

SCORECARD



Ice Skating at David Street Station



David Street Station Christmas Tree Lighting

CASPER AREA **ACCOMMODATIONS****HOTELS/MOTELS**

Available Rooms	Year	November	YTD
	2025	82,350	913,950

Occupancy (%)	Year	November	YTD	November Pre-COVID Comparison
	2025	46.6%	56.6%	
	2024	55.1%	65.9%	
	YOY	-11%	-12.1%	
	2019	60.6%		-23.1%

ADR (\$)	Year	November	YTD	November Pre-COVID Comparison
	2025	\$99.51	\$110.77	
	2024	\$108.15	\$115.96	
	YOY	-2.8%	0.3%	
	2019	\$86.80		14.6%

RevPAR (\$)	Year	November	YTD	November Pre-COVID Comparison
	2025	\$46.36	\$62.66	
	2024	\$59.58	\$76.41	
	YOY	-13.5%	-11.9%	
	2019	\$52.64		-11.9%

Source: STR

SPORTING **EVENTS**

LEADS

1

Est. Room Nights

UTMB World Series1,000

LEADS LOST

0

Est. Room Nights

LEADS CONFIRMED

1

Room Nights

USA Softball of Wyoming w/ Banquet90

UPCOMING EVENTS

- Casper Christmas Parade in downtown Casper - Dec. 6th
- Compete Casper Classic - Dec. 11th-13th
- Wyoming High School State Spirit – January 23, 2026

MEETINGS **& GROUPS**

LEADS

0

Est. Room Nights

LEADS LOST

0

Est. Room Nights

LEADS CONFIRMED

1

Room Nights

Connect2Women100-150

SALES UPDATES

- Visit Casper sponsored the Thanksgiving Tip Off (November 29th - 30th)



Wyoming High School State Volleyball

VISITCASPER.COM

	November	YTD	YOY
Total Website Users	33,356	428,476	18.2%
Visitor Guide Requests	57	1,529	-32.1%
*RTY Kit Requests	13	795	-32%

*Road to Yellowstone OnRamp Kit



MOST RECENT BLOG POST

EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	22,143	15.5%	44%	-4.4%
Stakeholder E-Newsletter	664	49.9%	44%	11.4%
5150' Local E-Newsletter	1,026	-3.6%	25%	-37.5%

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	7,383	17.8%
Facebook	24,383	14.3%
LinkedIn	781	22%
TikTok	2,812	89.1%

5150' Local SOCIAL MEDIA

	Audience	YOY
Instagram	3,734	9.2%
Facebook	4,513	31.8%
TikTok	1,239	45.4%



TOP NOV. POST



60,163 Views
1,517 Interactions



TOP NOV. POST



22,100 Views
535 Interactions

PUBLIC RELATIONS

Source: Muckrack



Earned
Media
Placements



1,910,122
UVM/Circulation



\$25,240.89
Editorial Value



\$17,668.62
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



69

Certifications To Date

March 5th, 2026

May 4th , 2026

10am - 12:30pm

10am - 12:30pm

TBD

TBD

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



WELCOME BAGS **NOVEMBER 2025**

Event/Organizer	Bags Provided	Value
No welcome bags were requested for November 2025		
	Total: n/a	Total: n/a

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: <https://www.visitcasper.com/partner-resources/request-for-visitor-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).

- 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.