

# SCORECARD



Wyoming High School State Marching Band



Fall Colors in Casper

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

Available Rooms	Year	October	YTD
	2025	85,095	831,600

Occupancy (%)	Year	October	YTD	October Pre-COVID Comparison
	2025	56.5%	57.6%	
	2024	68.7%	67%	
	YOY	-14%	-12.3%	
	2019	74.2%		-23.9%

ADR (\$)	Year	October	YTD	October Pre-COVID Comparison
	2025	\$103.19	\$111.16	
	2024	\$115.19	\$116.59	
	YOY	-5%	0.5%	
	2019	\$89.26		13.5%

RevPAR (\$)	Year	October	YTD	October Pre-COVID Comparison
	2025	\$58.28	\$64.27	
	2024	\$79.15	\$78.07	
	YOY	-18.4%	-11.9%	
	2019	\$66.27		-13.7%

Source: STR

# SALES

## SPORTING EVENTS

**LEADS** **1** Est. Room Nights

USA Softball of Wyoming & Banquet	100
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**LEADS LOST** **0** Est. Room Nights

**LEADS CONFIRMED** **2** Room Nights

Rushmore Hockey Association	60
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Wyo. Youth Basketball Assoc. Thanksgiving Tip Off	1,000
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## SALES UPDATES

*No sales updates at this time*



Ghost Tours at Fort Caspar Museum

## MEETINGS & GROUPS

**LEADS** **1** Est. Room Nights

Connect2Women	100-150
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**LEADS LOST** **0** Est. Room Nights

**LEADS CONFIRMED** **3** Room Nights

Wyoming Airport Coalition Conference	375
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Wyoming Writers Conference 2026	150
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Wyoming Trucking Annual Convention	80-100
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## UPCOMING EVENTS

- “NUTCRACKER!” Magical Christmas Ballet - Nov. 25th
- 2025 Turkey Trot - Nov. 27th
- Community Christmas Tree Lighting at David Street Station - Nov. 29th
- Casper Christmas Parade in downtown Casper - Dec. 6th



Trunk or Treat at the Ford Wyoming Center

# MARKETING

## VISITCASPER.COM

	October	YTD	YOY
Total Website Users	41,533	428,476	34.1%
Visitor Guide Requests	99	1,529	-7.5%
*RTY Kit Requests	12	795	-60%

**KID-FRIENDLY WINTER ADVENTURES IN CASPER, WYOMING**  
OCT. 29, 2025

**MOST RECENT BLOG POST**

\*Road to Yellowstone OnRamp Kit

## EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	22,219	15.9%	34%	-26.3%
Stakeholder E-Newsletter	633	42.9%	47%	18.9%
5150' Local E-Newsletter	1,028	-3.4%	27%	-33.6%

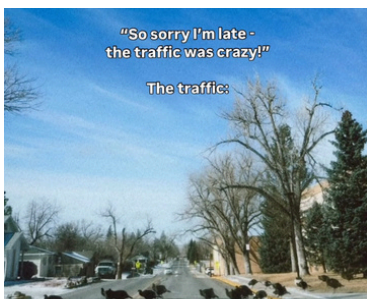
Source: iDSS/Send Subscriber counts will now be tracked YoY using June 2024 as the baseline, due to a change in email vendors.

## VISIT CASPER SOCIAL MEDIA

	Audience	YOY
Instagram	7,330	17.3%
Facebook	23,980	12.4%
LinkedIn	774	22.3%
TikTok	2,593	75%

## 5150' Local SOCIAL MEDIA

	Audience	YOY
Instagram	3,729	9.4%
Facebook	4,385	27.9%
TikTok	1,223	52.9%



### TOP OCT. POST

37,628 Views  
1,050 Interactions



### TOP OCT. POST

23,496 Views  
385 Interactions

## PUBLIC RELATIONS

Source: Muckrack

Earned Media Placements

3,959,060 UVM/Circulation


\$52,316.11 Editorial Value

\$36,621.28 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		Date	Time Scheduled	Location
 <b>69</b> Certifications To Date	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](https://visitcasper.com/locals/visit-casper-advocates)



## WELCOME BAGS **OCTOBER 2025**

Event/Organizer	Bags Provided	Value
Wyoming District of the United Methodist Church	125	\$225.00
Team Wyoming 16U AA Hockey Tournament	150	\$1,467.00
Wyoming Counseling Association	55	\$213.95
	<b>Total: 330</b>	<b>Total: \$1,905.95</b>

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).

## 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.