



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

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**SEPTEMBER FORECAST**

Flooding in Yellowstone. Historic inflation. Outrageous fuel prices. Record flight cancelations. Soaring temperatures. There were 101 things in the news to worry consumers this summer, and yet we managed to fair exceptionally well in Sheridan County (and across much of Wyoming). Events big and small saw record attendance. Retail businesses saw excellent foot traffic. Local attractions were within shouting distance of record 2021 numbers. This despite the near-constant struggle to find staff (not only in the tourism sector, but in nearly all industries) and the challenges in the housing market. And yet this spectacular communities continues to work together and thrive!

A quick glimpse at some hotel/motel occupancy and revenue data, comparing Sheridan to Campbell, Park, and Teton Counties, as well as the rest of the state.

**Occupancy:**

May: Sheridan 60.1%, Campbell 55.1%, Park 53.7%, Teton 54.4%, Wyoming 57.8%

June: Sheridan 68.7%, Campbell 61.3%, Park 65.4%, Teton 63.7%, Wyoming 67%

July: Sheridan 68.9%, Campbell 61.9%, Park 69.8%, Teton 75%, Wyoming 68.3%

**Average Daily Room Rate:**

May: Sheridan \$100, Campbell \$84, Park \$153, Teton \$191, Wyoming \$119

June: Sheridan \$110, Campbell \$100, Park \$208, Teton \$321, Wyoming \$163

July: Sheridan \$116, Campbell \$132, Park \$269, Teton \$461, Wyoming \$221

For the month of June, we saw only a 5.6% 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 9.5% ahead of 2021 from an occupancy standpoint, 4.1% up on average daily rate, and 14% up on revenue per room. 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 now a premiere Wyoming destination. All signs point to an excellent fall season in Sheridan County.

Our team recently launched Season 2 of The Backyard – you can watch now on our YouTube channel. The premiere, featuring the Forever West Songwriter Festival, has been watched 22,000+ since the launch.

If you meet a friendly biker from far afield this weekend, welcome them to town – they’re likely here as part of DevilStone Run 5, an awesome tour put on by the crew at Go Fast Don’t Die.

We’re all extremely excited for this weekend’s Don King Days festivities; this is the first Labor Day in several years that we have not had to contend with wildfire smoke, and it should be a beautiful weekend out at the Equestrian Center for the 35<sup>th</sup> edition of this true western classic.

As you’ll see from the calendar, Arts Season is in full swing with returning events like the WYO Film Festival, and exciting new events like Plein Air in the Parks at Trail End State Historic Site. And we can never forget to send a shout out to Born in a Barn, September 18-19. If there’s an official kickoff to the fall, BiaB is it!

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

## EVENTS SNAPSHOT

9/2-5	DevilStone Run
9/2 - 10/30	Last of the Lakota Dream Catchers (BRINTON)
9/3 - 10/31	Vitreous Visions: The Glass Art of Angela Babby (BRINTON)
9/4-5	Don King Days (EQ. CENTER)
9/9	2022 Living History Cemetery Tour
9/10 - 10/30	Artists in Residence in the Jacomien Mars Reception Gallery (BRINTON)
9/14	3rd Thursday Street Festival
9/15	Tongue River Artist Residency Presentation (GALLERY ON MAIN)
9/16	Wild West Wine Fest
9/16-18	20th Annual Sugar Bars Legacy Sale
9/16	Wolf Creek Wrangle (EATON’S RANCH)
9/17	Powder River Historical Tour (CLEARMONT)
9/17	The Mane Event: 2022 Gravel Grinder Bike Ride
9/17	Vintage Car Show (TRAIL END)
9/18-19	Born in a Barn (BIAB)
9/22-25	Plein Air in the Parks (TRAIL END)
9/23-24	Fall Classic (SPEEDWAY)
9/24	Rooted in Wyoming's 6th Annual Farm to Table & Hoe Down (BIAB)
9/30-10/2	WYO Film Festival (WYO THEATER)

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

## 2022 VISITOR 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)  
August – 10,341 (-2,206)

**2021 FINAL: 84,203**

**2022 RUNNING TOTAL: 51,490 (-9,708)**

## THIS MONTH'S MEDIA COVERAGE

[7 Creative Experiences to Have in Sheridan](#) – Afar Media

## PLACEMENTS + CAMPAIGN DISTRIBUTION

Miles Media + Brand USA – Global Inspiration Program  
Great American West International Newsletter Campaign  
True West Magazine – Fall Campaign  
Wyoming Business Report – Fall Campaign  
Group Tour Magazine – Fall Campaign  
Wyoming Public Radio  
Ongoing Social (Facebook; Instagram; YouTube)  
Travel Taste & Tour – Winter Feature Story  
Texas Monthly – Fall Campaign

## WYOMING OFFICE OF TOURISM INTERNATIONAL FAM TOUR

In partnership with the Wyoming Office of Tourism, our team will host a dozen European travel sales professionals September 14-15, with the goal of showcasing Sheridan County as a premiere travel destination. The European market has always been important to Sheridan, and as consumer confidence continues to climb (and travel restrictions ease and lift) we anticipate the international market returning to pre-pandemic levels as soon as summer 2023.

## 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 17,000 images; 99% of these images were taken by me over the last seven 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 1,622,518 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.](#)