



APRIL 1, 2022

Local Travel & Tourism Industry Update

Prepared by

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Sheridan County Travel & Tourism

APRIL FORECAST

Spring is here, and with it we expect to see the start of a busy tourism season. I've been asked how I see fuel prices affecting travel this summer; in a *normal year*, I would say that high fuel prices would lead to a slight decrease in travel. But with the situation in Europe and the constantly evolving vaccine/testing requirements that are now part of the international air travel experience, I see us having another strong tourism season, carried once again by the domestic market.

I expect that we will once again see a major influx of individuals making their way to the Mountain West as part of extended road trips, especially with the 150th anniversary of Yellowstone being celebrated all year long (of note; average length of stay for visitors to Sheridan County peaked at 3.4 nights in 2021, with an average spend per day of over \$250). Locally, we have some great events on the calendar that have the potential to draw people in from across the region, including the Wyoming Taxidermy Show, Rocky Mountain Elk Foundation Banquet, a number of arts events at the WYO and the Whitney Center, the Banff Mountain Film Festival, the Home & Garden Show, and the Cloud Peak Classic. Two new events with potential to draw new audiences are Soiree, presented by SAGE & the Wyoming Distillers, and the Sheridan Wyoming Open Chess Tournament.

As you can see below, this is a busy time of year for us – we're producing new video content for The Backyard Season 2; deploying our summer advertising campaigns; and in the process of writing, shooting, and collecting content for our next campaign, titled "Craft is King." I've included just a few examples of what we're deploying.

EVENTS SNAPSHOT

4/1	Trail End Historic Site opens
4/2	WYO Rodeo Ticket Sales Launch (WYO THEATER)
4/2	Sheridan College Symphony Orchestra (WCA)
4/4	Sheridan College Chamber Concert (WCA)
4/7	Wyoming Taxidermy Show (RAMADA PLAZA)
4/8	Sheridan College Dance Ensemble (WCA)
4/8	Rocky Mountain Elk Foundation Banquet (GOLDEN DOME)
4/12	Explore History @ The Hub: Goose Creek Walking Tour (THE HUB)
4/14	PRISM '22 Featuring M.E.A.T. (WCA)
4/16	Easter Egg Hunt at Leiter Bar
4/16	Best of the Rest Steer Riders Jackpot (AGRIPARK)
4/16	Car Show - Test and Tune (CLOUD PEAK LANES)
4/16	Birding at the Brinton (BRINTON)
4/19	Explore History at TRVCC: Women Who Influences Sheridan County (TRVCC)
4/19	Banff Mountain Film Fest (WYO THEATER)
4/22-24	Big Horn Home Builders Home & Garden Show (RAMADA PLAZA)
4/22	Ellen Rowe (WCA)
4/23	Cloud Peak Classic (WYO THEATER)
4/26	Lunchtime Conversations: Open Spaces in Sheridan County (LUMINOUS)
4/28	Soiree presented by SAGE & Wyoming Distillers (SAGE & WYO THEATER)
4/30	Whitney Center Jazz Orchestra (WCA)
4/29	Carrie Edinger Northern Trust Gallery Artist's Reception (BRINTON)
4/30-5/1	Spring Showdown (SPEED)
4/30-5/1	Sheridan Wyoming Open Chess Tournament

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

2022 VISITOR GUIDE

Our 2022 guide is complete, and we now have copies to distribute from the Visitor Center – if you'd like copies for your hotel, restaurant, business, etc., please let us know. 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 distribute more affordably from beyond our own community borders.

2022 INFORMATION CENTER VISITATION DATA

January – 2,447 (+603)

February – 2,303 (-300)

March – 3,955 (+199)

2021 FINAL: 84,203

2022 RUNNING TOTAL: 8,705 (+502 YTD)

THIS MONTH'S MEDIA COVERAGE

[Saddle Up in This Western Mountain Town You're Missing Out On](#) – Thrillist

[15 Best Things to Do in Sheridan, WY](#) – Travel Lens

[9 Most Beautiful Small Towns in Wyoming](#) – World Atlas

[Posts from the Road: King's Saddlery in Sheridan, Wyo.](#) – LA Daily Post

[The Most Beautiful Towns in Wyoming](#) – Culture Trip

[15 Jaw-Dropping Places to Visit in Wyoming](#) – meganstarr.com

[25 Best Places to Visit in Wyoming](#) – Vacation Idea Deam Vacation Magazine

Coverage from a Feb. 2022 Mexico City media mission with the Wyoming Office of Tourism:

[Must-Sees in Wyoming](#) – laprensa.mx

[Wyoming is ready to welcome Mexicans](#) – travelreport.mx

[Wyoming, the hidden gem of the US looking for Mexican visitors in 2022](#) – El Heraldo de Mexico

[Home of Wonders the Perfect US Destination Relaxing and Taking a Breather](#) – Debate

[Perfecto Para Relajarse](#) – El Manana

[Tourist Class](#) – Clase Turista

MARCH PLACEMENTS + CAMPAIGN DISTRIBUTION

2022 Big Horn Equestrian Center, Souvenir Program

Elevation Outdoors, Print +Digital Program

Group Tour Media, Print + Digital Program

Travel Taste & Tour Magazine, Print + Digital Program

Destination Sheridan Magazine, Print

Leather Crafters Journal, Print

Wyoming Livestock Roundup, Print

Regional Billboards Refresh

Ongoing Social (Facebook; Instagram; YouTube)

Sheridan

COUNTY, WYOMING, USA.

HISTORY. HERITAGE. CRAFT CULTURE. THE GREAT OUTDOORS.
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 apes 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 WYO'd. If you're a skijoring savant, you'll want to check out the Winter Rodeo in February 2022. July features the 92nd edition of the beloved WYO Rodeo. Spring and fall are the perfect time to chase cool mountain streams or epic backcountry lines.

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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.

LOST IN

WYOMING.

NEVER BEEN

HAPPIER!

Sheridan



COUNTY, WYOMING, USA.



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 April 1, images in our Flickr archive have been **viewed 1,469,561 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 content to supplement stories, articles, and more.

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

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