



June 1, 2022

Local Travel & Tourism Industry Update

Prepared by

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JUNE FORECAST

We are starting the summer off in style with some epic news – Travel + Leisure called Sheridan one of “[The 15 Best U.S. Small Towns for a Summer Vacation](#),” and we couldn’t agree more. We are also one of USA Today’s “[10 Best Small Towns for Adventure](#),” which also seems to make perfect sense.

June starts with a bang with one of the biggest weekends of the summer. This weekend we have The Dead Swede and Trailfest, Bots Sots Remount Horse Sale, Average Joes, Hoop Jam, Ucross Founders Day, and a whole host of other events and activities. Good thing there’s so much room for activities!

June also means 3rd Thursday, Clearmont Day, the Bighorn Mountain Trail Run, Antelope Butte Brewfest, and much, much more.

We are on the cusp of what should be a great tourism season, even as gas prices continue to climb. Our team was in Fargo for an industry event a few weeks ago, and we met with 40+ tour operators that sell the Great American West Region to European Travelers. The first time I attended this event back in 2016, only 5-6 of these operators had Sheridan County on their itineraries – even then, we were only a place to spend the night for folks passing through. Now, more than 30 companies help to market Sheridan as a destination, and they call on us to provide information on everything from dude ranch vacations to craft culture excursions to Bighorn Mountain adventures. This is just one of the reasons why our average overnight stay has climbed from 1.7 in 2015 to nearly 3 in 2022. Folks who choose to visit Sheridan contribute to an economic engine that employs over 1,000 people locally, and I’m extremely proud that we can play a small role in that.

We have a few new things in the works this summer as well; for the latest news, sign up for [our newsletter here](#).

EVENTS SNAPSHOT

6/3	Museum at the Bighorns Golf Tournament
6/3-4	Trailfest (KENDRICK PARK)
6/4	Bots Sots Remount Horse Sale (TRAIL END)
6/4	The Dead Swede (KENDRICK PARK)
6/4	Ucross Founders Day (UCROSS FOUNDATION)
6/4	Average Joe's CrossFit Competition (CLOUD PEAK CROSSFIT)
6/4-5	Wyoming Rehab Hoop Jam (HIGH SCHOOL)
6/5	Mod 4 Special (SPEEDWAY)
6/8	Best of the Rest Steer Riding (FAIRGROUNDS)
6/9	Tongue River Artist Residency Presentation (GALLERY ON MAIN) Anne Laughlin
6/9	Sheridan Cowgirls Rodeo (FAIRGROUNDS)
6/12	3rd Annual CHAPS Draft Horse Derby (horse races) at 1pm at Fairgrounds
6/12	Explore History: WYO Rodeo & All-American Indian Days (WYO THEATER)
6/12	Let's Go Racing w/ Bike Races (SPEEDWAY)
6/14	Trail End Garden & Kendrick Arboretum Walking Tour (TRAIL END)
6/14	Mountain Bike Discovery Session (BLACK TOOTH PARK)
6/16	3rd Thursday Street Festival
6/17	Wyoming/Montana All-Star Basketball (SC)
6/17-18	Bighorn Mountain Trail Run (DAYTON)
6/18	Clearmont Day (CLEARMONT)
6/18	Demo Derby (SPEEDWAY)
6/18	Father's Day Special (LEITER BAR)
6/18	Cancer Benefit Trap Shoot (SCSA)
6/18	The Greater Story Birdhouse, BBQ and Bonanza (STORY LIBRARY)
6/19	Explore History: Sheridan WYO Rodeo & All-American Indian Days (TRVCC)
6/22	Best of the Rest Steer Riding (FAIRGROUNDS)
6/23	Sheridan Cowgirls Rodeo (FAIRGROUNDS)
6/23-26	Bighorn Crawlers Summer Safari
6/24	Bag Lady Sue Live at Leiter Bar
6/24-26	Leiter Up Motorcycle Rally
6/25	Bighorn Mountain Brewfest (ANTELOPE BUTTE)
6/25	Sheridan Fulmer Library Festival (WHITNEY COMMONS)
6/26-27	Wyoming Sportsman Gun Show (FAIRGROUNDS)
6/26-27	Mountain States Modified Tour (SPEEDWAY)
6/28	Mountain Bike Discovery Session (RED GRADE TRAILS)
6/29	Tongue River Artist Residency (GALLERY ON MAIN) George Middleton
6/30	Sheridan Cowgirls Rodeo (FAIRGROUNDS)

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 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)

May – 6,375 (-932)

2021 FINAL: 84,203

2022 RUNNING TOTAL: 12,903 (-155 YTD)

THIS MONTH'S MEDIA COVERAGE

[The 15 Best U.S. Small Towns for a Summer Vacation](#) - Travel + Leisure

[10 Best Small Towns for Adventure](#) – USA Today

[Explore The Best Of The Bighorns On This Wyoming Road Trip](#) – Only in Your State

[Enjoy a Scenic Wyoming Mountain Road Trip](#) – Only in Your State

[Bighorn National Forest In Wyoming Is A Stunning Natural Wonder](#) – Only in Your State

[12 Best Cities in Wyoming to Live and Visit](#) – Touropia

[8 Best Things to Do in Sheridan, Wyoming](#) – Trips to Discover

[Wyoming's Coolest Small Town](#) - The Digital Traveler

PLACEMENTS + CAMPAIGN DISTRIBUTION

Afar Media

Elevation Outdoors

Wyoming Public Radio

Ongoing Social (Facebook; Instagram; YouTube)

CALENDAR OF EVENTS

The community calendar continues to grow, with new additions each week. Remember 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.](#)

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 1,517,108 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.](#)