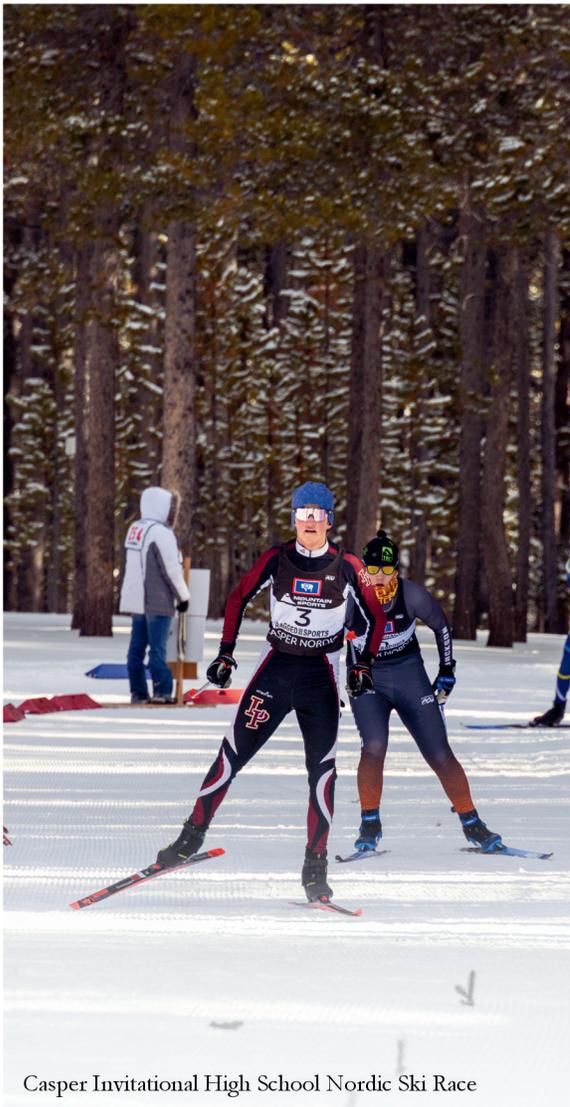Hell's Half Acre – New Viewing Deck & Boardwalk

Casper Invitational High School Nordic Ski Race

CASPER AREA **ACCOMMODATIONS**

HOTELS/MOTELS

Available Rooms		Year	January	YTD
		2026	88,195	88,195

Occupancy (%)	Year	January	YTD	January Pre-COVID Comparison
	2026	44.2%	44.2%	
	2025	38.8%	38.8%	
	YOY	13.9%	13.9%	
	2019	50.9%		-13.2%

ADR ($)	Year	January	YTD	January Pre-COVID Comparison
	2026	$100.65	$100.65	
	2025	$99.37	$99.37	
	YOY	1.3%	1.3%	
	2019	$80.30		25.3%

RevPAR ($)	Year	January	YTD	January Pre-COVID Comparison
	2026	$44.45	$44.45	
	2025	$38.52	$38.52	
	YOY	15.4%	15.4%	
	2019	$40.80		8.9%

Source: STR

VISIT Casper
SALES

SPORTING EVENTS

LEADS 4	Est. Room Nights
Wyoming Coaches Association	99
Tour De Wyoming	250
Wyoming State Gymnastics	350
World Axe Throwing League	700

LEADS LOST 0	Est. Room Nights

LEADS CONFIRMED 1	Room Nights
Wyoming Senior Olympics	500

SALES UPDATES

- The Visit Casper sales team conducted a profile audit of the CVENT Platform
- Attending the Wyoming Governors Hospitality and Tourism Convention February 22nd – 24th

UPCOMING EVENTS

- Volley in the Basin JBJ Events: February 21-22nd
- WHSAA State Wrestling: February 26th – 28th
- WHSAA 1A/2A State Basketball: March 5th – 7th
- City of Casper Youth Basketball Tournament: March 7th – 8th
- WHSAA 3A/4A State Basketball: March 12th – 14th
- WYBA State Championship: March 14th – 15th

MEETINGS & GROUPS

LEADS 7	Est. Room Nights
Wyoming School Counselor Association	200
Wyoming Craft Brewers Guild	100
The Reading League	50
Wyo Dept. of Transportation Annual Meeting	300
2027 Waco Conference	*No Estimates TD*
2028 Waco Conference	*No Estimates TD*
Wyo Rural Water 35th Annual Spring Training Conf.	425

LEADS LOST 0	Est. Room Nights

LEADS CONFIRMED 2	Room Nights
2026 Wyo. EMS Assoc. Leadership Summit	*No Estimates TD*
North American Pronghorn Foundation	200

Wyoming High School State Spirit

VISIT Casper
MARKETING

VISITCASPER.COM

	January	YTD	YOY
Total Website Users	34,851	34,851	1.6%
Total Users from AI Referrals	38	38	*n/a
Visitor Guide Requests	79	79	-50.9%
Road To Yellowston Kit Requests	58	58	-73%

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

CRUSH-WORTHY VALENTINE'S DAY DATE IDEAS IN CASPER, WYOMING

When a mid-season snowfall gently covers the town and a new year settles in to stay, we as locals are brought back to what has always made up the matter of the 5150' - LOVE.

Messy yet unconditional, if you jump I'll jump, L O V E love. And you know what that means, locals!? Valentine's Day is back in Wyoming!

MOST RECENT BLOG POST

EMAIL MARKETING

|	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	24,338	27%	40%	-15.3%
Stakeholder E-Newsletter	678	53%	43%	-0.5%
5150' Local E-Newsletter	1,026	-3.6%	36%	25.4%

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	7,465	17.2%
Facebook	25,143	12.8%
LinkedIn	797	19.9%
TikTok	2,892	92%

5150' Local SOCIAL MEDIA

	Audience	YOY
Instagram	3,768	9%
Facebook	5,074	52%
TikTok	1,278	28.2%

TOP JAN. POST

JANUARY EVENTS
Casper, WY
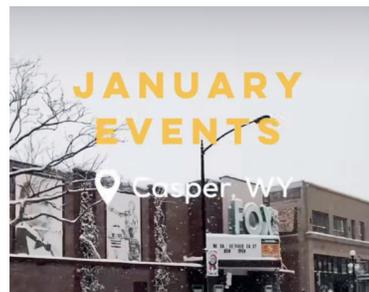
26,928 **Views**
522 **Interactions**

TOP JAN. POST

4 Restaurant Week Menu Items Every Local Needs to Try

23,676 **Views**
262 **Interactions**

PUBLIC RELATIONS

Source: Muckrack

11 Earned Media Placements
YOY: 175%

2,212,008
UVM/Circulation   YOY: 543.2%

$29,221.51 Editorial Value
YOY: 543%

$20,455.06 Ad Value
YOY: 543%

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
VCA **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

October 2025 VCA Class at the WYO Sports Ranch

WELCOME BAGS **JANUARY 2026**

Event/Organizer	Bags Provided	Value
Mateo Memorial Jamboree	250	$2,007.50
Wyo. Press Assoc. Annual Convention	50	$472.50
Rulon Gardner Inspirational Talk	100	$686.00
American Heritage Girls Troop	15	$216.45

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: 415	Total: $3,382.45
YTD Total: 415	YTD Total: $3,382.45

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.