



DIRECTOR'S UPDATES + FORECAST

I have had many meetings over the last few months with businesses and event organizers about what to expect for 2026, and the sense I get is that optimism abounds. Visitors are truly viewing Sheridan County as a destination, as evidenced by increases in the average length of stay. We are still receiving regular inquiries from businesses looking to expand or relocate, an element of the industry that's always important given that this can lead to growth in the jobs market. From a visitation standpoint our community saw solid numbers through September, and we continue to pace ahead of many regional competitors. We did see a decline in hotel occupancy in October and November, but part of that is due to the fact that we saw a massive jump in overnight stays in October 2024 with Elk Fire firefighters in town. If we ever get this exceptional winter weather that we've been told to expect for months, our winter recreation industry, including snowmobiling, alpine and Nordic skiing, etc., should take care of early winter dips.

We kicked off the holiday season by publishing our annual Gift Guide in early November, a project that not only allows us to help promote many of the amazing local businesses in our community, but also gives us plenty of great ideas for future projects, whether they be Craft is King features, episodes of The Backyard, or social media promo concepts. As we roll into the new year there are many exciting events to look forward to, including First Day Hikes, The Lake DeSmet Polar Plunge, and one of my personal favorites, the Black Mountain Nordic Club's Moonlight Ski event at Sibley Lake on January 3rd. After that, I hope that you'll come out for the start of USA Semiquincentennial Celebrations when the Sheridan Hawks take on the Bozeman Icedogs on January 16th at 730pm. As for other Semiquincentennial/USA 250 activations, keep an eye on sheridancounty250.org.

Our winter campaigns are running in many markets, with a push on activities surrounding the Sheridan WYO Winter Rodeo, as well as winter recreation opportunities that should draw people to Sheridan County into the early spring. We are also wrapping up work on a new series of itineraries that will roll out late this winter as people begin planning spring and summer road trips. Speaking of the Winter Rodeo, I want to acknowledge our partners and sponsors that make this possible year after year! Sponsor funds go directly into the purse to help draw competitors from across the country, while partners and volunteers help us make skijoring magic happen at the Sheridan County Fairgrounds each year.


One of the many things that we're excited about is the launch of Season 3 of The Backyard, our streaming series about Bighorn Mountain Country experiences; we thought it appropriate to kick things off with a health and wellness episode on January 1st, and I want to thank Kula Yoga Studio, Prizm Health, Eatons' Ranch, and all people that helped us put this one together. You can find the full episode, images, and story on sheridanwyoming.org - along with every episode from Season 1 and Season 2. Over the next several months we'll release episodes featuring golf; hiking and backpacking; snowmobiling; culinary adventures; hands-on arts experiences; and much more.

In this report I've included the most recent info on Burgess Junction; updates to our Icons and Outlaws, and Craft is King campaigns; visitor data comparing 2024 to 2025; information on our community-wide Trip Advisor updates that any local business can still take advantage of; media and industry news; updates to our Photography and Video Archive (now housing a staggering 26,914 images!); and some general updates on our output and impact that we hope will inspire you as you craft your own messaging throughout 2026. We're also eagerly anticipating the arrival of our 2026 Visitor Guide, fresh Winter Rodeo promo material, and more - some of which I am previewing for you here.

Happy New Year!

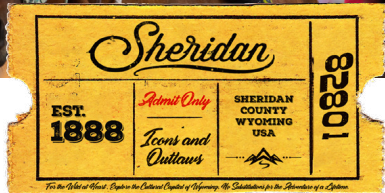


Shawn Parker
Executive Director
Sheridan County Travel & Tourism

Fall 2025 / Sheridan County in Focus. 

Christmas Stroll / Kendrick Golf Course / Trail End State Historic Site / Open Range at the Sheridan Inn / Sunset from Hidden Bridge Golf Course / Adelaide Lake Trail / The Powder Horn / Solitude Golf





WESTERN HISTORY. COWBOY HERITAGE. CRAFT CULTURE. THE GREAT OUTDOORS.

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; living history on every corner; and you have a golden ticket to the adventure of a lifetime.

YOUR GOLDEN TICKET TO THE WILD WEST.

SHERIDANWYOMING.ORG

For our hotel and restaurant directories, travel guides, itineraries, and more.

#VISITSHERIDAN

For our Facebook, Instagram, and YouTube and the icons and outlaws of Sheridan, Wyo.

PLAN YOUR TRIP



THE NATURE OF THE WEST
An example of a print ad running in several national publications.

CALENDAR AND COVERAGE

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:

- AARP: [Small Town Cool in the Bighorn Mountains](#)
- USA Today: [These 8 Hidden Gem US Road Trips are Perfect for Families Year-Round](#)
- My Family Travels: [10 Ways to Experience Cowboy Culture in Wyoming Ranch Country](#)
- True West Magazine: [Cultural Wyoming](#)
- Christian Post: [In Sheridan, Cowboys Still Walk Main Street](#)
- MSN: [In Sheridan, Cowboys Still Walk Main Street](#)
- Road Trips for Families: [Why a Dude Ranch Vacation is the Ultimate Family Getaway](#)
- 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](#)
- Lonely Planet: [12 US Towns for a Cowboy Core Getaway](#)
- ArcaMax: [Taking the kids: Fall getaways for new empty nesters](#)

- 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](#)
 - 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](#)

Shout out to The Mint Bar - featured in RFD-TV’s “From the Heart of America” series profiling inspiring characters across the West!

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. We hosted tour operators and travel planners from England, France, Italy, Germany, Benelux, Nordic nations, 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.



SATURDAY, JANUARY 3, 2026
SIBLEY LAKE NORDIC TRAILS — MOONLIGHT SKI — DUSK-9PM

THURSDAY, JANUARY 22, 2026
THE WYO THEATER — SHIMMER: WINTER CIRQUE REVIEW — BUY TICKETS — 630PM

FRIDAY, JANUARY 30, 2026
WHITNEY CENTER FOR THE ARTS — THE TWO TRACKS — BUY TICKETS — 7PM

SAT & SUN, JAN 31 & FEB 1, 2026
ANTELOPE BUTTE — SKI AND BOARD — UNDER 18 FREE — LIFTS 930AM-4PM

TUESDAY, FEBRUARY 3, 2026
THE WYO THEATER — VITAMIN STRING QUARTET — BUY TICKETS — 7PM

WEDNESDAY, FEBRUARY 4, 2026
ANTELOPE BUTTE — SKI AND BOARD — UNDER 18 FREE — LIFTS 930AM-4PM

THURSDAY, FEBRUARY 5, 2026
ANTELOPE BUTTE — SKI AND BOARD — UNDER 18 FREE — LIFTS 930AM-4PM
WHITNEY CENTER FOR THE ARTS — YIELD: KIMBERLY ENGLISH — 4PM-6PM

FRIDAY, FEBRUARY 6, 2026
ANTELOPE BUTTE — SKI AND BOARD — UNDER 18 FREE — LIFTS 930AM-4PM
SKIJORING REGISTRATION — BLACK TOOTH BREWING CO — 12PM-7PM
THE WYO THEATER — REPERTORY DANCE THEATER — TICKETED — 7PM
SHERIDAN HAWKS HOCKEY — WHITNEY RINK AT M&MS CENTER — 730PM

SATURDAY, FEBRUARY 7, 2026
ANTELOPE BUTTE — SKI AND BOARD — UNDER 18 FREE — LIFTS 930AM-4PM
SKIJORING RACES — SHERIDAN COUNTY FAIRGROUNDS — FREE — 11AM
WHITNEY CENTER FOR THE ARTS — DR ROBERT PSURNY RECITAL — BUY TICKETS — 7PM
SHERIDAN HAWKS HOCKEY — WHITNEY RINK AT M&MS CENTER — 730PM

SUNDAY, FEBRUARY 8, 2026
STORY CENTENNIAL PARK — LEARN TO NORDIC SKI — FREE — 10AM-2PM

SATURDAY, FEBRUARY 28, 2026
CUTLER HILL NORDIC TRAILS — CHILI FEED — FREE — 11AM-2PM

FOR WHERE TO EAT, STAY, SHOP AND PLAY VISIT
WWW.SHERIDANWYOMING.ORG



SHERIDAN COUNTY SEMIQUINCENTENNIAL COMMITTEE
Shawn Parker | Chairman
sheridancounty250.org



GET INVOLVED TO CELEBRATE #SHERIDANCOUNTY250!

MORE INFO AT [SHERIDANCOUNTY250.ORG](https://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 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 with the Sheridan County Chamber of Commerce, the City of Sheridan, and Trail End State Historic Site on a special 4th of July event at Kendrick Park. The committee and the Downtown Sheridan Association are working on displays for each of the community's downtown areas; each of Sheridan County's school districts, the Whitney Rink, Sheridan County Fairgrounds and Bridges are working with CraftCo on a special memorial project; and annual events like Clearmont Day, Story Days, Dayton Days, Parkman Daze, and events in Big Horn are being incorporated into the celebratory mix.

Several cultural programs have been developed, including projects by the Museum at the Bighorns, Brinton Museum, SAGE Community Arts, Sheridan Fulmer Public Library, The WYO Theater, and others.

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 -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





THE BACKYARD

A SHERIDAN COUNTY TRAVEL & TOURISM PRODUCTION
STARRING SHAWN MARLEY AND SALVATORE BRUNO
PRODUCED BY SHAWN MARLEY DIRECTED BY SALVATORE BRUNO
CINEMATOGRAPHY BY SALVATORE BRUNO AND LANCE BETH
SEASON 3 STREAMING NOW



THE BACKYARD

Season 3 Streaming Now

ADVENTURES, EVENTS, EXPERIENCES—CELEBRATING THE PLACES AND
MOMENTS THAT MAKE OUR HOME WORTH EXPLORING

THIS IS BIGHORN MOUNTAIN COUNTRY

The Backyard is a multimedia campaign with a streaming web series as the fulcrum of our outreach efforts. In addition to the streaming series, we also produce companion stories and articles; podcast episodes; photo journals; and advertising collateral that is distributed via dozens of partners and outlets across many of our channels.

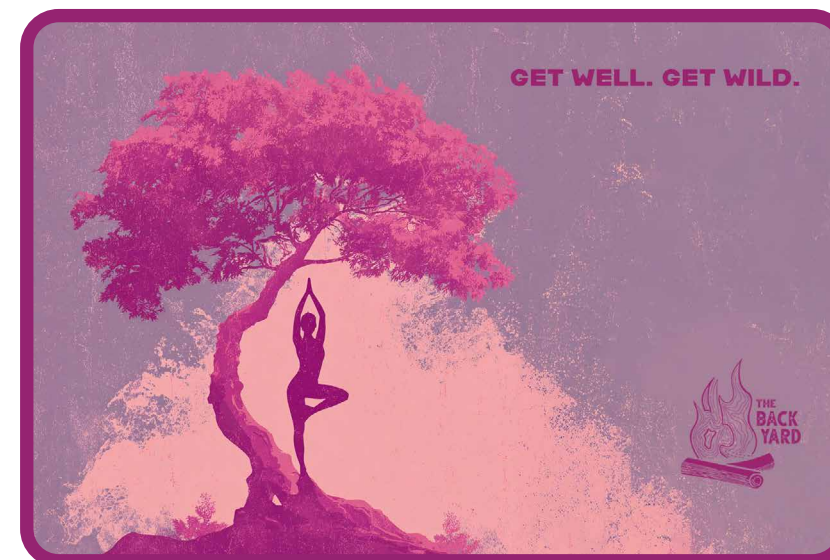
Our goal is to showcase why the Bighorns are the ultimate playground for those who choose to go outside and play, and why Sheridan County is among the most authentic, spirited, and unique travel destinations in the American West. We feature art, cowboy culture, history, the outdoors, and so much more.

Since its debut in 2020 as a pandemic recovery program The Backyard has served as a showcase for authentic travel experiences and has generated millions of views and impressions, along the way helping to boost interest in longer, more immersive stays in our community.

YOUTUBE CHANNEL

Season 3 kicked off on January 1st with a special episode dedicated to wellness - not a bad way to ring in the new year! Over the next few months we will air episodes that feature adventures in Wyoming's Golf Capital; backcountry hiking; mountain biking; fly fishing; chasing fall colors; and more. So much more.

Every episode of The Backyard can be found at sheridanwyoming.org



SEASON 3 EPISODE 1

GET WELL. GET WILD.

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.

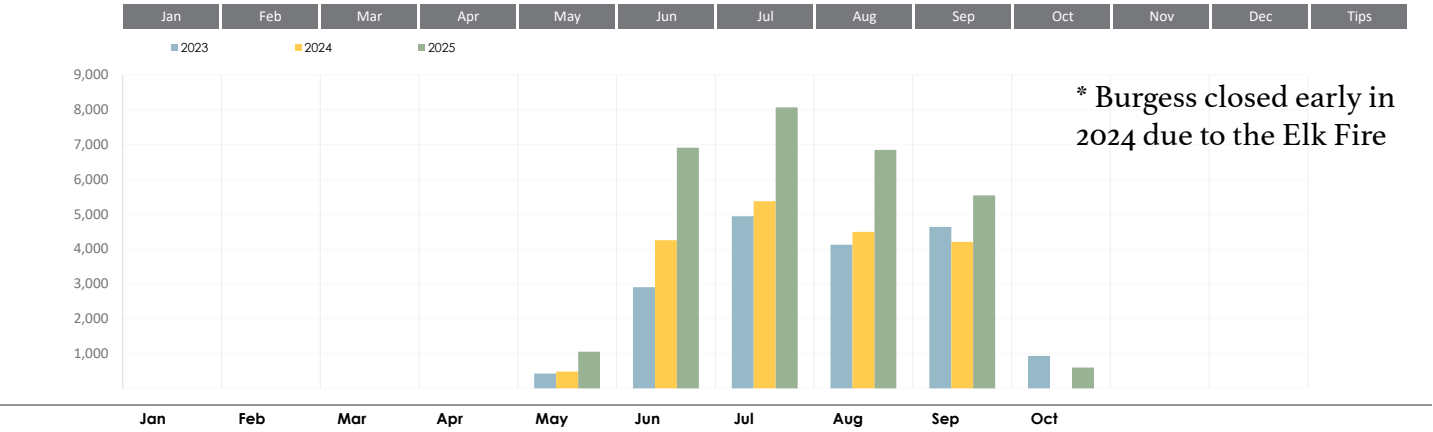
Our most requested item of 2025?
Maps of the Bighorn National Forest.



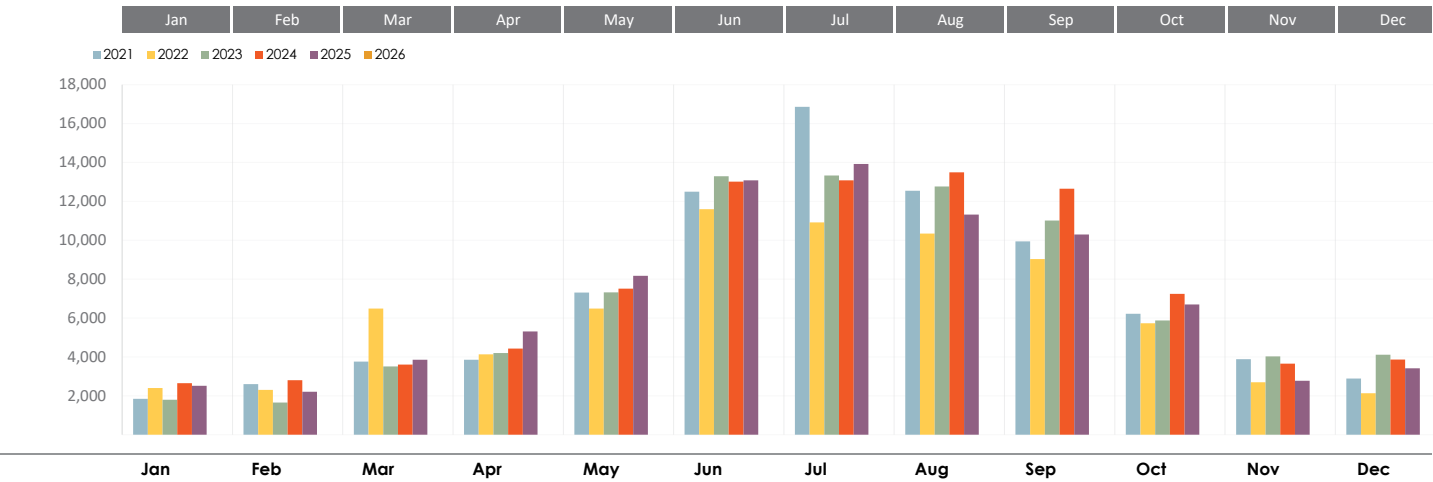
Father-son duo Kip and Piper Steinmetz kept Burgess open 7 days a week this season and found time to install beautiful new flooring. The Forest Service refreshed the exterior of the building with new paint, patches, and additional repairs.



VISITATION - BURGESS JUNCTION



VISITATION - SHERIDAN VISITOR CENTER



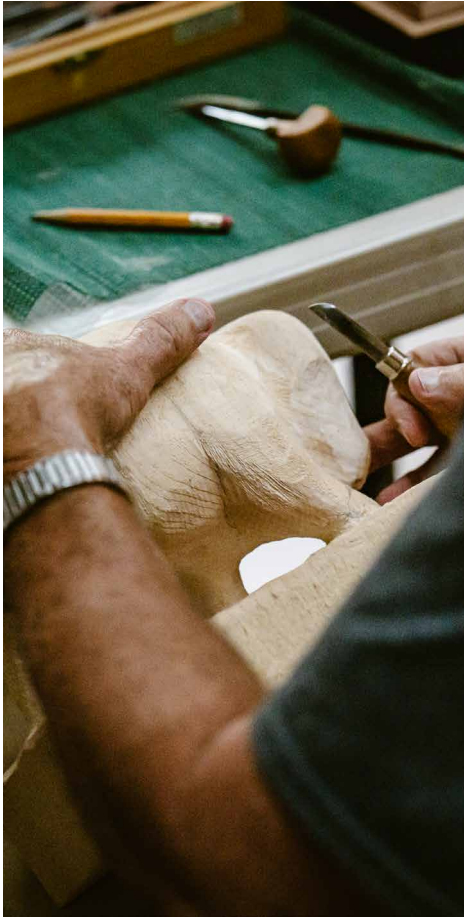
CRAFT IS KING

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; Bo Joe Jewelry, 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 77,997 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

2025 HOLIDAY GIFT GUIDE

SHOPPING LOCAL

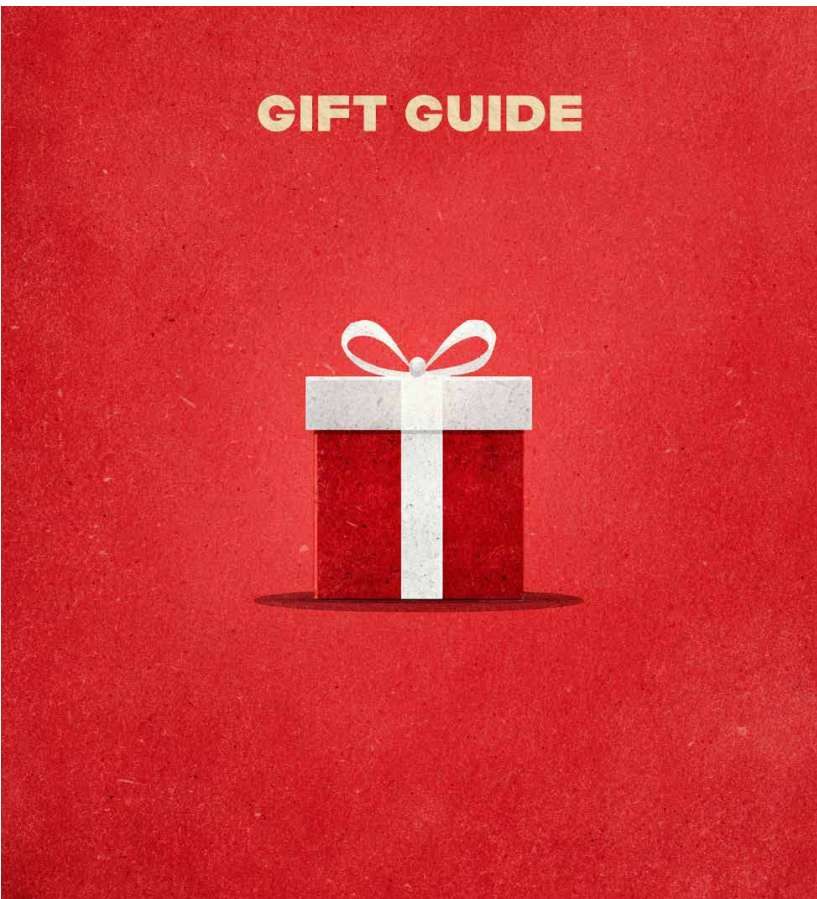
We created our annual Holiday Gift Guide to encourage holiday shopping at local businesses throughout Sheridan County. The guide highlights a wide selection of shops, boutiques, galleries, outfitters, and artisan maker spaces where residents and visitors can find unique, locally made gifts.

It serves as a curated resource that makes it easier for people to find thoughtful and distinctive gifts while showcasing the variety and quality of products available in the community.

We highlight dozens and dozens of gift ideas; if there's something you think we missed in 2025, please let us know so that we can include it in our 2026 edition!

2025 CATEGORIES

HOME DECOR
A TASTE OF SHERIDAN COUNTY
ART
APPAREL
FOR THE LITTLE ONES & PETS
JEWELS AND GEMS
MADE BY HAND
BOOKS
SELF-CARE AND WELLNESS
THE ADVENTURER
EXPERIENCES OVER THINGS
HOBBY
STOCKING STUFFERS



FIND THE COMPLETE GUIDE AT
[SHERIDANWYOMING.ORG](https://sheridanwyoming.org)

ICONS AND OUTLAWS

BRADFORD BRINTON

One of our most popular campaigns to date continues with the story of Bradford Brinton.

“To stand on the rolling fields of the Quarter Circle A Ranch, just south of Sheridan, is to feel the West operating at two speeds at once. The land moves slowly—grass bending under wind, cottonwoods marking the quiet course of Little Goose Creek—while history moves fast, layered and restless beneath your feet. It was this tension, between stillness and ambition, that drew Bradford Brinton west and ultimately anchored his legacy in Sheridan County, Wyoming.

Brinton arrived not as a pioneer scraping out survival, but as a man already shaped by industry and privilege. Born in 1880 in Tuscola, Illinois, he was the heir to a family deeply involved in agricultural manufacturing. Educated at Yale’s Sheffield Scientific School, Brinton came of age during a period when American industry was transforming the nation. By his early adulthood, he held leadership roles within the family business and later at J.I. Case, navigating the demands of modern enterprise with skill and confidence. Yet success in the East never fully satisfied him. Like many men of his era, Brinton felt the magnetic pull of the American West—a place that promised space, authenticity, and a deeper connection to land. Wyoming, and particularly Sheridan County, offered him something rare: a setting where work, art, and landscape could exist in meaningful balance....”

Visit sheridanwyoming.org for the complete story, videos, photos, and all of our Icons and Outlaws features.

DR. WILL FRACKELTON



PRINCE



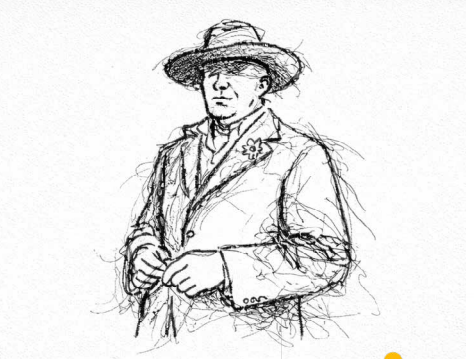
QUEEN ELIZABETH II



BUFFALO BILL CODY



BRADFORD BRINTON



NELTJE



COMING
SOON

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

Our Film and Digital Production Coordinator and Film 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; the film was recently selected for film festivals in France and Brazil, 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 2025; 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 from Japan (Denver and Salt Lake) 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

DATA AND INSIGHTS

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

RANGE:
Jan 1, 2025 - Dec 6, 2025

TOTAL TRIPS
774,599 Trips

VISITOR DAYS
2,155,595 Days

AVG LENGTH OF STAY
2.8 Days

RANGE:
Jan 1, 2024 - Dec 6, 2024

TOTAL TRIPS
781,026 Trips

VISITOR DAYS
2,108,812 Days

AVG LENGTH OF STAY
2.7 Days

2025 VISITOR DAYS
2,155,595
↘ 3.23% vs 2024

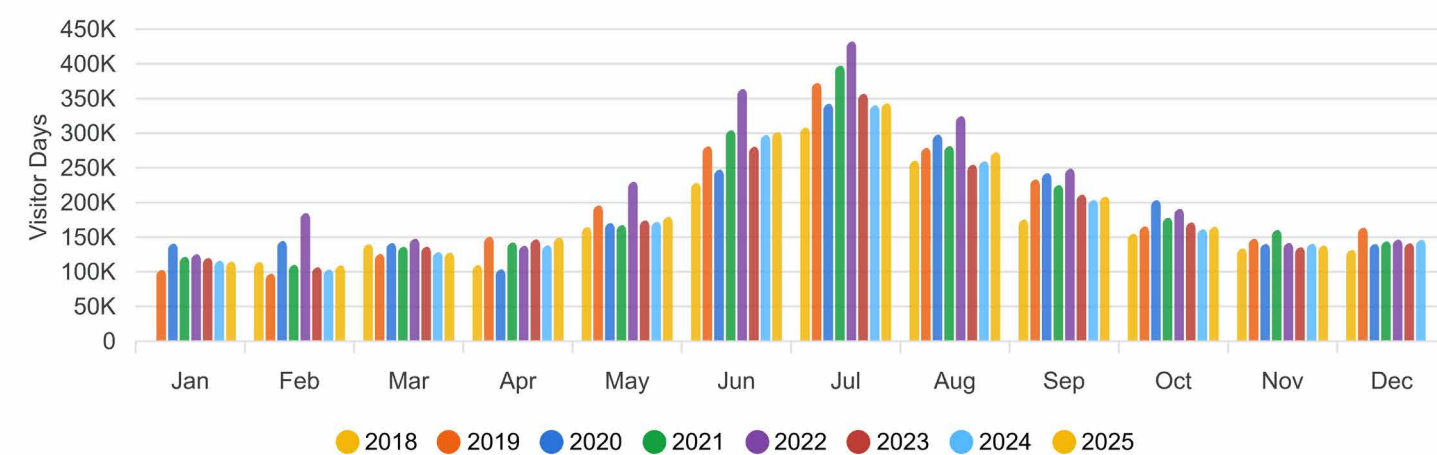
2024 VISITOR DAYS
2,227,565
↗ 5.68% vs 2023

2023 VISITOR DAYS
2,107,816
↘ 19.6% vs 2022

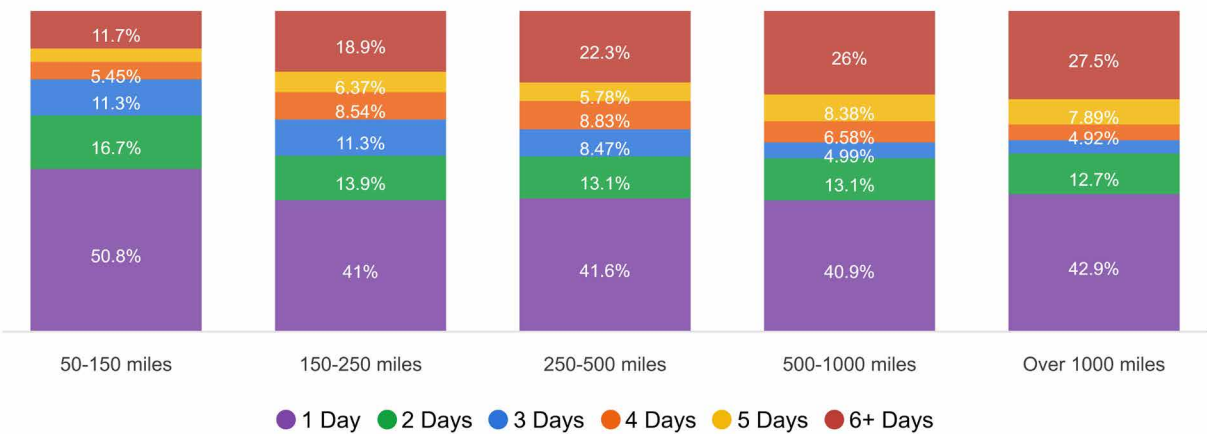
2022 VISITOR DAYS
2,622,432
↗ 7.12% vs 2021

Monthly Volume by Visitor Days

What is my visitation over time?

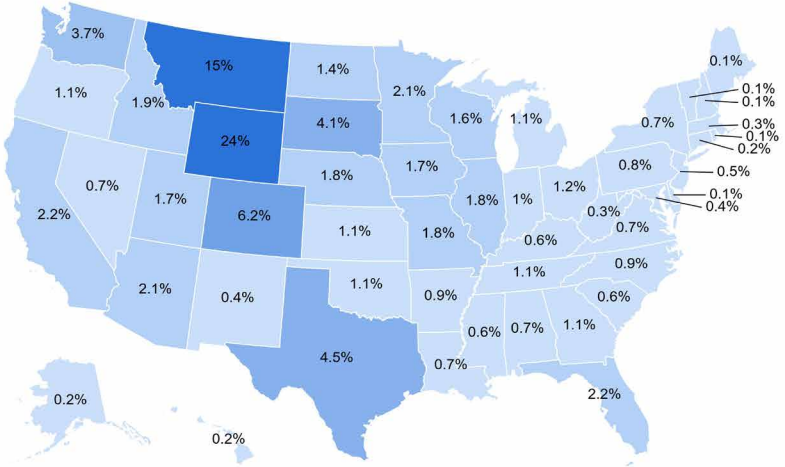


Length of Stay by Distance

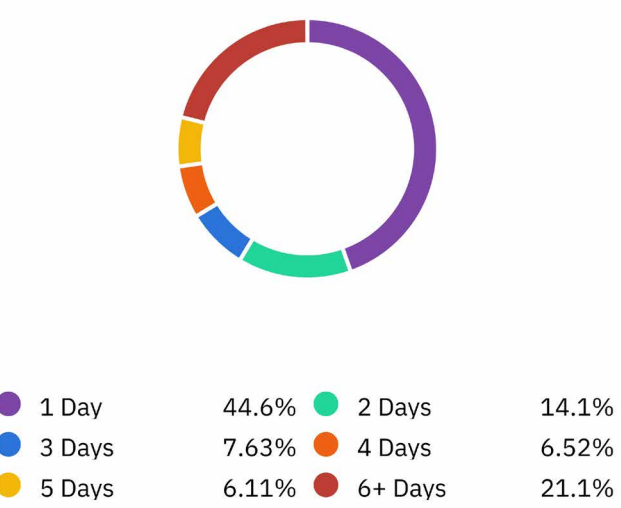


Share of Trips by State

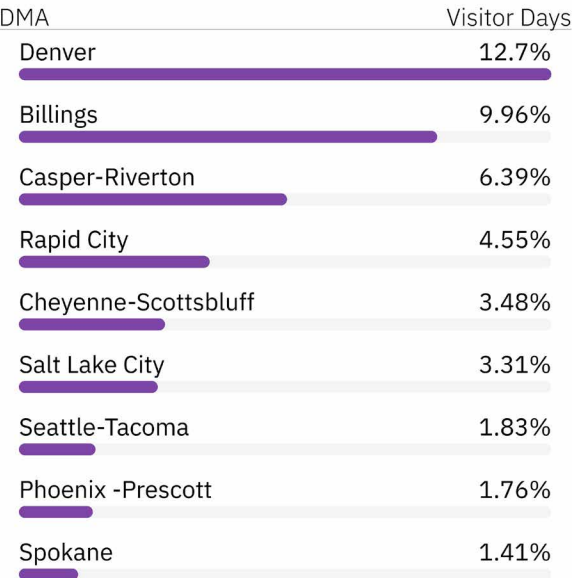
RANGE: January 1, 2025 - December 6, 2025



Visitor Days by Length of Stay



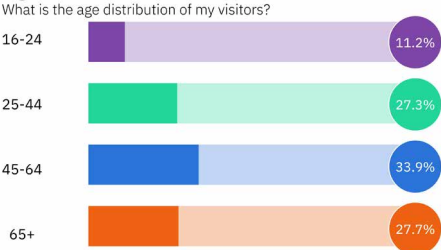
DMA Visitation



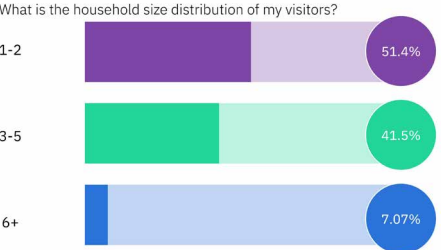
Visitors by Day



Age



Household

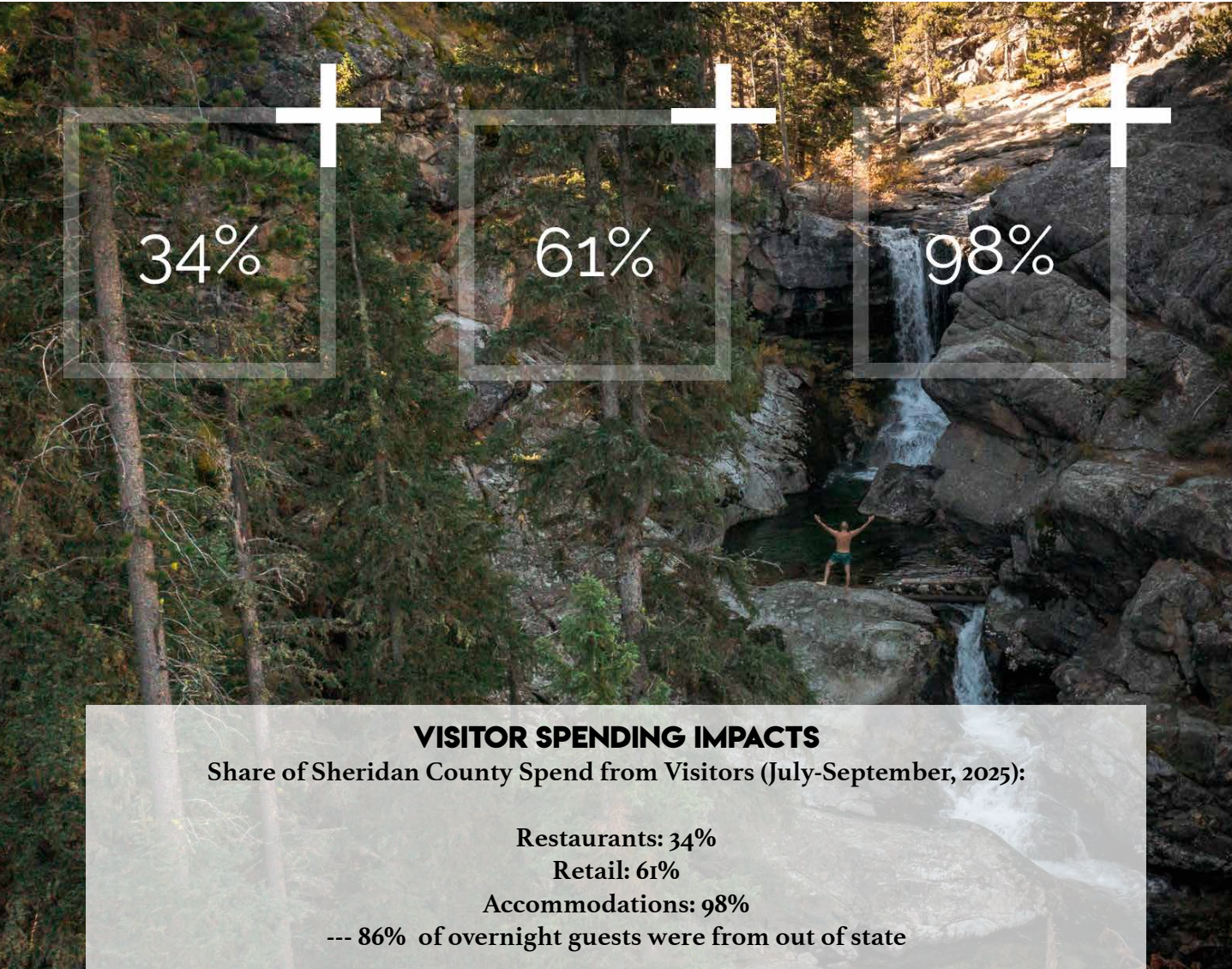


HOW IMPORTANT IS THE VISITOR ECONOMY?

Tourism is a major engine of economic activity

VISITOR IMPACTS - DATA AND INSIGHTS

Wyoming's Second Largest Industry – \$4.9 Billion in state-wide spending impacts in 2024
Wyoming's Largest Private Sector Employer – 33,850 jobs in 2024
Travel Spending in Sheridan County in 2024 – \$165.3 million
Sheridan County Direct Industry Employment – 1,020



Sheridan County welcomed more than 460,000 overnight visitors to hotels, motels, RV Parks, Campgrounds and vacation rental properties in 2024.



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](https://www.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

DESTINATION MARKETING

Developing Our Strategic Framework

PLANNING, DEVELOPING, LAUNCHING, AND MEASURING

In our work we consider a range of factors when developing new projects, including target audiences, seasonal travel patterns, available attractions and experiences, lodging and infrastructure capacity, and the needs of local stakeholders. We balance marketing goals with responsible tourism, sustainability, community impact, safety, and economic return - all while using data, storytelling, and partnerships to communicate Sheridan County's identity and to drive visitation in ways that benefit both residents and visitors. It's our hope that by showcasing elements of our methodology and process that we might inspire you or help you generate ideas as you develop your own marketing campaigns for now and in the future. We are always willing to share what we've found to be successful and impactful, what resonates with visitors and what doesn't, and any data that may be pertinent to your own organization.

PLANNING AND STRATEGY				BRANDING AND CONTENT CREATION			
Industry Engagement		Regional and National Partnerships	Event Development + Coordination	Brand Identity		Storytelling	
Trade Partnerships + Consumer Shows							
Market Research and Analysis		Target Audience Segmentation	Unique Selling Propositions	Content Production			User Generated Content
MARKETING CHANNELS AND PROMOTIONS					EXPERIENCE AND ANALYSIS		
Advertising Campaigns		Brand and Media Partnerships	Email Marketing		Performance Measurement		
					Visitor Services	Visitor Center Operations	
		Experiential Marketing		Regional and National Collaboration			
		Content Marketing		Social Media Marketing	Industry Development Partnerships and Event Support		
				SEO	Feedback and Monitoring		

UNDERSTANDING OUR TARGET MARKETS

Developing Quality Marketing Content

EXAMPLES OF CAMPAIGN MATERIAL

How do we leverage travel to increase spending impacts in our local communities, provide jobs, diversify our economy, and spur economic opportunities?

Before we launch a campaign we consider that we must be: Creative. Intentional. Sustainable. Collaborative. Innovative. Authentic. And Data Driven. We assess our strengths and weaknesses. We analyze demographic information. We leverage insights to craft targeted multi-channel promo campaigns that mix digital, video, print, podcast, radio, and more. Perhaps most importantly, we feature authentic attractions, organizations, and businesses.



Sheridan County Travel & Tourism



TRAVEL-GENERATED SPENDING



VISITOR SPENDING - SUMMER 2025



TRAVEL-GENERATED JOBS



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.

AVERAGE SPENDING PER TRIP



AVERAGE LENGTH OF STAY



LONG DISTANCE TRAVEL



TRAVEL-GENERATED TAXES



SPLITS OF OVERNIGHT VISITORS



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 come from markets outside the US and Canada; the top three are the UK, Germany, and France.

ORGANIZATIONAL BACKGROUND: Sheridan County voters first voted in favor of the Lodging Tax in 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 the community and its attractions and events to potential visitors from domestic and international markets. The Lodging Tax Board includes industry 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 codified 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 funds to provide economic opportunities through marketing and promotion, supporting businesses and organizations directly and indirectly across our community. Tourism is critical to Sheridan County’s economic vitality, and Sheridan County Travel & Tourism’s board and staff work with 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, Karz Showcase, Christmas Stroll, Big Horn Soccer Cup, Hoop Jam, Wyoming Chess Championship, WYO Film Festival, Winter Rodeo, Ranchester 4th of July, and many more. Tourism funding supports events large and small, new and old.
- 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 expanding or relocating and creating new jobs.
- 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 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 INDUSTRY DEVELOPMENT EFFORTS

SCTT’S WORK IS FOCUSED ON THREE KEY LEVERAGE POINTS

HISTORY & HERITAGE

RECENT PROGRAMS AND INITIATIVES

- A 2025 digital ad campaign generated 11,268 trips and \$2.2 million in economic impact to local businesses from a spend of \$42,000 - a return on investment of 66:1.
- A 2025 Great American West international co-operative campaign generated 3,841 room nights and \$2.2 million in economic impact from a spend of \$7,500, an ROI of 293:1. Travelers came from the UK, Nordics, Germany, France, Italy, and Australia. We work directly with more than 200 tour operators in these markets each year.
- SCTT produces an annual marketing and promotions toolkit that is available to all community businesses, organizations, and entities - not only those in hospitality.
- Promo efforts encourage experiential travel, leveraging the visitor economy for the benefit of Sheridan County residents.

WESTERN CULTURE

THE GREAT OUTDOORS

SHERIDANWYOMING.ORG



2025 WEBSITE STATS



2025 MEETINGS AND CONFERENCES



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

- SCTT operates the Sheridan Information Center, welcoming roughly 100,000 people through the doors each year. SCTT has also operated the Burgess Junction Visitor Center since May 2023. Burgess welcomed nearly 30,000 visitors in summer 2025.
- SCTT’s community media archive, available to local entities, includes more than 26,000 images and hundreds of hours of video footage.
- In 2025 SCTT produced economic impact studies for SCSD2’s proposed community center; a downtown hotel developer; a manufacturing technology company; the Sheridan County Fairgrounds; and other businesses interested in expanding or relocating - and creating new jobs.
- SCTT builds new opportunities. Programs include *The Backyard*, *Women of Sheridan, Wyo.*, *Icons and Outlaws*, and *Craft is King* media campaigns; and more.
- The WYO Winter Rodeo and annual skjoring 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.

2025 FACEBOOK STATS



2025 TO-DATE INSTAGRAM STATS



2025 TO-DATE YOUTUBE STATS



2025-TO DATE PHOTO ARCHIVE



COUNTY AIRPORT PASSENGERS



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 and lodging tax boards across the region, 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 physical and digital formats.

DATA SOURCES:

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

