



JANUARY 2022
Local Travel & Tourism Industry Update

Prepared by
Shawn Parker, Executive Director
Sheridan County Travel & Tourism

JANUARY FORECAST

Happy New Year!

Most folks are surprised when I tell them that January is one of the busiest months of the year for my office. You'd think that we'd be slammed come summer, but it's in the dead of winter that we lay much of the groundwork for the coming year. This is the time of year that we attend most sales conferences and conventions to meet with tour operators and travel partners; this is when we put the finishing touches on our annual visitor guide; when we do our best to load as much info onto our calendar as possible; and, of course, when we do the bulk of the planning for the WYO Winter Rodeo. For the time being, it looks as though our snow dancing has worked!

EVENTS SNAPSHOT

- 1 >> National First Day Hike
- 1 >> Polar Bear Plunge
- 1 >> Resolution Run 5K (THORNE RIDER PARK)
- 8 >> Gillette Wild @ Sheridan Hawks (M&Ms CENTER)
- 9 >> Classic Western Film Series: Bite the Bullet (WYO THEATER)
- Thru 15 >> Member Pop-Up Show (SAGE)
- 16 >> Classic Western Film Series: The Westerner (WYO THEATER)
- 23 >> Classic Western Film Series: My Darling Clementine (WYO THEATER)
- 25 - Mar 5 >> 7th Annual National Photography Juried Show (SAGE)
- 28 >> Yellowstone Quake @ Sheridan Hawks (M&Ms CENTER)
- 29 >> Yellowstone Quake @ Sheridan Hawks (M&Ms CENTER)
- 30 >> Classic Western Film Series: The Great Locomotive Chase (WYO THEATER)

Stay up to date by [clicking here for the Community Calendar.](#)

2022 VISITOR GUIDE

Do you have an event coming up this year that we need to know about? Launching a new business with a specific visitor focus? Please send our team any info you might have so that we can get the info into our guide, and up on our calendar.

2021 INFORMATION CENTER VISITATION DATA

January -1,844
February – 2,603
March – 3,756
April – 3,855
May - 7,307
June -12,493
July -16,865
Aug -12,547
Sept -9,944
Oct -6,216
Nov -3,886
Dec – 2,887

2021 FINAL: 84,203

12 DAYS OF CHRISTMAS GIFT GUIDE

Our 2021 Gift Guide was released day-by-day via social media and collected on our website. Final social media stats for the guide are below.

Facebook reach: **176,285**

Instagram reach: **20,166**

THIS MONTH'S MEDIA COVERAGE

[Why Sheridan, WY is the Winter Adventure You Need](#) - AFAR

[My favorite 11 things to do in Sheridan WY](#) – A Lovely Trip . com

[15 Best Things To Do In Sheridan, Wyoming](#) – Daily Tourist

[Winter Activities and Events](#) – Wyoming Office of Tourism

SHERIDAN WYO WINTER RODEO

The Sheridan WYO Winter Rodeo is back February 12 - 20, 2022!

First off, we want to thank this year's title sponsor, Lee Heating, Cooling & Refrigeration - because of the Lee team, we have already added \$5,000 to this year's prize pool; we're well on our way to being the most epic winter event any of us have ever been part of!

In addition to skijoring (Feb 19) we're running fat bike races (Feb 20) and partnering with local businesses and organizations to put on new events for the community.

We are expecting between 15,000 - 20,000 people for this year's festivities, which should generate a solid boost to the local economy during the slow winter months. (in 2019, we had 6,000+ people on Broadway for the event, and in 2020 that number increased to 10,000+).

We are doing our best to spread events across the county, with events tentatively scheduled for Big Horn, and partnerships with the Black Mountain Nordic Club, as well as Antelope Butte.

Thanks so much for all your help and support -- we're thrilled that we get to bring this back to the community once again! Keep up to date by visiting www.wyowinterrodeo.org

HOSPITALITY WORKFORCE

An update on workforce challenges from the US Travel Association's president, Roger Dow:

“With nearly 11 million job openings, the COVID-19 pandemic left undoubtedly drastic and long-lasting impacts on the American workforce. The loss of jobs, however, was no more severe than among our very own industry—which despite gains through the summer, still falls 10% below its pre-pandemic levels with one in six job openings within the Leisure & Hospitality sector alone.

Due to record numbers of furloughs, layoffs, reduced hours and general uncertainty over the stability of travel which largely hinges on the acceleration of recovery across all parts of the travel economy, perceptions around jobs in travel and tourism face greater challenges than ever before.

Leaders across the industry are exploring ways to recruit a more diverse population, incentivize hiring and highlight benefits of a career in the travel industry in order to build back a more stable workforce. The bottom line: the state of our workforce is very different today and we must work collectively to address today's challenges—which will require greater understanding and re-positioning of just why a career in our industry is so rewarding.

NEW WORKFORCE INITIATIVES

U.S. Travel is committed to ensuring this topic is openly discussed among our membership and you all have the resources and opportunities to share your experiences with each other. In the coming weeks and months, you will hear more from us on the following activities:

The Workforce Crisis: Looking to Data and Psychology: Join us on Thursday, October 14 at 12:00 pm ET to examine new data around the state of the American workforce, analyze where our industry stands and why through a fresh lens—plus, explore how we can reshape perceptions of travel-related jobs now and far into the future. [Register and learn more here.](#)

New Ongoing Data: In order to better track trends in hiring and employment across travel and comparative to other industries, several new workforce data sources will soon be released to our [Recovery insights Dashboard](#) including current rate of job openings and hirings as well as hourly earnings by month.

Ongoing Resources and Continued Education: Regularly, U.S. Travel will provide topical webinars, industry examples, new research and resources to address our evolving workforce challenges. The first communication will be available later in October.

State of the American Workforce and its Impact on Travel: A new whitepaper will be released in early November which analyzes current data providing a macro view of employment as well as a deeper dive into its impact on the travel workforce. Case studies and examples from inside and outside our industry will provide unique perspectives on addressing the current hiring landscape.

Let's Work There: A third chapter of the successful Let's Go There and Let's Meet There campaigns, is under development. This campaign will specifically target the working population—aimed at re-shaping perceptions around careers in the travel industry. If you have any ideas on ways that U.S. Travel can further support you on these issues, please do not hesitate to reach out to myself or any member of the team.

WY RESPONSIBLY CAMPAIGN

The Wyoming Office of Tourism (WOT) announced it will launch its second summer of the WY Responsibly campaign on June 1, encouraging all to be mindful travelers throughout the state. [The WY Responsibly campaign](#) is a value-based mission to educate and facilitate responsible travel by being stewards of Wyoming's natural spaces, wildlife, communities and culture.

“Outdoor recreation has become even more popular over the past year with people looking for naturally social-distanced activities. With our wide-open spaces, Wyoming is an ideal destination for travelers and this summer we anticipate even more visitors will explore the state,” said Diane Shober, Executive Director of Wyoming Office of Tourism. “As the last bastion of the west and with nearly 50 percent of the state designated public land, it is important for visitors and residents to be mindful travelers and work together to keep Wyoming wild and free.”

The WY Responsibly campaign was initially launched as a response to COVID-19, providing safe travel tips and resources that resonated with travelers and residents alike, and led to WOT expanding the campaign into 2021 by fostering three main initiatives. These initiatives were created with input from 10 national-and state-level outdoor agencies and developed to address concerning behaviors each experienced last summer.

Enjoy Natural Spaces Responsibly

Resources on how to respect the outdoors, including camping and trail etiquette, outdoor safety, precautions and best practices.

Co-Exist Responsibly

Resources on how to respect wildlife, reporting wildlife interactions, fishing guidelines and gear suggestions to prepare for any encounters.

Be Part of a Responsibly Community

Resources on how to respect fellow travelers and locals, including current health guidelines, tips on supporting local businesses and how to avoid overcrowding with recommendations for destinations throughout the state and along any road trip.

To learn more about WY Responsibly, visit travelwyoming.com/wy-responsibly. Travelers and locals can share their adventure and encourage sustainable experiences on social media by using #WYResponsibly and tagging @visitwyoming.

WY Responsibly stickers are also available at the Sheridan Information Center.

CALENDAR OF EVENTS

The community calendar continues to grow, with new additions each week. Remember to continue to send Jodi at the Chamber your details at info@sheridanwyomingchamber.org so that the Community Calendar stays up to date.

My staff continues to work through updating listings and event details on our own website, but make sure to let us know if you see something that needs to be edited at sheridanwyoming.org

CURRENT CAMPAIGNS

Through 2021 we will continue to share stories and features across all our media channels and through numerous outlets, both national and regional, about the icons and outlaws of Sheridan, WYO. Two major ongoing campaigns are *The Backyard*, and the *Women of Sheridan, Wyo*. You can learn more about these programs below.

For The Backyard, [click here](#).

For The Women of Sheridan, Wyo., [click here](#).

SHERIDAN COUNTY TRAVEL & TOURISM MEDIA LIBRARY

We maintain a robust content library that includes photographs, video, logos, ads, and more. Our library, archived on flickr, includes more than 15,000 images; 99% of these images were taken by me over the last six years, and are *available for community partners to use for non-*

commercial, promotional purposes. However, if these images are of your business and were shot as part of a campaign or a refresh, you are certainly welcome to use them for any other purpose you see fit.

Our library is a powerful promotional tool in its own right: as of November 1, 2021, images in our Flickr archive have been **viewed 1,367,501 times since being launched in 2018.**

December 2021 Photo Archive Views: 38,724

As with the Wyoming Media Library maintained by the Wyoming Office of Tourism, this large library of photo and video is also used, on occasion, by national media outlets seeking stock footage to supplement their stories.

To access our photo library, [click here](#).

To access our video library, [click here](#).