



May 1, 2022
Local Travel & Tourism Industry Update

Prepared by
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MAY FORECAST

When I wrote last month that spring is here... I was wrong. The weather all month long was predictably unpredictable – case in point, we had some of the best snowmobile/winter recreation weather we had all season just in the last two weeks. This caused a bit of havoc for some events that were scheduled throughout the month, but it looks like we're in great shape for May. Fingers crossed that all the kids coming into town for the Big Horn Soccer Cup don't have to play in snow... again!

Along with the Soccer Cup, which unofficially/officially kicks off the summer season, there are a couple of big events on deck for May, including the Master Leather Carving from North America and Japan show at The Brinton, running alongside the Rocky Mountain Leather Trade Show; a pair of Kentucky Derby parties; a series of historical (and biking) events hosted by the Land Trust; and, weather permitting, the Eaton's Horse Drive.

We should see a noticeable uptick in travel this coming week as people look to get into Yellowstone to celebrate the park's 150th anniversary. On the heels of this celebration, I am sharing here some exciting data from the Wyoming Office of Tourism:

Click here for the [2021 Economic Impact of Travel](#) prepared by Dean Runyan Associates for the Wyoming Office of Tourism. WOT has been using this annual report since 1998: the report provides vital data about the summation of the impacts of travel on Wyoming's economy. As you will see in the data, we have a lot to celebrate from 2021!

Some of the highlights of the **statewide impacts** are:

\$4.2 Billion Travel Generated Spending 38.1% increase over 2020

\$1 Billion earnings 12.4% increase over 2020

31,000 jobs up 7.6% over 2020

Total travel-generated taxes \$258 Million 60% increase over 2020

EVENTS SNAPSHOT

5/1	Spring Showdown (SPEED)
5/3	Sheridan College Choirs (WCA)
5/6	Spirits of the West: Artist's Reception (BRINTON)
5/6-7	Sheridan College Theatre Production (WCA)
5/7	PO News Anniversary Celebration
5/7	National Travel & Tourism Week
5/7	Kentucky Derby Party (MYDLAND)
5/7	Mother's Day Special (LEITER BAR)
5/7-8	Big Horn Mountain Soccer Cup (EQ. CENTER)
5/8	Let's Go Racing (SPEED)
5/10	Explore History: Black Diamond Trail Bus Tour (THE HUB)
5/12-9/5	Master Leather Carving from North America and Japan (BRINTON)
5/12	Sheridan College POP Concert (WCA)
5/12	Keystone Awards (WYO THEATER)
5/15	Street Stock Special (SPEED)
5/20	Mast Leather Carving from North America & Japan: Artist's Reception (BRINTON)
5/20-22	Rocky Mountain Leather Trade Show (RAMADA PLAZA)
5/21	Let's Go Racing (SPEED)
5/23-25	Hang Gliders Fly-In
5/24	Lunchtime Conversations: Open Spaces in Sheridan County (LUMINOUS)
5/30	Tribute to the Military (LEITER BAR)

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

DESTINATION CAPITOL HILL

Along with other members of the Wyoming Office of Tourism Board, as well as Executive Director Diane Shober, I traveled to Washington DC in April to meet with our federal delegation -- Representative Cheney, and Senator Barrasso and Senator Lummis. We spoke to them about the challenges facing our industry - housing, lack of qualified applicants for various jobs, etc. - and, overall, had some excellent discussions.

We made several specific asks, including a request to lift caps on H2B and J1 visas (and to make some adjustments to the programs) that will allow hospitality partners to more easily access the pool of qualified international candidates this summer (and in the future). We made some great strides in these meetings, and I will keep the community updated on future progress. If you would like to see a PDF of the legislative asks/talking points, please let me know and I will forward a copy.

10BEST READERS' CHOICE AWARDS

A panel of experts and 10Best editors have chosen Sheridan as a nominee for the USA Today 10Best 2022 Readers' Choice award for the **Best Small Town for Adventure category!** The contest launches on Monday, May 9th at noon EDT (and ends on Monday, June 6th at 11:59am EDT): [click here to vote for Sheridan!](#)

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)

April – 4,130 (+275)

2021 FINAL: 84,203

2022 RUNNING TOTAL: 12,903 (+777 YTD)

THIS MONTH'S MEDIA COVERAGE

[Hit the Road in Sheridan, Wy](#) – Cowboy Lifestyle Magazine

[Sheridan, Wyoming Tourism](#) - Connect With Us on KNBN-TV

PLACEMENTS + CAMPAIGN DISTRIBUTION

Cowboy Channel

Cowboy Lifestyle Magazine

Elevation Outdoors, Print +Digital Program

Travel Taste & Tour Magazine, Print + Digital Program

Wyoming Public Radio

Ongoing Social (Facebook; Instagram; YouTube)

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 1,497,157 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.](#)