

SCORECARD



Hell's Half Acre Ribbon Cutting

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

Available Rooms	Year	May	YTD
	2026	88,257	429,897

Occupancy (%)	Year	May	YTD	May Pre-COVID Comparison
	2026	58.3%	50.3%	
	2025	60.6%	49.8%	
	YOY	-3.7%	0.9%	
	2019	69.9%		-16.6%

ADR (\$)	Year	May	YTD	May Pre-COVID Comparison
	2026	\$112.00	\$107.27	
	2025	\$112.57	\$107.13	
	YOY	-0.5%	0.1%	
	2019	\$90.40		23.9%

RevPAR (\$)	Year	May	YTD	May Pre-COVID Comparison
	2026	\$65.33	\$53.95	
	2025	\$68.12	\$53.39	
	YOY	-4.2%	1%	
	2019	\$63.10		3.5%

Source: STR

SPORTING EVENTS

LEADS **3** Est. Room Nights

Wyo. Senior Olympics Wyo. State Summer Games	500-700
Wyo. Senior Olympics National Games	18,000+
High School State Flyshing 2027	<i>*No Estimates TD</i>

LEADS LOST **0** Est. Room Nights

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LEADS CONFIRMED **0** Room Nights

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UPCOMING EVENTS

- NIC Fest: June 4th – 7th
- Casper Marathon: June 7th
- College National Finals Rodeo: June 14th – 20th
- The Mercantile: June 14th – 17th
- July 4th America's 250th Celebrations: July 4th
- Central Wyoming Fair & Rodeo: July 4th – 11th
- Fourth of July Downtown Casper Parade: July 7th

SALES UPDATES

- No upates at this time.

MEETINGS & GROUPS

LEADS **3** Est. Room Nights

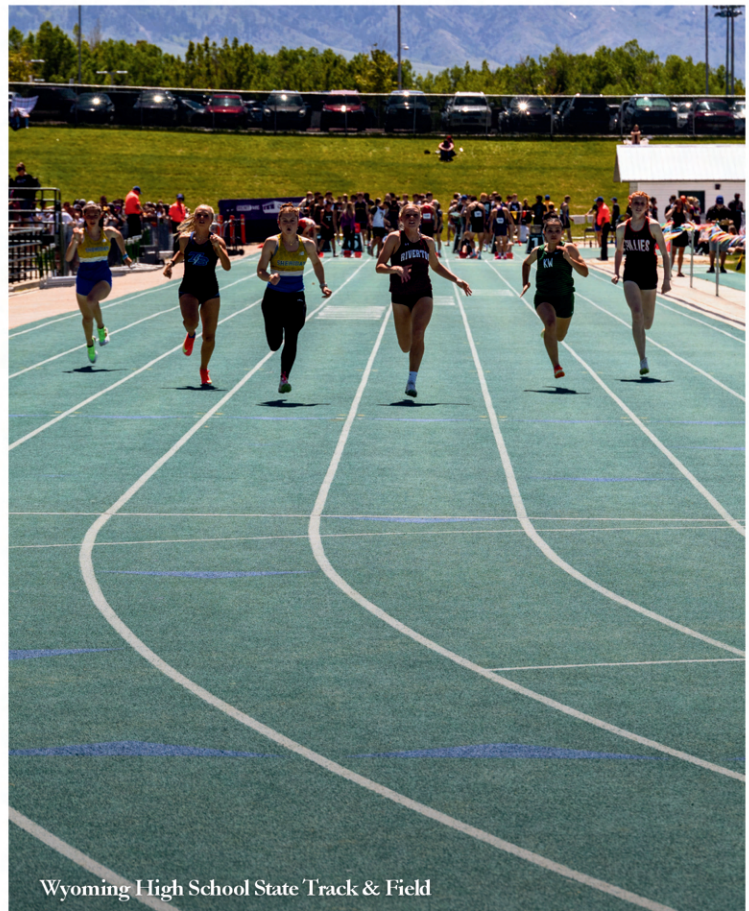
Art Henry Tours	110
Infinity Holidays	<i>*No Estimates TD</i>
Wyoming Medical Society	300

LEADS LOST **0** Est. Room Nights

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LEADS CONFIRMED **0** Room Nights

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Wyoming High School State Track & Field

VISITCasper MARKETING

May 2026

VISITCASPER.COM

	May	YTD	YOY
Total Website Users	43,904	200,023	-4%
Total Users from AI Referrals	79	252	*0%
Destination Guide Requests	27	317	-85.9%
Road To Yellowstone Kit Requests	2	136	-98.3%

11 THINGS TO DO IN CASPER DURING CNFR WEEK

Each summer, Casper gets a little more western when the nation's top cowboys and cowgirls come to town.

The College National Finals Rodeo (CNFR) is the meeting of the world's best college rodeo athletes as they compete for a national title. For more than 20 years, CNFR has called Casper home and to celebrate another memorable year on the horizon, we've rounded up a few ways to have the best rodeo week ever.

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	26,616	38.9%	37%	-14.2%
Stakeholder E-Newsletter	671	51.5%	33%	-15%
5150' Local E-Newsletter	1,038	-2.4%	33%	-0.3%

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	7,741	16.1%
Facebook	25,899	15.2%
LinkedIn	844	17.1%
TikTok	3,361	115%

5150'Local CASPER, WYOMING SOCIAL MEDIA

	Audience	YOY
Instagram	3,885	10.5%
Facebook	6,133	82.6%
TikTok	1,821	77.7%



TOP MAY POST



80,950 Views
1,225 Interactions



TOP MAY POST



54,928 Views
53 Interactions

PUBLIC RELATIONS

Source: Muckrack



Earned Media
Placements

YOY: 100%



1,727,681

UVM/Circulation YOY: 184.9%



\$20,775.38

Editorial Value

YOY: 159.3%



\$15,981.06

Ad Value

YOY: 184.9%

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
July 23, 2026	10am - 1pm	TBD



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Certifications
To Date

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

WELCOME BAGS MAY 2026

Event/Organizer	Bags Provided	Value
Wyoming Postmaster and Manager	20	\$171.00
D.I. Global	10	\$44.60
Wild Turkey National Symposium	40	\$323.20
Casper Spuds	45	\$460.80
Kids Fishing Day	300	\$2,661.00
Wyoming Soccer State Cup & Championship	140	\$1,014.10
Wyoming State Muzzleloading Association State Shoot	100	\$1,272.00
AA Spring Convention	150	\$1,035.00

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: 805	\$6,981.70
YTD Total: 5,636	YTD Total: \$30,498.31

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.