



DIRECTOR'S UPDATE + FORECAST

What an awesome summer it has been so far! Total trips to Sheridan County are up roughly 9% compared to the same period in 2025, although we've seen a slight decrease in visitor days and average length of stay - likely due to the lack of extended winter recreation stays during the early part of the year. Year over year, **June hotel occupancy was up 0.4%, while vacation rental occupancy was up 3.6%.**

We've seen a healthy increase in regional travel, along with a rebound from several international markets, including Canada. Is this the result of excitement surrounding America 250 events and activities? The rising-tide effect of the FIFA World Cup? A light winter that gave way to an early spring across much of the West? Perhaps it's a combination of all those factors—and more. We'll continue monitoring the data as the season progresses, allowing us to adjust our marketing campaigns in real time.

Those campaigns include, as always, content designed to encourage experiential travel. We work hard to position Sheridan County as a distinctive destination for outdoor adventure, Western heritage, arts and culture, culinary experiences, events, and authentic local experiences, reaching millions of prospective travelers throughout the year. Our latest campaign, titled **"Legendary by Nature,"** is scheduled for release this fall. We can't wait to share this one with you!

If you missed the premiere of our leather-craft documentary, *"I Am Only a Craftsman,"* you'll have another opportunity to see it when it **premieres nationwide on PBS on October 16.** I've included more about the film later in this update, along with exciting news about the film festival recognition our director, Salvatore "Max" Brown, has earned this year. **"The Backyard"** continues to perform exceptionally well, with our most recent episode reaching 320,000+ views since its release. We also have a new golf episode ready to go, this one featuring Kendrick Golf Course, Hidden Bridge Golf Club, The Powder Horn, and Solitude Golf. **"Craft is King"** continues as well, with several new features scheduled throughout the remainder of the summer and into the fall. Be sure to keep an eye on our social media channels for those.

Visitor spending data continues to reinforce just how important tourism is to our local economy. Perhaps the most striking are the figures for retail and restaurants: during the fourth quarter of 2025, visitors accounted for 77% of all retail spending and 25% of all restaurant spending. Those numbers illustrate that tourism isn't just a summer story -- but the summer story is a sensational one. For the second quarter of this year, those numbers are **38% of restaurant spending** and a whopping **93% of all retail spending**, underscoring the massive importance of the visitor economy to local businesses.

We're continuing to leverage visitor data in new ways, **using travel analytics to connect potential workforce candidates** visiting Sheridan County with employment opportunities—demonstrating that tourism is a valuable workforce development tool as well as an economic driver.

Sheridan County's Semiquincentennial projects and programs continue throughout the summer and into the fall; everyone in across the community is invited to share their ideas for the 2026 Time Capsule Project, scheduled to be sealed at the end of this year. And of course, be sure to check the community calendar regularly—don't forget to submit your own events, no matter how big or small. It helps our team, local partners, and the entire community showcase everything happening across Sheridan County.

Here's to a fantastic finish to the summer and an exciting start to the fall season!

Shawn Parker
Executive Director
Sheridan County Travel & Tourism

Spring + Summer 2026 / Sheridan County in Focus
Sheridan WYO Rodeo / WYO Rodeo Parade / Dead Swede /
The new Kendrick Pool / Collective Arts Festival / McGregor's
/ Stephanie Zier Jewelry / Steamboat Climbing with Bighorn
Mountain Guides
- Photos by Shawn Parker and Lance Roth



2026 SUMMER-FALL TRAVEL OUTLOOK

SHERIDAN COUNTY - EXECUTIVE SNAPSHOT

THE BIG PICTURE

Travel demand has remained resilient through the first half of 2026, with Sheridan County continuing to attract more visitors despite a highly competitive travel landscape. Travelers continue to be value-conscious, booking closer to arrival and favoring regional drive destinations, creating opportunities for destinations that can effectively capture spontaneous travel decisions. Competition for market share remains intense, making strategic marketing and destination differentiation more important than ever.

SHERIDAN COUNTY POSITION

Sheridan County’s visitor industry continues to be a significant contributor to the local economy.
Approximately \$165 million in annual visitor spending.
Approximately 1.7 million visitor days annually.
Tourism supports approximately 8% of local employment.

2026 OUTLOOK

The outlook for the remainder of the year remains positive. Summer visitation has remained strong, supported by an exceptional events calendar, favorable weather, and continued strength in regional drive markets. Fall is well positioned to benefit from outdoor recreation, arts and cultural experiences, hunting season, and Sheridan County’s robust lineup of community events. Visitor spending is expected to remain healthy, although travelers continue to prioritize experiences that deliver exceptional value.

Key Shift

Today’s opportunity is not simply attracting more visitors—it is encouraging them to stay longer, experience more of Sheridan County, and increase their spending throughout the community.

SHERIDAN COUNTY MARKET ADVANTAGES

Sheridan County continues to stand out in an increasingly competitive marketplace. Strong appeal among regional drive markets. Excellent alignment with demand for authentic outdoor, cultural, and experiential travel. High-value alternative to more crowded Western destinations. Increasing recognition as a destination worthy of multiple days rather than simply an overnight stop. As visitation continues to grow, increasing average length of stay represents one of the community’s greatest opportunities for additional economic impact.

HIGH-VALUE GROWTH OPPORTUNITY: INTERNATIONAL

International visitation remains one of Sheridan County’s strongest long-term growth opportunities. International travelers typically: Stay longer. Spend significantly more per trip. Travel throughout a broader portion of the year.

Sheridan County continues to differentiate itself through:

Authentic cowboy culture. Polo and Western heritage experiences. A thriving arts and cultural community. A growing culinary and craft beverage scene. World-class outdoor recreation with fewer crowds than many competing destinations.

Recent visitation trends continue to show encouraging growth from Canada, the United Kingdom, Germany, Italy, France, Brazil, and Japan, positioning Sheridan County to benefit as international travel continues its recovery.

2026 STRATEGIC FOCUS

Our priorities remain clear: Increase average length of stay. Convert pass-through travelers into overnight visitors. Lead with authenticity, value, and memorable experiences. Continue expanding spring and fall visitation. Grow high-yield international markets. Leverage visitor analytics to strengthen both tourism and workforce recruitment by connecting prospective residents with employment opportunities in Sheridan County.

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.

2026 Q2 (APRIL-JUNE)

38% RESTAURANT

93% RETAIL

94% OUT OF STATE

2026 Q1 (JANUARY-MARCH)

42% RESTAURANT

94% RETAIL

93% OUT OF STATE

2025 Q4 (OCTOBER-DECEMBER)

25% RESTAURANT

77% RETAIL

88% OUT OF STATE

2025 Q3 (JULY-SEPTEMBER)

34% RESTAURANT

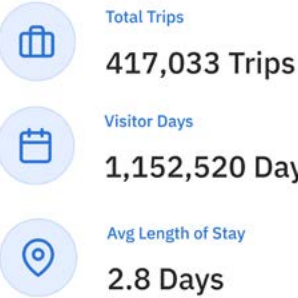
61% RETAIL

85% OUT OF STATE

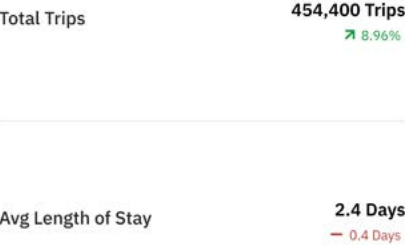
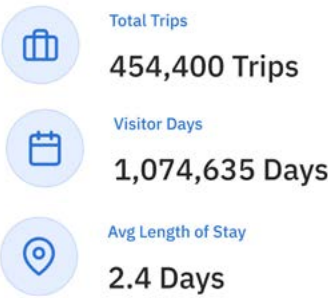
DATA AND INSIGHTS

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

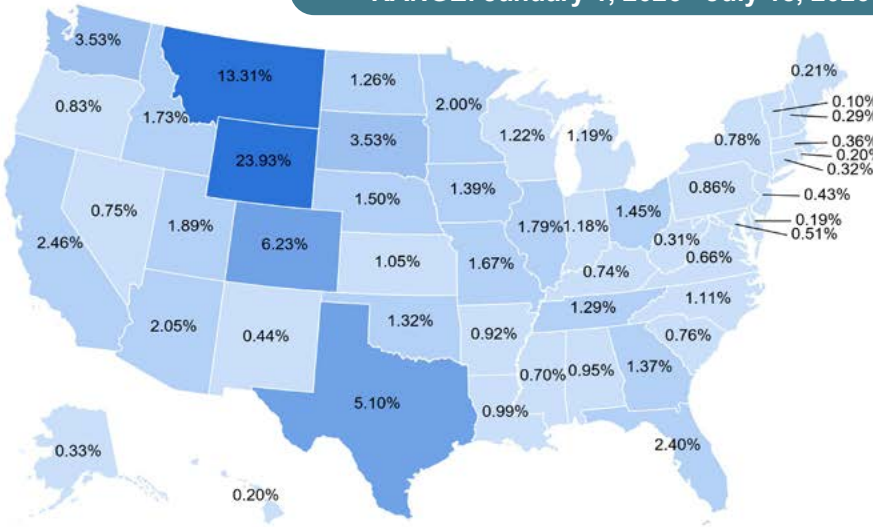
RANGE:
Jan 1, 2025 - July 18, 2025



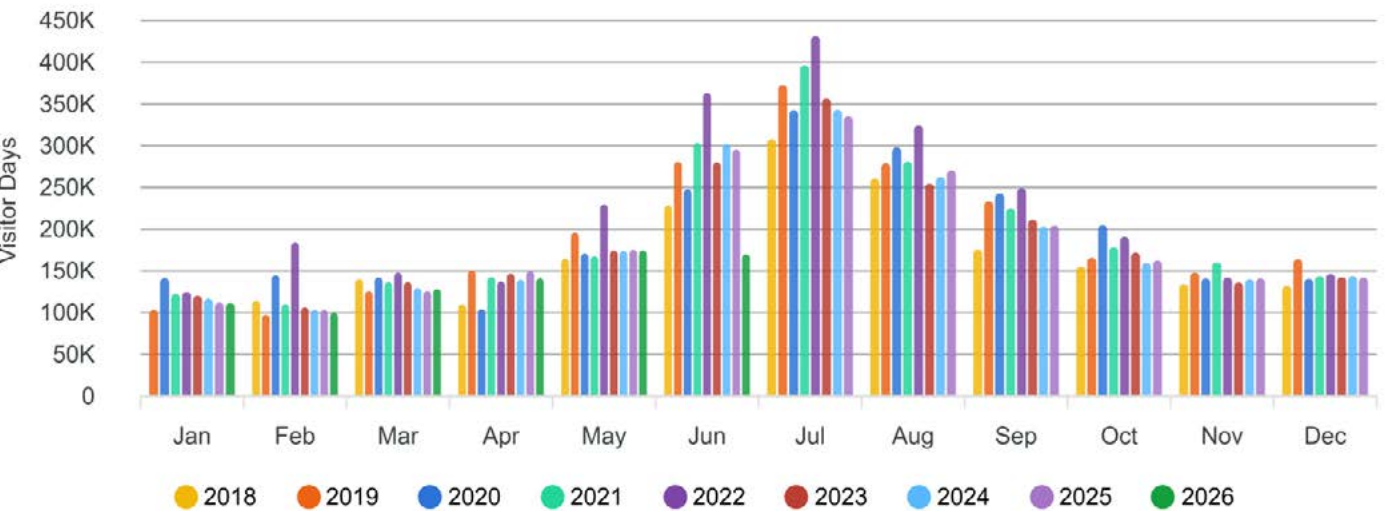
RANGE:
Jan 1, 2026 - July 18, 2026



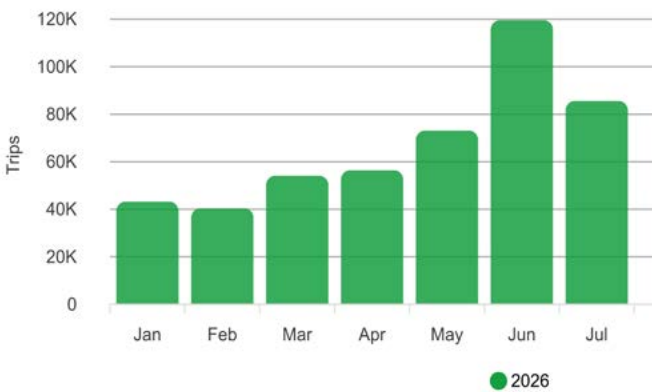
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Visitor Days by Month



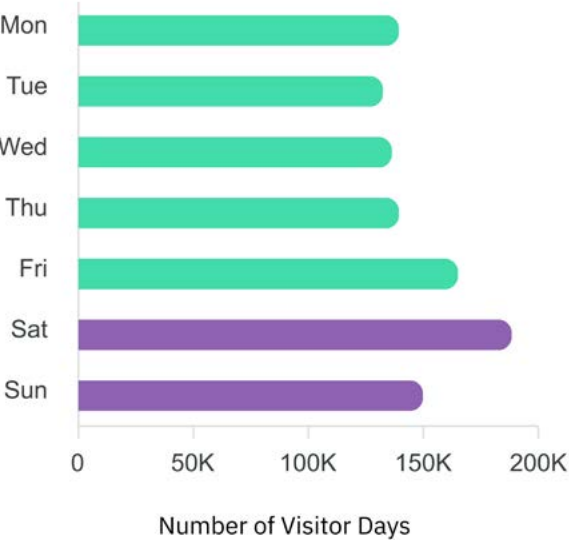
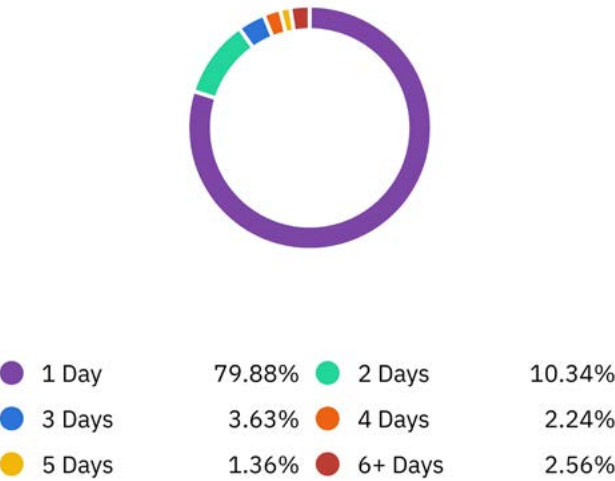
Trips by Month



State Visitation

State	Trips
Montana	17.50%
Colorado	8.19%
Texas	6.70%
South Dakota	4.64%
Washington	4.64%
California	3.23%
Florida	3.16%
Arizona	2.70%
Minnesota	2.63%
Utah	2.48%

Trips by Length of Stay





2026 SHERIDAN WYO RODEO
This ad was developed this spring to promote Sheridan WYO Rodeo Week activities and attractions.

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.

- The Adventurist Magazine: [Why Le Rêve in Sheridan Wyoming Is Getting National Attention](#)
Washington Examiner: [A World Cup lesson: Rediscovering the country we've taken for granted](#)
Roadbook: [The Dude Ranch Revival - Updated](#)
Barstool Sports: [The Double Rafter Cattle Drive That Broke Me and Rebuilt Me Over Four Days](#)
AAA Via: [Spend a Wild Weekend in Sheridan, Wyoming](#)
Afar: [4 Best Wyoming Mountain Towns to Visit for National Park and Wild West Adventures](#)
American Craft Council: [This May, Leathercraft Takes Center Stage in Wyoming](#)
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](#)
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 4th of July may be behind us, but the celebration is far from over. Following a tremendous summer kickoff, the Sheridan County Semiquincentennial Committee continues a year-long celebration marking America's 250th anniversary.

From signature events to grassroots community projects, Sheridan County 250 invites residents and visitors alike to celebrate our western heritage, culture, and civic pride throughout the remainder of 2026. The celebration has already been woven into many of Sheridan County's signature events, including the Sheridan WYO Rodeo, Ranchester's Fourth of July festivities, community celebrations in Kendrick Park, Clearmont Day, Story Days, Dayton Days, Parkman Daze, Big Horn events, and many more. But there's still plenty to come, with additional community programming, exhibits, performances, educational initiatives, and commemorative events continuing through the end of the year.

Committee members will also continue collecting meaningful items to include in Sheridan County's official 250 Time Capsule. The capsule, located at the Sheridan Fulmer Public Library, will remain on display throughout the year before being permanently sealed during a community ceremony on December 31.

Cultural organizations have embraced the celebration as well. Special programming and exhibits have been developed by the Museum at the Bighorns, Brinton Museum, SAGE Community Arts, Sheridan Fulmer Public Library, The WYO Theater, and many others, ensuring there are opportunities throughout the year to explore the stories that have shaped our communities.

Visit SheridanCounty250.org for the latest event calendar, project updates, volunteer opportunities, and ways to get involved. Whether you're attending an event, sharing ideas, or simply exploring the history around you, there's still time to be part of this once-in-a-generation celebration.

America's 250th anniversary is fueling a nationwide resurgence in heritage tourism, and Sheridan County is uniquely positioned to welcome travelers seeking authentic western experiences. With nationally recognized historic sites such as the Bozeman Trail, Fort Phil Kearny, the Sheridan Inn, Eaton's Ranch, Spear-O-Wigwam, and Canyon Ranch, along with our vibrant historic downtown, world-class museums, and living western culture, Sheridan County is an essential stop for those exploring the places where the American frontier, Native cultures, and westward expansion intersect.

SHERIDAN COUNTY SEMIQUINCENTENNIAL COMMITTEE

2026 UNITED STATES SEMIQUINCENTENNIAL



CELEBRATING WESTERN HISTORY. COWBOY HERITAGE. AMERICAN ART.
CRAFT CULTURE. THE GREAT OUTDOORS.
SHERIDAN COUNTY, WYOMING, USA.



THE BACKYARD

A SHERIDAN COUNTY TRAVEL & TOURISM PRODUCTION
STARRING SHAWN PARKER AND SALVATORE BROWN
PRODUCED BY SHAWN PARKER DIRECTED BY SALVATORE BROWN
CINEMATOGRAPHY BY SALVATORE BROWN 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.

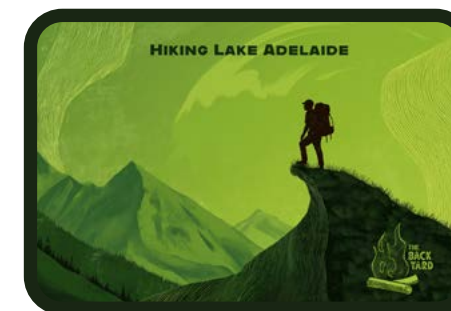
YOUTUBE CHANNEL

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



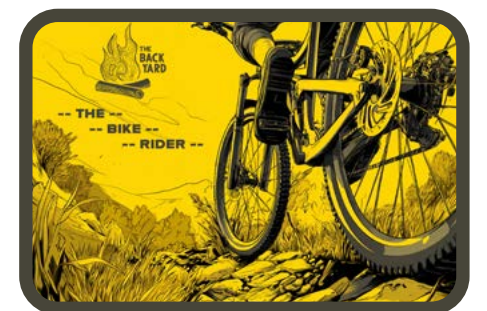
SEASON 3 EPISODE 1

GET WELL. GET WILD.



SEASON 3 EPISODE 2

HIKING LAKE ADELAIDE



SEASON 3 EPISODE 3

THE BIKERIDER



SEASON 3 EPISODE 4

DUKES OF HAZARDS

BURGESS JUNCTION VISITOR CENTER

Open Memorial Day Weekend to October

The Burgess Junction Visitor Center is once again open for the season!

We welcomed 29,344 people through the doors in 2025 - a 42.69% increase over 2024. 2026 is trending well above last year through the first two weeks of July.

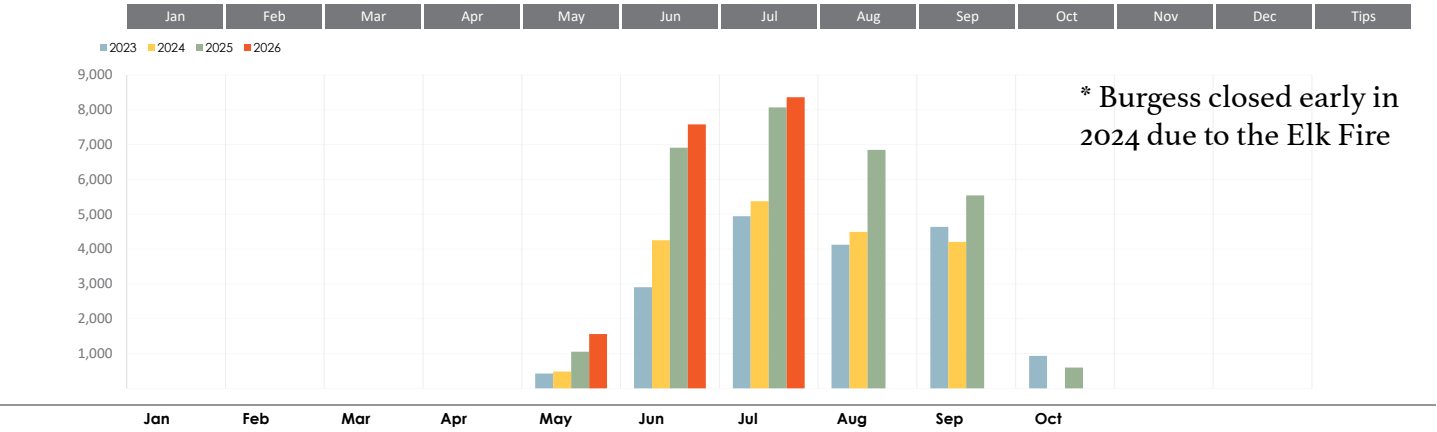
Our most requested item of 2025?
Maps of the Bighorn National Forest.



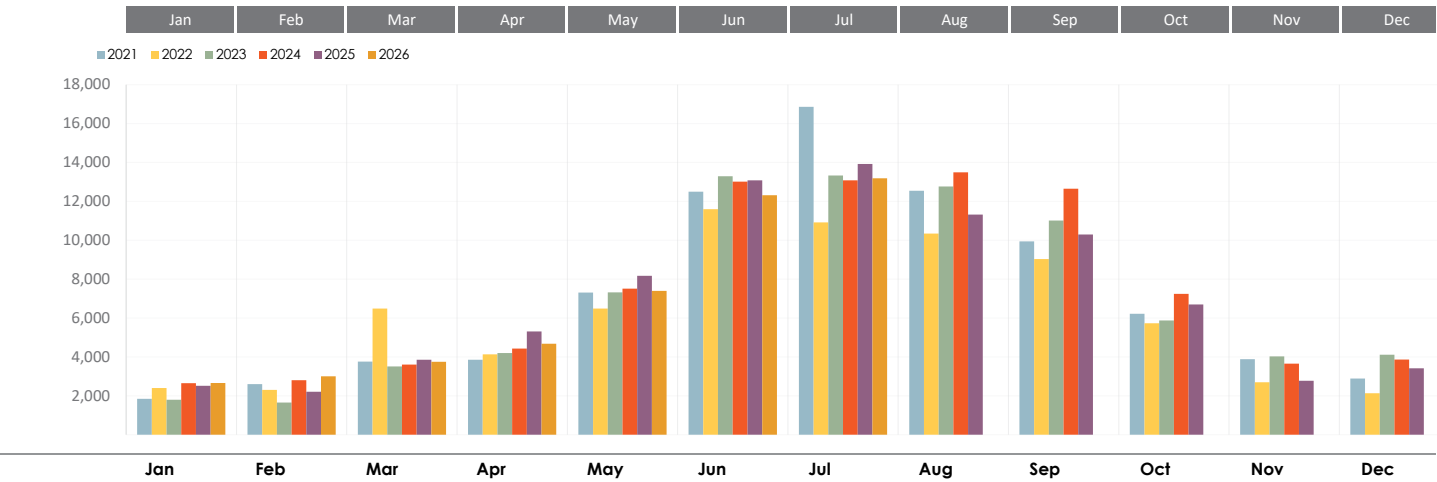
Father-son duo Kip and Piper Steinmetz kept Burgess open 7 days a week last season and found time to install beautiful new flooring. The Forest Service refreshed the exterior of the building with new paint, patches, and additional repairs.



VISITATION - BURGESS JUNCTION



VISITATION - SHERIDAN VISITOR CENTER



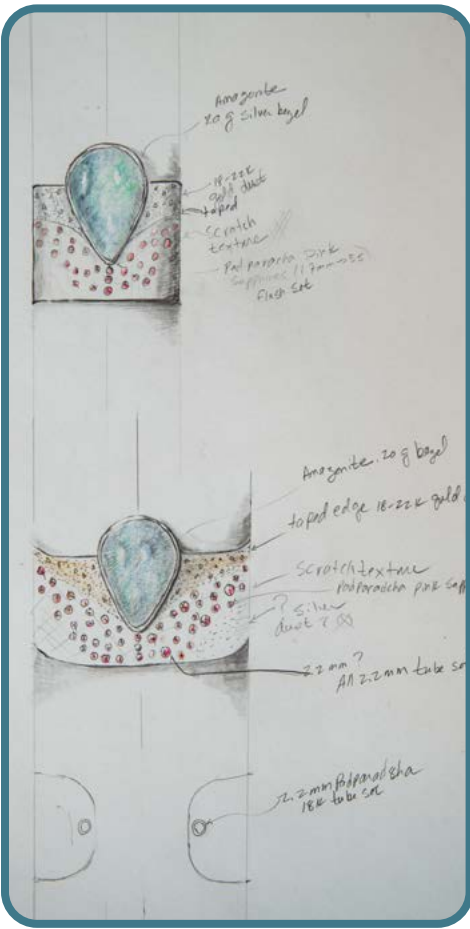
CRAFT IS KING

Highlighting Sheridan County's Makers, Artists and Creators



Our film team - Max Brown and Lance Roth - continues to produce our Craft is King series. Recent spotlights include The Fly Shop of the Bighorns Sheridan Fly Rod Co.; Deryn Mentock Jewelry; King's Saddlery; Red Bison Studios; The Parkman Bar; VONSUSS Hats; SAGE Community Arts and Sheridan Public Arts; 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. They've been a hit so far - viewership on the VONSUSS piece has nearly 100,000 views since release.



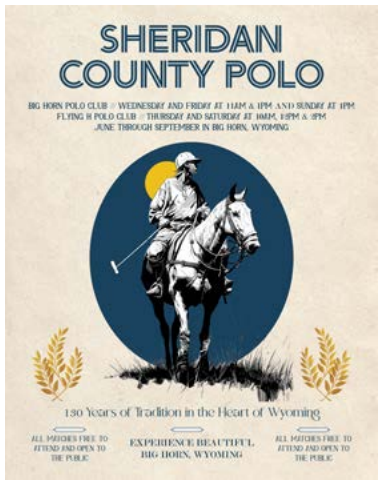
You'll find these and all future "Craft is King" videos on the Visit Sheridan Facebook, Instagram, and YouTube channels.

#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



BIG HORN POLO CLUB
ESTD 1898
BIG HORN, WYOMING

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



FLYING H POLO

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





LEARN MORE



I AM ONLY A CRAFTSMAN

Leather Craft Documentary Film

THE HISTORY OF LEATHER CRAFT AND COWBOY CULTURE IN SHERIDAN COUNTY

A GLOBAL STORY TOLD IN TWO PARTS

Our Film and Digital Production Coordinator, and the film’s director, Salvatore Brown, completed the final cut of our feature-length documentary, “I Am Only A Craftsman,” and what has followed has exceeded our expectations. The film continues to gain recognition, culminating in its national broadcast premiere on PBS on October 16, 2026.

“I Am Only A Craftsman” has been selected for film festivals across the United States, France, and Brazil. Salvatore Brown was honored with the Best Director award at the Spark of Madness Film Festival, and the documentary has also been named a Finalist for Best Documentary at the San Antonio Film Festival, further affirming the film’s quality and cultural significance.

We were proud to debut the documentary during a special preview screening at the 30th Annual Rocky Mountain Leather Trade Show, where more than 400 people gathered in Kinnison Hall at the Whitney Center for the Arts. The film has since been screened again during the Leather Trade Show and as part of the James F. Jackson retrospective at the WYO Theater, continuing to connect local audiences with the story of Sheridan’s unparalleled leatherworking tradition.

I Am Only A Craftsman explores the rich history of leather craft and cowboy culture in Sheridan County through the stories of legendary artisans including James F. Jackson, the King family, the Hape family, Don Butler, Bill Gardner, and many others. Their influence extends far beyond Wyoming, helping establish the internationally recognized “Sheridan Style” of leather carving, which has become the dominant style practiced throughout Japan and continues to shape leather craftsmanship around the world.

From community screenings to international film festivals—and now a national PBS audience—the film has become one of Sheridan County Travel & Tourism’s most significant cultural storytelling projects, preserving an important chapter of the American West while introducing Sheridan’s artistic legacy to audiences across the globe.

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 2026 contingent was the largest yet.

[CLICK FOR TEASER #1](#)

[CLICK FOR TEASER #2](#)

A FILM ABOUT THE LEGACY AND TRADITION
OF WYOMING AND JAPANESE LEATHER CARVING

DIRECTED BY SALVATORE BROWN PRODUCED BY SHAWN PARKER
CINEMATOGRAPHY BY MICHAEL ORMISTON, LANCE ROTH, SALVATORE BROWN AND SHAWN PARKER
FUNDED IN PART BY SHERIDAN COUNTY TRAVEL & TOURISM, WYOMING HUMANITIES AND WYOMING ARTS COUNCIL

Developing Our Strategic Framework

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.

SHERIDAN COUNTY TRAVEL & TOURISM - 20

Developing Quality Marketing Content

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 local businesses.



SHERIDAN COUNTY TRAVEL & TOURISM

OUTPUT AND IMPACT

BY THE NUMBERS

TRAVEL-GENERATED SPENDING



\$165.8 MILLION IN 2025

\$166.9 MILLION IN 2024

\$160.4 MILLION IN 2023

VISITOR SPENDING - Q2 2026



93% OF RETAIL AND 38% OF RESTAURANT SPENDING WAS BY VISITORS

TRAVEL-GENERATED JOBS



1,000+ DIRECTLY EMPLOYED LOCAL RESIDENTS

AVERAGE SPENDING PER TRIP



\$264 PER PERSON

\$633 PER GROUP

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.

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 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

LODGING TAX VOTE STATS



2022 — 74.00% IN FAVOR

2018 — 65.45% IN FAVOR

2016 — 80.79% IN FAVOR

2012 — 78.45% IN FAVOR

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.

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.

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 150,000 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 skijoring 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.

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.

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



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

Sheridan



COUNTY, WYOMING, USA.