

SCORECARD

Edness Kimball Wilkins State Park



CASPER AREA ACCOMMODATIONS

HOTELS/MOTELS

Available Rooms	Year	September	YTD	September Pre-COVID Comparison
	2025	82,350	746,505	
Occupancy (%)	Year	September	YTD	September Pre-COVID Comparison
	2025	63.7%	57.7%	
	2024	77.8%	66.8%	
	YOY	-16.1%	-12.1%	
	2019	74%		-13.9%
ADR (\$)	Year	September	YTD	September Pre-COVID Comparison
	2025	\$110.31	\$112.62	
	2024	\$122.39	\$116.76	
	YOY	-4.4%	1.1%	
	2019	\$93.17		18.4%
RevPAR (\$)	Year	September	YTD	September Pre-COVID Comparison
	2025	\$70.31	\$64.96	
	2024	\$95.27	\$77.94	
	YOY	-19.7%	-11.2%	
	2019	\$68.97		1.9%

Source: STR

SPORTING EVENTS

LEADS 3

Est. Room Nights

US Senior Pickleball	*No estimates TD
Prospect Wire	*No estimates TD
Grand Slam Tournaments	*No estimates TD

LEADS LOST 0

Est. Room Nights

LEADS CONFIRMED 0

Room Nights

SALES UPDATES

- Cait attended Small Market Meetings and came back with 20 prospects.
- Shelby attended SPORTS Relationship Conference.



MEETINGS & GROUPS

LEADS 3

Est. Room Nights

Connect2Women	100-150
Wyoming Trucking Annual Convention	80-100
Wyoming Stocker Growers Association	275

LEADS LOST 1

Est. Room Nights

Suicide Symposium	200-250
-------------------	---------

LEADS CONFIRMED 1

Room Nights

Leadership 7220 Conference	100-150
----------------------------	---------

UPCOMING EVENTS

- Wyoming High School State Athletics Association Events:
 - State Marching Band: Oct. 19
 - State Volleyball: Nov. 7-9
- Wyoming Pop Culture Con: Oct. 4-5
- Trick Or Treat Trail: Oct. 26



MARKETING

VISITCASPER.COM

	September	YTD	YOY
Total Website Users	41,972	386,943	0.7%
Visitor Guide Requests	74	1,430	-47.1%
*RTY Kit Requests	18	783	-49.9%

*Road to Yellowstone OnRamp Kit

DISCOVER THE SPOOKTACULAR SIDE OF CASPER WITH THESE FUN THINGS TO DO ON HALLOWEEN

MOST RECENT BLOG POST

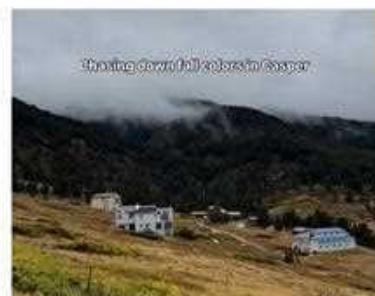
EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	22,339	16.6%	36%	N/A*
Stakeholder E-Newsletter	442	-2.0%	37%	N/A*
5150' Local E-Newsletter	1,028	-3.4%	27%	-41.9%

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	7,305	18.2%
Facebook	23,852	11.8%
LinkedIn	768	24.9%
TikTok	2,535	72.1%



TOP SEPT. POST



36,983 Views
1,038 Interactions

5150' Local SOCIAL MEDIA

	Audience	YOY
Instagram	3,706	9.2%
Facebook	4,179	22.1%
TikTok	1,117	62.1%



TOP SEPT. POST



28,202 Views
704 Interactions

PUBLIC RELATIONS

Source: Muckrack



Earned Media Placements
+2



\$713.91
Editorial Value



54,026
UVM/Circulation



\$499.74
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
 57 Certifications To Date	October 9th, 2025 March 5th, 2026 May 4th, 2026	10am - 12pm TBD TBD	WYO Sports Ranch TBD TBD
		To sign up for classes please fill out the form at this link: visitcasper.com/locals/visit-casper-advocates	
			 August 2025 VCA Class outside The Barn by the Five Deuces

WELCOME BAGS **SEPTEMBER 2025**

Event/Organizer	Bags Provided	Value
Wyoming IT Directors	30	\$123.30
Judicial Assistant Conference	27	\$500.00
	57	Total: \$623.30

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 streamlining 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.