

SCORECARD



Central Wyoming Fair & Rodeo Parade Day



Balloon Roundup

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

Available Rooms	Year	July	YTD	
	2026	88,257	603,540	
	2025	85,095	579,060	
	YOY	3.6%	4.2%	
Occupancy (%)	Year	July	YTD	July Pre-COVID Comparison
	2026	69.5%	56.3%	
	2025	66.8%	55.9%	
	YOY	4.1%	0.8%	
	2019	82.1%		-15.4%
ADR (\$)	Year	July	YTD	July Pre-COVID Comparison
	2026	\$121.92	\$114.86	
	2025	\$118.02	\$112.75	
	YOY	3.3%	1.9%	
	2019	\$95.00		28.3%
RevPAR (\$)	Year	July	YTD	July Pre-COVID Comparison
	2026	\$84.78	\$64.65	
	2025	\$78.81	\$62.98	
	YOY	7.6%	2.7%	
	2019	\$78.00		8.7%

Source: STR

SPORTING EVENTS

LEADS **1** Est. Room Nights

Thanksgiving Tip Off (assist)	320
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LEADS LOST **0** Est. Room Nights

LEADS CONFIRMED **1** Room Nights

Northwest Class A Regional Tournament (assist)	196
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UPCOMING EVENTS

- Salt Creek Days: August 13-16, 2026
- 5150' Fest: August 15, 2026
- Casper Duck Derby: August 15, 2026
- MHA Indian Relay Races Battle for the Rockies: September 19-20, 2026

SALES UPDATES

- Wyoming Amateur Wrestling Association Dates Set:
 - April 9-11, 2027
 - April 21-23, 2028
 - April 13-15, 2029

MEETINGS & GROUPS

LEADS **5** Est. Room Nights

Wyoming Craft Brewers Guild	<i>*No Estimates TD</i>
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W7yoming Mining Assoc. Convention	200
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TRIO Conference	800
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Wyoming State Conference	150
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High Plains Renaissance Faire (assist)	1,200
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LEADS LOST **0** Est. Room Nights

LEADS CONFIRMED **1** Room Nights

Bow Hunters of Wyoming	<i>*No Estimates TD</i>
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VISITCASPER.COM

	July	YTD	YOY
Total Website Users	27,950	275,917	-25.4%
Total Users from AI Referrals	119	441	*0%

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

Note: The total website users YOY decrease was due to a 3 week gap between our FY26 paid campaigns ending and our FY27 paid campaigns starting.

PUBLIC FISHING ACCESS ALONG THE NORTH PLATTE RIVER

When it comes to enjoying Wyoming's great outdoors, it's no secret that fishing is a big deal in and around Casper and Natrona County. And whether you're from Wyoming or coming to fish our blue-ribbon waters from out of state, we want the experience to be as seamless as possible.

MOST RECENT BLOG POST

EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	28,303	47.6%	39%	5.4%
Stakeholder E-Newsletter	665	49.8%	45%	0%
5150' Local E-Newsletter	1,036	0.4%	35%	52.2%

Source: iDSS/Send

VISIT CASPER SOCIAL MEDIA

	Audience	YOY
Instagram	7,929	10.6%
Facebook	26,233	12.4%
LinkedIn	889	18.1%
TikTok	3,701	67.2%

5150' Local CASPER, WYOMING SOCIAL MEDIA

	Audience	YOY
Instagram	3,952	7.5%
Facebook	6,513	66.2%
TikTok	1965	84.9%



TOP JUL POST



63,541 Views
1215 Interactions



TOP JUL POST



26,179 Views
962 Interactions

PUBLIC RELATIONS

Source: Muckrack



**Earned Media
Placements**

YOY: 128.6%



\$474,448.34

Editorial Value

YOY: 124.6%



41,084,855

UVM/Circulation YOY: 156.9%



\$364,960.26

Ad Value

YOY: 146.8%

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
 78 Certifications To Date	August 13, 2026	10am - 1pm	Wyoming Veterans Memorial Museum
	October 8, 2026	10am - 1pm	TBD
	March (TBD), 2027	10am - 1pm	TBD
	May (TBD), 2027	TBD	TBD

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

Q1 Class 2025



Q2 Class 2025



Q3 Class 2026



Q4 Class 2026



MARKETING

WELCOME BAGS **JULY 2026**

Event/Organizer	Bags Provided	Value
Patriot Express Honor Trip to Dubois Military Museum	30	\$155.10

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: 30

Total: \$155.10

YTD Total: 7,854

YTD Total: 40,970.89

MERCH SALES **JULY 2026**

Year	Items Sold	Total Revenue	YTD Items Sold	YTD Total Revenue
2026	19	\$500.00	157	\$3,484.00
2025	18	\$361.00	72	\$890.00
YOY	5.6%	38.5%	118.1%	291.5%

Year	Items Comped	Total Value	YTD Items Comped	YTD Total Value
2026	0	\$0.00	60	\$1,195.00
2025	3	\$73.00	33	\$312.00
YOY	-100%	-100%	81.8%	283%

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.