

SCORECARD



College National Finals Rodeo



NIC Fest

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

Available Rooms	Year	June	YTD
	2026	85,410	515,307

Occupancy (%)	Year	June	YTD	June Pre-COVID Comparison
	2026	72.8%	54%	
	2025	74.6%	53.5%	
	YOY	-2.5%	0.1%	
	2019	82.1%		-11.3%

ADR (\$)	Year	June	YTD	June Pre-COVID Comparison
	2026	\$134.29	\$113.30	
	2025	\$126.10	\$111.60	
	YOY	6.1%	1.5%	
	2019	\$96.15		39.7%

RevPAR (\$)	Year	June	YTD	June Pre-COVID Comparison
	2026	\$97.70	\$61.20	
	2025	\$94.28	\$60.22	
	YOY	3.5%	1.6%	
	2019	\$78.93		23.8%

Source: STR

SPORTING EVENTS

LEADS 2	Est. Room Nights
Tri-State Adaptive Soccer Capacity Building Event	100
Wyo. Snr. Women's Golf Assoc. Ann. Tournament (assist)	80

LEADS LOST 0	Est. Room Nights

LEADS CONFIRMED 1	Room Nights
Wyoming Senior Olympics	1,000

UPCOMING EVENTS

- July 4th America's 250th Celebrations: July 4th
- Central Wyoming Fair & Rodeo: July 3rd – 11th
- Casper Parade day: July 7th
- 65th Annual Crazy Days in Downtown Casper: July 17th-18th
- Skunk Hollow Sneaker Chase & Backyard Ultra: July 18th

MEETINGS & GROUPS

LEADS 0	Est. Room Nights

LEADS LOST 0	Est. Room Nights

LEADS CONFIRMED 2	Room Nights
Art Henry Tours (assist)	110
Rotary District 5440 Conference (assist)	210

SALES UPDATES

- No updates at this time.



VISITCASPER.COM

	June	YTD	YOY
Total Website Users	47,944	247,967	-6.71%

Total Users from AI Referrals 70 322 *0%

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

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.

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.

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

EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	28,353	47.3%	37%	-25.9%
Stakeholder E-Newsletter	667	**0%	38%	**0%
5150' Local E-Newsletter	1,038	-2.4%	38%	2.3%

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

**Stakeholder E-Newsletter was not sent in June 2025 while a new design template was being created.

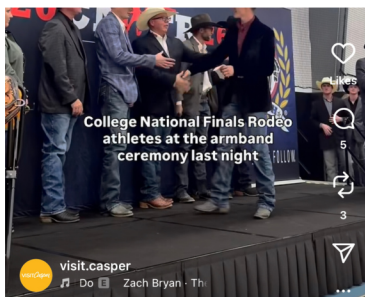
VISIT CASPER SOCIAL MEDIA

	Audience	YOY
Instagram	7,871	18.11%
Facebook	26,112	14.8%
LinkedIn	868	16.7%
TikTok	3,502	114%

5150' Local CASPER, WYOMING

SOCIAL MEDIA

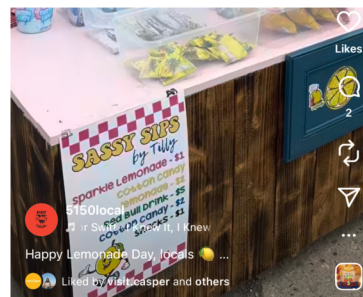
	Audience	YOY
Instagram	3,918	9.4%
Facebook	6,482	63.4%
TikTok	1,921	62.2%



TOP JUN POST



33,116 Views
455 Interactions



TOP JUN POST



6,907 Views
119 Interactions

PUBLIC RELATIONS

Source: Muckrack



Earned Media
Placements

YOY: 800%



520,793,838

UVM/Circulation YOY: 14,241%



\$6,292,871.98

Editorial Value

YOY: 13,013%



\$4,840,670.85

Ad Value

YOY: 14,311%

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
August 13, 2026	10am - 1pm	TBD



77
Certifications
To Date

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

WELCOME BAGS **JUNE 2026**

Event/Organizer	Bags Provided	Value
LWML Wyoming District Convention	100	\$287.00
WYHES Conference at Casper College	120	\$104.40
Wyoming Senior Women's Golf Association Annual Tournament	120	\$693.60
Wyoming Music Teachers Association State Conference	50	\$497.00
International Sports Competition	500	\$845.00
Family Reunion	28	\$284.18
CNFR	520	\$956.80
VFW State Convention	150	\$1342.50
Wyoming State Sporting Clay Championship	100	\$507.00
Wyo Pupil Transportation Assoc. (WPTA) Summer Conference	500	\$5,800.00

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: 2,188

Total: \$11,317.48

YTD Total: 7,824

YTD Total: \$41,815.79

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.