

SCORECARD



Funky Junk at David Street Station



Platte River near Dan Speas Fish Hatchery

CASPER AREA **ACCOMMODATIONS**

HOTELS/MOTELS

Available Rooms	Year	May	YTD	May Pre-COVID Comparison
	2025	78,895	381,415	
	2024	64,542	314,382	
	YOY	22.3%	21.3%	
	2019	65,472		20.5%

Occupancy (%)	Year	May	YTD	May Pre-COVID Comparison
	2025	61.5%	50.7%	
	2024	65.7%	56.9%	
	YOY	-6.39%	-10.9%	
	2019	69.9%		-12%

ADR (\$)	Year	May	YTD	May Pre-COVID Comparison
	2025	\$115.01	\$109.55	
	2024	\$112.78	\$107.15	
	YOY	2%	2.2%	
	2019	\$90.40		27.2%

RevPAR (\$)	Year	May	YTD	May Pre-COVID Comparison
	2025	\$70.73	\$55.51	
	2024	\$74.08	\$61.00	
	YOY	-4.5	-9%	
	2019	\$63.10		-12.1

Source: STR

SALES

SPORTING EVENTS

LEADS **1** Est. Room Nights

Global Olympics Team Training: Artistic Swimming *No estimates TD*

LEADS LOST **0** Est. Room Nights

LEADS CONFIRMED **1** Room Nights

BMX Room Block 30 rooms

SALES UPDATES

Sports Update: Wyoming High School State Track was May 22nd (no final room nights TD)

UPCOMING EVENTS

- Visit Casper Marathon: June 1st
- Western Fest: June 15th
- The Mercantile Trade Show: June 17th - 21st
- College National Finals Rodeo: June 15th - 21st



Wyoming High School State Track, 2025

MEETINGS & GROUPS

LEADS **0** Est. Room Nights

LEADS LOST **0** Est. Room Nights

LEADS CONFIRMED **3** Room Nights

Congressional River Float *No estimates TD*

WY Business Alliance *No estimates TD*

Happy Trails Tours 110

2026 WY Mortgage Lender Association 250



Indian Paintbrush on Casper Mountain

MARKETING

VISITCASPER.COM

	May	YTD	YOY
Total Website Users	59,950	201,736	8.1%
Visitor Guide Requests	191	902	-12.3%
*RTY Kit Requests	116	588	-24.7%

*Road to Yellowstone OnRamp Kit

EXPERIENCE CASPER'S UNMATCHED OUTDOOR RECREATION WITH OMAR

BY VISIT CASPER ON MAY 09, 2025

MOST RECENT BLOG POST

EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	16,545	-13.8%	43.1%	82.5%
Stakeholder E-Newsletter	451	-0.9%	38.8%	-35.3%
5150' Local E-Newsletter	988	-7.8%	33.1%	-15.6%

Source: Act-On

VISIT CASPER SOCIAL MEDIA

	Audience	YOY
Instagram	6,669	13.1%
Facebook	22,483	5.7%
LinkedIn	721	31.1%
TikTok	1,563	7.9%

5150' Local CASPER, WYOMING SOCIAL MEDIA

	Audience	YOY
Instagram	3,517	7.9%
Facebook	3,358	4.6%
TikTok	1,025	70.3%



TOP MAY POST



4,492 Views
71 Interactions



TOP MAY POST



1,177 Views
35 Interactions

PUBLIC RELATIONS

Source: Muckrack



9 Earned Media Placements



606,361 UVM/Circulation



8,012.66 Editorial Value



5,608.86 Ad Value

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



42
Certifications
To Date

Date	Time Scheduled	Location
August 14th, 2025	8am - 10am	The Barn by the Five Deuces
October 9th, 2025	10am - 12pm	TBD
March 5th, 2026	TBD	TBD
May 4th, 2026	TBD	TBD

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



May 2025 VCA Class

SWAG BAGS MAY 2025

Event/Organizer	Bags Provided
Daughters of the American Revolution	75
Trail Mix Run	125
Kids Fishing Day	250
American Postal Workers Union	120
Spring Sling - Disc Golf Tournament	50
Church Group	20
WYO Geo	50

Total: 690

Organizers request SWAG bags for different meetings and events year-round – sharing information, resources, & Casper area pride!

YOY: 1.3%

To put in a request, fill out the form at: visitcasper.com/partner-resources/request-for-swag-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).

SALES

Leads

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

MARKETING

ACT-On

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

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.