

SCORECARD★



Casper Downtown Christmas Parade



Snowshoeing on Casper Mountain

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

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



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%

5150' Local CASPER, WYOMING SOCIAL MEDIA

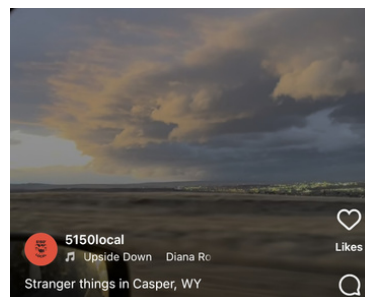
	Audience	YOY
Instagram	3,745	9%
Facebook	4,642	34.9%
TikTok	1,251	27.8%



TOP DEC. POST



63,816 Views
1,199 Interactions



TOP DEC. POST



19,276 Views
487 Interactions

PUBLIC RELATIONS

Source: Muckrack



Earned
Media
Placements



416,236
UVM/Circulation



\$563.20
Editorial Value



\$3,850.17
Ad Value

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 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.