

SCORECARD

5150' Fest



Pops in the Park

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

Available Rooms	Year	August	YTD	
	2026	88,877	696,681	
	2025	85,095	664,155	
	YOY	3.6%	4.5%	
Occupancy (%)	Year	August	YTD	August Pre-COVID Comparison
	2026	65.5%	57.4%	
	2025	64.2%	55.9%	
	YOY	2.1%	0.8%	
	2019	79.7%		-17.8%
ADR (\$)	Year	August	YTD	August Pre-COVID Comparison
	2026	\$113.97	\$114.58	
	2025	\$114.07	\$112.94	
	YOY	0%	1.5%	
	2019	\$92.72		22.9%
RevPAR (\$)	Year	August	YTD	August Pre-COVID Comparison
	2026	\$74.64	\$65.74	
	2025	\$73.22	\$64.29	
	YOY	2.1%	2.3%	
	2019	\$73.86		1.1%

Source: STR



SPORTING EVENTS

LEADS **0** Est. Room Nights

LEADS LOST **0** Est. Room Nights

LEADS CONFIRMED **0** Room Nights

UPCOMING EVENTS

- T-Bird Trek: September 13, 2026
- MHA Indian Relay Races Battle for the Rockies: September 19-20, 2026

SALES UPDATES

**No updates at this time.*

MEETINGS & GROUPS

LEADS **8** Est. Room Nights

County Clerks Association	60
Rural Water Association 2027 (assist)	450
WYDOT Conference 2028	250
Wyoming Chiropractic Association 2028	65
Wyoming Cowboy Hall of Fame 2028 (assist)	400
Wyoming Facility Maintenance Conference 2026 (assist)	150
Wyoming Mining Association 2028	200
Wyoming Water Association 2027	80

LEADS LOST **0** Est. Room Nights

LEADS CONFIRMED **0** Room Nights



VISITCasper MARKETING

August 2026

VISITCASPER.COM

	August	YTD	YOY
Total Website Users	30,469	306,386	-18.7%
Total Users from AI Referrals	113	554	*0%

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

FIVE WAYS TO ENJOY FALL IN CASPER, WYOMING

As much as we love the warm months of summer, there's something magical about fall in Wyoming. Here in Casper, autumn brings cooler weather, beautiful fall foliage and plenty of space to breathe, explore and adventure.

MOST RECENT BLOG POST

EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	29,408	36.1%	36%	-5.3%
*Stakeholder E-Newsletter	*n/a	*n/a	*n/a	*n/a
5150' Local E-Newsletter	1,036	0.4%	39%	62.5%

Source: iDSS/Send

*Stakeholder E-Newsletter not sent this month due to a sending error

VISIT CASPER SOCIAL MEDIA

	Audience	YOY
Instagram	8,059	11.6%
Facebook	26,568	13.1%
LinkedIn	904	18.9%
TikTok	3,998	77.1%

5150'Local CASPER, WYOMING SOCIAL MEDIA

	Audience	YOY
Instagram	3,985	7.7%
Facebook	6,617	70.5%
TikTok	2,069	94.6%



TOP AUG POST



24,185 Views
99 Interactions



TOP AUG POST



13,350 Views
26 Interactions

PUBLIC RELATIONS

Source: Muckrack



Earned Media Placements

YOY: *n/a



61,066.69
Editorial Value

YOY: *n/a



3,990,184

UVM/Circulation YOY: *n/a



46,974.38
Ad Value

YOY: *n/a

*YOY numbers are unavailable Aug. 2026 due to the single PR placement in Aug. 2025 being a K2 radio interview (with no available reporting metrics)

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.



MARKETING

WELCOME BAGS AUGUST 2026

Event/Organizer	Bags Provided	Value
UWC Saddle Up	50	\$138.00
Northwest Class A Regional Tournament	168	\$1,122.24
KWHS 30 th Reunion - Class of 1996	120	\$1,228.80
Wyoming Ham Convention - Rocky Mountain Division Ham Con.	200	\$1,974.00
Stitching on the Range	60	\$301.80

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: 598

Total: \$4,764.84

YTD Total: 9,061

YTD Total: \$45,735.73

MERCH SALES AUGUST 2026

Year	Items Sold	Total Revenue	YTD Items Sold	YTD Total Revenue
2026	6	\$73.41	163	\$3,557.41
2025	7	\$251.00	79	\$1,141.00
YOY	-14.3%	-70.8%	106.3%	211.8%

Year	Items Comped	Total Value	YTD Items Comped	YTD Total Value
2026	1	64.00	61	\$1,259.00
2025	0	0	33	\$312.00
YOY	100%	100%	84.8%	303.5%

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.