

VISIT *Casper*

UPDATE: 2025-2026 Year to Date

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City of Mills Board Appointee
Morgan Covert
Fox Spa

Q1 2025

- **Review and evaluation:**
 - Financial structures, systems and reporting
 - Organizational structure, systems and management
 - Vendors/contracts
- **Staff reorganization**
- **Proof of performance reporting** - monthly Scorecard
- **Destination Development projects** identified
- Always-on, industry-leading **marketing**



Q2 2025

- Started transition to new **website and CRM** for cost savings
- Updated **research tools** to better target overnight travelers
- Added **sales tools** to better target groups and sports events
- Updated financial policies adding **additional layers of risk management**
- **CNFR**
- **NJCAA**
- Staff at **tradeshows** selling to groups and sports events



Q3 2025

- **Event/Marketing Sponsorship Request form**
- **Economic Impact Report Request form**
- **Resident sentiment survey**
- \$112,000 to David Street Station for **Ice Chiller**
- \$100,000 to City of Casper for **Wayfinding Signage**
- \$25,000 to **Indian Relay Races** at the Central Wyoming Fairgrounds
- \$73,000 to Natrona County for **Wayfinding Signage**
- \$105,000 to **Hells Half Acre improvements**
- \$66,000 to **community tourism education program**



Q4 2025

- **Destination Business Plan**
- **Tourism Master Plan** updated
- **WOT International tourism training** in Casper
- **2024 audit** complete & clean
- **100+ economic impact reports** completed
- **Destination Guide** and **Downtown Pocket Map** sales
- Staff attended **WHTC Fall Summit**
- Always-on, industry-leading **marketing**



Q1 2026

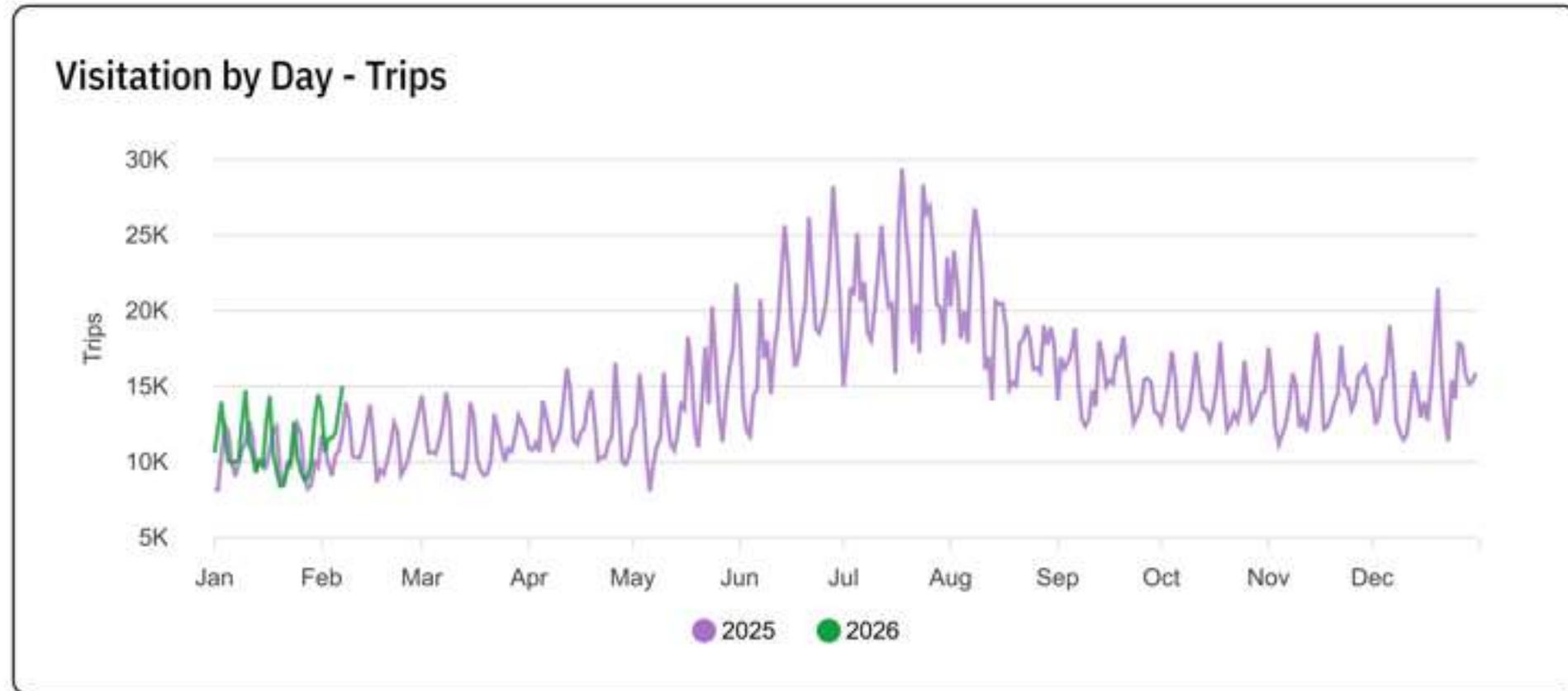
- **Destination Guide** produced & distributed
- **Downtown Pocket Map** produced & distributed
- **Tourism Master Plan** adopted & produced
- \$25,000 to City of Mills
Wayfinding
- Staff attended Wyoming **Governor's Hospitality & Tourism Convention**
- Always-on, industry-leading **marketing**



Coming up in 2026

- Partnership project: **Pathways National Heritage Area** with Carbon County
- Staff attending: **International Roundup & Sports ETA, Tourism Academy, Destinations International Sales Summit and Annual Convention**
- National Travel & Tourism Week **Luncheon May 4**
- **CNFR, CWER**
- **Hells Half Acre** upgrades complete, **ribbon cutting May 7**
- **Three new videos** focusing on outdoor

Countywide Visitation/Seasonality



Global Filters

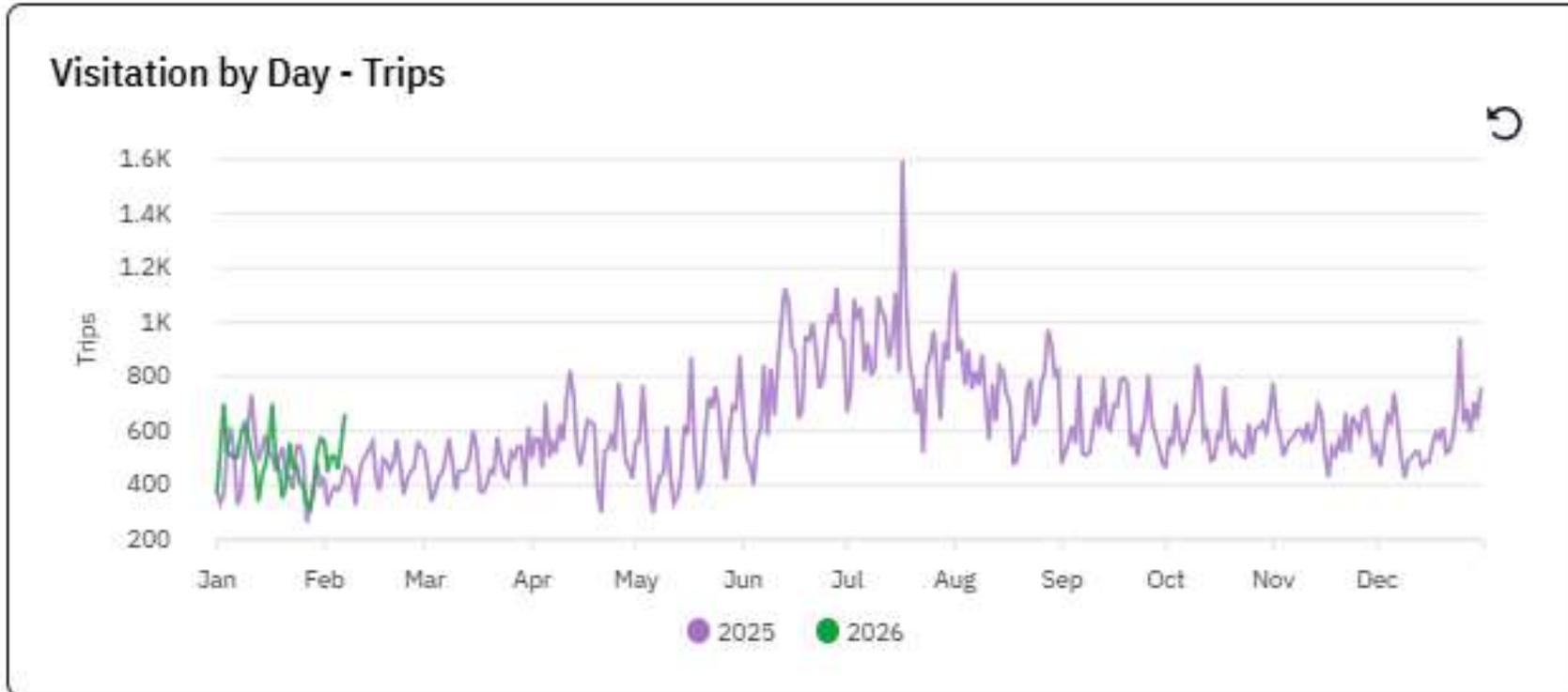
Advanced Filters

Caladan 1.2 Model | © Datafy - All Rights Reserved

Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.



Mills Visitation/Seasonality



Global Filters

Advanced Filters

Caladan 1.2 Model | © Datafy - All Rights Reserved

Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.



Lodging Tax Collections by Natrona County Communities FY25

Natrona County

\$100,715

Casper

\$2,011,809

Edgerton

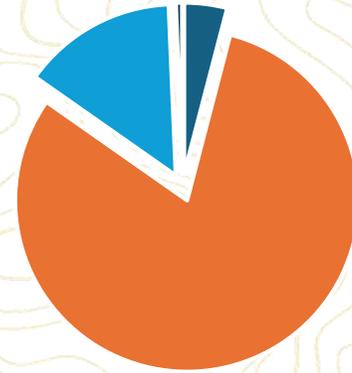
\$8

Evansville

\$363,437

Mills

\$2,033



■ Natrona County

■ Casper

■ Edgerton

■ Evansville

■ Mills

■ Midwest

Industry Updates

State Updates

- Domenic Bravo new WOT Executive Director
- Glenn Gardner with WOT attends Visit Casper Board meetings
- New Destination Development funds notifications in June, 2026

National Updates

- Annette will attend Destinations International Annual Convention maintaining CDME certification
- Visit Casper officers and CEO attended 2026 Board Leadership Symposium
- Visit Casper continues to boast DMAP accreditation with Destinations International

Industry Trends

Local Opportunities

- Small and medium-sized groups/meetings (prop up rates)
- Sports (volume and off-peak visitation)
- Leveraging geolocation-linked marketing tools to hyper-target visitors (spend less per visitor acquired)

Local Challenges

- Economic forces & cost pressures
- Limited transportation/accessibility (availability and reliability of flights with only one carrier)
- Inability to secure larger groups for

A scenic landscape featuring a winding asphalt road with a yellow dashed center line. The road curves through a valley with dry, golden-brown grass and scattered shrubs. In the background, there are rocky hills and a prominent, large, rounded rock formation. The sky is a deep blue with wispy white clouds. The word "Questions?" is overlaid in the center of the image in a bold, yellow, sans-serif font.

Questions?