

# SCORECARD



5150' Festival at David Street Station



Alcova Lake

## CASPER AREA ACCOMMODATIONS

### HOTELS/MOTELS

Available Rooms	Year	August	YTD
	2025	85,095	664,155

Occupancy (%)	Year	August	YTD	August Pre-COVID Comparison
	2025	64.2%	56.9%	
	2024	79.9%	64.5%	
	YOY	-18.6%	-11.4%	
	2019	79.7%	-19.5%	

ADR (\$)	Year	August	YTD	August Pre-COVID Comparison
	2025	\$114.07	\$122.94	
	2024	\$121.93	\$115.93	
	YOY	-0.6%	1.9%	
	2019	\$92.72	23.02%	

RevPAR (\$)	Year	August	YTD	August Pre-COVID Comparison
	2025	\$73.22	\$64.29	
	2024	\$97.39	\$75.80	
	YOY	-19.0%	-9.7%	
	2019	\$73.86	-0.87%	

Source: STR

## SPORTING EVENTS

### LEADS 2 Est. Room Nights

ISPS Softball	750
Bowhunters of Wyoming Conference	300

### LEADS LOST 0 Est. Room Nights

### LEADS CONFIRMED 0 Room Nights

## SALES UPDATES

- The Visit Casper Sales Team is preparing to attend the S.P.O.R.T.S Relationship Conference & Small Market Meetings Conference in September.
- Work on the Facility & Meetings Guides is ongoing.
- The team has been producing Economic Impact Reports and will continue to do so.

## MEETINGS & GROUPS

### LEADS 3 Est. Room Nights

Wyo. Writers Convention Inc. Conference	*No estimates TD
Wyo. County IT Directors Fall Conference	35
Connect2Women	300

### LEADS LOST 0 Est. Room Nights

### LEADS CONFIRMED 2 Room Nights

Wyo. Dist. United Methodist Church Annual	225
Wyo. Water Assoc. Annual Meeting & Conf.	240

## UPCOMING EVENTS

- Championship of Champions Indian Relay Races: Sept. 19th-21st
- Art in The Park: Sept. 6th
- Funky Junk: Sept. 20th



Funky Junk Spring 2025

# MARKETING

## VISITCASPER.COM

	August	YTD	YOY
Total Website Users	38,595	306,376	-0.28%
Visitor Guide Requests	133	1,356	-32.1%
*RTY Kit Requests	32	765	-11.1%

\*Road to Yellowstone OnRamp Kit

## THE BEST WAYS TO ENJOY FALL IN CASPER

BY VISIT CASPER ON AUG. 20, 2025

As much as we love summer and sunshine here in Wyoming, there is no denying that autumn holds a very special place in our hearts. From the colorful fall hues that brighten up the landscapes to brisk afternoons that make for epic adventures, fall in Casper may be fleeting, but it's definitely...

## MOST RECENT BLOG POST

## EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	21,604	12.7%	38%	12.8%
Stakeholder E-Newsletter	444	.23%	43%	13.2%
5150' Local E-Newsletter	1,032	-3%	24%	-34.1%

Source: iDSS/Send Subscriber counts will now be tracked YoY using June 2024 as the baseline, due to a change in email vendors.

## VISIT CASPER SOCIAL MEDIA

	Audience	YOY
Instagram	7,223	17.5%
Facebook	23,484	10.1%
LinkedIn	760	29.7%
TikTok	2,258	53.9%

## 5150' Local SOCIAL MEDIA

	Audience	YOY
Instagram	3,699	9.1%
Facebook	3,388	14.6%
TikTok	1,063	68.5%



### TOP AUG. POST

43.4k Views  
725 Interactions



### TOP AUG. POST

10.1k Views  
105 Interactions

## PUBLIC RELATIONS

Source: Muckrack

\*N/A  
Earned Media Placements

\*N/A  
UVM/Circulation

\*N/A  
Editorial Value

\*N/A  
Ad Value

\*Visit Casper received press coverage in the K2 Radio Show Podcast. PR KPI's are unavailable as podcast viewership/impressions are unknown.

# MARKETING

## VISIT CASPER **ADVOCATES PROGRAM**

The Visit Casper Advocate Program was created by Visit Casper to empower local advocates in supporting tourism, fostering community engagement, enhancing visitor experiences, and maximizing the positive economic impact of travel.

### CLASS UPDATES



**57**  
Certifications  
To Date

Date	Time Scheduled	Location
October 9th, 2025	10am - 12pm	TBD
March 5th, 2026	TBD	TBD
May 4th, 2026	TBD	TBD

To sign up for classes please fill out the form at this link: [visitcasper.com/locals/visit-casper-advocates](https://visitcasper.com/locals/visit-casper-advocates)



August 2025 VCA Class outside The Barn by the Five Deuces

## WELCOME BAGS **AUGUST 2025**

Event/Organizer	Bags Provided	Value
Casper College Golf Scramble	144	\$521.28
Annual WYCSA Conference	60	\$577.8
Uranium Conference	300	\$1662.00
Disc Golf	40	\$234.40
60th Reunion - Nancy Clark	75	\$146.25
	<b>619</b>	<b>Total: \$3,141.73</b>

Organizers request welcome bags for different meetings and events year-round - sharing information, resources, & Casper Area pride!

To put in a request, fill out the form at: <https://www.visitcasper.com/partner-resources/request-for-visitor-bags/>

# GLOSSARY

## CASPER AREA ACCOMMODATIONS

### Average Daily Rate (ADR)

Average revenue earned per occupied room in a hotel over a specific period (room revenue/rooms sold).

### Occupancy %:

Percentage of available rooms that are occupied over a given period. Calculated by the number of occupied rooms divided by the number of available rooms that physically exist in our hotels.

### RevPAR

The revenue per available room calculated by multiplying a hotel's ADR by its Occupancy (or by dividing total room revenue by the total number of rooms available).

### STR

Performance data collected and reported by STR (Smith Travel Research). STR Data helps track key performance metrics (such as ADR, Occupancy and RevPar).

## SALES

### Leads

A marketing platform designed for email marketing, campaign management, and tracking viewer engagements.

## MARKETING

### ACT-On

A marketing platform designed for email marketing, campaign management, and tracking viewer engagements.

### Ad Value

The cost for what the piece would be if it was an ad of the same size.

### Audience

The Number of followers on any given social media platform.

### Bandwango

A tourism and destination marketing platform used to help organizations create and manage mobile-friendly passports and trails for locals and visitors.

### Editorial Value

The "editorial" value of the piece. Basically, more weight is placed on editorial coverage than advertising, as we aren't paying for that story to run.

### Earned Media Placements

The exposure or publicity a brand gains without directly paying for it. Examples include media coverage, influencer mentions, and organic shares as a result of public relations efforts.

# GLOSSARY

## MARKETING CONTINUED

### Eventive

An event management platform that provides tools for planning, hosting, and tracking event data like ticket sales, attendance, and scheduling.

### Interactions

The actions that viewers take in response to content. Examples include: liking, commenting, sharing, mentions, clicks and saves.

### Muckrack

A popular public relations and media monitoring platform used by PR professionals, marketing teams, and brands for stream lining media relations and improving visibility in the press.

### SWAG Bags

Branded gift bags distributed at events, conferences and meetings; filled with promotional items, samples, and/or materials from sponsors and partners. They are used to enhance attendee experience, increase brand visibility, and support destination marketing.

### UVM/Circulation

Unique Visitors per Month: a metric used to track the number of people who are exposed to or interact with content across platforms in a given month.