

VISIT
CHEYENNE



Domenic Bravo
CEO/President

2021-YEAR IN REVIEW

The year set the new Benchmark for visitation, revenue, and performance.

Visitors Spent over \$400 million in the County

\$27 million State & Local Taxes generated by Tourism

\$63 million Hotel and Short-Term Rental Revenue in Laramie County

4,696 – Jobs in the Tourism Industry of Laramie County

1.2 million – Overnight Visitors to Laramie County in 2021

12.3 million Facebook Impressions, up 311% over 2020

46.1 million ad impressions



DAY-TO-DAY OPERATIONS

- Marketing/PR
- Above and Beyond
- Conferences/Meetings
- Events/Experiences
- Visitor Center/Trolleys



TOURISM MASTER PLAN

- Visitor Experiences
- Downtown Experiences & Development
- Outdoor Recreation
- Community Brand
- Tourism Industry Framework





VISITOR EXPERIENCES

1

First Phase Railroad
Experience

2

Conventions/Meetings

3

Events-Hell on Wheels
Rodeo, OctoberWest,
Old West Holiday

4

Technology/Product
Development/
Business Support/Ag
Tourism

Downtown



- Economic Development
- Placemaking/Urban Design
- BARD
- Events, Marketing/Promotion
- Organization Development

Outdoor Recreation



- Belvoir Ranch Phase 1-
construction-Phase 2&3
planning.
- Greenway Support
- Pine Bluff Trails
- Driving Routes

Branding



- Work with partners to integrate Visit Cheyenne's fonts, color palettes to their overall branding.
- Implement marketing plan, which includes new activations.

Tourism Industry Infrastructure

Numerous items being worked
on

2% Lodging Tax Nov 2022

**Thank
you!**

Domenic Bravo
domenic@cheyenne.o