

DIRECTOR'S UPDATE + FORECAST

After a mild winter travel is on the rise, with early bookings and inquiries indicating strong interest from both domestic and international visitors. That said, it is obvious that short-term fluctuations in gas prices influence travel patterns, and as a road trip destination we certainly can be affected by dramatic price swings.

Major events are on the horizon. We'll kick off the season with the Bighorn Soccer Cup, the Dead Swede, and the Bighorn Trail Run, all of which attract athletes and families from across the region. Of course, tickets to the Sheridan WYO Rodeo are now available, and there are plenty of immersive exhibits, shows and exhibitions taking place at the likes of The Brinton, The WYO Theater, the Neltje Center, UCross Foundation, Whitney Center for the Arts - the list goes on.

On the global stage, cowboy culture, Big Horn's thriving polo community, leather carving traditions, mountain recreation, and our vibrant arts scene are drawing new and returning visitors from Europe, Japan, South America, and more - while our food scene continues to diversify and make waves, too. These visitors contribute to the health of our local economy, generating more than \$165 million in annual spending and supporting over 1,000 local jobs—an outcome that doesn't happen by accident, but through coordinated efforts across the industry.

On the international side, we had the opportunity to help put together a tour of the community for the British Consul General as officials retraced some of the steps taken by Queen Elizabeth during her 1984 visit to Sheridan County. If you don't know that story, [check it out on our website.](#)


We recently featured jewelry designer Deryn Mentock in our Craft is King series, and launched the latest episodes of The Backyard, our streaming series celebrating Bighorn Mountain Country experiences. Over the next few months, viewers can expect episodes featuring hiking, culinary adventures, golf, skiing, and hands-on arts experiences, all designed to inspire travel and discovery in Sheridan County. We captured new content at a number of local businesses, including the new Holiday Inn Express; collected what winter content we could, and jumped into the spring with some filming of Sheridan Lacrosse, fly fishing, and more.

We're excited about the reopening of the Burgess Junction Visitor Center over Memorial Day weekend. Our outdoor spaces and the interpretive trail will be refreshed with updated graphics and information - I was able to salvage the "near-vintage" posters and displays that have been in place for nearly two decade. There's a preview of these displays further along in my update.

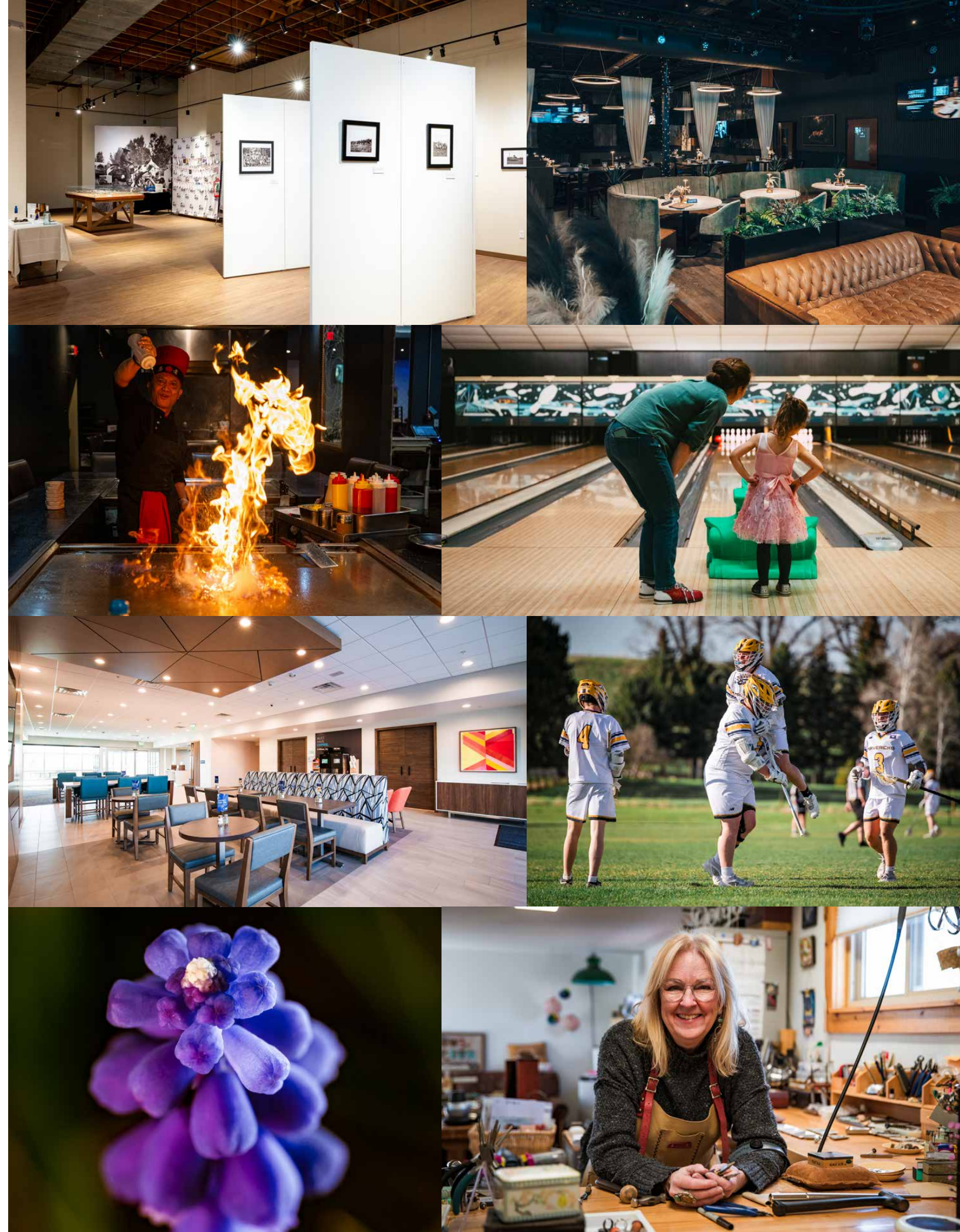
We've been supporting local organizations by drafting funding support letters and conducting economic impact analyses, helping partners like Bighorn Soccer Cup and Black Mountain Nordic plan for growth and development. These efforts reflect a broader trend of collaboration and strategic planning that strengthens Sheridan County's tourism ecosystem. Staff have appeared at numerous conferences - trade, media, consumer shows, etc. - as we always do this time of year, and I am happy to report that there's still a palpable sense of excitement about visiting the American West. We continue to position Sheridan County as a vibrant, exciting destination that should be visited over several days.

Finally, USA 250 programs continue, celebrating the Semiquincentennial with a wide variety of events and activations; our regional and national campaigns feature USA 250 branding that will run all year long.

Shawn Parker 
Executive Director
Sheridan County Travel & Tourism

Winter + Spring 2026 / Sheridan County in Focus 
Museum at the Bighorns / Warehouse Gastropub / Sapporo /
Cloud Peak Lanes / Holiday Inn Express / Sheridan Mavericks
Lacrosse / Kendrick Arboretum / Deryn Mentock Jewelry

- Photos by Shawn Parker and Lance Roth



2026 SPRING-SUMMER TRAVEL OUTLOOK

SHERIDAN COUNTY - EXECUTIVE SNAPSHOT

THE BIG PICTURE

- Travel demand in 2026 is stable, not surging
- Growth is modest (~1-2%) and highly competitive
- Travelers are price-sensitive, booking closer in, and choosing drive destinations
- The market has shifted from “rising tide” to market share competition

SHERIDAN COUNTY POSITION

- ~\$165M annual visitor spending
 - ~1.7M visitor days
 - 2.8-night average stay (up significantly over time)
 - Tourism supports ~8% of local employment
- 2025 Context:
- Slight softening/plateau following peak years
 - Not decline—normalization after surge demand

2026 OUTLOOK

- Spring: Growth opportunity (shoulder season expansion)
 - Summer: Strong, but similar to recent years
 - Spending: Stable, but more selective
- Key Shift:
- Success depends on capturing and converting visitors, not relying on overall demand growth.

SHERIDAN COUNTY - MARKET ADVANTAGES

- Strong appeal to regional drive markets
- Alignment with outdoor + experiential travel trends
- Perceived as high-value vs. crowded Western destinations
- Increasingly recognized as an overnight destination—not a pass-through

HIGH-VALUE GROWTH OPPORTUNITY: INTERNATIONAL

- International visitors:
 - Stay longer / Spend more
- Sheridan differentiators:
- Authentic cowboy culture
 - Polo and Western lifestyle experiences
 - Thriving arts and cultural scene, growing as a food destination
 - 3-year increases in visitation from UK, Germany, Italy, France, Brazil, Japan a positive sign
 - Opportunity to capture higher-yield travelers as global travel recovers

2026 STRATEGIC FOCUS

- Extend stays (build on 2.8-night average)
- Convert pass-through traffic
- Lead with value + authenticity
- Grow spring and shoulder seasons
- Target high-yield international segments

BOTTOM LINE

2026 is not about chasing growth—it’s about capturing value. Sheridan County is well-positioned to outperform by leveraging its authenticity, increasing length of stay, and attracting higher-spending visitors.

VISITOR ECONOMY IMPACTS

TOURISM IS A MAJOR ENGINE OF ECONOMIC ACTIVITY

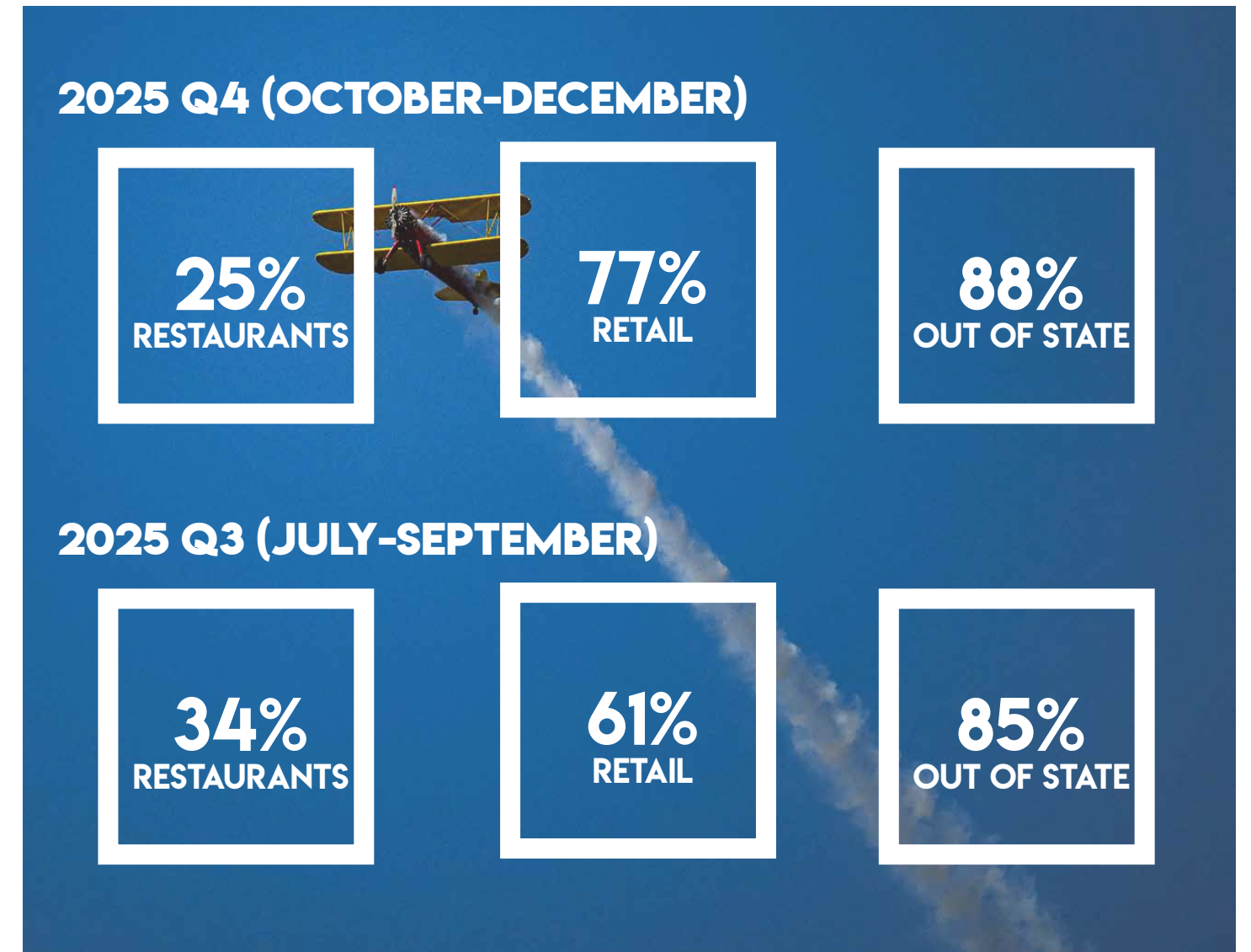
VISITOR IMPACTS - DATA AND INSIGHTS

Travel and Tourism is Wyoming’s Second Largest Industry – \$5.0 Billion in state-wide spending impacts in 2025
 Travel and Tourism is Wyoming’s Largest Private Sector Employer – 33,920 jobs in 2025
 Travel Spending in Sheridan County in 2025 – \$165.8 million
 Sheridan County Direct Industry Employment in 2025 – 1,100

SHARE OF SHERIDAN COUNTY SPEND FROM VISITORS

The data below reflects total spending by visitors at restaurants and retail, and the percentage of visitor spending from out of state versus in state.

Sheridan County receives more than 400,000 overnight visitors each year; hundreds of thousands of additional visitors drive through or day trip each year.



DATA AND INSIGHTS

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

RANGE:
Jan 1, 2025 - Apr 4, 2025

- TOTAL TRIPS**
138,310 Trips
- VISITOR DAYS**
368,588 Days
- AVG LENGTH OF STAY**
2.7 Days

RANGE:
Jan 1, 2026 - Apr 4, 2026

- TOTAL TRIPS**
146,382 Trips
- VISITOR DAYS**
362,456 Days
- AVG LENGTH OF STAY**
2.5 Days

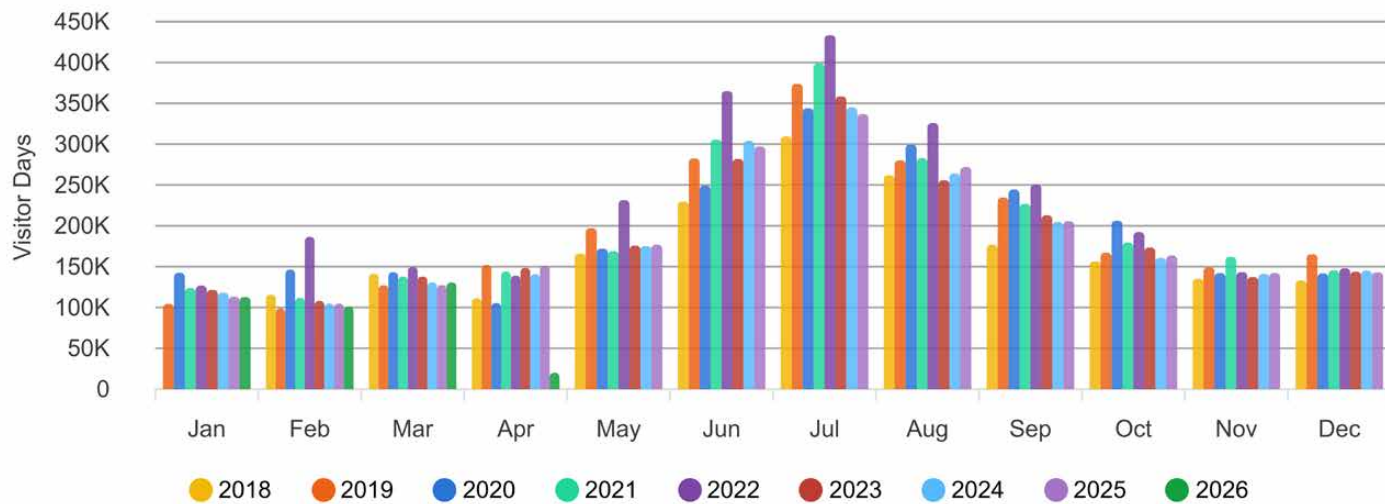
2026 VISITOR DAYS
362,456
↘ 1.66% vs 2025 YTD

2025 VISITOR DAYS
2,220,896
↘ 0.31% vs 2024

2024 VISITOR DAYS
2,227,754
↗ 5.54% vs 2023

2023 VISITOR DAYS
2,110,863
↘ 19.49% vs 2022

Visitor Days by Month



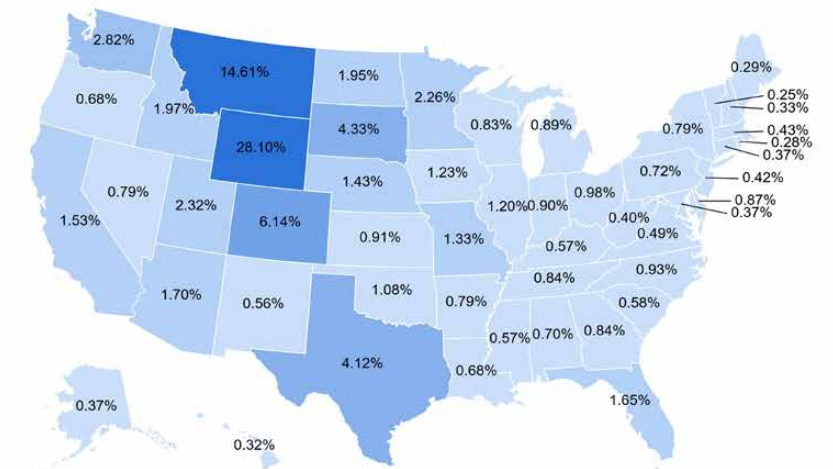
Average Expenditures, Party Size, and Length of Stay

2025

	Spending per Person		Spending per Party		Party Size
	Day	Trip	Day	Trip	
Hotel, Motel, STVR	\$150	\$350	\$421	\$978	2.8
Private Home (VFR)	\$108	\$304	\$223	\$626	2.1
Other Overnight	\$108	\$176	\$251	\$399	2.3
All Overnight	\$126	\$264	\$307	\$633	2.4

Share of Trips by State

RANGE: January 1, 2026 - April 4, 2026



	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	% Chg. 24-25
Direct Travel Spending (\$Millions)												
Visitor	91.4	86.9	91.9	96.2	99.7	85.5	118.3	132.3	131.4	137.1	136.7	-0.3%
Other travel*	16.9	13.9	16.6	19.7	19.0	13.6	24.6	30.4	29.0	29.8	29.1	-2.2%
Total	108.3	100.8	108.5	115.9	118.8	99.1	142.9	162.7	160.4	166.9	165.8	-0.6%
Direct Earnings (\$Millions)												
Earnings	30.8	31.1	31.1	30.9	33.9	32.9	40.0	44.1	46.6	49.1	54.8	11.6%
Direct Employment (Jobs)												
Employment	1,060	1,060	1,030	980	990	930	1,040	1,020	1,030	1,030	1,100	6.9%
Direct Tax Revenue (\$Millions)												
Local	2.6	2.5	2.6	2.7	2.8	2.3	3.3	3.6	3.6	3.8	3.7	-1.2%
State	3.6	3.4	3.7	3.8	3.9	3.2	4.8	5.1	5.1	5.4	5.4	-0.1%
Total	6.1	5.9	6.2	6.5	6.7	5.5	8.1	8.7	8.7	9.2	9.1	-0.5%

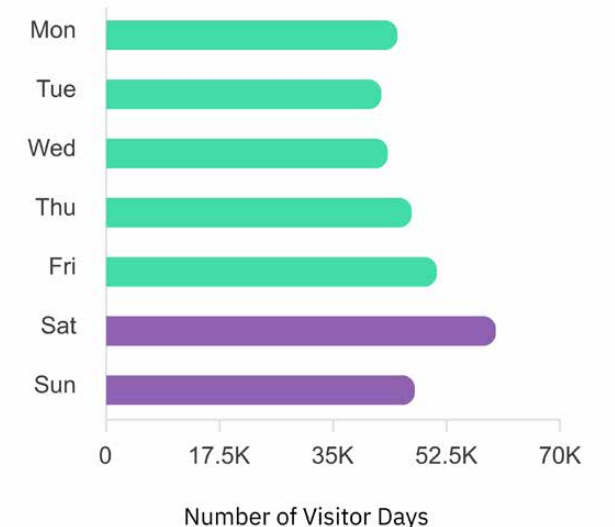
Note: Employment figures represent the annual average number of jobs and are rounded to the nearest 10. All dollar figures are reported in nominal terms, not adjusted for inflation.
*Other includes resident air travel, travel arrangement services, convention/trade shows, and a portion of transportation to other in-state destinations.

Visitor Days by Length of Stay



- 1 Day: 45.75%
- 2 Days: 15.75%
- 3 Days: 9.40%
- 4 Days: 7.36%
- 5 Days: 5.32%
- 6+ Days: 16.42%

Visitors by Day





FRONTIER HISTORY. COWBOY HERITAGE. CRAFT CULTURE. ICONIC ART. THE GREAT OUTDOORS. SHERIDAN COUNTY IS 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.

116

restaurants, bars, food trucks, lounges, breweries, distilleries, tap rooms, saloons, and holes in the wall are spread across Sheridan County. That's 116 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.

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 the beloved Sheridan WYO Rodeo and the height of polo season. Spring and fall are the perfect time to chase cool mountain streams or epic backcountry lines.

∞

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.

THE NATURE OF THE WEST

An example of a print ad running in several national publications, featuring USA250 branding.

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.

- Travelzoo - [Find Your Way in Wyoming](#)
- RFD-TV: "From the Heart of America," featuring The Mint Bar
- 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](#)
- 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](#)

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 featuring 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 just want to get involved, please reach out to any member of the group.

Festivities include tie-ins and celebrations with signature events like the Sheridan WYO Rodeo, Ranchester 4th of July, 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, invited residents of all ages to submit original flag designs that capture the unique culture, history, landscapes, and values of Sheridan County's communities. 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 PARKER AND SALVATORE BRONN
PRODUCED BY SHAWN PARKER DIRECTED BY SALVATORE BRONN
CINEMATOGRAPHY BY SALVATORE BRONN AND LANCE BORN
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! Our latest episode features some awesome hiking along one of the most beautiful trails in the Bighorns. check it out below.

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



SEASON 3 EPISODE 1

GET WELL. GET WILD.



SEASON 3 EPISODE 2

HIKING LAKE ADELAIDE



SEASON 3 EPISODE 3

THE BIKERIDER

BURGESS JUNCTION VISITOR CENTER

Open Memorial Day Weekend to October

Our staff will once again open Burgess Junction over Memorial Day Weekend in partnership with the US Forest Service and WYDOT.

We welcomed 29,344 people through the doors in 2025 - a 42.69% increase over 2024.

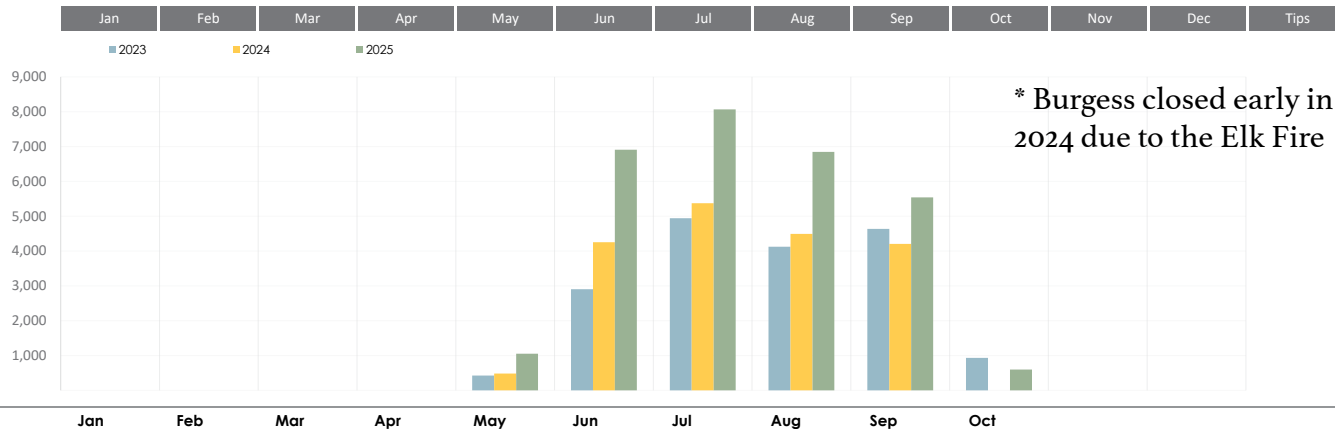
Our most requested item of 2025? Maps of the Bighorn National Forest.



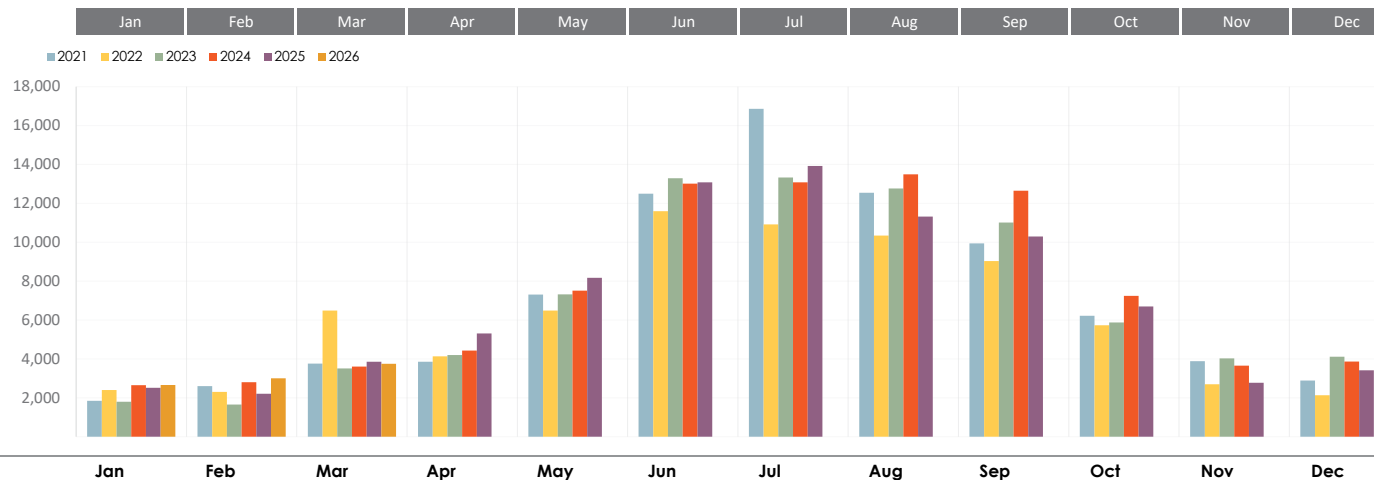
Father-son duo Kip and Piper Steinmetz kept Burgess open 7 days a week last season and found time to install beautiful new flooring. The Forest Service refreshed the exterior of the building with new paint, patches, and additional repairs.



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. Recent spotlights include Deryn Mentock; 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 nearly 100,000 views since release.



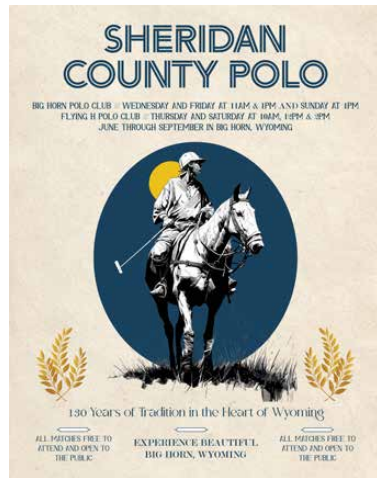
You'll find these and all future "Craft is King" videos on the Visit Sheridan Facebook, Instagram, and YouTube channels.

#VisitSheridan #CraftisKing #ThatsWY

SHERIDAN COUNTY POLO

Flying H Polo Club and Big Horn Polo Club

CELEBRATING POLO



An example of a promotional piece we designed to introduce people to the game of polo - and those unfamiliar with the fact that Sheridan County features one of the most engrossing polo communities not just in the United States, but anywhere in the world.

THE BIRTH OF WYOMING POLO (1893)

ENGROSSING WESTERN CULTURE - ICONIC BIGHORN MOUNTAIN VIEWS - TRADITIONAL HORSEMANSHIP

POLO DIDN'T JUST ARRIVE IN SHERIDAN; IT EXPLODED ONTO THE SCENE. THE FIRST RECORDED MATCH TOOK PLACE ON JULY 4, 1893, AT THE SHERIDAN FAIRGROUNDS. IN A "WILD SCRAMBLE" WITNESSED BY OVER 1,000 SPECTATORS, TEAMS FROM SHERIDAN AND BECKTON FACED OFF IN A GAME UMPIRED BY THE LEGENDARY ARMY SCOUT FRANK GROUARD. IT WAS A SPECTACLE THAT SIGNALLED THE ARRIVAL OF A NEW WESTERN TRADITION.

THE "REMITTANCE MEN" & THE SPORT OF KINGS
THE SPORT TOOK DEEP ROOT THANKS TO A WAVE OF ENGLISH AND SCOTTISH NOBLEMEN— OFTEN YOUNGER SONS KNOWN AS "REMITTANCE MEN"— WHO BROUGHT THEIR LOVE FOR THOROUGHBREDS TO THE FOOTHILLS OF THE BIGHORNS.

ICONS OF EARLY WYOMING POLO INCLUDE MALCOLM MONCREIFFE, A SCOTSMAN WHO BUILT THE FIRST DEDICATED POLO FIELD AND A WORLD-CLASS BREEDING OPERATION IN BIG HORN IN 1898, AND OLIVER HENRY WALLOP, AN ENGLISH NOBLEMAN WHOSE FAMILY LEGACY IN WYOMING POLO CONTINUES TO THIS DAY AT THE STORIED CANYON RANCH.

THE WORLD'S POLO PONY HEADQUARTERS
BY THE EARLY 20TH CENTURY, SHERIDAN COUNTY WAS THE GLOBAL EPICENTER FOR POLO PONY BREEDING. THE LOCAL RANCHING OPERATIONS WERE SO PRESTIGIOUS THAT THE BRITISH REMOUNT SERVICE CAME TO BIG HORN IN 1901 TO PURCHASE THOUSANDS OF LOCAL THOROUGHBREDS. AT ONE POINT, THE CIRCLE V POLO COMPANY WAS CONSIDERED THE PREMIER POLO OPERATION IN THE ENTIRE WORLD, SENDING WYOMING-BRED HORSES TO INTERNATIONAL STARS IN AIKEN, SOUTH CAROLINA, AND BEYOND.



SHERIDAN COUNTY POLO



ESTABLISHED AT THE BIG HORN EQUESTRIAN CENTER IN 1985 AND IS NOW ONE OF THE LARGEST CLUBS IN THE UNITED STATES. THE BIG HORN POLO SCHOOL IS THE OPPORTUNITY OF A LIFETIME TO LEARN THE SPORT VIA UNITED STATES POLO ASSOCIATION CERTIFIED INSTRUCTOR MEGAN FLYNN.

BIGHORNPOL.COM



ESTABLISHED IN 2005, IT IS ONE OF ONLY THREE SUMMER CLUBS IN THE NATION TO OFFER PRESTIGIOUS "HIGH-GOAL" POLO, ATTRACTING THE WORLD'S TOP-RATED PROFESSIONAL PLAYERS TO THE WYOMING SUMMER CIRCUIT.

FLYINGHPOLO.COM

ICONS AND OUTLAWS

Towering figures and visitors from Sheridan County's history

ERNEST HEMINGWAY

One of our most popular campaigns to date continues with the story of acclaimed American author Ernest Hemingway.

"Ernest Hemingway's impact on American literature is well known. What is perhaps less known is the story of his life and times in Wyoming and how it impacted him as a writer and a man. Yet there are reports going back as far as World War I that suggest Hemingway yearned for the quiet and majesty of the American West – not only as a place to fish for prized trout and hunt for wild game, but as a place where he might fully dedicate himself to his craft.

The chapter of the author's life featuring Sheridan County begins with a search for solitude in the legendary Bighorn Mountains; in the summer of 1928 Hemingway found himself at the Folly Ranch, where, according to a letter penned to a friend, he was "lonely as a bastard" (his wife Pauline would not join him in Wyoming for several weeks). It was Hemingway's intention to retreat from the world so that he might finish work on A Farewell to Arms, yet the ever affable and often sociable author found himself aggravated by tourists at the ranch, and so he packed up and came down off the mountain to set up at the Sheridan Inn, considered at the time one of the finest hotels west of the Mississippi..."

Visit sheridanwyoming.org for the complete story!

ERNEST HEMINGWAY



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 a fresh edit on our feature-length documentary, *I Am Only A Craftsman*, 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 are screening the film once again this spring at the Leather Trade Show, and in July as part of the retrospective on James Jackson's career, taking place at The WYO Theater.

The film has been selected for film festivals in the USA, France, and Brazil, and we are extremely excited about a distribution partnership that we should be able to announce soon - a partnership that will get this important story in front of a wide audience.

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 Hape 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 work 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



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. It is not paid by locals. 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-GENERATED SPENDING

\$165.8 MILLION IN 2025
\$166.9 MILLION IN 2024
\$160.4 MILLION IN 2023

VISITOR SPENDING - WINTER 2025

77% OF RETAIL AND 25% OF RESTAURANT SPENDING WAS BY VISITORS

TRAVEL-GENERATED JOBS

1,000+ DIRECTLY EMPLOYED LOCAL RESIDENTS

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

\$264 PER PERSON
\$633 PER GROUP

AVERAGE LENGTH OF STAY

2.8 NIGHTS PER VISIT PER TRAVELER

LONG DISTANCE TRAVEL

53% OF VISITORS COME FROM MORE THAN 400 MILES AWAY

TRAVEL-GENERATED TAXES

\$3.7 MILLION LOCAL
\$5.4 MILLION STATE
IN 2025

SPLITS OF OVERNIGHT VISITORS

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

THE VISITOR ECONOMY IN SHERIDAN COUNTY

- In 2025 Sheridan County welcomed more than 460,000 overnight visitors.
- Despite regional competition from the likes of Billings, Red Lodge, Bozeman, Deadwood, Rapid City, and Front Range cities in Colorado, Sheridan County's visitor economy continues to attract travelers from across the globe.
- Since 2014 tax collections on travel spending has totaled \$86.5 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.
- Roughly 15% of visitors to Sheridan come from international markets. The top markets are Canada, UK, Germany, France.

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.
- Industry trade partners (tour operators, travel planners, travel agents, 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

WESTERN CULTURE

THE GREAT OUTDOORS

RECENT PROGRAMS AND INITIATIVES

- One 2025 digital ad campaign generated 17,412 trips and \$3.6 million in economic impact to local businesses from a spend of \$54,800 - a return on investment of 72.6:1 - and an example of just one of our programs that generates tens of millions in spending impacts for Sheridan County.
- 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.
- 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.

SHERIDANWYOMING.ORG



CENTER OF THE SCTT MEDIA ECOSYSTEM

2025 WEBSITE STATS



239.4K ACTIVE USERS
106K NEWSLETTERS SENT

2025 MEETINGS AND CONFERENCES



400+ MEETINGS WITH TRAVEL AGENTS, MEETING PLANNERS, ETC

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; Black Mountain Nordic Club; Big Horn Soccer Cup; a manufacturing technology company; the Sheridan County Fairgrounds; and other businesses and organizations.
- 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 - even when races are canceled due to weather, as events build broad community interest.
- 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



5.1 MILLION VIEWS
72.1K INTERACTIONS

2025 INSTAGRAM STATS



576K VIEWS
13.5K INTERACTIONS

2025 TO-DATE YOUTUBE STATS



264.8K VIEWS
2.9K HOURS WATCHED

SCTT PHOTO ARCHIVE



2.3 MILLION VIEWS
26,914 PHOTOS

COUNTY AIRPORT PASSENGERS



2025: 60,339
2024: 58,030
2023: 51,359
2022: 48,512

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. A partnership with Best Buy Travel resulted in increases in room bookings of 6 in 2023 to 88 in 2025 among visitors from Brazil, Italy, and Spain. These are two of the many partners we work with annually.
- SCTT staff travel to domestic and international trade shows; consumer travel and tourism showcases; sales conventions; and other events to develop partner relationships and broaden exposure to the community.
- SCTT coordinates the distribution of resources for community partners, including more than 50,000 visitor guides and brochures each year; more than 100,000 newsletters; the team fields tens of thousands of travel inquiries across multiple platforms; and handles all graphic design, website, marketing, photography, and video in house - or with Wyoming vendors.

DATA SOURCES:

Dean Runyan Associates, Travel Impact Report, 2025; US Bureau of Economic Analysis; DataFy HQ; AirDNA; US Bureau of Labor Statistics.

Sheridan



COUNTY, WYOMING, USA.