

SCORECARD



MHA Indian Relay Races



Music Rooted in Community, Wyoming Symphony Orchestra

CASPER AREA ACCOMMODATIONS

HOTELS/MOTELS

Available Rooms	Year	September	YTD	September Pre-COVID Comparison
	2026	86,010	782,691	
	2025	82,350	746,505	
	YOY	3.6%	4.4%	
Occupancy (%)	Year	September	YTD	September Pre-COVID Comparison
	2026	67.1%	58.4%	
	2025	63.7%	57.7%	
	YOY	5.3%	1.3%	
	2019	74.0%		-9.3%
ADR (\$)	Year	September	YTD	September Pre-COVID Comparison
	2026	\$113.23	\$114.41	
	2025	\$110.31	\$112.62	
	YOY	3.0%	1.7%	
	2019	\$93.17		21.5%
RevPAR (\$)	Year	September	YTD	September Pre-COVID Comparison
	2026	\$75.94	\$66.86	
	2025	\$70.31	\$64.96	
	YOY	8.2%	3.0%	
	2019	\$68.97		10.1%

Source: STR

SPORTING EVENTS

LEADS 5	Est. Room Nights
American Jump Rope Federation	220
Beep Baseball Sports Tournament	100
LR Production Gymnastics Competition	700 -1,000
Beep Baseball Sports Tournament	100
World Chase Tag US National Championship	450-650

LEADS LOST 1	Est. Room Nights
NASPA Scrabble Players Championship	300-500

**Lost due to not having American Airlines/ second airline carriers*

LEADS CONFIRMED 1	Room Nights
Adaptive Soccer Association	66

UPCOMING EVENTS

- WHSAA State Volleyball (448 athletes & coaches): November 5th-7th
- 41st Annual Casper Open Volleyball Tournament (700 athletes): November 14th-15th
- WSR Spirit Showcase (500 athletes): December 11th
- WSR Holiday Hoops Fest (400 athletes): December 20th-21st



Funky Junk

MEETINGS & GROUPS

LEADS 8	Est. Room Nights
Corporate Travel & Entertainment	100
Global Organization & Planning Services	250
North American Law Summit	45-75
Square One Meeting Planning	200
Women's Sports Conference	54-100
Wyoming Business Alliance	700
Wyoming Hospitality Travel Coalition Fall Summit	200

LEADS LOST 0	Est. Room Nights
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LEADS CONFIRMED 0	Room Nights
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SALES UPDATES

**No updates at this time.*



Wyoming State Bar Annual Meeting & Judicial Conference

VISITCASPER.COM

	September	YTD	YOY
Total Website Users	32,088	338,474	-18.7%
Total Users from AI Referrals	126	680	*0%

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

CRAFT BREWS & DETROIT-STYLE PIZZA AT CYGNET BREWING

In the Old Yellowstone District, just west of Downtown Casper, a unique brewery brings the taste of local and sense of community to a whole new level.

For Taylor Schwahn, owner and brewer at Cygnet Brewing, it all started with a hobby shared between a father and son.

MOST RECENT BLOG POST

EMAIL MARKETING

	Subscribers (TD)	YOY	Open Rate	YOY
Visit Casper E-Newsletter	29,327	31.3	31%	-13.9%
*Stakeholder E-Newsletter	666	50.8%	39%	5.4%
5150' Local E-Newsletter	1,039	0.1%	34%	25.9%

Source: iDSS/Send

VISIT CASPER SOCIAL MEDIA

	Audience	YOY
Instagram	8,136	12.6%
Facebook	26,669	11.8%
LinkedIn	904	17.7%
TikTok	4,112	62.2%

5150' Local SOCIAL MEDIA

	Audience	YOY
Instagram	4,021	8.5%
Facebook	6,645	59%
TikTok	2,282	104.3%



TOP SEPT POST



17,693 Views
154 Interactions



TOP SEPT POST



11,803 Views
215 Interactions

PUBLIC RELATIONS

Source: Muckrack



Earned Media Placements

YOY: 100%



4,714,202

UVM/Circulation YOY: 8,625.8%



\$252,559.49

Editorial Value

YOY: 35,276.9%



\$194,276.53

Ad Value

YOY: 38,775.5%

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



84
Certifications
To Date

Date	Time Scheduled	Location
October 8, 2026	10am - 1pm	Wyo Sports Ranch
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 2026



Q3 Class 2026



Q4 Class 2026



MARKETING

WELCOME BAGS SEPTEMBER 2026

Event/Organizer	Bags Provided	Value
Casper Fall Classic	150	\$1,107.00
The Siberian Wind Quilt Retreat	40	\$476.00
WY Air Stream Rally	15	\$101.40
Wyoming Facilities Maintenance Conference	160	\$1,475.20
Patriot Express Honor Trip to Dubois Military Museum	36	\$114.84
Preserve Wyoming Conference 2026	75	\$669.00
Wyoming Recreation and Parks Association Annual Conference 2026	220	\$2,552.00
State Master Gardner Conference	50	\$149.00

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: 746

Total: \$6,644.44

YTD Total: 9,268

YTD Total: \$52,380.17

MERCH SALES SEPTEMBER 2026

Year	Items Sold	Total Revenue	YTD Items Sold	YTD Total Revenue
2026	10	\$278.00	173	\$3,835.41
2025	13	\$213.00	92	\$1,354.00
YOY	-23.1%	30.5%	88.0%	183.3%

Year	Items Comped	Total Value	YTD Items Comped	YTD Total Value
2026	*129	\$2,635.00	190	\$3,894.00
2025	0	0	33	\$312.00
YOY	100%	100%	475.8%	1,148.1%

**Visit Casper shared the remaining inventory of 250th Natrona County promotional shirts to three interested local museum partners, giving visitors additional opportunities to engage with the promotion at local attractions before the anniversary year ends.*

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.