

SCORECARD

Fishing on the North Platte River



Casper Mountain

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

Available Rooms	Year	March	YTD
	2026	88,257	256,230

Occupancy (%)	Year	March	YTD	March Pre-COVID Comparison
	2026	47.7%	46.3%	
	2025	53.6%	45.7%	
	YOY	-9.4%	3.2%	
	2019	63.6%		-25%

ADR (\$)	Year	March	YTD	March Pre-COVID Comparison
	2026	\$107.87	\$104.96	
	2025	\$112.50	\$107.26	
	YOY	-1.8%	0.1%	
	2019	\$87.60		23.1%

RevPAR (\$)	Year	March	YTD	March Pre-COVID Comparison
	2026	\$51.48	\$48.63	
	2025	\$60.28	\$48.98	
	YOY	-11%	3.3%	
	2019	\$55.60		-7.4%

Source: STR

SPORTING EVENTS

LEADS **6** Est. Room Nights

Hyrox	7,000 - 12,000
Streets Snowboard Tour	200
Nike Wrestling Camps (assist)	500
Logan Wilson Football Camp (assist)	500
All Grit No Quit Bull Riding Event (assist)	100
Wyoming State Sporting Clay Championships (assist)	105

LEADS LOST **0** Est. Room Nights

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LEADS CONFIRMED **1** Room Nights

Wyoming High School Fly Fishing (assist)	200
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MEETINGS & GROUPS

LEADS **0** Est. Room Nights

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LEADS LOST **0** Est. Room Nights

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LEADS CONFIRMED **1** Room Nights

County Clerks Association of Wyoming (assist)	130
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SALES UPDATES

- No updates at this time.

UPCOMING EVENTS

- State Art Symposium: April 29th – May 1st
- WHSAA State Track and Field: May 21st – 23rd
- Wyoming State Cup & Championships & United Cup: May 23rd – 25th



VISITCasper MARKETING

March 2026

VISITCASPER.COM

	March	YTD	YOY
Total Website Users	35,838	112,730	-10.7%
Total Users from AI Referrals	43	125	*0%

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



MOST RECENT BLOG POST

EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	24,877	29.8%	34%	-10.5%
Stakeholder E-Newsletter	680	53.5%	41%	-9.1%
5150' Local E-Newsletter	1,037	-2.5%	33%	-8.8%

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	7,542	16.7%
Facebook	25,416	13.8%
LinkedIn	809	15.7%
TikTok	3,101	102.2%

5150'Local SOCIAL MEDIA

	Audience	YOY
Instagram	3,795	8.4%
Facebook	5,521	64.4%
TikTok	1,562	52.7%



TOP MAR. POST



171,226 Views
21,722 Interactions



TOP MAR. POST



5,930 Views
389 Interactions

PUBLIC RELATIONS

Source: Muckrack



Earned Media
Placements

YOY: -16.7%



781,750

UVM/Circulation YOY: -38.8%



\$11,186.11

Editorial Value

YOY: -33.8%



\$8,604.70

Ad Value

YOY: -27.2%

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



74

Certifications
To Date

May 4th , 2026

10am - 12:30pm

TBD

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



March 2026 VCA Class at the Central Wyoming Fairgrounds

WELCOME BAGS FEBRUARY 2026

Event/Organizer	Bags Provided	Value
Harley Myers Memorial Hockey Tournament	180	\$1,380.60
Veteran Services Symposium and Veteran Resources Expo	50	\$292.00
NIRA – Coaches Packets	550	\$588.50
Wyoming Senior Olympics/National Senior Games	500	\$3,045.00
Casper Classic – Hype Nation	126	\$902.16
Wyoming Writers Conference 2026	200	\$1,082.00

Total: 1606

\$7,290.26

YTD Total: 2,526

YTD Total: \$13,373.41

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/

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.