

SCORECARD



Zachary Pullen Art Showcase at the Nicolaysen Art Museum



Casper Rec. Center Outdoor Pickleball Courts

CASPER AREA ACCOMMODATIONS

HOTELS/MOTELS

Available Rooms	Year	April	YTD
	2026	85,410	341,640

Occupancy (%)	Year	April	YTD	April Pre-COVID Comparison
	2026	53.9%	48.2%	
	2025	53.4%	47%	
	YOY	0.9%	2.5%	
	2019	63.9%		-15.7%

ADR (\$)	Year	April	YTD	April Pre-COVID Comparison
	2026	\$107.92	\$105.79	
	2025	\$106.43	\$105.30	
	YOY	1.4%	0.5%	
	2019	\$86.90		24.2%

RevPAR (\$)	Year	April	YTD	April Pre-COVID Comparison
	2026	\$58.16	\$51.01	
	2025	\$56.88	\$49.53	
	YOY	2.3%	3%	
	2019	\$55.60		4.6%

Source: STR

SALES

SPORTING EVENTS

LEADS **2** Est. Room Nights

FUJII BJJ	100
American Cornhole League	50-100

LEADS LOST **0** Est. Room Nights

LEADS CONFIRMED **0** Room Nights

UPCOMING EVENTS

- WHSAA State Track and Field: May 21st – 23rd
- Wyoming State Cup & Championships & United Cup: May 23rd – 25th
- College National Finals Rodeo: June 14th – 20th

MEETINGS & GROUPS

LEADS **3** Est. Room Nights

Women in Ag. Conference (assist)	200
Better Wyoming (assist)	*No Estimates TD
Wyoming Medical Society (assist)	300

LEADS LOST **0** Est. Room Nights

LEADS CONFIRMED **0** Room Nights

SALES UPDATES

- No updates at this time.



Wyoming High School State Art Symposium

MARKETING

VISITCASPER.COM

	April	YTD	YOY
Total Website Users	43,389	156,119	27.9%
Total Users from AI Referrals	48	173	*n/a
Destination Guide Requests	59	290	-62.7%
Road To Yellowstone Kit Requests	12	134	-66.7%

THE ONLY TROUT FISHERY LIKE THIS IN THE LOWER 48

For Dustin White, fishing was never just a hobby. It started with a rod in hand when he could barely walk and grew into a way of life built around hospitality and the great outdoors.

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Just named the Orvis Fly Fishing Guide of the Year, Dustin has spent combined 17 seasons guiding between Wyoming and Ohio, with the last seven years full-time with the team at Ugly Bug Fly Shop. What began as taking friends fishing quickly snowballed into something bigger, turning a side hustle into a career rooted in connection.

MOST RECENT BLOG POST

*This is the first year we will be tracking AI Referrals. YOY tracking will begin in 2027.

EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	26,270	37.1%	34%	-2.9%
Stakeholder E-Newsletter	679	53.3%	44%	14.6%
5150' Local E-Newsletter	1,036	-2.6%	29%	-26%

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	7,668	18.1%
Facebook	25,679	14.8%
LinkedIn	830	16.7%
TikTok	3,268	114%

5150' Local CASPER, WYOMING SOCIAL MEDIA

	Audience	YOY
Instagram	3,826	9.4%
Facebook	5,681	63.4%
TikTok	1,702	62.2%



TOP APR. POST

99,033 Views
11,528 Interactions



TOP APR. POST

56,888 Views
451 Interactions

PUBLIC RELATIONS

Source: Muckrack



16 Earned Media Placements

YOY: 433.3%



1,637,157

UVM/Circulation YOY: 465.1%



\$19,686.84

Editorial Value

YOY: 414.3%



\$15,143.72

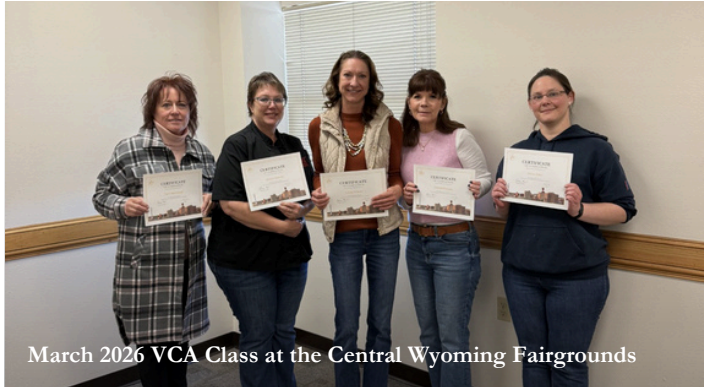
Ad Value

YOY: 465.1%

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
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May 4th , 2026	10am - 12:30pm	The Hyatt Place
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74
Certifications
To Date

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

WELCOME BAGS APRIL 2026

Event/Organizer	Bags Provided	Value
Wyoming Recreation and Parks Association Spring Workshop 2026	100	\$913.00
Rumble On the Ranch	240	\$492.00
Alpha Delta Kappa Teachers' Organization	40	\$289.60
WCA Spring Wellness Conference	85	\$535.50
Wyoming Rural Water Annual Spring Training Conference & Vendor Expo	450	\$2,281.50
Wyoming Mortgage Lenders Association	100	\$259.00
GEAR Up Wyoming State Summit	50	\$502.50
Patriot Express	40	\$127.60
WY Archaeological Society/WY Association of Professional Archaeologists	100	\$1,184.00
2026 WYDOT Crew Leaders Meeting	300	\$1,263.00
Wyoming Trucking Association Annual Convention	120	\$212.46
Administrative Assistant Conference (Public health admins)	30	\$203.10
AA Spring Convention	150	\$1,035.00
International Sports Trip (Student Sticker Exchange)	500	\$845.00

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: 2,305	\$10,143.20
YTD Total: 4,831	YTD Total: \$23,516.61

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

Assist

A lead that includes the parenthetical '(assist)' after its name indicates that the sales team provided assistance to another person or company in securing business in Casper.

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.