



DIRECTOR’S UPDATES + FORECAST

In the blink of an eye summer has come and gone, but it sure was a lot of fun while it lasted. Events across the board were well attended this year - record or capacity for the likes of the Dead Swede, Bighorn Trail Run, and WYO Rodeo - and tremendous visitation and participation for 3rd Thursday, Karz, polo matches, the Brinton Rendezvous, Tournament of Knights, Ranchester’s 4th of July celebration, the Collective Arts Festival, speedway races, Clearmont Day, Story Days, Dayton Days, Parkman Daze - the list goes on and on and on. There was hardly a day that went by this summer that didn’t feature something fun to do in Sheridan County, a testament to all the hard work put in by the volunteers who continue to make this such a vibrant, exciting place to live. This carried on right through the end of the summer, when one weekend featured Born in a Barn, the Wolf Creek Wrangle, the Classic Car Show at the Ice Haus, the Mane Event Gravel Grinder, live music events, and more.

Year to date, 2025 is pacing roughly 2% ahead of 2024 on hotel occupancy, and nearly 13% ahead on vacation rental bookings. We did see a dip of 6% on August hotel bookings, but that was offset by a strong showing in the vacation rental market. As you’ll see in the accompanying data, total trips are down slightly compared to the same point in 2024, but visitor days are up based on an uptick in the average length of stay. I am eager to see how 2025 looks when the numbers are finalized, given the impacts we saw in 2024 with the Elk Fire. And, if we are to believe weather prognosticators, we are on the cusp of a strong winter season a well - a good sign for our winter recreation industry.

We enjoyed our busiest season yet at the Burgess Junction Visitor Center, with nearly 30,000 guests coming through the doors from Memorial Day Weekend through October 6th. Our team, led by Destination Development Manager Piper Steinmetz, had Burgess open 7 days a week once again this season, and we are looking forward to doing so in 2026 in our continued partnership with the Forest Service and WYDOT.

Our team worked on some exciting projects this summer that are now featuring in our ongoing campaigns. I had the chance to spend some time at the newly rebranded Natural History Museum of Wyoming; I joined Salvatore Brown and Lance Roth on film shoots with the Wood Carvers of the Bighorns at Expressions Art Gallery; we filmed hours and hours of content at the WYO Rodeo, Mint Bar Street Dance, WYOJam, and the parade and carnival; and we filmed and photographed new content at Born in a Bar, Clearmont Day, the speedway, and the Mane Event in our ongoing efforts to capture captivating marketing and promotional content to use all year long across numerous channels.

One of the most exciting projects we worked on this summer was the third season of The Backyard, our streaming show that features activities and attractions across Sheridan County and Bighorn Mountain Country. We kicked off this year with a wellness episode (hot yoga is far more difficult than it sounds) in tandem with Kula Yoga Studio, Prism Health, and wrapped up at Eatons’ Ranch. We filmed a golf episode at our three incredible courses; a few hiking episodes; a solo mountain biking episode where I managed to crash my bike on no fewer than three of the Sheridan Community Land Trust’s most epic trails; and a fall colors episode that we’ll wrap up here in October. We are looking at a late fall launch for season three, and 10-12 episodes in total.

You may have heard about the Sheridan County Semiquincentennial Committee and the launch of a slew of exciting projects for 2026 - if not, I’ve put together a full brief for you in this update. There are plenty of ways for people across the community to get involved in the #SheridanCounty250 activities.

It feels like we have 101 irons in the fire here at Sheridan County Travel & Tourism - and I wouldn’t have it any other way. Our team loves to share the stories of this fantastic community, from the epic and iconic to the unknown, and it is always so rewarding to see events exceed their own expectations; to see all the towns across Sheridan County buzzing with energy; and to hear that visitors have loved their stay (and can’t wait to come back).


Shawn Parker
Executive Director
Sheridan County Travel & Tourism

Summer 2025 / Sheridan County in Focus.
WYO Rodeo Carnival / Music on the Mall at Sheridan College / Wood Carvers of the Bighorns at Expressions Gallery / First Peoples’ Powwow / Sheridan WYO Rodeo / Natural History Museum of Wyoming / Karz Classic / the Bighorn Mountains



DATA AND INSIGHTS

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

RANGE:
Jan 1, 2025 - Sep 13, 2025

TOTAL TRIPS
615,107 Trips

VISITOR DAYS
1,711,424 Days

AVG LENGTH OF STAY
2.8 Days

RANGE:
Jan 1, 2024 - Sep 13, 2024

TOTAL TRIPS
622,439 Trips

VISITOR DAYS
1,660,569 Days

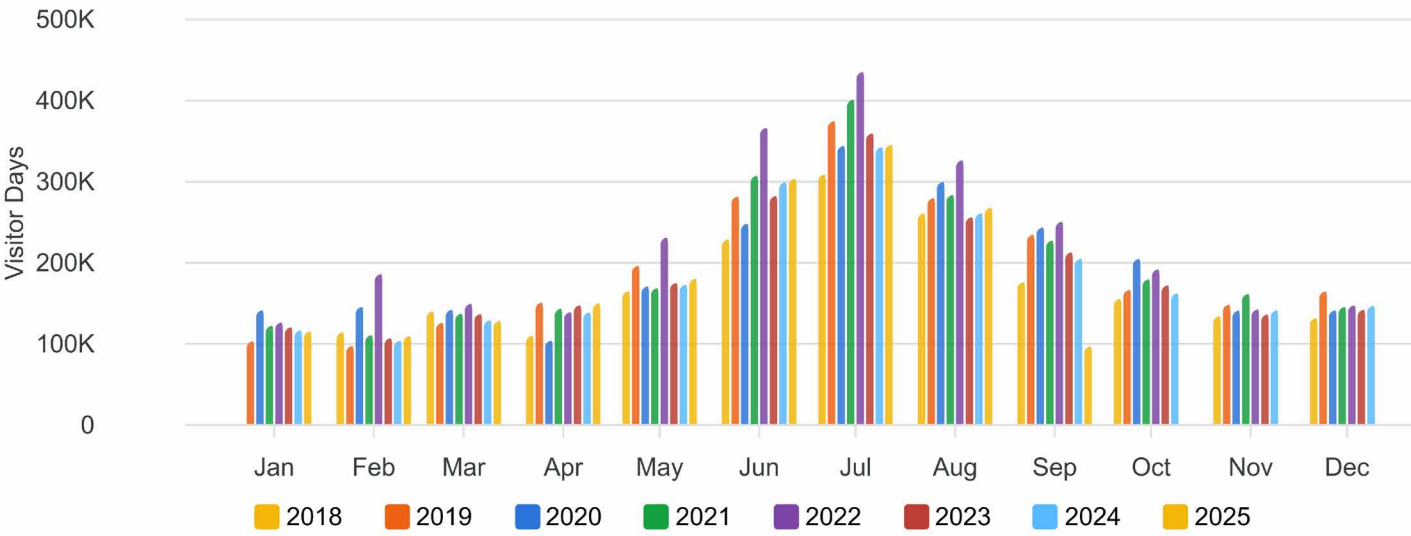
AVG LENGTH OF STAY
2.7 Days

2025 VISITOR DAYS
1,711,424
▲ 3.06% vs 2024 YTD

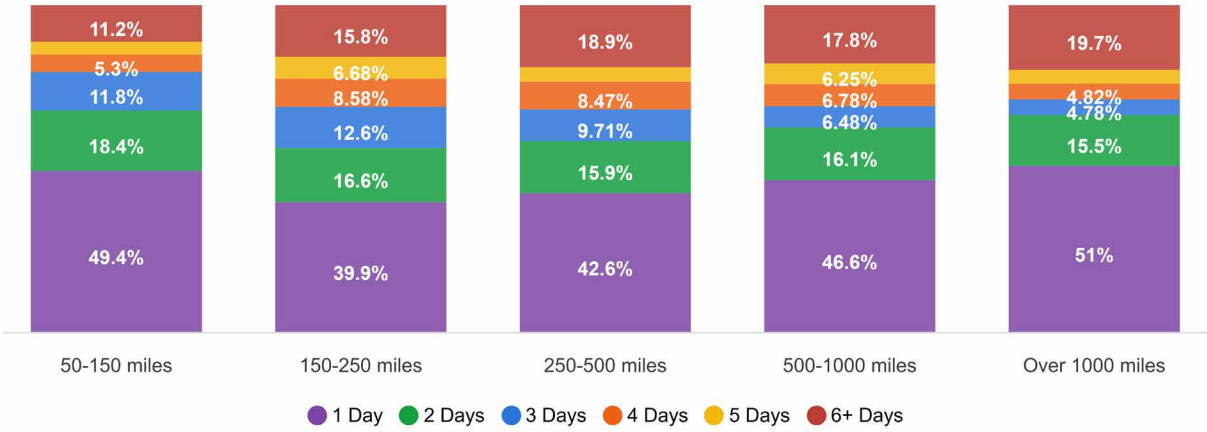
2024 VISITOR DAYS
2,237,960
▲ 5.59% vs 2023

2023 VISITOR DAYS
2,119,525
▼ 19.7% vs 2022

2022 VISITOR DAYS
2,639,033
▲ 7.05% vs 2021

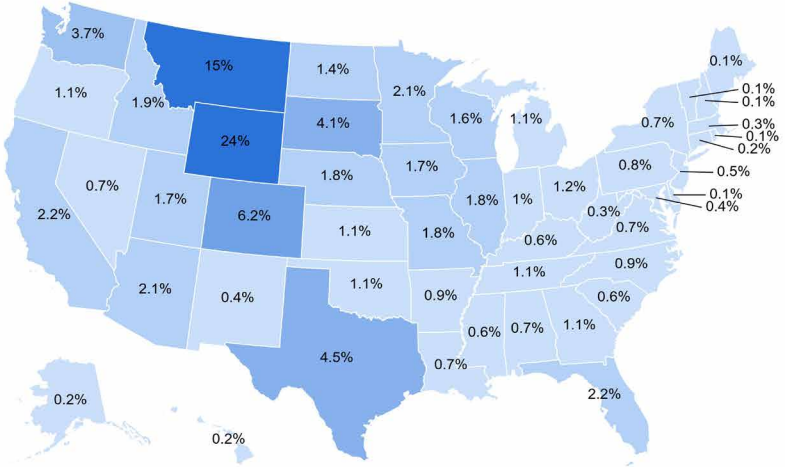


Length of Stay by Distance

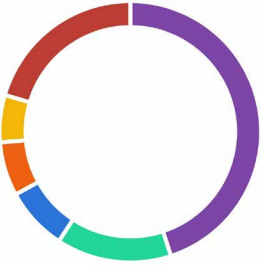


Share of Trips by State

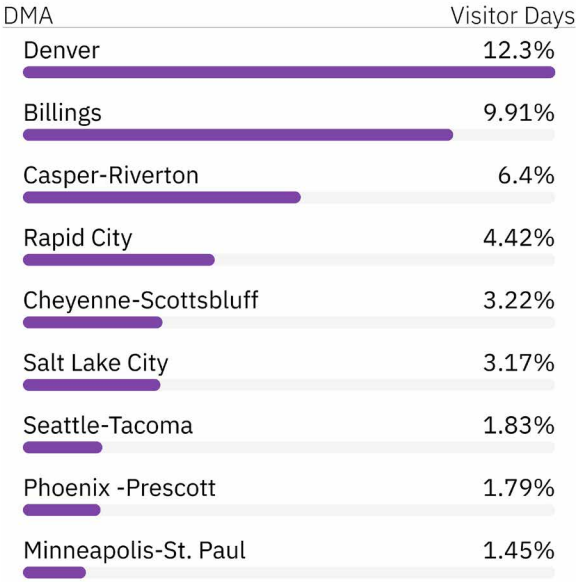
RANGE: January 1, 2025 - September 13, 2025



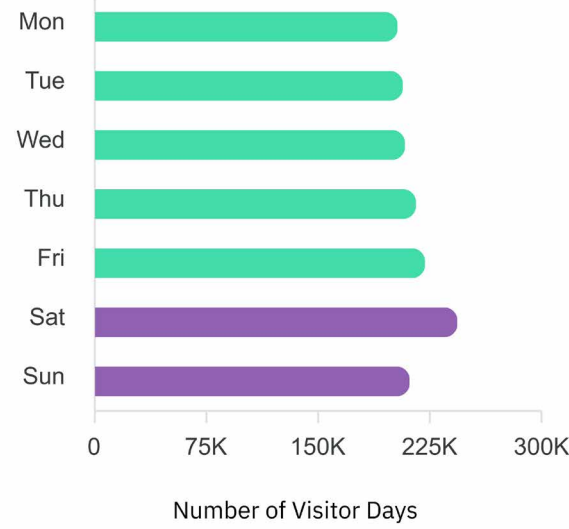
Visitor Days by Length of Stay



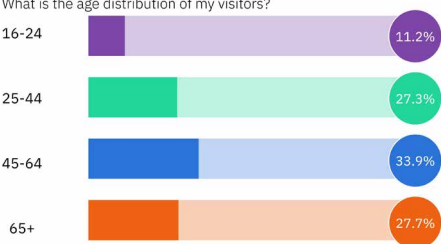
DMA Visitation



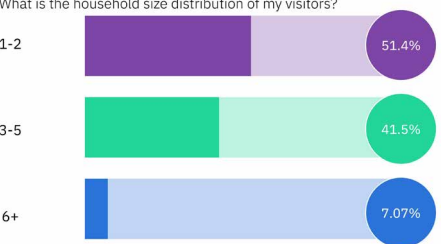
Visitors by Day



Age



Household



SHERIDAN COUNTY SEMIQUINCENTENNIAL COMMITTEE
Shawn Parker | Chairman
sheridancounty250.org



GET INVOLVED TO CELEBRATE #SHERIDANCOUNTY250!

MORE INFO AT SHERIDANCOUNTY250.ORG

The Sheridan County Semiquincentennial Committee is working on a year of community-wide celebrations marking America's Semiquincentennial in 2026. From signature events to grassroots creative projects, this initiative invites residents and visitors to engage in a vibrant journey through western heritage, culture, and civic pride. And if you have a great idea, or you're already working on something exciting, please reach out to me or any member of the group to share it and to get involved!

Festivities include tie-ins and celebrations with signature events like the Sheridan WYO Rodeo, Ranchester 4th of July, skijoring, a celebratory launch event during the first Sheridan Hawks home game of 2026, and much more.

Committee members will be on the lookout all year long for items to "seal" in a time capsule—the proposed location for the capsule, which will be dedicated on July 4th and sealed on December 31st, is the Sheridan Fulmer Public Library.

In addition to Ranchester's fantastic 4th of July celebrations, the committee is working on a special 4th of July event at Trail End State Historic Site and Kendrick Park, and is also incorporating annual events like Clearmont Day, Story Days, Dayton Days, Parkman Daze, and events in Big Horn into the mix.

Several cultural programs are also being developed, including projects by the Museum at the Bighorns, the Brinton, SAGE Community Arts, Sheridan Fulmer Public Library, The WYO Theater, and other community groups. A Flag Design Contest, spearheaded by SAGE, invites residents of all ages to submit original flag designs that capture the unique culture, history, landscapes, and values of Sheridan County's communities. You can submit your flag at sheridancounty250.org – winning designs will be unveiled ahead of the July 4, 2026 community celebrations.

Visit the official site at sheridancounty250.org for event listings, updates, and volunteer opportunities. Share ideas for community projects and programming and what you'd love to see in our community in 2026.

The 250th anniversary is fueling a nationwide surge in heritage tourism, and with so many meaningful, history-rich experiences right here in our backyard, and nationally-known assets like the Bozeman Trail, Fort Phil Kearny, the Sheridan Inn, Eatons', Spear-O, and Canyon Ranch, just to name a few, as well as the cultural allure of our historic downtown, we expect Sheridan County to feature on many western journeys as travelers explore the landscapes where the frontier, Native cultures, and America's westward expansion intersect.

SHERIDAN COUNTY SEMIQUINCENTENNIAL COMMITTEE



DEMYSTIFYING TRIPADVISOR'S POPULARITY RANKING

Grow your business with Tripadvisor, the leading travel website in the US. Join us in our mission to help our partners gain visibility online through training and dedicated one-on-one support.



Watch this training video to take a deeper dive!

Learn how to attract more guests to your profile and keep travelers engaged. This video covers navigating the management center, managing reviews, and more.

Truth:

Popularity Index is re-calculated daily based on all published reviews

Myth:

Having a commercial relationship with Tripadvisor improves your ranking

Tripadvisor Popularity Ranking - DID YOU KNOW?

Tripadvisor is a review-driven travel guidance platform. Your business' visibility on Tripadvisor is based on a unique system called the "Popularity Ranking." The recipe for ranking higher than your competitors is based on three factors that are all related to reviews and ratings.

1. Quality

First and foremost, you need to provide an excellent experience to your customers. Your business' bubble rating is a direct measure of customer feedback. A consistent flow of "excellent" and "very good" ratings is critical to your rank.

2. Quantity

Travelers typically look for multiple perspectives, so the quantity of reviews is also an important factor. While a listing with more reviews than its competitor won't automatically rank higher, having a high number of quality reviews gives the algorithm more reliable insight on customer satisfaction.

3. Recency

Travelers want to learn from the recent experiences of others, which is why Tripadvisor places higher value on newer reviews. Encourage high-quality reviews regularly to inspire confidence in potential customers and improve rank.

Three FREE Opportunities to Increase Traveler Engagement

1. Claim & Update Your Listing

First, visit Tripadvisor.com/Owners. Make sure you've claimed your free Tripadvisor listing.

Help travelers connect with your business by updating your business hours, website, phone, and email. Publish a business description; tell customers your story. Next, make your business discoverable by adding additional business categories (up to five), amenities and attributes.

2. Keep Content Fresh

According to Tripadvisor, businesses with 30 or more photos have 41% more traveler engagement than those with 10 or fewer. In fact, "number of photos" is one of four factors Tripadvisor identifies as influencing traveler engagement, so add great new photos regularly.

3. Respond to Your Customers

Engagement is also influenced by both the quantity of reviews you have received and your responses from management. Show customers you care. Respond to both positive and negative reviews regularly and consider prioritizing responses to detailed, long-form reviews.

Truth:

Your rank is relative to nearby businesses in your category - rank can change based on both your and your competitors' performance

Myth:

Management responses to reviews are calculated in ranking



Need Help? Get Free Support!

The specialists at Miles Partnership are available to help your business maximize its online exposure.

Book an Office Hours session with Miles - it's FREE for Travel Wyoming Partners.

BROUGHT TO YOU BY

miles
PARTNERSHIP

BURGESS JUNCTION VISITOR CENTER

Open Memorial Day Weekend to October

Our staff opened Burgess Junction over Memorial Day Weekend and closed for the season on Sunday, October 6th. We welcomed 29,344 people through the doors this year - a 42.69% increase over 2024.

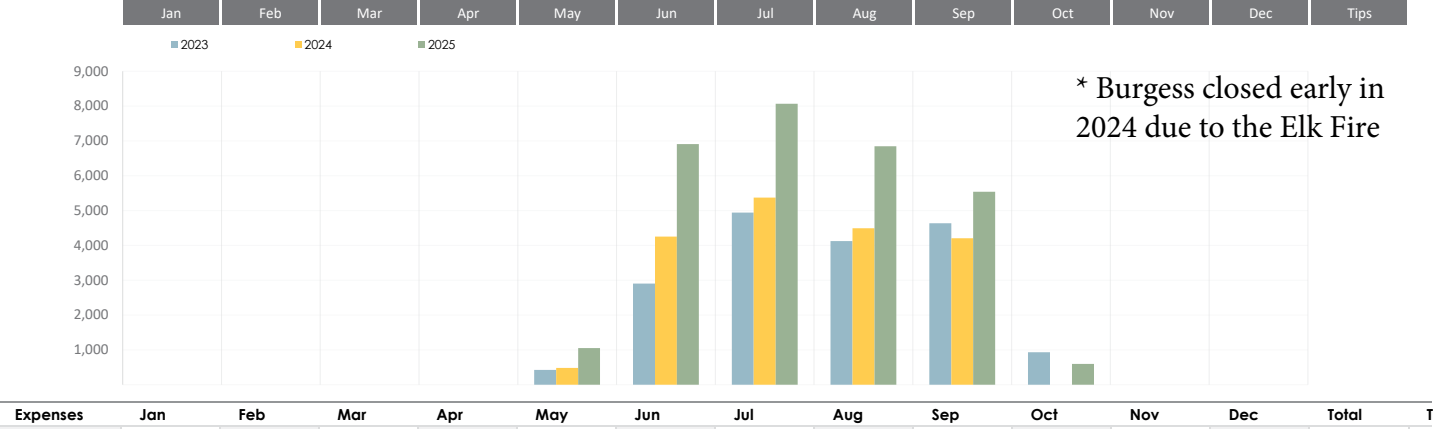
Our most requested item of 2025?
Maps of the Bighorn National Forest.



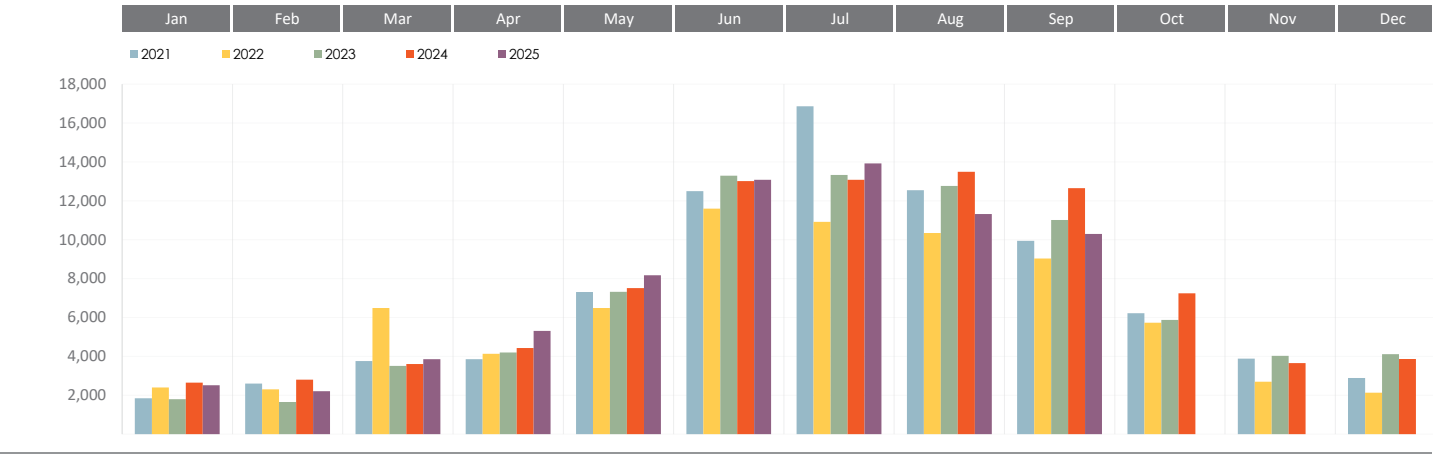
Father-son duo Kip and Piper Steinmetz kept Burgess open 7 days a week this season and found time to install beautiful new flooring. The Forest Service refreshed the exterior of the building with new paint, patches, and additional repairs.



VISITATION - BURGESS JUNCTION



VISITATION - SHERIDAN VISITOR CENTER



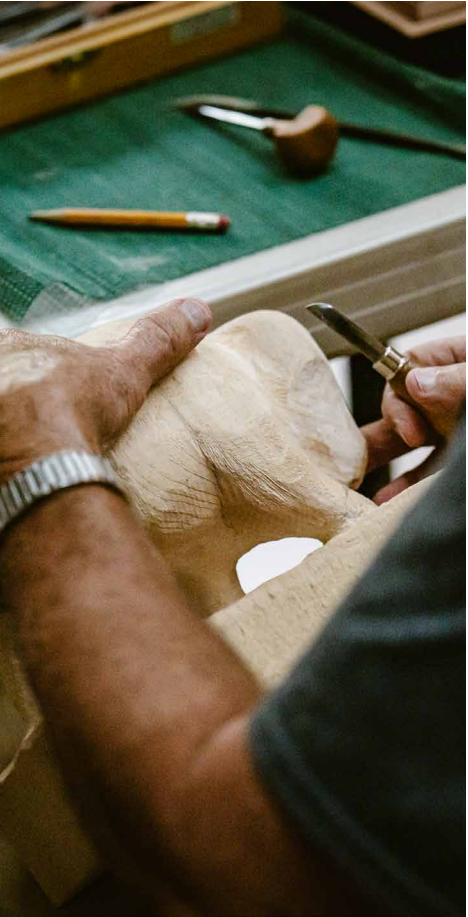
CRAFT IS KING

Highlighting Sheridan County's Makers, Artists, Crafters and Creators



Our film team - Max Brown and Lance Roth - continues to produce our Craft is King series. This year's spotlights include King's Saddlery; Red Bison Studios; The Parkman Bar; VONSUSS Hats; SAGE Community Arts and the Sheridan Public Arts statue program; the Wood Carvers of the Bighorns; Le Reve, and more.

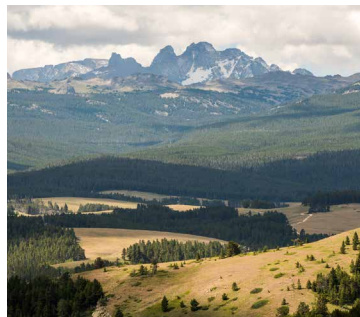
These are designed specifically for social media, and they are released in a vertical format for mobile phones. They've been a hit so far - viewership on the VONSUSS piece has hit 48,000+ since release.



You'll find these and all future "Craft is King" videos on the Visit Sheridan Facebook, Instagram, and YouTube channels.

#VisitSheridan #CraftisKing #ThatsWY

FRONTIER HISTORY. COWBOY HERITAGE. CRAFT CULTURE. THE GREAT OUTDOORS.
THE NATURE OF THE WEST.



1.1

million acres of pristine wildland in the Bighorn National Forest, encompassing 1,200 miles of trails, 30 campgrounds, 10 picnic areas, 6 mountain lodges, legendary dude ranches, and hundreds of miles of waterways. The Bighorns offer limitless outdoor recreation opportunities.

101

restaurants, bars, food trucks, lounges, breweries, distilleries, tap rooms, and saloons are spread across Sheridan County. That's 101 different ways to apres adventure in the craft capital of Wyoming. We are also home to more than 40 hotels, motels, RV parks, and B&Bs, offering plenty of choices on where to stay.

4

seasons in which to get WYO'd. If you're a skijoring savant, you'll want to check out the Winter Rodeo in February. July features beloved Sheridan WYO Rodeo Week action. Spring and fall are the perfect time to chase cool mountain streams or epic backcountry lines or head out into the high country.

∞

Sheridan features a thriving, historic downtown district, with western allure, hospitality and good graces to spare; a vibrant arts scene; bombastic craft culture; a robust festival and events calendar; and living history from one corner of the county to the next.

SHERIDANWYOMING.ORG

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.

MEDIA + INDUSTRY NEWS

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 2025:

Christian Post: [In Sheridan, Cowboys Still Walk Main Street](#)
MSN: [In Sheridan, Cowboys Still Walk Main Street](#)
AMA Travel: [The Fascinating History of Sheridan County](#)
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?](#)
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 Wyoming Office of Tourism invited us to a June event in Chicago where we had the opportunity to meet with journalists and content creators from outlets like Food & Wine; Forbes; Fodor's; Matador Network; Robb Report; Travel + Leisure; and more.

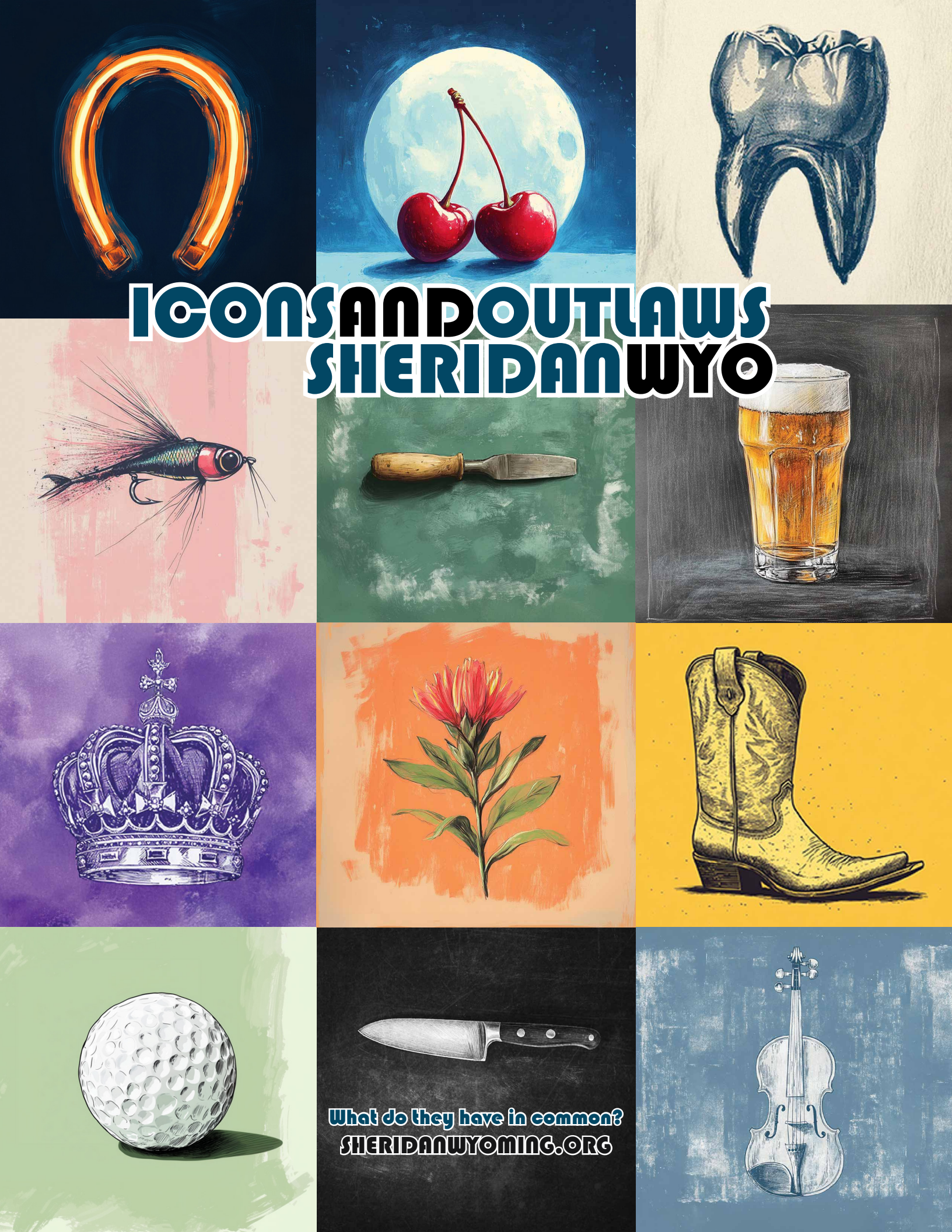
Sheridan was nominated for the 2025 Best of Western Horseman Awards in the Culture – Western Destinations category; Tom Balding Bits and Spurs was nominated in the Tack & Gear category; King's Saddlery was nominated in the Retail Stores category.

We have hosted tour operators and travel planners from England, France, Italy, Germany, Benelux, and Canada in 2025. These visits allow operators and planners to get to know Sheridan County and Wyoming on a deeper level, which results in more authentic sales pitches to their clients across the globe.



THE NATURE OF THE WEST

An example of a print ad running in the latest issue of True West Magazine; Sunset Magazine; and Texas Monthly.



ICONS AND OUTLAWS

PRINCE IN SHERIDAN

One of our most popular campaigns to date continues with the story of Prince’s 1986 visit to Sheridan. Nearly 40 years ago, Sheridan was at the center of a Hollywood maelstrom. On July 1, 1986, the Centennial Theater hosted the premiere of “Under the Cherry Moon,” a musical comedy-drama film directed by Prince. But this was no regular premiere...

MTV launched a massive promotional campaign to build buzz for Prince’s directorial debut. As part of the hype, the network created a contest promising “a date with Prince” - the winner would receive a personal premiere party for the film hosted by the man himself. Out of 10,000 entrants, a Sheridan resident’s name was drawn. Within days, MTV crews, Hollywood stylists, and the Purple One’s entourage descended on the this quiet mountain town, bringing with them the dazzle of celebrity and the eyes of the world.

To mark that momentous occasion, we partnered with local restaurants, cafes, and coffee shops to launch Prince-inspired mocktails and desserts. Thank you to Frackelton’s, The Mint Bar, Java Moon Station, Ucross Foundation, and Le Rêve Restaurant & Raw Bar for putting so much thought, energy, and creativity into this program!

Visit sheridanwyo.org for all of our Icons and Outlaws features.

DR. WILL FRACKELTON



QUEEN ELIZABETH II



PRINCE



BUFFALO BILL CODY

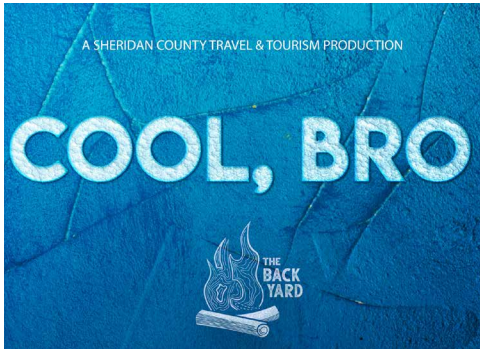


THE BACKYARD

Season 3 of our Streaming Series Returns Fall 2025

Since its debut in 2020 as a pandemic recovery program, The Backyard has served as a showcase for authentic travel experiences across Sheridan County and Bighorn Mountain Country. We are excited to debut Season 3 this fall with adventures in Wyoming’s Golf Capital; hiking, mountain biking, and fly fishing adventures; an episode dedicated to spectacular fall colors; and much more.

You can catch up with Season 1 and Season 2 on our YouTube channel.



The first two seasons of The Backyard generated millions of views and impressions and helped boost interest in longer, more immersive stays across Sheridan County.

Sheridan County Travel & Tourism Content Archives
Our photography and video archives are maintained for promotional activities and are updated weekly with images and b-roll. This is a glimpse at a few of the additional images I captured this summer while working on various campaigns or activations.



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 wrapped editing on our feature-length documentary, *I Am Only A Craftsman*, earlier this spring. We had the opportunity to showcase the film during a preview screening at the 30th annual Rocky Mountain Leather Trade Show; more than 400 people came out to watch the film in Kinnison Hall at the Whitney Center for the Arts.

We have moved into the marketing and distribution phase of this project; we are submitting the film to major national and international film festivals, and we continue to pitch to major streaming services to get this project in front of as many people as possible (we have plans for future Sheridan screenings, too!). As part of this marketing roll-out, we were able to showcase trailers for the film, as well as the story of western art and leather craft, during a major media event in Chicago in June; this took place at IPW, the U.S. Travel Association's leading international inbound travel trade show that annually brings together thousands of tour operators, travel planners, media, and other industry professionals.

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 has become the "Sheridan Style."

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 2025 contingent was the largest yet.

[CLICK FOR TEASER #1](#)

[CLICK FOR TEASER #2](#)



A DOCUMENTARY BY SHERIDAN COUNTY TRAVEL & TOURISM

Sheridan County Travel & Tourism



TRAVEL-GENERATED SPENDING



\$165.3 MILLION IN 2024
\$160.4 MILLION IN 2023

VISITOR SPENDING IMPACTS



\$139,781: THE AMOUNT OF VISITOR SPENDING THAT SUPPORTS 1 JOB

TRAVEL-GENERATED JOBS



1,000+ DIRECTLY EMPLOYED LOCAL RESIDENTS

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

AVERAGE SPENDING PER TRIP



\$263 PER PERSON
\$631 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



\$3.8 MILLION LOCAL
\$5.4 MILLION STATE
IN 2024

SPLITS OF OVERNIGHT VISITORS



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

THE VISITOR ECONOMY IN SHERIDAN COUNTY

- In 2024 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 \$77.4 million; funds support local infrastructure, public services, amenities and more across all of Sheridan County.
- More than 80% of visitors to Sheridan County come from out of state; all visitors, including those from Wyoming, benefit from the activities and services generated by the visitor economy.
- More than 10% of visitors to Sheridan come from international markets; top three are Canada, the UK, and Germany.

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 across Sheridan County, the City of Sheridan, Ranchester, Clearmont, and Dayton.

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 through marketing and promotion, 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.

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, 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, travel planners, 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.

OUTPUT AND IMPACT

MARKETING, PROMOTIONS, AND ECONOMIC DEVELOPMENT EFFORTS

SCTT’S WORK IS FOCUSED ON THREE KEY LEVERAGE POINTS

HISTORY & HERITAGE

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.
- Our 2024 Great American West international co-operative 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 produces an annual marketing and promotions toolkit that is available to all community businesses, organizations, and entities - not only those in hospitality.

WESTERN CULTURE

THE GREAT OUTDOORS

SHERIDANWYOMING.ORG



CENTER OF THE SCTT MEDIA ECOSYSTEM

2025 WEBSITE STATS



94K ACTIVE USERS
86K NEWSLETTERS SENT

2025 MEETINGS AND CONFERENCES



150+ MEETINGS WITH BUS TOUR, GROUP, AND CONFERENCE PLANNERS

SHERIDAN COUNTY RESIDENTS HAVE APPROVED THE LODGING TAX EACH TIME IT HAS APPEARED ON THE BALLOT, INCLUDING IN 1992, 1996, 2000, 2004, 2008, 2012, 2016, 2018, AND 2022.

- SCTT operates the Sheridan Information and Visitor Center, welcoming roughly 100,000 people through the doors each year. SCTT has also operated the Burgess Junction Visitor Center since May 2023.
- SCTT’s community media archive, available to local entities, includes more than 23,000 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 - and providing new jobs - 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 economic impacts are typically very low.
- Promotional campaigns are designed to encourage visitation year-round. 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, western lifestyle, cowboy heritage, historic attractions, and much more.

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, 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 events, 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 and brochures each year, in both physical and digital formats.

2025 TO-DATE FACEBOOK STATS



3 MILLION VIEWS
797.3K REACH
44.6K INTERACTIONS

2025 TO-DATE INSTAGRAM STATS



434.1K VIEWS
56.2K REACH
18.7K INTERACTIONS

2025 TO-DATE YOUTUBE STATS



230.3K VIEWS
2.2K HOURS WATCHED

2025-TO DATE PHOTO ARCHIVE



2.1 MILLION VIEWS
23,845 PHOTOS

COUNTY AIRPORT PASSENGERS



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

DATA SOURCES:

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

