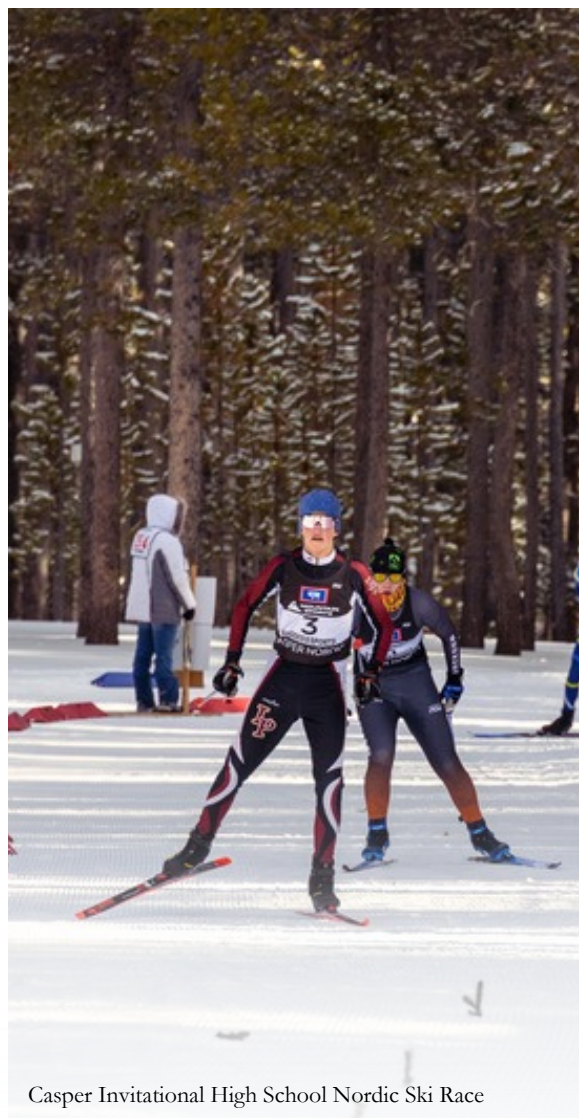


SCORECARD

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

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

VISITCASPER.COM

	January	YTD	YOY
Total Website Users	34,851	34,851	1.6%
Total Users from AI Referrals	38	38	*0%

*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.
Money yet unconditional, if you jump I'll jump. LOVE 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%

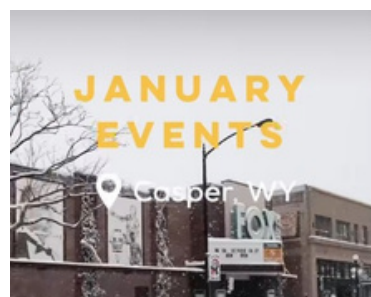
Source: iDSS/Send Subscriber counts will now be tracked YoY using June 2024 as the baseline, due to a change in email vendors.

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 CASPER, WYOMING SOCIAL MEDIA

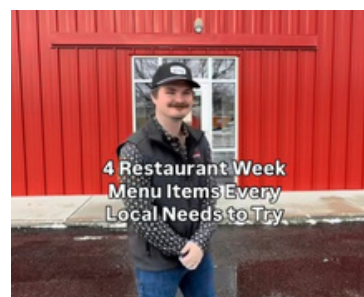
	Audience	YOY
Instagram	3,768	9%
Facebook	5,074	52%
TikTok	1,278	28.2%



TOP JAN. POST



26,928 Views
522 Interactions



TOP JAN. POST



23,676 Views
262 Interactions

PUBLIC RELATIONS

Source: Muckrack



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%

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



69

**Certifications
To Date**

March 5th, 2026

May 4th, 2026

Time Scheduled

10am - 12:30pm

10am - 12:30pm

Location

Central Wyoming Fairgrounds

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

YTD Total: 415

Total: \$3,382.45

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.