

# SCORECARD



Casper Downtown Christmas Parade



## CASPER AREA ACCOMMODATIONS

### HOTELS/MOTELS



Available Rooms	Year	December	YTD
	2025	85,095	999,045

Occupancy (%)	Year	December	YTD	December Pre-COVID Comparison
2025		37.6%	55%	
2024		39.6%	63.7%	
YOY		-0.3%	-11.4%	
	2019	44.4%		-15.3%

ADR (\$)	Year	December	YTD	December Pre-COVID Comparison
2025		\$94.20	\$109.81	
2024		\$99.53	\$115.09	
YOY		-0.1%	0.2%	
	2019	\$80.17		17.5%

RevPAR (\$)	Year	December	YTD	December Pre-COVID Comparison
2025		\$35.41	\$60.34	
2024		\$39.44	\$73.27	
YOY		-0.4%	-11.2%	
	2019	\$35.60		-0.5%

Source: STR

# SALES

## SPORTING EVENTS

### LEADS 1

Est. Room Nights

West Region USA Wrestling Championships

TBD

### LEADS LOST 0

Est. Room Nights

### LEADS CONFIRMED 0

Room Nights

## UPCOMING EVENTS

- Edness Kimball Wilkins New Year's Day Hike: January 1st
- Casper Invitational High School Nordic Ski Race: January 9th-10th
- WHSAA State Spirit: January 23rd

## MEETINGS & GROUPS

### LEADS 2

Est. Room Nights

2026 Wyo. EMS Assoc. Leadership Summit

\*No estimates TD

North American Pronghorn Foundation

100-200 Rooms

### LEADS LOST 0

Est. Room Nights

### LEADS CONFIRMED 0

Room Nights

## SALES UPDATES

- The Visit Casper Sales team Completed 107 Economic Impact Reports for Sports Facility Partners



Compete Casper Classic at the Wyo Sports Ranch

## MARKETING

## VISITCASPER.COM

	December	YTD	YOY
Total Website Users	26,478	428,476	-4.20%
Visitor Guide Requests	74	1,529	-9.80%
*RTY Kit Requests	22	795	-29%

\*Road to Yellowstone OnRamp Kit

## HOW TO SPEND 48 HOURS IN CASPER, WYOMING, THIS WINTER

If you're a winter lover, you've come to the right place. A mountain town at heart, winter in Casper is welcomed with open arms. From downhill skiing in Casper to snowshoeing through snow-covered trees and visiting local breweries, this is one of the best places to visit in Wyoming during the winter.

## MOST RECENT BLOG POST

## EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	23,660	23.4%	40%	-9.1%
Stakeholder E-Newsletter	679	53.3%	46%	64.3%
5150' Local E-Newsletter	1,025	-3.7%	33%	10%

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	7,431	17.5%
Facebook	24,849	16.5%
LinkedIn	786	21.9%
TikTok	2,839	90.2%



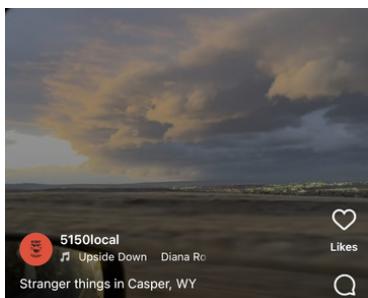
## TOP DEC. POST



63,816 Views  
1,199 Interactions

## 5150' Local SOCIAL MEDIA

	Audience	YOY
Instagram	3,745	9%
Facebook	4,642	34.9%
TikTok	1,251	27.8%



## TOP DEC. POST



19,276 Views  
487 Interactions

## PUBLIC RELATIONS

Source: Muckrack



Earned  
Media  
Placements



416,236  
UVM/Circulation



# 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	Date	Time Scheduled	Location
 <b>69</b> Certifications To Date	March 5th, 2026	10am - 12:30pm	TBD
	May 4th, 2026	10am - 12:30pm	TBD
To sign up for classes please fill out the form at this link: <a href="https://visitcasper.com/about/visit-casper-advocates">visitcasper.com/about/visit-casper-advocates</a>			
 <p>October 2025 VCA Class at the WYO Sports Ranch</p>			

## WELCOME BAGS DECEMBER 2025

Event/Organizer	Bags Provided	Value
<i>No welcome bags were requested for December 2025</i>	Total: n/a	Total: n/a

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).

- All data reported in the Casper Area Accommodations section of this scorecard is provided by Smith Travel Research, with the exception of the year-over-year (YOY) percentage for the “Pre-COVID” comparison. That YOY percentage is calculated internally by Visit Casper using the following rate of change formula: **Rate of Change (%) = ((New Value – Old Value) ÷ Old Value) × 100.**

## SALES

### Leads

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

## MARKETING

### 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 streamlining 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.