



MARCH 2022
Local Travel & Tourism Industry Update

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

MARCH FORECAST

I'd say that winter was winding down, but did it ever really begin?

The weather has been crazy, but fortunately we've had just enough snow to keep recreation moving along on the mountain. Here's to hoping that we see some major snowfall so that we can extend ski, snowmobile, and other winter sports seasons a few weeks longer, and keep things from getting too dry too early.

There are quite a few arts-centric events on the calendar for March, each of which will shine a light on Sheridan County's fantastic arts community and the impact it makes each year. To that, please read further about an exciting project we were part of earlier this year, called The Story of Art, which is now available on Amazon Prime.

EVENTS SNAPSHOT

- 3/1 Museum at the Bighorns Opening Day
- 3/3 An Evening with Tris Munsick (BRINTON)
- 3/4 Nobuntu Concert (WYO THEATER)
- 3/5 Sheridan College Rodeo Banquet (GOLDEN DOME)
- 3/8 Explore History @ The WYO: Era of the Tie Flume (WYO THEATER)
- 3/10 History After Dark (MUSEUM)
- 3/10 Quarter Circle A Heritage Dinner (BRINTON)
- 3/12 Best of the Rest Steer Riders Jackpot (AGRIPARK)
- 3/12 All Hands on Deck Show! (WYO THEATER)
- 3/13 Sheridan College Symphony Band and Brass (WCA)
- 3/15 Explore History @ Goose Creek Virtual Tour (TRVCC)
- 3/17 Jazz at Sheridan College (WCA)
- 3/17 Dervish in Concert (WYO THEATER)
- 3/17 17th Illustrator Show Artists's Reception (BRINTON)
- 3/19 Birding at The Brinton (BRINTON)

3/19-20	2021 BOW Convention and Banquet (RAMADA PLAZA)
3/22	Lunchtime Conversations: Open Spaces in Sheridan County (LUMINOUS)
3/25	Little Bear Ski Race (BUTTE)
3/26-27	Wyoming Sportsman Gun Show (FAIRGROUNDS)

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

2022 VISITOR GUIDE

Our 2022 guide is complete; we will have copies to distribute from here at the Visitor Center in just a few weeks. Due to surging demand throughout the summer of 2021, we printed four-times the number of guides we typically do, so we took a bit of extra time this year in creating two versions of our guide – one to distribute at visitor centers and across our region, and another, slimmer version to more affordably distribute to those requesting information from beyond our own community borders.

2022 INFORMATION CENTER VISITATION DATA

January - 2,447 (+603)

February – 2,303 (-300)

2021 FINAL: 84,203

2022 RUNNING TOTAL: 4,750 (+303 YTD)

THIS MONTH'S MEDIA COVERAGE

[Wild West Meets Winter Wonderland](#) – Travel Zoo

[Yellowstone to Mount Rushmore Road Trip](#) – Nomads With a Purpose

[Bighorn Mountains to Grand Teton NP](#) – Nomads With a Purpose

[A Road Trip Through Wyoming](#) – Salt Lake Magazine

[8 Historic Hotels In Wyoming To Stop For The Night](#) – Travel Awaits

[From Cheyenne To Sheridan: The 11 Best Stops Along I-25 In Wyoming](#) – Travel Awaits

[7 Best Places to Live in Wyoming](#) – zumper.com

[Wyoming Itinerary Guide](#) – Leisure Group Travel

[18 Best Small Towns in Wyoming for a Weekend Getaway](#) – meganstarr.com

[Sheridan WYO Winter Rodeo adapts to the lack of snow in 2022](#) – Wyoming Public Media

* [Mountain Town](#) – The House of Perez

** [What's Up With the Pairing of Chili and Cinnamon Rolls?](#) – Smithsonian Magazine

** [Destination: Wyoming](#) – The Lookout Magazine

*The House of Perez is produced by Natalie Steger from Sheridan, WY. Natalie and her team have been creating innovative content through Great Social Club that has showcased elements of Sheridan County often unseen or unknown, including art, fashion, and design.

**In the fall of 2021, our office partnered with the Wyoming Office of Tourism to host a trio of journalists interested in stories about northern Wyoming. We are now seeing coverage published as a result of that trip, and have word that several more features will be out in the coming months (including a Wyoming guide featured on Thrillist). We had the great opportunity to host journalists Laura Kiniry, Michele Herrmann, and Todd Walker for a few days, and are looking forward to having them back again soon!

MARCH PLACEMENTS + CAMPAIGN DISTRIBUTION

Cowboy Lifestyle Magazine
 Elevation Outdoors
 Madden Media (Digital Spring Campaign)
 Wild West Magazine
 Ongoing Social (Facebook; Instagram; YouTube)



COUNTY, WYOMING, USA.

HISTORY. HERITAGE. CRAFT CULTURE. THE GREAT OUTDOORS.
 SHERIDAN IS THE NATURE OF THE WEST.



1.1

million acres of pristine wildland in the Bighorn National Forest, encompassing 1,200 miles of trails, 30 campgrounds, 10 picnic areas, 6 mountain lodges, legendary dude ranches, and hundreds of miles of waterways. The Bighorns offer limitless outdoor recreation opportunities.

101

restaurants, bars, food trucks, lounges, breweries, distilleries, tap rooms, saloons, and holes in the wall are spread across Sheridan County. That's 101 different ways to apres adventure in the craft capital of Wyoming. We are also home to more than 40 hotels, motels, RV parks, and B&Bs.

4

seasons in which to get WYOG. If you're a alighting savant, you'll want to check out the Winter Rodeo. July features the beloved WYO Rodeo. Spring and fall are the perfect time to chase cool mountain streams or epic backcountry lines, race the Bighorn Trail run, and more.

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Sheridan features a thriving, historic downtown district, with western allure, hospitality and good graces to spare; a vibrant arts scene; bombastic craft culture; a robust festival and events calendar; and living history from one corner of the county to the next.



THE STORY OF ART

Last fall our team worked with Legit Productions NYC to feature artists from across Sheridan County in a remarkable documentary project that is now available to watch on Amazon Prime - take a moment to watch The Story of Art in America (Sheridan is episode 7!) and celebrate a few of these incredible individuals who help make Sheridan such a beautiful place to live.

Thank you to all the great artists that gave their time to this project:

Aaron Odom, Artistic Director, Theater

Stefanie Wilkerson, Metalsmith

David McDougall, Painter

Arin Waddell, Painter

Jim Jackson, Leathercrafter

Sonja Caywood, Painter

The Story of Art in America is a docuseries exploring the role of Art in American society and its diverse communities, from large cities to small rural communities. Each season has ten episodes, each one featuring one city or county.

ULTIMATE COWBOY SHOWDOWN

Season 3 of INSP's Ultimate Cowboy Showdown will debut on April 21, 2022 – what's special about this season is that it was filmed in Wyoming (Douglas) and features the only and only Stephen Yellowtail!

GREAT AMERICAN WEST

We received our latest Media Report for the Great American West for January 2022. The five-state region received earned international media coverage across 26 articles, reaching over 67M readers with an estimated advertising value of over \$668K.

Top earned media articles (by reach) for each state include:

ID/MT/WY: Best holidays for 2022 picked by our travel team including the UK, Egypt and USA (Yellowstone NP; UK market)

ND: Workshop Focuses on Travel to the USA (Nordic market)

SD: Reborn in the USA (UK market; page 40-41)

If you would like to view the print coverage included in this report, please send me a note, and I will share with you.

GREATER NORTHWEST PROJECT

Our office has been tracking a push for returning passenger rail service to Wyoming; this initiative is “picking up steam,” but for those of you who are unfamiliar with the effort, I am including here info from a letter of support that I wrote back in the fall. The effort has also received support from the City of Sheridan and Sheridan County, as well as numerous communities across Wyoming. This has the potential to greatly benefit our community, and I will keep the community updated as news continues to come my way.

LETTER OF SUPPORT

Big Sky Passenger Rail Authority-ARPA Build Back Better Regional Challenge (BBBRC)

PREPARED FOR:

Economic Development Administration-Denver Regional Office
Angela Belden Martinez, Regional Director
1244 Speer Boulevard, Suite 431
Denver, Co 80204

Dear Director Martinez,

Sheridan County Travel & Tourism is writing to express our support for Missoula County’s application on behalf of the Big Sky Passenger Rail Authority (BSPRA) for BBBRC funds. The vision of the BSPRA is to restore passenger rail service across the southern portion of Montana, and beyond (as Sheridan County so often finds itself in the beyond, we would greatly benefit by this effort); this is a vital transportation service that has not been available to the area since 1979. The Authority, which now counts 17 Montana counties as members, was formed to move this important vision forward through planning and analysis, building critical partnerships and stakeholder support and acquiring necessary resources to see this vision come to fruition. People and commerce readily travel over state borders/political borders; we need a facilitating framework that can recognize and work with this. Our partners with BSPRA have agreed to be the facilitating mechanism for our region.

Restoration of passenger rail service in southern Montana, northern Wyoming, and neighboring states will bring transformational, once in a lifetime opportunity for economic development across the region. Restoration of passenger rail service will connect more communities to educational and economic opportunities, essential healthcare services, and recreational and tourism activities that are currently not accessible to everyone either via air travel or personal vehicle use. Additionally, passenger rail supports environmental goals to reduce emissions, potentially reducing the number of individual vehicles on the road. Perhaps most importantly, especially in the winter months, rail travel provides significant safety benefits, allowing citizens to travel to work, access essential services, and connect to family and friends without having to drive in hazardous conditions.

Passenger rail service would be a boon to Sheridan County, as well as much of the Great State of Wyoming – it was, of course, the railroad that brought prosperity to many of our communities over 100 years ago. As we continue to grow, reliable, affordable transportation remains top of mind as an important service for the people of Sheridan County, from a business, recreation, and tourism standpoint.

BSPRA is requesting Phase I funding to conduct initial feasibility work that will assist in further defining and focusing project scope and determining the best use of fiscal and personnel resources. Additionally, Phase I funds will allow BSPRA to hire/contract for temporary staff to continue engaging critical and diverse stakeholders and partners that will be essential to securing financial and community support moving forward. Due to the number of potential routes in the American west (north-south, east-west) through Montana and its neighbors, we want to note our support and interest for feasibility studies and planning for these broader routes that help complete a true national rail network. For these reasons we support this application and request that it be given your full consideration. We thank you in advance for this opportunity and look forward to working with BSPRA and EDA toward transformational change in our regional transportation and related economic growth.

Sincerely,

Shawn Parker
Executive Director, Sheridan County Travel & Tourism

SUNSET MAGAZINE

A snapshot from a campaign deployment with Sunset Magazine, Nov-Dec 2021:
The ROS overdelivered by 11K+ impressions and an overall CTR of 0.17% (Average banner CTR is .06). The Best of the West Newsletter had a very strong open rate of 34.60% and 317 total banners clicks, reflecting a banner CTR of .34%

AFAR MEDIA

A snapshot from a campaign deployment with Afar Media, Dec-Jan 2021/22:
Contextually targeted synched page takeovers and Desktop + Mobile ROS delivered 45,000 and 50,009 impressions, respectively.

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 2022 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.](#)

In addition to these programs, we have an all-new campaign set to launch later this spring.

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 March 1, images in our Flickr archive have been **viewed 1,423,221 times since being launched in 2018.**

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.](#)