



**August 1, 2022**  
**Local Travel & Tourism Industry Update**

**Prepared by**  
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**Sheridan County Travel & Tourism**

**AUGUST FORECAST**

The dog days of summer are barking!

There are some fantastic events on the horizon for August, starting with the Sheridan County Fair. And there's a taste of everything this month, with deep dives into history, arts and culture, western attractions, and plenty to keep you busy in the great outdoors. Take a quick glance at the calendar below or visit [sheridanwyoming.org](http://sheridanwyoming.org) for more information on everything that's happening in August.

From an industry standpoint, we are looking forward to another exciting month, and we are cautiously optimistic that Sheridan County is in a strong place as it relates to the Yellowstone flooding (and other regional issues). We have worked hard for the last half decade to position Sheridan as a destination, not just a place to stop before you head to the next national park – because of that, we have insulated ourselves, at least in part, from some of the ill effects that other communities are facing because of the havoc in Yellowstone. We know, from looking at data and speaking to industry professionals and business owners across the state, that raw traffic is down this year. Of interest is that here at the Visitor Center, we saw 5,952 *fewer* visitors through the doors in July 2022 versus July 2021; one explanation is that many folks have taken a wait and see approach to Yellowstone. Another is that with most of the country essentially “back to normal” from a tourism standpoint, we're experiencing some rubber band effect. Fuel prices, of course, are another major contributing factor. A combination of all these issues seems most likely.

We have seen numbers retract somewhat on the RV and campground business, but hotels and private home rentals have stayed strong. And our average length of stay continues to increase – the surest sign of all that Sheridan is becoming a destination we know it can be. We have a new road trip campaign that will launch this week to remind folks just why Sheridan County is the Road Trip Capital of America.

For the month of June, we saw only a 5.4% dip in hotel occupancy from 2021 to 2022, while private home rentals increased from 1,460 booked nights in June '21 to 1,941 booked nights in June '22, offsetting some of the decrease. Year to date, we remain 13.4% ahead of 2021 from an occupancy standpoint, 4.4% up on average daily rate, and 19% up on revenue per room, which means more dollars spent at local businesses. We are in a strong position currently, but it is one that I never plan on taking for granted.

If you are interested in a deep dive into local tourism industry economics, let me know – I am happy to share a copy of the new Sheridan County Quarterly Report (Q2), prepared by the Wyoming Office of Tourism.

In extremely exciting news, we are preparing to release Season 2 of The Backyard in just a few days! Stay tuned for that – we begin with a special episode featuring the Forever West Songwriter Festival, coming up August 18-20. More info on that below.

To stay up to date on everything we're working on, sign up for [our newsletter here](#).

## EVENTS SNAPSHOT

7/29-Aug 8	Sheridan County Fair
8/7	Monarch Underground Miners Picnic (PINE ISLAND CAMPGROUND)
8/7	Big Goose Creek Walking Tour (HUB ON SMITH)
8/11	Tongue River Artist Residency Presentation (GALLERY ON MAIN) Phillip Shabazz
8/12 - 14	Sheridan County Rodeo (FAIRGROUNDS)
8/12	Sheridan Hawks Cup Golf Tournament
8/12 - 13	Murder at the Mansion! (KENDRICK MANSION)
8/12 - 14	I-90 Races (SPEEDWAY)
8/13 - 14	Bike MS Wyoming: Bighorn Country Classic
8/18	Forever West Songwriter Festival
8/18	3rd Thursday Street Festival
8/19	Monster Trucks (FAIRGROUNDS)
8/20	Sod Farm Festival
8/20	Powder River Historical Tour (CLEARMONT)
8/25 - 28	Celebrate the Arts
8/22	Superior Livestock Auction
8/25	Tongue River Artist Residency Presentation (GALLERY ON MAIN) Debbie Alley
8/25 - 27	14th Jeep Jamboree U.S.A. at Elkview Inn
8/27	Let's Go Racing (SPEEDWAY)
8/27	Suds n' Spurs Brewfest (WHITNEY COMMONS)
8/27	The Brinton Bighorn Rendezvous Quickdraw & Art Auction
8/28	Ucross Foundation Arts Festival
8/28	Season Finale Championship Night (SPEEDWAY)
8/31	Black Tooth Brewery Bingo

FLYING H POLO: Games Thursdays and Saturdays 11am, 1pm, and 3pm.

BIG HORN EQUESTRIAN POLO: Games Wednesdays and Fridays 1pm and 3pm. Sundays at 10am.

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

## 2022 FOREVER WEST SONGWRITER FESTIVAL



### NASHVILLE ICONS IN BIGHORN MOUNTAIN COUNTRY

The Forever West Songwriter Festival is a unique celebration of music and western heritage featuring legendary songwriters Anthony Smith, Wynn Varble, Brice Long, Wyatt McCubbin, Cameron Wrinkle, David Lee, Jeesee Lee, and special guest Cory Leone Johnson. These artists have written hits for the likes of Brad Paisley, Lonestar, George Strait, Garth Brooks, Chris Young, Hank Williams Jr, Reba McEntire, and Chris Stapleton.

This year, in addition to the evening performance featuring award-winning hit-makers, we have added a special afternoon songwriter's workshop that will allow guests to interact with songwriters in an intimate forum in the WYO Theater's Mars Black Box. Tickets for the evening performance include admission to the songwriter's workshop.

Tickets are on sale now; visit [www.foreverwestfestival.com](http://www.foreverwestfestival.com) for more.

### TICKETS FOR SPEAR-O WIGWAM

Tickets for the special evening performance at Spear-O-Wigwam are \$75 and include dinner. There are a limited number of tickets available for this show; please contact [anna@spearowigwam.com](mailto:anna@spearowigwam.com) to reserve your tickets and/or cabin.

Experience your very own Bighorn Mountain Getaway at Spear-O-Wigwam. Share the beauty, fun, and inspiration that this iconic guest ranch has to offer. Spear-O is the perfect base camp for adventures in or near the Cloud Peak Wilderness. For more information, including detailed directions to Spear-O from Sheridan, visit [Spearowigwam.com](http://Spearowigwam.com)

### **TICKETS FOR THE WYO THEATER**

Tickets for the performances at the WYO Theater can be purchased directly via the WYO at [wyotheater.com](http://wyotheater.com).

Forever West brings together some of the music industry's most celebrated songwriters for a night of music and entertainment that features some of the most iconic hits of country music of the last 20 years.

Tickets to the WYO Theater show include admission to the afternoon songwriter workshop.

### **TICKETS FOR THE SOD FARM FESTIVAL**

Tickets for the Sod Farm Festival can be purchased via the WYO Theater's website at [wyotheater.com](http://wyotheater.com)

Green Side Up Sod Farm  
12 Blue Grass Drive  
Sheridan, WY  
\$25 advance / \$30 day of

Bring your lawn chairs and blankets for an evening of local talent and Forever West Songwriter Icons. Enjoy libations from Luminous Brewery, tasty bites from Stoked Wood Fired Oven and Catering by Bino's. All net proceeds from this event go to support Project Schoolhouse's school and water system building projects in rural Nicaraguan communities. Musical talents of Instagators, Doug Andrews, Craft Bros, Dugan Irby, Rick Geissler & the Band of Outlaws, Marc & Eliana Paninos, and more!

Forever West Songwriter Icons Andrew Smith, Wynn Varble, Brice Long, Wyatt McCubbin, Cameron Wrinkle, David Lee, Jessie Lee and Cory Leone Johnson!

### **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)  
June - 11,026 (-1,467)  
July – 10,913 (-5,952)

**2021 FINAL: 84,203**

**2022 RUNNING TOTAL: 41,149 (-7,574)**

### **THIS MONTH'S MEDIA COVERAGE**

[5 Best Places To Visit in WY via the Superintendent of Grand Teton NP](#) – Matador Network

[12 Road Trips That Should Only Be Done in the Summer](#) – Fodor's Travel

[Along For The Ride: Must-See Stops Off I-25](#) – Travel Wyoming

[Wyoming's Most Underrated Road Trip Destinations](#) – Laramie Live

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

[Mount Rushmore to Yellowstone National Park \(Road Trip\)](#) – More than Just Parks

[Sheridan County's Sights are Postcard-Perfect](#) – Great American West

### **PLACEMENTS + CAMPAIGN DISTRIBUTION**

Miles Media + Brand USA – Global Inspiration Program

Great American West International Newsletter Campaign

Wild West Magazine – The American Frontier Program

Wyoming Public Radio

Ongoing Social (Facebook; Instagram; YouTube)

Travel Taste & Tour – Fall Feature Story

### **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](mailto: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](http://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 16,000 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 today images in our Flickr archive have been **viewed 1,545,743 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](#).