

SCORECARD



5150' Restaurant Week 2026



Fort Caspar Museum

CASPER AREA ACCOMMODATIONS

HOTELS/MOTELS

Available Rooms	Year	February	YTD
	2026	79,660	167,855

Occupancy (%)	Year	February	YTD	February Pre-COVID Comparison
	2026	47.2%	45.6%	
	2025	43.7%	41.5%	
	YOY	9.7%	11.8%	
	2019	54%		

ADR (\$)	Year	February	YTD	February Pre-COVID Comparison
	2026	\$106.20	\$103.38	
	2025	\$105.83	\$103.70	
	YOY	2.5%	1.9%	
	2019	\$86.10		

RevPAR (\$)	Year	February	YTD	February Pre-COVID Comparison
	2026	\$50.14	\$47.15	
	2025	\$46.29	\$43.03	
	YOY	12.5%	13.9%	
	2019	\$46.50		

Source: STR

SALES

SPORTING EVENTS

LEADS **2** Est. Room Nights

Slippery Stairs	2,000
WY Sr. Olympics National State Qualifying Games	800

LEADS LOST **0** Est. Room Nights

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LEADS CONFIRMED **4** Room Nights

WSRVC Frosty Frenzy (Assist)	2,000
WSR Ranch Round – Up Team Camp (Assist)	1,000
WSRVC Icebreaker (Assist)	1,500
WYO Tournament of Champions (Assist)	2,000



2026 WY High School State Wrestling

MEETINGS & GROUPS

LEADS **3** Est. Room Nights

County Clerks Association of Wyoming (assist)	130
The Reading League:	<i>*No Estimates TD</i>
2027 & 2028 WY WACO	<i>*No Estimates TD</i>

LEADS LOST **1** Est. Room Nights

Little Miss Wyoming Pageant	100-125
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LEADS CONFIRMED **4** Room Nights

Wyoming School Counselor Association (assist)	200
Wyoming Craft Brewer's Association (assist)	150-200
WYDOT Annual Meeting (assist)	300
WY Rural Water 35 th Annual Spring Training Conf. (assist)	<i>*No Estimates TD</i>

SALES UPDATES

- The sales team completed 14 economic impact reports in February.
- The sales team provided sports event support for Compete Casper in February, including state wrestling and preparation for state basketball.

UPCOMING EVENTS

- WHSAA 1A/2A State Basketball: March 5th-7th
- City of Casper Youth Basketball Tournament: March 7th-8th
- WHSAA 3A/4A State Basketball Tournament: 12th-14th
- WYBA State Championship: March 14th-15th
- Hype Nation Casper Classic – March 28th – 29th
- State Art Symposium – April 29th – May 1st
- WHSAA State Track and Field – May 21st – 23rd

MARKETING

VISITCASPER.COM

	February	YTD	YOY
Total Website Users	42,041	76,892	25.8%
Total Users from AI Referrals	44	82	*n/a
Destination Guide Requests	63	142	-49.2%
Road To Yellowstone Kit Requests	12	70	-60%

SPRING ACTIVITIES AND ADVENTURES YOU CAN'T MISS IN CASPER

Springtime in Casper is filled with family-friendly adventures and outdoor experiences perfect for any season. With the weather warming between winter and summer, visitors can experience the best of Casper on Casper Mountain on skis, snowboards or a mountain bike or soak up the sunshine by taking the North Platte river or photograph our blooming wildflowers and abundant wildlife.

Here at Visit Casper, where the experts on all things Natrona County and Wyoming. So take it from us when we say that these are the best things to do in and around Casper when spring arrives!

MOST RECENT BLOG POST

*This is the first year we will be tracking AI Referrals. YOY tracking will begin in 2027.

EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	24,461	27.62%	35%	-28.4%
Stakeholder E-Newsletter	681	53.7%	50%	18.2%
5150' Local E-Newsletter	1,031	-3.1%	41%	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	7,481	16.9%
Facebook	25,227	18.3%
LinkedIn	803	17.7%
TikTok	2,953	95%

5150' Local SOCIAL MEDIA

	Audience	YOY
Instagram	3,775	8.2%
Facebook	5,347	60.1%
TikTok	1,432	40.1%



TOP FEB. POST

15,364 Views
159 Interactions



TOP FEB. POST

68,491 Views
1,384 Interactions

PUBLIC RELATIONS

Source: Muckrack



4 Earned Media Placements

YOY: -20%



2,075,792

UVM/Circulation YOY: 330%



\$27,428.20

Editorial Value

YOY: 330%



\$19,199.74


Ad Value

YOY: 330%

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
 69 Certifications To Date	March 5th, 2026	10am - 12:30pm	Central Wyoming Fairgrounds
	May 4th, 2026	10am - 12:30pm	TBD

To sign up for classes please fill out the form at this link:
visitcasper.com/about/visit-casper-advocates



WELCOME BAGS FEBRUARY 2026

Event/Organizer	Bags Provided	Value
Casper Invitational: Casper Figure Skating Club	35	\$354.20
WY SCA Annual Conference	200	\$1,048.00
JBj Volley in the Basin	50	\$638.50
WY State Peewee 12A Tournament	120	\$660.00
Wyoming Governor's Conference (Sponsor Booth)	100	\$518.00

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:
www.visitcasper.com/partner-resources/request-for-visitor-bags/

Total: 505
 YTD Total: 920

Total: \$2,700.70
 YTD Total: \$6,083.15

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 qualified event for which a planner or organization has expressed interest in hosting in Casper, providing enough information for Visit Casper to actively pursue them.

MARKETING

Ad Value

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

AI Referrals

Website users who land on our site through links provided by AI programs like ChatGPT, Gemini, and Perplexity.

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.

GLOSSARY

MARKETING CONTINUED

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.

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.

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.

Welcome 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.