



DIRECTOR'S UPDATES + FORECAST

Our team has our sights set on a strong spring and summer tourism season after a winter that finally delivered the goods – snow, and plenty of it, helped to buoy mountain recreation, drawing snowmobile enthusiasts, x-country, and alpine skiers, and provided perfect weather for the 2025 Sheridan WYO Winter Rodeo. All of the events associated with the Winter Rodeo saw great attendance, including Family Sled Day at Trail End; skijoring at the Fairgrounds; Sheridan Hawks games; and Black Mountain Nordic Club's learn to ski event up in Story. Huge thanks to everyone that helped make February's events possible.

I want to congratulate Eatons' Ranch for being named the Top Dude Ranch in the USA by USA Today's 10Best; no surprise at all that the oldest dude ranch in these United States is also considered the very best by voters! Also worth celebrating is the news that Sheridan's own Le Rêve Restaurant & Raw Bar was named a James Beard Foundation Award Semifinalist, ranking among the Top 30 New Restaurants in the U.S. For context, California alone sees more than 7,000 new restaurants open each year, while New York, Texas, and Florida each have more than 4,000 new restaurants open their doors annually. Le Rêve's nomination is huge news!

We are looking forward to more media coverage this year after Rolls-Royce Motor Cars came to town alongside a group of talented travel writers for the Winter Rodeo. This was Rolls-Royce's first visit to Sheridan County since 2017 and provided the company an opportunity to showcase their beautiful vehicles to journalists in one of the finest places in the country to drive – while we of course benefit by the stories and images these writers and photographers produce during their visit. From their visit in 2017 we saw coverage appear in outlets as diverse as Forbes and Car & Driver.

Our team continues to produce plenty of media content: you may have seen some of our "Craft is King" features on social media over the last two months. These short video pieces, which include Ryan King at King's Saddlery, Stephen Mullins at Red Bison Studios, and Patricia Caywood at the Parkman Bar, highlight folks from across the county, and they've been well received, reaching between 35,000 and 50,000 people per week across our social media channels. Shout out to Lance Roth for his continued work on these pieces.

We have hit the sweet spot with several of our campaigns recently, best illustrated by the success of our 2024 "Icons & Outlaws" multimedia campaign. From a spend of a little more than \$56,000 on one digital advertising campaign we were able to generate nearly 14,000 hotel room nights, and an estimated economic impact of more than \$10,000,000 – a return on investment of more than 190:1. That's \$10 million spent right here in our community at hotels, restaurants, shops, boutiques, galleries, gas stations, and grocery stores – businesses that employ hundreds and hundreds of people. I am always sharply focused on how our work impacts the residents of our wonderful community, and I am extremely proud of the work my team has been doing on these campaigns. We have extended "Icons & Outlaws" into 2025 because, well... if it ain't broke, don't fix it.

Our team is also working with the WYO Rodeo Board to bring back buses for 2025 after last year's success; planning is underway for celebrations across Sheridan County for the 2026 semisecular centennial; we will reopen Burgess Junction for the third season in a row over Memorial Day Weekend; we are zeroing in on a release strategy for our leather craft documentary; and I'm probably forgetting another half dozen things that we're working on for 2025. Here's to a great start to spring!



Shawn Parker
Executive Director
Sheridan County Travel & Tourism

2025 / Sheridan County in Focus.

We were out and about quite a bit in the first quarter of the year. Our crew captured some fresh footage at the Rotary Ice Fishing Derby at deSmet, we had all the cameras out for Winter Rodeo, and we captured some really fun new aerial footage of this beautiful winter wonderland.



ICONS AND OUTLAWS

2024 Digital Marketing Attribution

REPORT PERIOD SPEND: \$56,136.25

Increase Drive Market visitation to Sheridan, WY
Attribution to Destination, Lodging, and Attractions
Traditional KPI's: Impressions, clicks, CTR, VCR

Past Visitor Re-Engagement from 1/1/21 -present who are in a 50-400 mile drive radius
Look-a-Like of Lodging visitors who are in a 50-400mile drive radius
Age: 40+, HHI: \$75K+, Known Traveler, Road Trips, Shopping, Outdoors
Rodeo Event Geo-Conquest of people seen at the following rodeos in the past 3 years

Sheridan WY 2024 Annual Leisure Campaign

Campaign Run Dates: 01.08.24 - 02.05.25 Report Period: 01.08.24 - 02.05.25

Attribution Mileage: 50 - 400 mile radius Attribution Reflects: 01.15.24 - 02.05.25

Attribution

Destination

Total Trips/Visits
43,242

Estimated Impact
\$10,680,774.00

EST. CAMPAIGN
IMPACT
\$10,680,774.00

EST. ROAS
\$190.27 : \$1

COST/VISITOR
DAY
\$0.73

Hotels

Est. Room Nights
13,736

Estimated Impact
\$1,236,240.00

TOTAL
IMPRESSIONS
6,177,459

TOTAL CLICKS
11,924

TOTAL A/V
COMPLETIONS
377,163

Attractions

Total Trips/Visits
5,812

Estimated Impact
\$1,435,564.00

OVERALL INCREMENTAL LIFT

9.1x	15.65%	1.7%
Visitation Lift	Targeted Attribution Rate	Control Group Attribution Rate

DATA AND INSIGHTS

Profile includes out-of-state visitors and in-state visitors coming from 50+ miles

RANGE: January 1, 2025 - March 22, 2025

RANGE: January 1, 2024 - March 22, 2024

TOTAL TRIPS
117,041 Trips

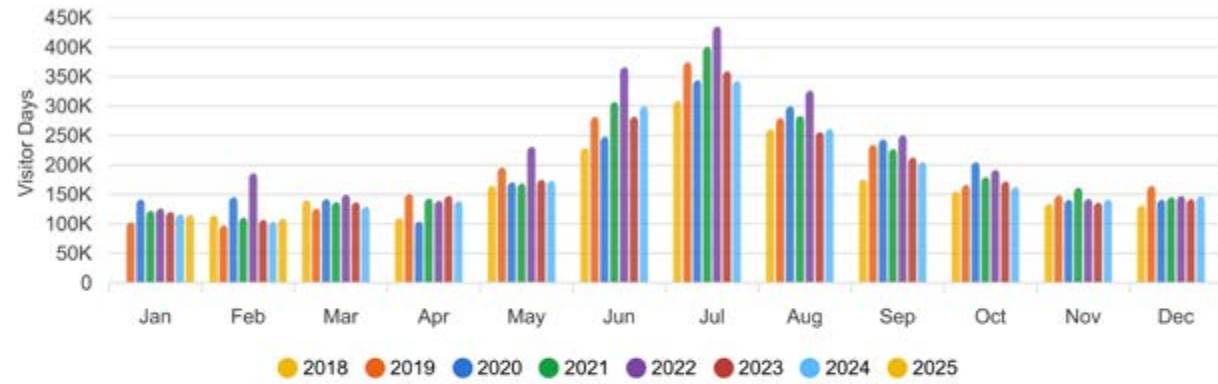
TOTAL TRIPS
109,553 Trips

VISITOR DAYS
320,019 Days

VISITOR DAYS
311,816 Days

Monthly Volume by Visitor Days

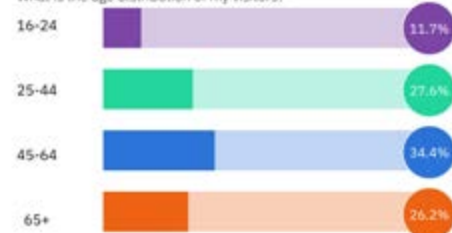
What is my visitation over time?



Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	0	116K	141K	111K	166K	230K	310K	262K	177K	157K	135K	133K
2019	104K	99K	127K	152K	198K	283K	376K	281K	236K	168K	150K	166K
2020	143K	147K	143K	105K	172K	250K	345K	301K	245K	206K	142K	143K
2021	124K	112K	139K	145K	170K	309K	402K	285K	229K	181K	163K	147K
2022	128K	187K	151K	140K	232K	368K	437K	328K	252K	193K	144K	149K
2023	122K	108K	138K	149K	176K	284K	361K	257K	214K	174K	138K	143K
2024	118K	105K	130K	140K	174K	301K	344K	262K	206K	164K	143K	148K
2025	117K	110K	0	0	0	0	0	0	0	0	0	0

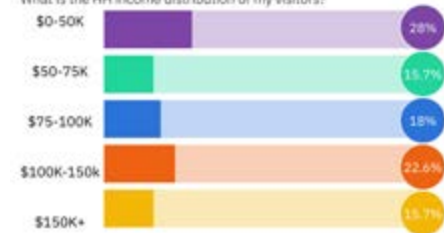
Age

What is the age distribution of my visitors?



Income

What is the HH income distribution of my visitors?



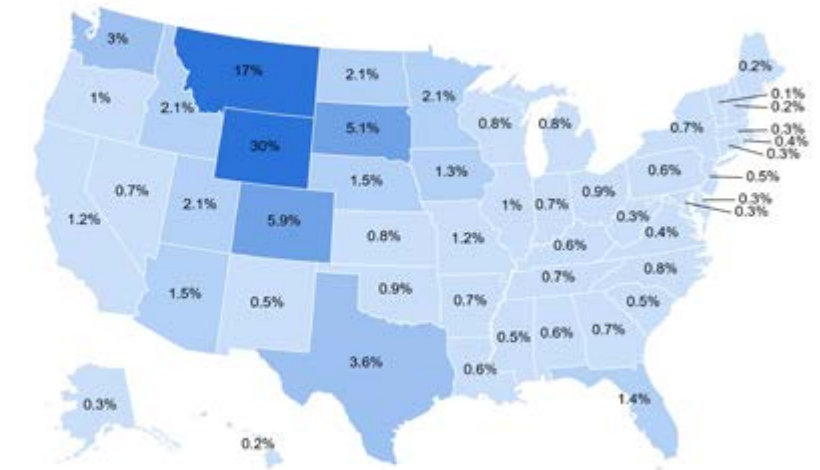
Household

What is the household size distribution of my visitors?



Share of Trips by State

RANGE: January 1, 2025 - March 22, 2025



Visitor Days by Length of Stay

How long are visitors seen in my destination?



1 Day 44.5%
2 Days 15%
3 Days 8.95%
4 Days 7.11%
5 Days 5.45%
6+ Days 19%

DMA Visitation

Which markets are my visitors coming from?

DMA	Visitor Days
Denver	12.9%
Billings	9.37%
Casper-Riverton	6.79%
Rapid City	4.47%
Salt Lake City	3.53%
Cheyenne-Scottsbluff	3.31%
Minot-Bsmrck-Dcknsn-Wlstn	1.62%
Butte-Bozeman	1.4%
Sioux Falls-Mitchell	1.28%
Seattle-Tacoma	1.19%
Phoenix -Prescott	1.18%

Visitors by Day





BEST. SUMMER. JOB. EVER.

We are right on track to re-open the beautiful Burgess Junction Visitor Center for the season over Memorial Day Weekend! We do have one more opening on our team - If you know someone who is looking for the most epic summer job available, send them our way. May through September. Excellent pay, housing allowance, and a summer in the Bighorn National Forest. Best summer job ever?

BEST SUMMER JOB EVER!

APPLY HERE.

1517 E 5th St, Sheridan, WY
307-673-7120

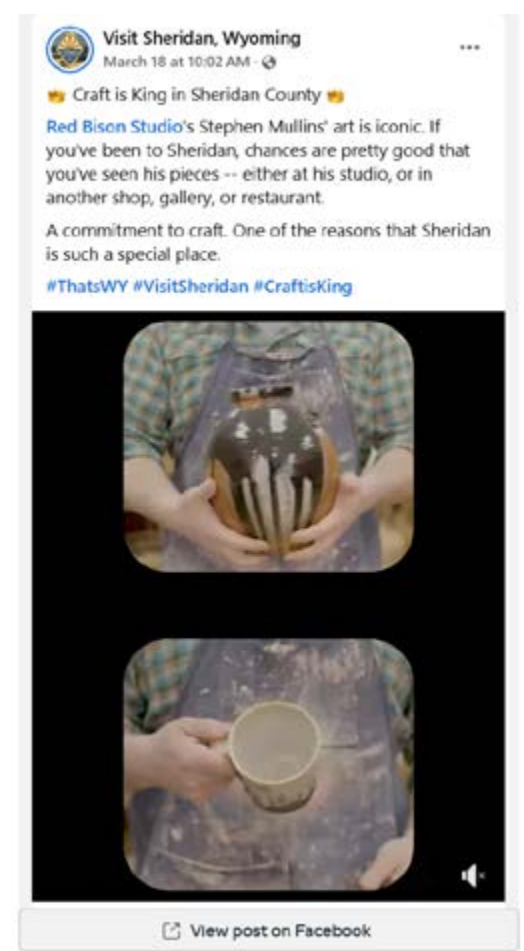


Check out our site →

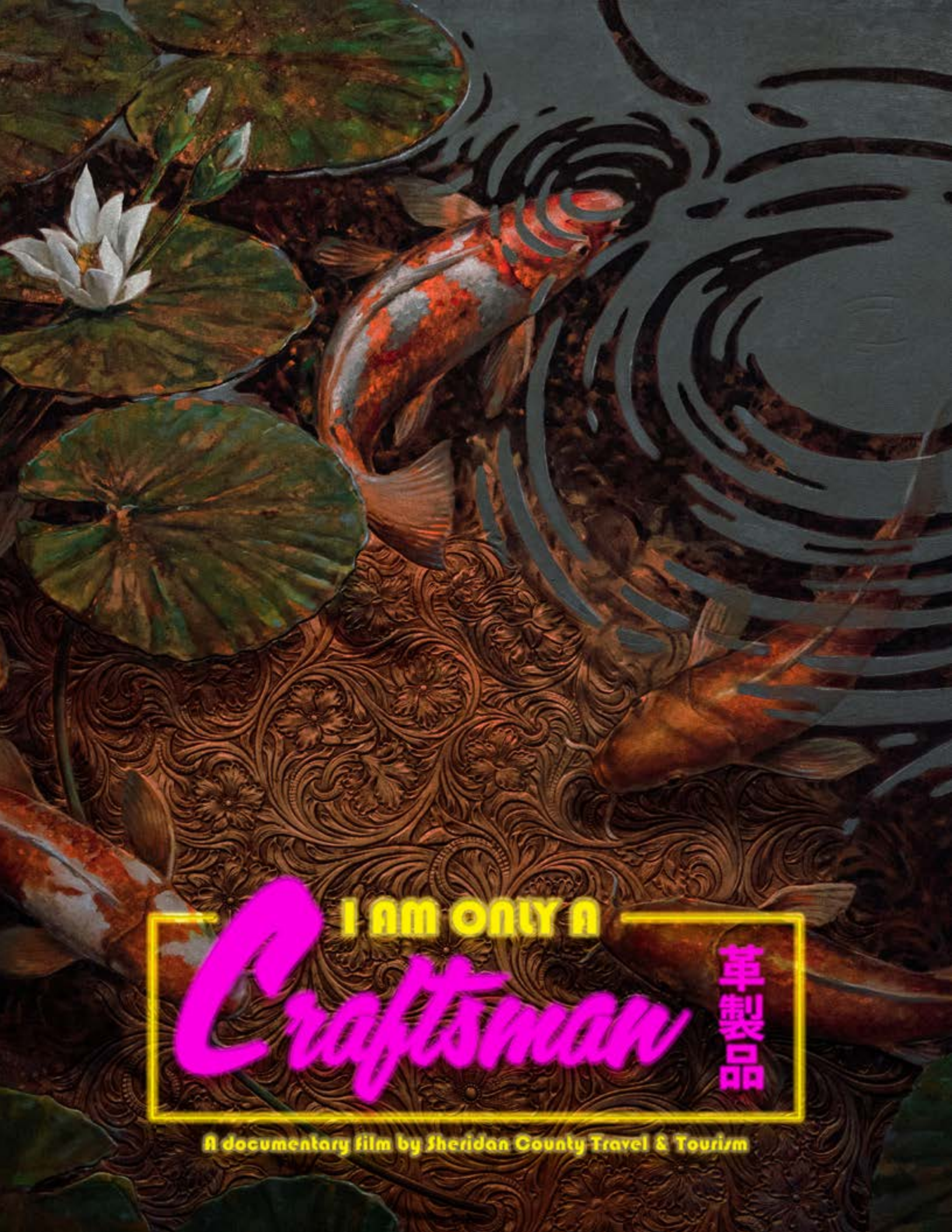
CRAFT IS KING
Featurettes highlighting Sheridan County

Our Film Development Office has been releasing featurettes on local Sheridan County businesses and attractions, including, over the last several weeks, King's Saddlery; Red Bison Studios; and The Parkman Bar.

These are designed specifically for social media and released in a vertical format for mobile phones. They've been a hit so far, with viewership on The Parkman Bar piece alone hitting 34,000+!



Our goal is to release 1-2 of these each month. Stay tuned to the Visit Sheridan Facebook and Instagram channels for more!



I AM ONLY A CRAFTSMAN

Leather Craft Documentary Film

THE HISTORY OF LEATHER CRAFT AND COWBOY CULTURE IN SHERIDAN COUNTY

A GLOBAL STORY TOLD IN TWO PARTS

Director Salvatore Brown is wrapping up the final editing work on our feature-length documentary, *I Am Only A Craftsman*. The film is a look at the history of leather craft and cowboy culture in Sheridan County, and how the likes of James F Jackson, the King Family, the Hap Family, Don Butler, Bill Gardner, and many others have impacted the art of leather craft here in the United States and also Japan, where the predominant style of leather craft is the “Sheridan Style.”

Our project has received support from the Wyoming Arts Council; Wyoming Humanities; the Wyoming Office of Tourism; Brand USA; and PBS.

Future plans for the film include a special premiere; marketing and promotional campaigns designed to support, as well as take advantage of the interest generated by the film. Additionally, we are working on a plan to have the film featured on a major streaming platform.

One of the programs we are excited about is the opportunity to showcase Sheridan craft during a major media event in Chicago in mid-June. Ryan King of King’s Saddlery and James Jackson will join us for this event to showcase their talents, as well as the story of our documentary.

WHY JAPAN?

- Japan is the 4th largest inbound travel market to the USA and travelers have an incredible affinity for western experiences.
- With more direct flights to our region (Denver and SLC) both Brand USA and the Wyoming Office of Tourism are working to capitalize on inbound traffic.
- With a cultural hook like leather craft/cowboy culture we’re working to make sure we capture a slice of that market.
- Japanese travelers have been coming to Sheridan for years for the Leather Trade Show, and the 2024 contingent was the largest yet.

[CLICK FOR TEASER #1](#)

[CLICK FOR TEASER #2](#)

A documentary film by Sheridan County Travel & Tourism

CALENDAR AND CAMPAIGNS

CALENDAR OF EVENTS

You can find our calendar of events at sheridanwyoming.org. Our staff routinely updates listings and event details on the calendar and our website, but make sure to let us know if you see something that needs to be edited or updated. The community calendar is now fully interactive, and there are handy tabs to assist you in adding your own events.

And speaking of our website, check back often for fresh itineraries, news, stories, and more - we are always updating. There is nearly enough content on our website to fill three Craig Johnson novels -- that's a lot of good material!

MEDIA COVERAGE

Sheridan County continues to feature in articles, stories, and news releases across a variety of media. We do our best to collect and feature these stories across our social media channels and throughout our network. Check out a few from early 2025:

Brand USA: [Korea Q2 Quarterly Newsletter Release](#)
USA Today 10Best: [Eatons' Ranch, No. 1 Best Dude Ranch](#)
USA Today 10Best: [What is the Best Rodeo for 2025? \(Vote for the WYO!\)](#)
Howdy Neighbor: [The REAL Cowboy Experience](#)
PBS: Racing for Honor: [The World Championship of Indian Relay](#)

And these stories and features from 2024:

Travel + Leisure - [This Underrated Northern Wyoming Town](#)
America's Golfing Couple - [Cody, Yellowstone, and Yonder](#)
Matador Network - [Solo Wyoming Road Trip](#)
Great American West - [Great American West is Full of Characters](#)
Wyoming PBS - [The Astonishing Winter Sport Attracting Thousands](#)
Matador Network - [Solo Wyoming Road Trip](#)
Come On Aileen Blog - [Road Trip Sheridan](#)
Roadbook - [The Dude Ranch Revival](#)
Ride Apart - [This Was the Best Motorcycle Rally I've Ever Done, Don't Do It](#)
WRN - [Riding a BMW Motorcycle on the 2024 DevilStone Run through Wyoming](#)



THE ICONS AND OUTLAWS OF SHERIDAN COUNTY

The latest release in our ongoing series features the one and only Dr. Will Frackelton, The Sagebrush Dentist



OUTPUT AND IMPACT



BACKGROUND: Sheridan County voters have supported a Lodging Tax every four years since 1992. In 2018, Sheridan County voters approved a County-Wide Lodging Tax that has allowed Sheridan County Travel & Tourism to continue marketing, promoting, and advertising Sheridan County and its attractions and events to potential visitors from domestic and international markets. The Lodging Tax Board includes representation from Sheridan County, the City of Sheridan, Ranchester, Clearmont, and Dayton.

TRAVEL-GENERATED SPENDING



\$159.6 MILLION IN 2023

TRAVEL-GENERATED JOBS



1,040 DIRECTLY EMPLOYED LOCAL RESIDENTS

The Lodging Tax is paid by visitors staying overnight in hotels, motels, RV parks, campgrounds, guest ranches, vacation homes, and B&Bs. 2% of the local Lodging Tax is locked in by state legislation. The other 2% is voted on by citizens every four years. The 4% total has been the same in Sheridan since 2005.

Sheridan County Travel & Tourism leverages these funds to provide economic opportunities, and to support jobs directly and indirectly across our community. Tourism is critical to Sheridan County's economic vitality and the members of the Lodging Tax Board work with and on behalf of local partners on promotional activities, events, and much more.

SHERIDAN COUNTY VOTERS HAVE ALWAYS SUPPORTED THE LODGING TAX. THE LODGING TAX WAS APPROVED IN 1992, 1996, 2000, 2004, 2008, 2012, 2016, 2018, AND 2022.

AVERAGE SPENDING PER TRIP



\$253 PER PERSON \$608 PER GROUP

AVERAGE LENGTH OF STAY



2.3 NIGHTS PER VISIT PER GROUP

LONG DISTANCE TRAVEL



53% OF VISITORS COME FROM MORE THAN 400 MILES AWAY

TRAVEL-GENERATED TAXES



\$3.6 MILLION LOCAL \$5.0 MILLION STATE IN 2023

TRAVEL & TOURISM SUPPORTS SHERIDAN COUNTY

- Sheridan County Travel & Tourism supports dozens of events, conferences, and meetings, including the WYO Rodeo, Dead Swede, 3rd Thursday, Suds N Spurs Brewfest, Big Horn Soccer Cup, Hoop Jam, Bike MS Wyoming, Wyoming Chess Championship, Sheridan WYO Film Festival, WYO Winter Rodeo, and many more. Many fledgling events would cease to exist without tourism funding.
- Sporting events, cultural activities, and scholastic programs all receive support.
- SCTT works in tandem with the Chamber of Commerce and other organizations to recruit and sustain many conferences, meetings and events.
- SCTT is an integral economic development tool and is frequently approached by businesses interested in relocating.
- Sheridan County Travel & Tourism's marketing and promotional campaigns are shared across more than 50 national and international outlets each year in a mix of print, digital, radio and other media with initiatives dedicated to increasing length of stay; broadening geographic markets; and increasing visitor spending.
- Trade partners (tour operators, wholesalers, etc) help to increase our reach and spread the word about Sheridan County as a destination beyond where our reach or budget would typically allow.

THE VISITOR ECONOMY IN SHERIDAN COUNTY

- In 2023 Sheridan County welcomed more than 460,000 overnight visitors.
- Despite regional competition from the likes of Billings, Red Lodge, Bozeman, and Rapid City, and in-state destinations such as Cody and Buffalo, Sheridan County's visitor economy continues to attract travelers from across the globe.
- Since 2014 tax collections on travel spending has totaled \$68.1 million; funds support local infrastructure, public services, and amenities. Without travel-generated taxes, Sheridan County residents would need to spend more than \$500 more per year for current services and amenities.
- More than 80% of visitors to Sheridan County come from out of state; all visitors, including those from Wyoming, benefit from the services generated by the visitor economy.

SHERIDAN COUNTY TRAVEL & TOURISM

PROMOTIONAL, ADVERTISING, AND ECONOMIC DEVELOPMENT EFFORTS

SCTT'S WORK IS FOCUSED ON THREE KEY LEVERAGE POINTS

HISTORY & HERITAGE

WESTERN CULTURE

THE GREAT OUTDOORS

RECENT PROGRAMS AND INITIATIVES

- A 2024 digital ad campaign generated 8,941 room nights and \$3.2 million in economic impact to local businesses from a spend of \$46,000 - a return on investment of 133:1. There was a special focus on early-season visitation after a difficult winter season.
- The 2024 Great American West international campaign generated 3,624 room nights and \$2 million in economic impact from a spend of \$7,500 - a return on investment of 268:1. Travelers came from the UK, Nordics, Germany, France, Benelux, Italy, and Australia.
- SCTT has built relationships with more than 250 tour operators and travel agents in the last five years alone.

SHERIDANWYOMING.ORG



CENTER OF THE SCTT MEDIA ECOSYSTEM

2025 TO-DATE FACEBOOK STATS



1.7 MILLION VIEWS 579,7K REACH 19.4K INTERACTIONS

LODGING TAX FUNDS ARE ADMINISTERED BY THE SHERIDAN COUNTY TRAVEL & TOURISM BOARD, NINE COMMUNITY MEMBERS WHO ENSURE THAT ALL RESIDENTS ARE REPRESENTED FAIRLY.

- SCTT operates the top-ranked visitor center in the state, welcoming more than 100,000 people through the doors each year, and has operated the Burgess Junction Visitor Center since May 2023.
- SCTT's community media archive includes more than 22,000 images and hundreds of hours of video footage.
- In 2024 SCTT produced economic impact studies for SCSD2's proposed community center; a downtown hotel developer; and other businesses interested in expanding or relocating to northern Wyoming.
- SCTT builds new opportunities. Programs include The Backyard, Women of Sheridan, Wyo., Icons and Outlaws, and Craft is King media campaigns; Forever West Songwriter Festival; and more.
- The WYO Winter Rodeo, with February's annual skijoring races, draws thousands of spectators to the community at a time of year when spending is typically very low.
- Promotional and advertising campaigns are designed to encourage visitation year-round with special emphasis on shoulder and off-season travel. SCTT has developed material to promote arts events and attractions in the spring; snowmobiling, fat biking and skiing activities in the winter; and outdoor recreation activities in the fall. Summer campaigns feature road trips and western lifestyle.

2025 TO-DATE INSTAGRAM STATS



214.8K VIEWS 41.4K REACH 8.6K INTERACTIONS

2025 TO-DATE YOUTUBE STATS



111.3K VIEWS 1.1K HOURS WATCHED

SPLITS OF OVERNIGHT VISITORS



51% HOTELS/MOTELS 30% PRIVATE/OTHER 19% VACATION RENTAL

COUNTY AIRPORT PASSENGERS



2024: 58,030 2023: 51,359 2022: 48,512 2021: 23,661

ADDITIONAL OUTREACH

- A partnership with Price Travel Mexico resulted in an increase in inbound Wyoming passengers from 114 to 387, and room bookings from 19 to 204, from 2023 to 2024. This is an example of just one operator partnership.
- Partnerships include the Wyoming Office of Tourism, Brand USA, other local tourism/lodging tax boards, local businesses and organizations, and national brands.
- SCTT staff travel to domestic and international trade shows, consumer travel and tourism shows, and sales conventions to develop partner relationships and broaden exposure to the community.
- SCTT coordinates the distribution of resources for community partners, including the distribution of more than 50,000 visitor guides each year, in both physical and digital formats.

DATA SOURCES:

Dean Runyan Associates, Travel Impact Report, 2024; US Bureau of Economic Analysis; DataFy HQ; US Bureau of Labor Statistics.

