## TIDBITS

-  Approximately 800 runners participated in the inaugural Cheyenne Marathon on Sept. 23. The very successful event pumped about \$55,000 into the local economy and contributed \$3,000 in state and local taxes. Congratulations to County Commissioner Amber Ash who spearheaded a talented committee to organize the race.
 
-  Reminder: 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 [atgsa.gov/travel/plan-book/per-diem-rates](http://atgsa.gov/travel/plan-book/per-diem-rates).
-  Visit Cheyenne welcomes Tim Curran as a new Convention Sales Manager. Tim replaces Will Luna, who took a position with the Laramie County Fair/Archers Events Center.
-  The Trolley's summer season is now over. Visit Cheyenne thanks the area's hospitality industry for referring guests to the Trolley.
-  Did you know? Visitors pay about 10% of the sales tax collected in Laramie County, the equivalent of funding 74 local firefighters!

## CALENDAR

October 3  
**Destination Next  
 Presentation, Cheyenne  
 Botanic Gardens**

October 10-11  
**Wyoming Hospitality  
 and Tourism Fall Summit,  
 Laramie**

October 17  
**Visit Cheyenne  
 Board meeting**

October 20, 26, 27, 28  
**Trolley Ghost Tours**

December 12  
**Visit Cheyenne  
 Board meeting**

## AUGUST LODGING STATISTICS

	AUGUST 2018	Change %	2018 Year to Date
Occupancy Rate	75.9%	+6.5%*	58.8% (+5.6%)
Average Room Rate	\$99.94	-4.6%*	\$95.66 (-0.8%)

\*compared to August 2017

Source: Smith Travel Research

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The Convention & Visitors Bureau

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[cheyenne.org](http://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 [laura@cheyenne.org](mailto:laura@cheyenne.org)