



DIRECTOR'S UPDATES + FORECAST

2024 was a tumultuous year in Sheridan County. Even as we were faced with adversity, challenges, and heartache, our community displayed, once again, that while we are known for the majesty of the Bighorn Mountains and the allure of cowboy culture, it is decency, integrity, and grit that truly defines the people of this incredible place. It is these elements that have always made this community special, and I know that together we're headed for a fantastic 2025.

When looking specifically at the tourism industry, the 2024 winter season started off slowly - with so little snow on the mountains in January and February we did not see our usual number of snowmobile enthusiasts come to town, and winter recreation numbers were down significantly from an excellent 2023 season. Inflation and price concerns among the general traveling public were top of mind, as were a marked increase in international outbound trips among high-income US travelers. And yet Sheridan County remained a major destination for visitors seeking a glimpse at the real American West; hotel occupancy was off only 1.6% versus 2023, while vacation rentals saw an increase in occupancy of 1% (with an increase of 8.1% in available inventory). Our largest hotel sold to an incredible local couple that has done great work to improve the property (with big plans for the future), and we have worked with multiple community partners to secure conferences and conventions for the future - both annual events as well as those new to Sheridan County. And you may have noticed that there's plenty of dirt moving at the south end of town, with a new Holiday Inn Express coming soon.

We saw major successes with many of our 2024 initiatives. Through our partnership in Rocky Mountain International's Great American West program, we saw 3,624 room nights booked via international markets for an economic impact of \$2,014,357 - a 268:1 return on our \$7,500 investment. In an effort to boost early-season visitation we supported our "Outlaws and Icons" digital campaign with a \$25,000 spend that resulted in 8,941 room nights booked, and \$3,279,900 in local spending - an ROI of \$133:1. We ran a similar campaign this fall that resulted in further success - I've included that report further on. We worked with Weatherby on an episode of "American Made," partnered with the Sheridan WYO Rodeo to offer public transportation to the fairgrounds and continued to develop our community photo and video archive, an archive that now includes more than 21,000 images and receives millions of views each year. Alongside the crew at Go Fast Don't Die, we were able to bring in half a dozen journalists, along with BMW, for the **DevilStone** Run, where we featured Clearmont, Ranchester, Dayton, and the Bighorn Scenic Byway. Speaking of film, our talented Film and Digital Production Coordinator, Max Brown, has nearly completed our Wyoming leather craft documentary, which we are so excited to debut in 2025.

We were forced to close the Burgess Junction Visitor Center early due to the Elk Fire, yet we welcomed more visitors this season than we did in year one, while also serving as an important resource for travelers. With staff encouraging those "just passing through" to visit our mountain lodges, stop in our small towns, and spend the night (or two!) in Sheridan County, the Burgess program has been a great success. We had staff at multiple trade shows and conferences both in the USA and abroad this year, and I can't tell you how rewarding it is to see Sheridan County appear on the itineraries of major tour operators and travel agents - it shows that our work promoting this fantastic community is justified.

2025 is going to start off with a bang as we feature amazing winter activities and bring back the WYO Winter Rodeo. Joining us over skijoring weekend (Feb 8) will be Rolls-Royce Motor Cars. Rolls is bringing with them a dozen of the most talented travel writers and photographers in the industry, and we can't wait to showcase everything that makes Sheridan County special in the winter. We are brewing up some ways to feature our incredible polo community; planning for major celebrations in 2026; and much more. From everyone at Sheridan County Travel & Tourism, here's to a Merry Christmas and a Happy New Year!



Shawn Parker
Executive Director
Sheridan County Travel & Tourism

2024 / Sheridan County in Focus.

Our crew attended as many events as we could this year, and we spent plenty of time showcasing new and favorite attractions and businesses across the community. You can always find our image archive at this link.



CORE EFFORTS

Sheridan County Travel & Tourism Promotional Efforts

Our work is focused on three key leverage points:

History & Heritage

Western Culture

The Great Outdoors

- We produce a mix of print, digital, radio, and other media to reach potential visitors. Our content includes our podcast, WYLD West; our streaming series, The Backyard; The Women of Sheridan, Wyo. multi-media features; specialty video content; and more.

- We advertise annually in 50+ international, national and regional outlets:
 * Outside, Travel & Leisure, Nat Geo, Wyoming Public Media, Lonely Planet, Texas Monthly, Cowboys & Indians, True West Magazine, 5280, Cowboy Channel, and many more.

- Our promotional and advertising campaigns are designed to encourage visitation year-round with special emphasis on shoulder and off-season travel. We have developed material to promote arts events and attractions in the spring, snowmobiling, fat biking and Nordic skiing activities in the winter, and outdoor recreation activities in the fall.

- We produce content targeting potential visitors as well as trade partners (tour operators, wholesalers, etc). Trade partners help to increase our reach and spread the word about Sheridan County as a destination beyond where our reach or budget would typically allow.

- sheridanwyoming.org serves as the center of our media ecosystem.

- We work with event organizers to promote existing and new events year-round with SCTT grant funding supporting dozens of events, conferences and conventions each year.

- We work with local and state partners on economic development initiatives.

- We coordinate the distribution of resources for our community partners.

- We operate the Sheridan Visitor Information Center as well as the Burgess Junction Visitor Center.

- Partnerships include the Wyoming Office of Tourism, Brand USA, other local tourism/lodging tax boards, local businesses and organizations, and national brands.

- We travel to domestic and international trade shows, consumer travel and tourism shows, and sales conventions to develop partner relationships and broaden exposure to our community.

INTERNATIONAL VISITATION

Great American West Marketing Co-op

RANGE: Through December 1, 2024

Wyoming

	2022	2023	2024	YOY
Tour Operators Offering Overnights	477	506	512	+1.2%
Overnights Offered	11,067	11,899	12,443	+4.6%
Total Estimated Room Nights Booked	*	91,366	90,835	-0.58%
Total Estimated Visitor Spending	*	\$45,010,890	\$50,485,145	+12.16%

Sheridan

	2022	2023	2024	YOY
Tour Operators Offering Overnights	202	217	212	-2.3%
Overnights Offered	454	497	496	-0.2%
Overnight Market Share (state)	4.1%	4.18%	3.99%	-4.55%
Total Estimated Room Nights Booked	*	3,819	3,624	-5.11%
Total Estimated Visitor Spending	*	\$1,881,455	\$2,014,357	+7.06%

Sheridan Tour Operator Count

	2022	2023	2024	YOY
UK	28	32	35	+9.38%
Germany	48	49	46	-6.12%
France	32	34	33	-2.94%
Benelux	32	33	31	-6.06%
Italy	43	43	40	-6.98%
Nordics	9	11	12	+9.09%
Australia	10	15	15	0%
Total	202	217	212	-2.3%

Sheridan Overnights Offered

	2022	2023	2024	YOY
Accommodations	105	111	111	0%
Fly/Drive	207	213	231	+8.45%
Group	54	65	58	-10.77%
Motorcoach	80	99	87	-12.12%
Packages	8	9	9	0%
Total	454	497	496	-0.2%

2024 data through November 1.

International marketing efforts launched in tandem with the Wyoming Office of Tourism and the "Great American West" co-op between WY, MT, UT, SD, ND with a focus on seven international markets.

DATA AND INSIGHTS

Profile includes out-of-state visitors and in-state visitors coming from 50+ miles

RANGE: January 1, 2023 - December 7, 2023

RANGE: January 1, 2024 - December 7, 2024

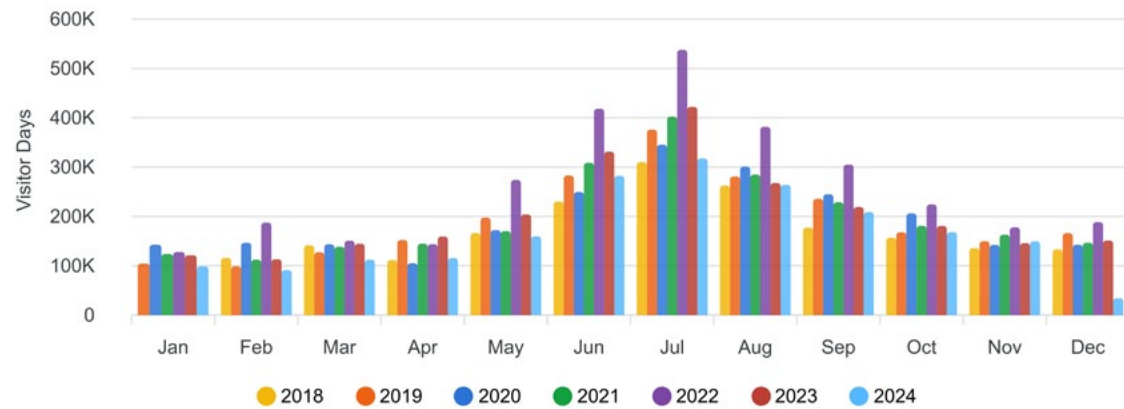
TOTAL TRIPS
1,117,573 Trips

TOTAL TRIPS
931,110 Trips

VISITOR DAYS
2,220,698 Days

VISITOR DAYS
1,956,406 Days

Visitation by Year - Visitor Days

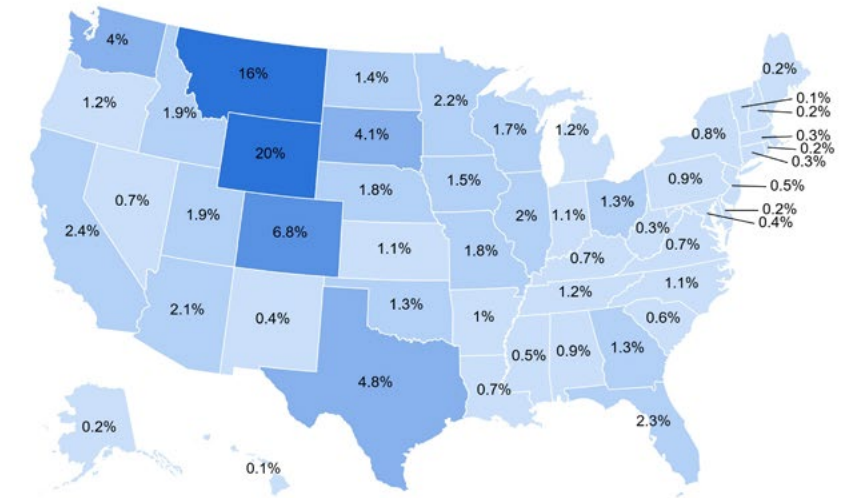


Demographics



Share of Trips by State

RANGE: January 1, 2024 - November 23, 2024



Visitor Days by Length of Stay



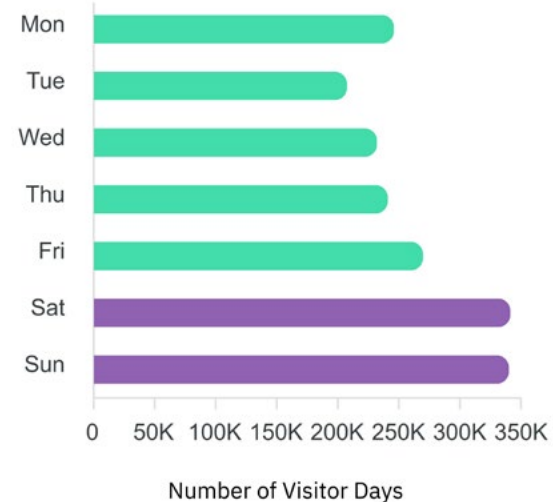
1 Day 41.2% 2 Days 15.8%
 3 Days 8% 4 Days 6.86%
 5 Days 6.67% 6+ Days 21.5%

Avg Length of Stay: 2.1 Days

DMA Visitation

DMA	Visitor Days
Denver	304,341
Billings	245,997
Casper-Riverton	156,121
Rapid City	111,190
Cheyenne-Scottsbluff	86,249
Salt Lake City	81,492
Seattle-Tacoma	43,063
Phoenix -Prescott	41,185
Butte-Bozeman	34,776
Spokane	34,218
Minneapolis-St. Paul	33,149
Dallas-Ft. Worth	30,072

Visitors by Day



ICONS AND OUTLAWS CAMPAIGN

2024 Digital Marketing Attribution

Data from one of our off-season digital campaigns designed to increase visitation within the region (special emphasis on drive markets)

Featuring elements from our Icons and Outlaws campaign



Sheridan WY

2024 Annual Leisure Campaign

Campaign Run Dates: 01.08.24 - 06.01.24 Report Period: 01.08.24 - 07.29.24
 Attribution Mileage: 50 - 400 mile radius Attribution Reflects: 01.15.24 - 07.06.24

Attribution

Destination

Total Trips/Visits **32,799**
 Estimated Impact **\$3,279,900.00**

EST. CAMPAIGN IMPACT
\$3,279,900.00

EST. ROAS
\$133.10 : \$1

COST/VISITOR DAY
\$0.44

Hotels

Est. Room Nights **8,941**
 Estimated Impact **\$894,100.00**

TOTAL IMPRESSIONS
2,620,668

TOTAL CLICKS
5,737

TOTAL A/V COMPLETIONS
239,603

Attractions

Total Trips/Visits **4,421**
 Estimated Impact **\$442,100.00**



ICONS AND OUTLAWS CAMPAIGN

2024 Digital Marketing Attribution

Data reflecting our Q1 and Q4 off-season digital campaigns and the attribution associated with both

Featuring elements from our Icons and Outlaws campaign



Sheridan WY 2024 Annual Leisure Campaign

Campaign Run Dates: 01.08.24 - 12.15.24 Report Period: 01.08.24 - 12.17.24
Attribution Mileage: 50 - 3358 mile radius Attribution Reflects: 01.15.24 - 11.30.24

Attribution

Destination

Total Trips/Visits
93,894

Estimated Impact
\$9,389,400.00

EST. CAMPAIGN IMPACT
\$9,389,400.00

EST. ROAS
\$203.51 : \$1

COST/VISITOR DAY
\$0.28

Hotels

Est. Room Nights
28,683

Estimated Impact
\$3,011,715.00

TOTAL IMPRESSIONS
5,013,306

TOTAL CLICKS
10,479

TOTAL A/V COMPLETIONS
377,163

Attractions

Total Trips/Visits
12,533

Estimated Impact
\$1,253,300.00





WYYO WINTER RODDEO

February
2025

WyoWinterrodeo.org

SKIJORING * MOONLIGHT SKI * FAMILY SLED DAY * CONCERTS

SPONSOR INFORMATION

Our sponsors contribute funds that grow the prize pool and attract athletes from across the nation. We only have a few sponsor spots left - reach out for info on how you can be part of the action!

[FULL SCHEDULE](#)

VENDOR INFORMATION

We have limited space left for vendors -- please write to us if you are interested in a vendor space for Skijoring on Saturday, February 8th!

[VOLUNTEER SIGN UP](#)

VOLUNTEER INFORMATION

We always have room for energetic volunteers on skijoring weekend. Click the link above to find our volunteer sign up sheet for 2025.

[MATCHMAKER FORUM](#)

MATCHMAKER FORUM

Are you a rider without a skier or snowboarder, or a skier or snowboarder looking for a rider and horse? Click the link to our matchmaker forum (a fancy way of saying our Facebook page) and we'll help you find a skijoring partner!

1517 E 5th St, Sheridan, WY
307-673-7120

Share on social



Check out our site [→](#)



I AM ONLY A CRAFTSMAN

Leather Craft Documentary Film

The History of Leather Craft and Cowboy Culture in Sheridan County

A Global Story Told in Two Parts

Director Salvatore Brown continues editing work on our feature-length documentary, I Am Only A Craftsman. The film is a look at the history of leather craft and cowboy culture in Sheridan County, and how the likes of James F Jackson, the King Family, the Hap Family, Don Butler, Bill Gardner, and many others have impacted the art of leather craft here in the United States and also Japan, where the predominant style of leather craft is the “Sheridan Style.”

Our project has received support from the Wyoming Arts Council; Wyoming Humanities; the Wyoming Office of Tourism; Brand USA; and PBS.

Future plans for the film include a special premiere; marketing and promotional campaigns designed to support, as well as take advantage of the interest generated by the film. Additionally, we are working on a plan to have the film featured on a major streaming platform.

Why Japan?

- Japan is the 4th largest inbound travel market to the USA and travelers have an incredible affinity for western experiences.
- With more direct flights to our region (Denver and SLC) both Brand USA and the Wyoming Office of Tourism are working to capitalize on inbound traffic.
- With a cultural hook like leather craft/cowboy culture we’re working to make sure we capture a slice of that market.
- Japanese travelers have been coming to Sheridan for years for the Leather Trade Show, and the 2024 contingent was the largest yet.

[Click for Teaser #1](#)

[Click for Teaser #2](#)

I AM ONLY A
Craftsman 革製品

A documentary film by Sheridan County Travel & Tourism



Calendar of Events

You can find our calendar of events at sheridanwyoming.org. Our staff routinely updates listings and event details on the calendar and our website, but make sure to let us know if you see something that needs to be edited or updated. The community calendar is now fully interactive, and there are handy tabs to assist you in adding your own events.

And speaking of our website, check back often for fresh itineraries, news, stories, and more - we are always updating. There is nearly enough content on our website to fill three Craig Johnson novels -- that's a lot of good material!

Media Coverage

Sheridan County featured in many travel stories from numerous outlets throughout 2024! We do our best to collect and feature these stories across our social media channels and throughout our network. Check out a few:

- Travel + Leisure - [This Underrated Northern Wyoming Town](#)
- America's Golfing Couple - [Cody, Yellowstone, and Yonder](#)
- Matador Network - [Solo Wyoming Road Trip](#)
- Great American West - [Great American West is Full of Characters](#)
- Wyoming PBS - [The Astonishing Winter Sport Attracting Thousands](#)
- Matador Network - [Solo Wyoming Road Trip](#)
- Come On Aileen Blog - [Road Trip Sheridan](#)
- Roadbook - [The Dude Ranch Revival](#)
- Ride Apart - [This Was the Best Motorcycle Rally I've Ever Done, Don't Do It](#)
- WRN - [Riding a BMW Motorcycle on the 2024 DevilStone Run through Wyoming](#)



FOR THE ICONS AND OUTLAWS OF SHERIDAN, WY
Our 2025 Visitor Guide is complete! We will have copies in the office in the coming weeks and will begin distribution thereafter.

