

*Sheridan*  
COUNTY, WYOMING, USA.



LITTLE GOOSE FALLS

## DIRECTOR'S FORECAST + UPDATES

---

Hunters, both local and those from out of town, provide a boost to the bottom line of lodges, campgrounds, and RV parks in the fall, but what has been building steam the last several years is the fall arts season. That continues this month with the WYO Film Festival, now in its 5th year; the Fall Tidbit Series: Archaeology at the Museum at the Bighorns; the next Tongue River Artist Residency program at Gallery on Main; the latest season of events at the Whitney Center for the Arts; the WYO Theater Gala; and a whole host of other exciting events. We have seen great progress across the industry in recent years in boosting activities and events in the shoulder season, and I expect October to perform very well this year, given the number of events on the calendar, the mild weather forecast, the lack of smoke, and falling fuel prices.

We recently revived WYLD WEST: The Podcast about the Icons and Outlaws of Sheridan, Wyo., I have been unable to carve out time for the podcast while trying to juggle filming commitments with The Backyard over the course of the last two years, but we are looking forward to bringing the show back on a more regular schedule. Listen wherever you find your podcasts.

In mid-September we worked with the Wyoming Office of Tourism to host several of our top European (and one Australian!) sales agents and tour operators. They had a great time here in town, and I wanted to send out a special thanks to Welcome Market Hall, Shabby Shack, Best Western, and Bighorn Mountain Axe for making their time in Sheridan County a memorable one.

We were also visited by the extremely talented journalist Marlise Kast (LA Times, Chicago Tribune, etc.), who was here working on a piece titled "Unleashing Your Inner Cowboy." Probably no better place on earth for that than right here.

Finally, something a bit more personal - on September 12 I was officially sworn in as a Citizen of the United States of America. Most of you know that I've been a recovering Canadian for years. Here are some cultural hurdles I've worked to overcome in my journey to becoming a Real American, not unlike Hulk Hogan: no one understands what I mean when I say chesterfield, Garburator, eavestrough, or cutlery. Not saying "eh" every third word gives me physical pain. Otherwise, it has been an honor to live here in this wonderful community with my wife and feral children, and I am looking forward to the next chapter. I intend to eat a corn dog and attend a NASCAR event as soon as possible!

- Shawn Parker  
Executive Director

A stylized, handwritten signature in black ink, consisting of the letters 'P' and 'K' with a horizontal line extending from the right side of the 'K'.

# EVENTS SNAPSHOT

---

- 10/7 Biketoberfest (RED GRADE TRAILS)
- 10/7 - 8 Full Moon Fort (FORT PHIL KEARNY)
- 10/7 The Tributary - Symposium for the Arts (SAGE)
- 10/8 Grand Home Tour (TRAIL END)
- 10/8 Farmer's Market (LANDON'S GREENHOUSE)
- 10/8 Fall Tidbit Series: Archaeology (MUSEUM A/T BIGHORNS)
- 10/11 Explore History: Historic Tie Hacks of S. Wyoming (HUB)
- 10/12 Black Tooth Brewery Bingo
- 10/13 Roomful of Teeth (WCA)
- 10/13 Wellness: Filling the Well Within (RANCH AT UCROSS)
- 10/14 Trio Goiania, a night of Brailian Music (WCA)
- 10/15 Farmer's Market (LANDON'S GREENHOUSE)
- 10/15 8th Annual Chili Cook-Off (DAYTON COMM. HALL)
- 10/15 The WYO Theater Gala
- 10/18 Explore History: Historic Tie Hacks of S. Wyoming (TRVCC)
- 10/19 Black Tooth Brewery Bingo
- 10/20 Fall Into Art, Etched in Metal: Edward Curtis (BRINTON)
- 10/21 October Date Night (BALANCED HEALING)
- 10/21 Trunk or Treat (BIGHORN REHAB)
- 10/22 Farmer's Market (LANDON'S GREENHOUSE)
- 10/22-23 Wyoming Sportsman Gun Show (FAIRGROUNDS)
- 10/27 Coulter Fussell, Artist Talk & Reception (WCA)
- 10/27 Tongue River Artist Presentation (GALLERY ON MAIN)
- 10/27 Ball of the Wild (FAIRGROUNDS)
- 10/28-29 Dance Iquail (WCA)
- 10/29 Farmer's Market (LANDON'S GREENHOUSE)
- 10/29 Kalif Shrine Christmas Bazaar
- 10/29 Holiday Makers' Market (FAIRGROUNDS)
- 10/30 It's the Great Pumpkin Charlie Brown, in concert (WCA)



# MONTHLY MEDIA COVERAGE

---

[Photos: When Queen Elizabeth II visited Wyoming in 1984](#) - Billings Gazette  
[Queen Elizabeth II Leaves Lasting Legacy, Including In Wyoming](#) - Cowboy State Daily  
[Queen Elizabeth vacationed near Sheridan in 1984](#) - Wyoming Tribune Eagle  
[Queen enjoyed Wyoming visit](#) - The Sheridan Press  
[15 Jaw-Dropping Places to Visit in Wyoming](#) - Megan & Aram Travel Blog

## Media Note:

Journalist Marlise Kast, writing on assignment for Tribune Content Agency (LA Times; Chicago Tribune; Seattle Times; etc.) visited in September while working on a story titled “Unleashing Your Inner Cowboy.” We’ll share Marlise’s work as it appears in the coming months. Special thanks to Piper Singer with the Wyoming Office of Tourism Public Relations Office for putting this visit together.

# PLACEMENTS + CAMPAIGN DISTRIBUTION

## OCTOBER 2022:

- 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
- WYLD WEST Podcast
- The Backyard Season 2 Episode 3: Art of the Blade



### HISTORY. HERITAGE. CRAFT CULTURE. THE GREAT OUTDOORS. YOUR TICKET TO THE WILD WEST.

The world comes out west expecting to see cowboys driving horses through the streets of downtown; pronghorn butting heads on windswept bluffs; clouds encircling the towering pinnacles of the Cloud Peak Wilderness; and endless expanses of wild, open country. These are some of the fibers that have been stitched together over time to create the patchwork quilt of Sheridan County's identity, each part and parcel to the Wyoming experience. Toss in a historic downtown district, with western allure, hospitality and good graces to spare; a vibrant art scene; bombastic craft culture; a robust festival and events calendar; small town charm from one historic outpost to the next; and living history on every corner, and you have a golden ticket to the adventure of a lifetime.

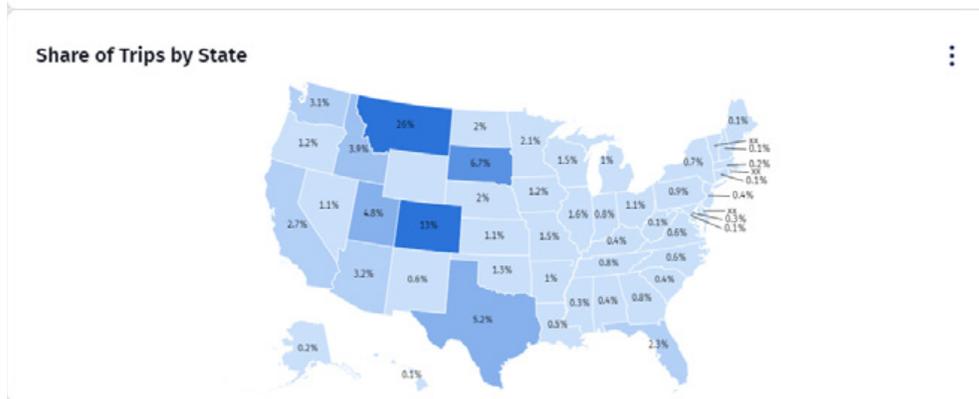
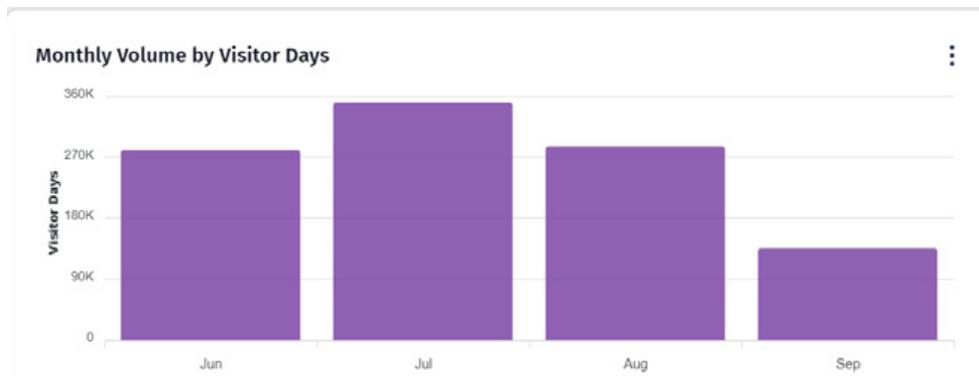


# DATA AND INSIGHTS

## DATA INSIGHTS

June 1, 2022 - September 17, 2022

A glimpse at some data highlighting traffic from summer 2022. What I find most encouraging is the average length of stay - a number that has climbed steadily for years - as well as the state share. We are able to dive deeper into these analytics to help us target markets, analyze who folks are visiting (for example, the Denver Metro Area has grown as a market on the strength of arts and craft culture), and much more.



**Visitor Days**

**1,023,442**

**Total Trips**

**261,699**

**Avg Length of Stay**

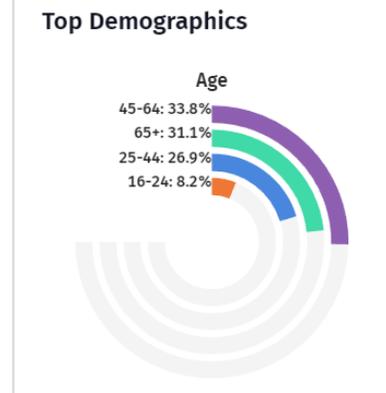
**3.9 Days**

**Unique Visitors**

**147,809**

**Top Markets** DMA v

Market	Trips
Billings	49,296
Denver	30,878
Rapid City	14,026
Salt Lake City	13,077
Phoenix -Prescott	7,305



# NEWS

---

## 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)  
September - 9,028 (-914)

**2021 FINAL: 84,203**

**2022 RUNNING TOTAL: 60,518 (-10,622)**

## 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@sheridanwyoingchamber.org](mailto:info@sheridanwyoingchamber.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 [sheridanwyoing.org](http://sheridanwyoing.org)

## 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](#).