

## 2010 Visitor Intercept Survey

### Study Overview and Methodology

A Visitor Intercept Study was conducted by Cheyenne Convention and Visitors Bureau (CCVB) with assistance from Randall Travel Marketing (RTM). CCVB prepared the survey questionnaire document and bureau staff completed 414 intercept interviews with a random sampling of visitors to Cheyenne. Interviews were segmented by type of visitor, by location, and by time period. The interviews were conducted at various times of day and various days and months during 2010 in order to achieve a full-year random sampling. Completed surveys were data entered and tallied by bureau staff. This completed data was provided to RTM. RTM prepared this written analysis of the data. An incentive gift (bumper sticker, plastic sheriff's badge, etc.) was given to respondents.

#### Segment:

Segment	Number	Percentage
Business	110	26.57%
Leisure	304	73.43%
<b>Overall</b>	<b>414</b>	<b>100.00%</b>

#### Month:

Month	Business	Leisure	Overall
January	8.18%	2.63%	4.11%
February	10.00%	3.62%	5.31%
March	2.73%	3.62%	3.38%
April	11.82%	2.30%	4.83%
May	8.18%	13.82%	12.32%
June	10.91%	16.78%	15.22%
July	1.82%	<b>27.63%</b>	<b>20.77%</b>
August	<b>12.73%</b>	12.17%	12.32%
September	5.45%	10.20%	8.94%
October	<b>12.73%</b>	1.64%	4.59%
November	2.73%	5.26%	4.59%
December	<b>12.73%</b>	0.33%	3.62%

#### Location:

Location	Business	Leisure	Overall
Days Inn	1.82%	1.32%	1.45%
Depot	0.00%	9.54%	7.00%
Fairfield	8.18%	12.50%	11.35%
Hampton Inn	17.27%	4.93%	8.21%
Holiday Inn	5.45%	3.95%	4.35%
Holiday Inn Express	35.45%	12.17%	18.36%
Little America	10.00%	0.00%	2.66%
Microtel	5.45%	0.33%	1.69%
Springhill Suites	2.73%	1.32%	1.69%
Trolley	11.82%	44.74%	35.99%
Nagle-Warren	1.82%	9.21%	7.25%
<b>Grand Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**2010 Visitor Intercept Survey****Summary of Intercept Interviews**

		<b>Overall Intercept Survey</b>		
Quantity of Interviews:		414		
<b>Demographics:</b>				
Average Age		<b>35-54</b>		
Gender: Male / Female		45.34%/48.23%		
<b>Point Of Origin:</b>		Colorado, Wyoming, Nebraska, California and Texas		
<b>Age Range</b>				
Under 18		1.77%		
18-24		4.04%		
25-34		9.60%		
<b>35-54</b>		<b>34.09%</b>		
55-64		24.24%		
65+		26.26%		
<b>Travel Party Size:</b>		<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
<b>Adults traveling without children</b>		93.52%	80.34%	<b>83.87%</b>
Average # adults in party		2.30	2.44	<b>2.40</b>
<b>Adults traveling with children</b>		6.48%	19.66%	16.13%
		1.29	2.12	<b>2.03</b>
Traveling with pets		2	5	7
<b>Major Trip Purpose</b>		<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
Vacation		10.00%	<b>69.74%</b>	<b>53.86%</b>
Shopping/dining/entertainment		2.73%	3.62%	3.38%
Group tour		3.64%	3.62%	3.62%
Visiting friends and relatives		4.55%	27.30%	21.26%
Convention or meeting		30.91%	0.00%	8.21%
Other business reasons		<b>73.64%</b>	0.00%	19.57%
Other (specify)		0.91%	3.29%	2.66%
<b>Primary Destination</b>		<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
<b>Cheyenne</b>		<b>70.00%</b>	<b>54.61%</b>	<b>58.70%</b>
Yellowstone		0.00%	11.84%	8.70%
Denver		6.36%	12.50%	10.87%
Grand Tetons		0.00%	7.89%	5.80%
Mt. Rushmore / Black Hills		4.55%	16.45%	13.29%
Other (specify)		15.45%	21.71%	20.05%
<b>First Visit?</b>		<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
Yes		21.57%	<b>47.14%</b>	<b>40.31%</b>
<b>Prior Visits</b>				
1 – 3 years ago		<b>60.78%</b>	32.86%	<b>40.31%</b>
4 – 10 years ago		9.80%	9.29%	9.42%
More than 10 years ago		7.84%	10.71%	9.95%
<b>Lodging Type</b>		<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
<b>Hotel / Motel</b>		<b>91.82%</b>	<b>59.54%</b>	<b>68.12%</b>
Friends / Relatives		1.82%	12.50%	9.66%
Bed & Breakfast		1.82%	14.14%	10.87%
Campground		0.91%	9.21%	7.00%
Other (specify)		2.73%	2.30%	2.42%

**2010 Visitor Intercept Survey**

<b>Average Length of Stay</b>	<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
0 Nights – Day trip only	0.93%	9.31%	7.05%
<b>1 Night</b>	<b>49.53%</b>	<b>39.31%</b>	<b>42.07%</b>
2 Nights	30.84%	21.72%	24.18%
3 Nights	5.61%	10.00%	8.82%
4 Nights	4.67%	7.59%	6.80%
5 Nights	0.93%	4.83%	3.78%
6 Nights or More	7.48%	7.24%	7.30%
<b>Avg. number of nights =</b>	<b>2.20</b>	<b>2.25</b>	<b>2.24</b>
<b>Transportation Mode</b>	<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
<b>Automobile only</b>	<b>76.36%</b>	<b>78.95%</b>	<b>78.26%</b>
Motor coach / bus	4.55%	4.93%	4.83%
Motorcycle	0.00%	1.32%	0.97%
Other (specify)	1.82%	2.63%	2.42%
Combination fly / drive	16.36%	10.86%	12.32%
<b>Travel Planning Time</b>	<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
7 Days or Less	<b>41.49%</b>	18.18%	24.30%
14 Days to 30 Days	36.17%	25.76%	28.49%
35 Days to 180 Days	21.28%	<b>46.59%</b>	<b>39.94%</b>
210 Days or More	1.06%	9.47%	7.26%
<b>Average Number of Days</b>	<b>35.54</b>	<b>83.14</b>	<b>70.64</b>
<b>Information Source</b>	<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
<b>Friends / Relatives</b>	13.64%	<b>43.09%</b>	<b>35.27%</b>
Magazine article	2.73%	5.59%	4.83%
Newspaper article	1.82%	1.97%	1.93%
Print advertising	5.45%	3.62%	4.11%
<b>Brochures</b>	4.55%	<b>20.72%</b>	<b>16.43%</b>
State / city visitor Office	7.27%	5.92%	6.28%
AAA / Motor Club	9.09%	16.12%	14.25%
<b>Web Sites</b>	<b>32.73%</b>	<b>38.82%</b>	<b>37.20%</b>
Other sources (specify)	<b>21.82%</b>	4.61%	9.18%

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**2010 Visitor Intercept Survey**

<b>Attraction, feature, special event Visited</b>	<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
Cheyenne Frontier Days	1.82%	15.79%	12.08%
Frontier Days Old West Museum	2.73%	18.75%	14.49%
Nelson Museum of the West	4.55%	6.25%	5.80%
Historic Governors' Mansion	3.64%	9.21%	7.73%
WY State Museum	7.27%	14.80%	12.80%
Terry Bison Ranch	1.82%	8.88%	7.00%
WY State Capitol	9.09%	8.88%	8.94%
Botanic Gardens	4.55%	10.86%	9.18%
<b>Trolley</b>	<b>9.09%</b>	<b>39.47%</b>	<b>31.40%</b>
<b>Cheyenne Depot</b>	<b>8.18%</b>	<b>31.25%</b>	<b>25.12%</b>
FE Warren AFB	4.55%	4.93%	4.83%
Sports Tournament	2.73%	1.97%	2.17%
<b>Shopping</b>	<b>20.00%</b>	<b>24.67%</b>	<b>23.43%</b>
Bit-O-Wyo Ranch	0.00%	0.99%	0.72%
Local Festival	0.91%	1.97%	1.69%
Train attraction (like "Big Boy")	3.64%	9.54%	7.97%
Other reasons/activities (please specify)	8.18%	7.89%	7.97%
<b>Participate in Outdoor Recreation?</b>	<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
Yes	4.76%	5.54%	5.33%
<b>No</b>	<b>95.24%</b>	<b>94.46%</b>	<b>94.67%</b>
<b>Did your visit meet your expectations?</b>	<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
<b>1 (Very much so)</b>	<b>39.08%</b>	<b>57.26%</b>	<b>52.44%</b>
2	39.08%	29.05%	31.71%
3	17.24%	10.37%	12.20%
4	4.60%	3.32%	3.66%
5 (Not at all)	0.00%	0.00%	0.00%
<b>Average Rating</b>	<b>1.87</b>	<b>1.60</b>	<b>1.67</b>
<b>Rate Aspect of Visit to Cheyenne:</b> <i>A=1=Excellent, B=2, C=3=Average, D=4, F=5=Poor</i>	<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
Attractions	1.78	1.65	1.68
Lodging	1.64	1.67	1.66
Selection of Shopping	1.98	1.92	1.94
Directional Signage	1.72	1.77	1.76
Range of Choices for Dining	1.92	1.83	1.85
Value for the Money	1.91	1.75	1.79
<b>Overall Grade for visit to Cheyenne</b>	<b>1.76</b>	<b>1.63</b>	<b>1.67</b>

**2010 Visitor Intercept Survey**

<b>Spending Category</b>	<b>Amount Business</b>	<b>Amount Leisure</b>	<b>Amount Overall</b>
Lodging	\$254.91	\$220.95	\$231.34
Transportation (auto operation, rental, airline)	\$274.40	\$201.25	\$220.46
Eating and drinking places	\$131.88	\$122.75	\$125.26
Admissions and entertainment	\$118.33	\$76.96	\$80.84
Food and supplies bought at stores	\$62.71	\$73.14	\$70.73
Other purchases (souvenirs, gifts, etc.)	\$143.40	\$107.13	\$114.63
<b>Total Trip Expenditures</b>	<b>\$985.64</b>	<b>\$802.18</b>	<b>\$843.25</b>
<b>Average Number of Nights</b>	<b>2.20</b>	<b>2.25</b>	<b>2.24</b>
<b>Average Daily Expenses</b>	<b>\$448.02</b>	<b>\$356.52</b>	<b>\$376.45</b>

<b>Spending Category</b>	<b>% of whole Business</b>	<b>% of whole Leisure</b>	<b>% of whole Overall</b>
Lodging	25.86%	27.54%	27.43%
Transportation (auto operation, rental, airline)	27.84%	25.09%	26.14%
Eating and drinking places	13.38%	15.30%	14.85%
Admissions and entertainment	12.01%	9.59%	9.59%
Food and supplies bought at stores	6.36%	9.12%	8.39%
Other purchases (souvenirs, gifts, etc.)	14.55%	13.35%	13.59%
<b>Total Trip Expenditures</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**Summary of Findings**

- The primary destination for business travelers tends to be either Cheyenne or the nearby area. Leisure visitors report their primary destination as either Cheyenne (54.61%) or Yellowstone and other regional destinations.
- The top activities for both business and leisure visitors include: dining, shopping, the Cheyenne Depot and the trolley.
- Only 5% of Cheyenne visitors engage in outdoor activities. Most popular activities include golf, hiking, and walking. This contrasts with statewide data, where more than one-third of visitors report outdoor activities.
- 93.52% of all business travel parties are adults traveling without children, although they often contain two or more adults. 80.34% of all leisure travel parties are adults traveling without children. Those that do contain children are likely to have 1-3 children. Very few travel parties (1%) to Cheyenne (business and leisure) contain pets, compared to 12% on a statewide basis.
- 80.37% of business travelers stay 1-2 nights. 61.03% of leisure visitors stay 1-2 nights, and 12.07% stay 5 nights or longer.
- 78.26% of all visitors drive to Cheyenne. 16.36% of business travelers fly into either Denver or Cheyenne and rent an automobile. 12.32% of leisure visitors fly/drive, with most of those flying into Denver. Southwest and United Airlines are the most frequently chosen airlines.
- 91.82% of business travelers and 59.54% of leisure visitors choose hotels/motels for their lodging.
- Business visitors plan their trip an average of 35.54 days in advance, while leisure visitors plan their trips 83.14 days in advance.
- Websites are the most prevalent source of visitor information, along with referrals from friends and relatives. For business visitors information provided by their workplace is also a frequent information source. Brochures are the third most frequent source of information for leisure visitors.
- Approximately 60% of all visitors are repeat visitors, while approximately 40% are first-time visitors. This is excellent and near-text book perfect. The ideal mix is considered one-third new visitors and two-thirds repeats.
- The majority (52.44%) rated Cheyenne an “A” in meeting their expectations. Nearly 85% of respondents rated Cheyenne either an “A” or a “B”. Only 12% rated it a “C” or average. Less than 4% rated it below average. This can be considered excellent satisfaction ratings.
- Business travelers spent an average of \$985.64 on their trip to Cheyenne while Leisure travelers spent an average of \$802.18. Trip lengths averaged between 2-3 nights. Cheyenne’s 2010 Inquiry Conversion Study (see section 6 of this report, page 25) indicates the spending for those who inquired to Visit Cheyenne was \$904.31. Again trip length averages between 2-3 nights. This matches the statewide 2010 Visitor Profile Study that indicated the 2010 trip total was \$914, with an average length of stay of 2-3 nights. The statewide total of \$914 was nearly 10% lower than in previous years, which matches national trends since the recession.
- Visitors tend to be Generation X, Baby Boomers, or Silent Generation. Approximately one out of twenty (5.03%) visitors are foreign. This matches statewide data, as well as data for the surrounding states. Primary points of origin are Wyoming, Colorado, Texas, California, Nebraska, Missouri and Michigan.
- Household income tends to be over \$75,000.

**1. Which of the following represents the main reason for your visit to Cheyenne?**  
(Check all that apply)

Main Reason	Business	Leisure	Overall
Vacation	10.00%	<b>69.74%</b>	<b>53.86%</b>
Shopping/dining/entertainment	2.73%	3.62%	3.38%
Group tour	3.64%	3.62%	3.62%
Visiting friends and relatives	4.55%	27.30%	21.26%
Convention or meeting	30.91%	0.00%	8.21%
Other business reasons	<b>73.64%</b>	0.00%	19.57%
Other (specify)	0.91%	3.29%	2.66%
Survey Sample (N) =	110	304	414

**Other main reasons listed include:**

**Business**

- Spelling Bee

**Leisure**

- **Pool Tournament (3)**
- **Hockey Tournament (2)**
- Baseball Tournament
- Kaycee
- Medical
- Sports
- Truck break down

This question was asked to determine primary trip purpose and to screen participants in order to get an appropriate mix of business and leisure respondents.

**2. What was your primary destination for this trip? (Multiple responses taken)**

**Top response in bold**

Primary Destination	Business	Leisure	Overall
<b>Cheyenne</b>	<b>70.00%</b>	<b>54.61%</b>	<b>58.70%</b>
Yellowstone	0.00%	11.84%	8.70%
Denver	6.36%	12.50%	10.87%
Grand Tetons	0.00%	7.89%	5.80%
Mt. Rushmore / Black Hills	4.55%	16.45%	13.29%
Other (specify)	15.45%	21.71%	20.05%
Survey Sample (N) =	110	304	414

**Other primary destinations listed include:**

**Business**

- Casper (2)
- California
- Colorado
- Hiking
- Laramie
- Multiple
- North Carolina
- Pine Bluffs
- Snow
- Tennessee
- Torrington
- Wisconsin
- Wyoming

**Leisure**

- California (6)
- Colorado (4)
- Steamboat (4)
- Montana (3)
- Salt Lake (3)
- Utah (3)
- Canada (2)
- Casper (2)
- Estes Park (2)
- Nebraska (2)
- Ohio (2)
- Vegas (2)
- West (2)
- Boise
- Boston
- Carpenter
- Colorado Springs
- Crazy Horse\*\*
- Detroit
- Devils Tower
- Ft. Laramie
- Full time RV
- Kaycee WY
- Milwaukee
- Oklahoma City
- Oregon
- Parks
- Quilt shops
- Rapid City\*\*
- Sedona
- South Dakota
- Vedawoo
- Vermont
- Yosemite

\*\*NOTE: Please note verbatim references to Crazy Horse and Rapid City, which could be considered part of Mt. Rushmore/Black Hills. Items were left in this list as reported by the respondent.

Cheyenne was the primary destination for the majority of these respondents. Business respondents were most likely to report Cheyenne or nearby points as their primary destination. Leisure respondents reported a wider range of primary destinations, and while Cheyenne was the most frequently referenced, Yellowstone and other regional destinations were prominent in the reporting.



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**3. Please check all attractions, features or special events you went to in Cheyenne during this visit.**

**Top Responses in Bold**

<b>Attraction, feature, special event</b>	<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
Cheyenne Frontier Days	1.82%	15.79%	12.08%
Frontier Days Old West Museum	2.73%	18.75%	14.49%
Nelson Museum of the West	4.55%	6.25%	5.80%
Historic Governors' Mansion	3.64%	9.21%	7.73%
WY State Museum	7.27%	14.80%	12.80%
Terry Bison Ranch	1.82%	8.88%	7.00%
WY State Capitol	9.09%	8.88%	8.94%
Botanic Gardens	4.55%	10.86%	9.18%
<b>Trolley***</b>	<b>9.09%</b>	<b>39.47%</b>	<b>31.40%</b>
<b>Cheyenne Depot</b>	<b>8.18%</b>	<b>31.25%</b>	<b>25.12%</b>
FE Warren AFB	4.55%	4.93%	4.83%
Sports Tournament	2.73%	1.97%	2.17%
<b>Shopping</b>	<b>20.00%</b>	<b>24.67%</b>	<b>23.43%</b>
Bit-O-Wyo Ranch	0.00%	0.99%	0.72%
Local Festival	0.91%	1.97%	1.69%
Train attraction (like "Big Boy")	3.64%	9.54%	7.97%
Other reasons/activities (please specify)	8.18%	7.89%	7.97%
Survey Sample (N) =	110	304	414

\*\*\*NOTE: A number of intercept interviews were conducted on the Trolley, somewhat skewing this response.

**Other reasons/activities listed include:**

**Business**

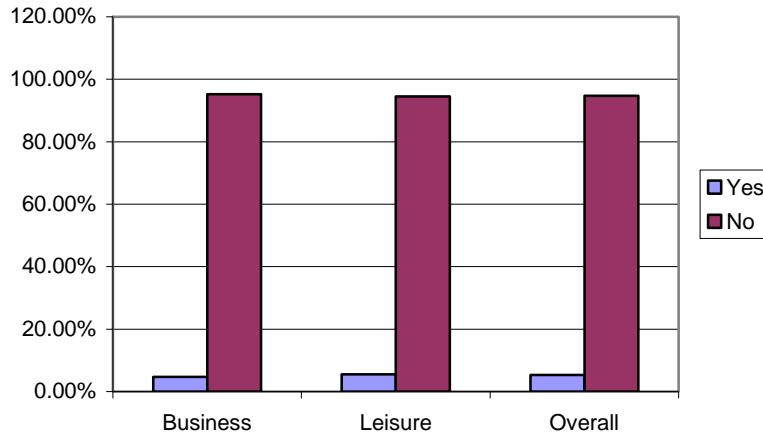
- Eat
- Goats
- Guard duty
- None
- UW
- WYDOT
- Wyoming Forum

**Leisure**

- **Graduation (4)**
- Atlas
- Baseball
- Book signing
- Cattle drive
- Cowgirls
- Family
- Farmers market
- Geocaching
- Greenway
- Kiwanis breakfast
- Nagle Warren
- Outlaw
- Pancake breakfast
- Rodeo in Pine
- Wedding

The Trolley, the Cheyenne Depot, and shopping are the top three activities reported by leisure visitors. It is interesting to note the percentage of business travelers that engage in leisure activities while visiting Cheyenne. The trend line for both leisure and business tends to run the same, with the exception of those activities that are only open when leisure visitors are able to visit. Other activities that rated highly include the Frontier Days Old West Museum, Cheyenne Frontier Days, and the Wyoming State Museum.

**4. During your trip to Cheyenne, did any member of your party participate in outdoor recreation (fishing, golf, hiking, biking, etc.)?**



Response	Business	Leisure	Overall
Yes	4.76%	5.54%	5.33%
<b>No</b>	<b>95.24%</b>	<b>94.46%</b>	<b>94.67%</b>
No Response =	4.55%	4.93%	4.83%
Survey Sample (N) =	110	304	414
Question Sample (n) =	105	289	394

***If yes, specify:***

***Business***

- Golf
- Hiking
- Walking

***Leisure***

- Golf (5)
- Biking (2)
- Walking
- Hiking (5)
- Fishing

Visitors to Cheyenne are not likely to be engaging in outdoor activities. In this study, only slightly over one out of twenty (5.33%) reported outdoor activities during their stay in Cheyenne. Golf, hiking and walking are the most likely outdoor activities.

This contrasts with statewide data. In the 2010 Visitor Profile Study for Wyoming Travel and Tourism, in which over one-third of respondents reported outdoor activities. Thus, we can conclude that visitors to Cheyenne are likely to be more interested in dining, shopping, and attending museums and attractions.

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**5. How many people, including yourself, are in your travel party on this visit.**

Number of Adults	Business	Leisure	Overall
1	<b>51.85%</b>	12.88%	23.33%
2	31.48%	<b>59.66%</b>	<b>52.11%</b>
3	3.70%	9.15%	7.69%
4	4.63%	14.24%	11.66%
5 or More	8.33%	4.07%	5.21%
<b>Average</b>	<b>2.30</b>	<b>2.44</b>	<b>2.40</b>
No Response =	1.82%	2.96%	2.66%
Survey Sample (N) =	110	304	414
Question Sample (n) =	108	295	403

**Percentage of visitors traveling with adults only:**

<b>Business</b>	<b>93.52%</b>
<b>Leisure</b>	<b>80.34%</b>
<b>Overall</b>	<b>83.87%</b>

Number of Children under 18	Business	Leisure	Overall
1	<b>71.43%</b>	24.14%	29.23%
2	28.57%	<b>50.00%</b>	<b>47.69%</b>
3	0.00%	17.24%	15.38%
4	0.00%	6.90%	6.15%
5	0.00%	1.72%	1.54%
<b>Average children for parties with children =</b>	<b>1.29</b>	<b>2.12</b>	<b>2.03</b>
<b>Average children for sample =</b>	<b>0.08 (n=108)</b>	<b>0.42 (n=295)</b>	<b>0.33 (n=403)</b>
No Response =	93.64%	80.92%	84.30%
Survey Sample (N) =	110	304	414
Question Sample (n) =	7	58	65

**Percentage of visitors traveling with children:**

<b>Business</b>	<b>6.48%</b>
<b>Leisure</b>	<b>19.66%</b>
<b>Overall</b>	<b>16.13%</b>

**Number of parties traveling with pets:**

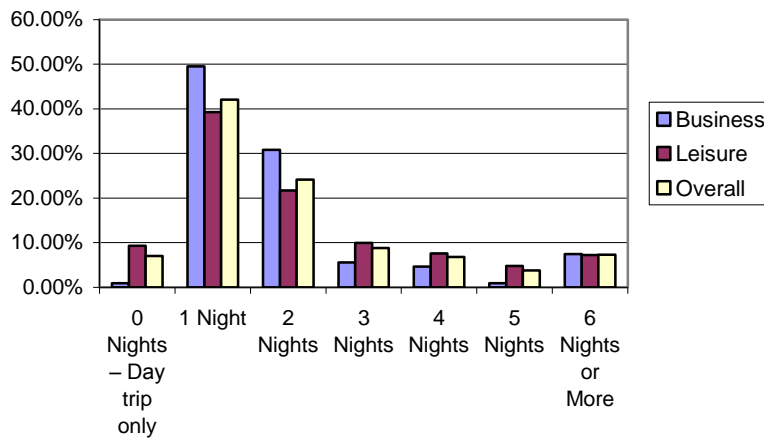
<b>Business</b>	<b>2</b>
<b>Leisure</b>	<b>5</b>
<b>Overall</b>	<b>7</b>

The vast majority of business travel parties (93.52%) are adults traveling without children, although about half of all business travel parties (48.15%) include more than one adult.

Interestingly, over three-quarters of leisure travel parties (80.34%) are also adults traveling without children. The one out of five travel parties that do contain children tend to include one to three children, with approximately half having two children.

Very few travel parties (1%) include pets. Again, this contrasts with statewide data in which we find that approximately 12% of visitor parties contain pets.

**6. How many nights were/are you in Cheyenne on this trip?**



Number of Nights	Business	Leisure	Overall
0 Nights – Day trip only	0.93%	9.31%	7.05%
<b>1 Night</b>	<b>49.53%</b>	<b>39.31%</b>	<b>42.07%</b>
2 Nights	30.84%	21.72%	24.18%
3 Nights	5.61%	10.00%	8.82%
4 Nights	4.67%	7.59%	6.80%
5 Nights	0.93%	4.83%	3.78%
6 Nights or More	7.48%	7.24%	7.30%
<b>Average number of nights =</b>	<b>2.20</b>	<b>2.25</b>	<b>2.24</b>
No Response =	2.73%	4.61%	4.11%
Survey Sample (N) =	110	304	414
Question Sample (n) =	107	290	397

The significant majority (80.37%) of business travelers stay in Cheyenne either one or two nights, with the average being 2.20 nights. Leisure travelers stay slightly longer at 2.25 average nights, with only 61.03% staying either one or two nights. Approximately 10% of leisure respondents were day trippers and 12.07% stayed five nights or longer.

**7. What mode of transportation did you use to visit Cheyenne?**  
*(Multiple responses taken)*

**Top response in bold**

<b>Transportation Mode</b>	<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
<b>Automobile only</b>	<b>76.36%</b>	<b>78.95%</b>	<b>78.26%</b>
Motor coach / bus	4.55%	4.93%	4.83%
Motorcycle	0.00%	1.32%	0.97%
Other (specify)	1.82%	2.63%	2.42%
Combination fly / drive	16.36%	10.86%	12.32%
Survey Sample (N) =	110	304	414

**Other transportation modes listed:**

**Business**

- **RV (2)**

**Leisure**

- **RV (4)**
- 5th wheel
- Tractor
- Van

**If flying, what airline did you use?**

**Business**

- **United (6)**
- **Frontier (3)**
- **Great Lakes (3)**
- American
- Delta
- Private
- Southwest

**Leisure**

- **Southwest (11)**
- **United (8)**
- **Frontier (4)**
- **Delta (3)**
- **American (2)**
- **B.A. (2)**
- **Continental (2)**
- USAir

**Which airport did you use?**

**Business**

- **Denver (8)**
- **Cheyenne (6)**
- Casper
- WyANG

**Leisure**

- **Denver (33)**
- CYS
- Rapid City

Approximately three-quarters of all visitors drive to Cheyenne. Close to one out of five (16.36%) of business travelers fly into either Denver or Cheyenne and rent an automobile. 12.32% of leisure travelers fly into Denver (primarily) and rent an automobile. Those who fly are most likely to choose Southwest or United Airlines.

**8. What type of lodging did you use? (Multiple responses taken)**

**The TOP responses in bold**

Lodging Type	Business	Leisure	Overall
<b>Hotel / Motel</b>	<b>91.82%</b>	<b>59.54%</b>	<b>68.12%</b>
Friends / Relatives	1.82%	12.50%	9.66%
Bed & Breakfast	1.82%	14.14%	10.87%
Campground	0.91%	9.21%	7.00%
Other (specify)	2.73%	2.30%	2.42%
Survey Sample (N) =	110	304	414

**Other lodging types listed:**

**Business**

- Spelling Bee

**Leisure**

- RV (2)

Generally this matched what RTM typically finds. The vast majority of traveler prefer hotels/motels when traveling.

**9. How far in advance did you begin planning this trip?**

**Respondents were asked to estimate their planning time in days, weeks, or months. For reporting purposes, all times given have been converted to days.**

Planning Time	Business	Leisure	Overall
7 Days or Less	<b>41.49%</b>	18.18%	24.30%
14 Days to 30 Days	36.17%	25.76%	28.49%
35 Days to 180 Days	21.28%	<b>46.59%</b>	<b>39.94%</b>
210 Days or More	1.06%	9.47%	7.26%
<b>Average Number of Days</b>	<b>35.54</b>	<b>83.14</b>	<b>70.64</b>
No Response =	14.55%	13.16%	13.53%
Survey Sample (N) =	110	304	414
Question Sample (n) =	94	264	358

This matches statewide data both in the 2010 statewide visitor profile study and the 2010 Visitor Center Economic Impact Study. Business travelers tend to have a shorter trip planning cycle, while leisure visitors plan their trip up to six months in advance.

10. *How did you gather information about Cheyenne?* (Check all that apply)

*The TOP responses in bold*

Information Source	Business	Leisure	Overall
<b>Friends / Relatives</b>	13.64%	<b>43.09%</b>	<b>35.27%</b>
Magazine article	2.73%	5.59%	4.83%
Newspaper article	1.82%	1.97%	1.93%
Print advertising	5.45%	3.62%	4.11%
<b>Brochures</b>	4.55%	<b>20.72%</b>	<b>16.43%</b>
State / city visitor Office	7.27%	5.92%	6.28%
AAA / Motor Club	9.09%	16.12%	14.25%
<b>Web Sites</b>	<b>32.73%</b>	<b>38.82%</b>	<b>37.20%</b>
Other sources (specify)	<b>21.82%</b>	4.61%	9.18%
Survey Sample (N) =	110	304	414

**Other sources listed include:**

**Business**

- Work (5)
- Previous (2)
- AARP
- Convention Brochure
- Google
- US DOT
- WLRA

**Leisure**

- Previous (2)
- Guide
- Map
- Radio

This matches statewide data very closely. Websites are the most prevalent source of visitor information, along with referrals from friends and relatives. For business travelers information provided by their workplace also is a frequent source of trip planning information. Brochures was the third most frequent source of information for leisure visitors.

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**2010 Visitor Intercept Survey**

11. **On an A B C D F school grading scale, where C is average, what grade would you give to each of the following aspects of your visit to Cheyenne?**

**(For reporting purposes the scale has been converted to:  
A=1=Excellent, B=2, C=3=Average, D=4, F=5=Poor)**

Aspect of Visit	Business	Leisure	Overall
Attractions	1.78	1.65	1.68
Lodging	1.64	1.67	1.66
Selection of Shopping	1.98	1.92	1.94
Directional Signage	1.72	1.77	1.76
Range of Choices for Dining	1.92	1.83	1.85
Value for the Money	1.91	1.75	1.79
<b>Overall Grade for visit to Cheyenne</b>	<b>1.76</b>	<b>1.63</b>	<b>1.67</b>

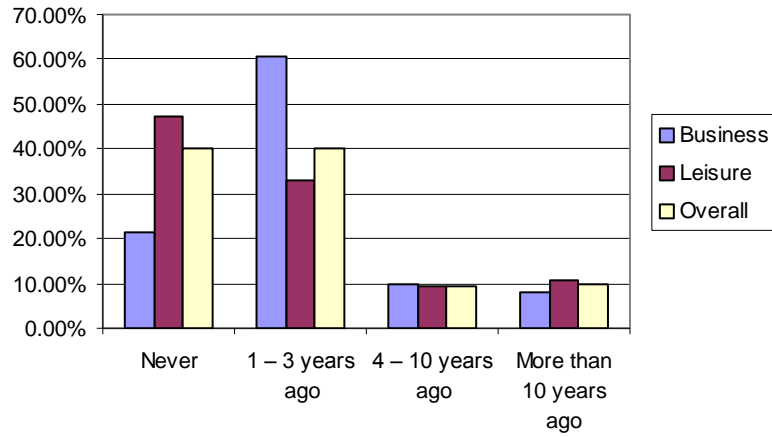
Cheyenne earns the equivalent of a “B+” from both its leisure and business visitors. Women tend to rate Cheyenne a little more positively than men.

**Average rating for “Overall Grade for visit to Cheyenne”**

Category	Average Rating Business	Average Rating Leisure	Average Rating Overall
Gender			
Men	1.85	1.74	1.78
Women	1.64	1.49	1.53
Both Male and Female Marked	N/A	1.64	1.64
<u>Main Purpose for Visit</u>			
Vacation	1.57	1.66	1.65
Shopping/dining/entertainment	1.00	1.40	1.31
Group tour	1.00	1.67	1.44
Visiting friends and relatives	2.00	1.51	1.53
Convention or meeting	1.67	N/A	1.67
Other business reasons	1.79	N/A	1.79
Other (specify)	1.00	1.50	1.44



**12. When was the last time you visited Cheyenne?**



Last Visit	Business	Leisure	Overall
Never	21.57%	<b>47.14%</b>	<b>40.31%</b>
1 – 3 years ago	<b>60.78%</b>	32.86%	<b>40.31%</b>
4 – 10 years ago	9.80%	9.29%	9.42%
More than 10 years ago	7.84%	10.71%	9.95%
No Response =	7.27%	7.89%	7.73%
Survey Sample (N) =	110	304	414
Question Sample (n) =	102	280	382

This data indicated that approximately 60% of all visitors are repeat visitors, while approximately 40% are first-time visitors. This is excellent and near-text book perfect. The ideal mix is considered one-third new visitors and two-thirds repeats. A destination wants to steadily replenish the visitor base with new visitors, and know it attracts repeat visitors as well. Business visitors are slightly more likely to be repeat visitors, as might be expected.

**13. Before visiting, what was your perception of Cheyenne?*****Business***

- Good / Great (6)
- Small (3)
- Western town (3)
- Expected a rural area / Country (2)
- Nice town / Wonderful town (2)
- No preconceptions (2)
- State Capitol (2)
- Airbase town
- Always visit Cheyenne
- Buffalo
- Cold
- Cowboy Capital
- Isolated
- It would be the same as 5 years ago
- Like Cheyenne, except the wind
- Modern, friendly city which embraces its western history
- OK
- Old cow town
- Same
- Song "Beaches of Cheyenne"
- Western history place
- Windy

***Leisure***

- Western town (14)
- Didn't have any (9)
- Cowboy Country (8)
- Nice (7)
- Small (7)
- Windy (7)
- Good / Great (6)
- Big town (3)
- Friendly (3)
- Rail Road (3)
- Wild west (3)
- Cold (2)
- Hot / warm (2)
- Open country side (2)
- State capitol (2)
- Alright place
- Back in the day
- Beautiful buildings
- Been here
- Capitol
- Charming
- Country
- Cows
- Cow town with class
- Ghost Town
- Great place to come shop
- Great western historic events
- History
- Horses and cowgirls
- I wanted to revisit
- Kids live here
- Laid back city
- Less metropolitan
- Like it
- Lived here
- Lovely
- Mountain
- My uncle lived here
- Near town
- Old
- Only here during Frontier Days so busy
- Pioneers

Cheyenne is one of those places on the globe that everyone seems to know. As mentioned elsewhere in this report, the very word "Cheyenne" conjures up great mental images of the wild west, railroads, and western heritage. Clearly that is the perception these respondents reported.

## Visitor Intercept Survey

**14. Did your visit meet your expectations?**  
*(Responses were rated on the following scale, 1=Very much so, 5=Not at all)*

Rating	Business	Leisure	Overall
<b>1 (Very much so)</b>	<b>39.08%</b>	<b>57.26%</b>	<b>52.44%</b>
2	39.08%	29.05%	31.71%
3	17.24%	10.37%	12.20%
4	4.60%	3.32%	3.66%
<b>5 (Not at all)</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
No Response	20.91%	20.72%	20.77%
Survey Sample (N) =	110	304	414
Question Sample (n) =	87	241	328
<b>Average Rating</b>	<b>1.87</b>	<b>1.60</b>	<b>1.67</b>

**Why or why not?**

**Business**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Nice people (2)</li> <li>• Very Nice (2)</li> <li>• Car broke down</li> <li>• Clean</li> <li>• Did not realize the history here &amp; quality of the library</li> <li>• Expected saloons with swinging doors</li> <li>• Great tour guide</li> </ul> | <ul style="list-style-type: none"> <li>• I love country</li> <li>• I would definitely come back, very nice people. Beautiful.</li> <li>• It changed</li> <li>• It was good</li> <li>• Slightly larger</li> <li>• Yes, love Cheyenne</li> </ul> |
|--|--|

**Leisure**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Wonderful Trolley ride (2)</li> <li>• Awesome scenery</li> <li>• CFD was awesome</li> <li>• Cleanliness restored buildings preservation</li> <li>• Could not find campgrounds off I-80</li> <li>• Frontier Days was Great!</li> <li>• Good</li> <li>• I wanted to see more old buildings</li> <li>• Late Trolley no restaurants open</li> <li>• Little wind and few cows</li> <li>• Loaded up vehicle with clothes and things on sale</li> <li>• Many museums closed</li> </ul> | <ul style="list-style-type: none"> <li>• Nice people</li> <li>• Not a lot for kids to do</li> <li>• Not too big but big enough</li> <li>• Overnight stop</li> <li>• Parking is not visitor friendly!!!!</li> <li>• Pleasantly surprised</li> <li>• Quiet and clean</li> <li>• Some attractions not up to par</li> <li>• Too many things closed on weekends</li> <li>• Too much road construction</li> <li>• Trolley only attraction</li> <li>• Variety of things to see and do</li> <li>• Very lovely town</li> <li>• Visiting family</li> <li>• We have been here before</li> </ul> |
|--|--|

The majority (52.44%) rated Cheyenne an “A” in meeting their expectations. Nearly 85% of respondents rated Cheyenne either an “A” or a “B”. Only 12% rated it a “C” or average. Less than 4% rated it below average. This can be considered excellent satisfaction ratings.

## Visitor Intercept Survey

**15. Please estimate how much your travel party spent in Cheyenne during this trip. (Estimate as best you can.)**

<u>Spending Category</u>	<u>Amount Business</u>	<u>% of whole Business</u>	<u>Amount Leisure</u>	<u>% of whole Leisure</u>	<u>Amount Overall</u>	<u>% of whole Overall</u>
Lodging	\$254.91	25.86%	\$220.95	27.54%	\$231.34	27.43%
Transportation (auto operation, rental, airline)	\$274.40	27.84%	\$201.25	25.09%	\$220.46	26.14%
Eating and drinking places	\$131.88	13.38%	\$122.75	15.30%	\$125.26	14.85%
Admissions and entertainment	\$118.33	12.01%	\$76.96	9.59%	\$80.84	9.59%
Food and supplies bought at stores	\$62.71	6.36%	\$73.14	9.12%	\$70.73	8.39%
Other purchases (souvenirs, gifts, etc.)	\$143.40	14.55%	\$107.13	13.35%	\$114.63	13.59%
<b>Total Trip Expenditures</b>	<b>\$985.64</b>	<b>100.00%</b>	<b>\$802.18</b>	<b>100.00%</b>	<b>\$843.25</b>	<b>100.00%</b>
<b>Average Number of Nights</b>	<b>2.20</b>		<b>2.25</b>		<b>2.24</b>	
<b>Average Daily Expenses</b>	<b>\$448.02</b>		<b>\$356.52</b>		<b>\$376.45</b>	

Here we see that Business traveler spent an average of \$985.64 on their trip to Cheyenne while Leisure travelers spent an average of \$802.18. Trip lengths averaged between 2-3 nights.

Cheyenne's 2010 Inquiry Conversion Study (see section 6 of this report, page 25) indicates the spending for those who inquired to Visit Cheyenne was \$904.31. Again trip length averages between 2-3 nights.

This matches the statewide 2010 Visitor Profile Study that indicated the 2010 trip total was \$914, with an average length of stay of 2-3 nights. The statewide total of \$914 was nearly 10% lower than in previous years, which matches national trends since the recession.

## Visitor Intercept Survey

### **Demographics**

Demographics are the descriptive statistics dealing with a specific population of people. The demographics of visitors are excellent descriptions of the target markets that are visiting a destination. The demographics of the sample of respondents who requested information from the Cheyenne Area Convention and Visitors Bureau are described in the following information.

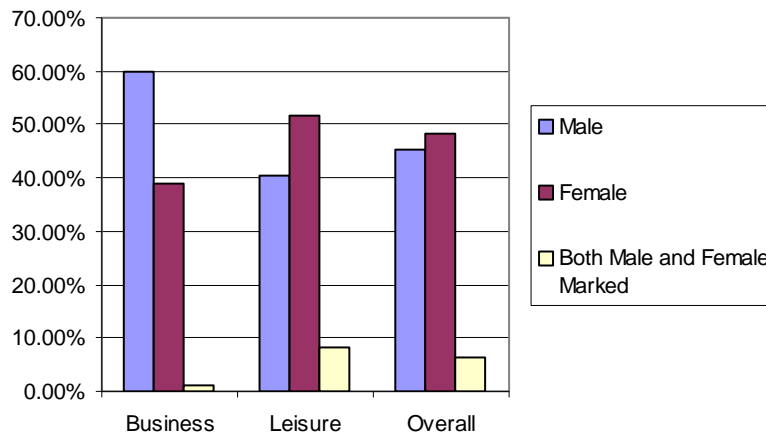
#### **16. What is your age?**

<b>Age Range</b>	<b>Business</b>	<b>Leisure</b>	<b>Overall</b>
Under 18	0.92%	2.09%	1.77%
18-24	3.67%	4.18%	4.04%
25-34	12.84%	8.36%	9.60%
<b>35-54</b>	<b>51.38%</b>	<b>27.53%</b>	<b>34.09%</b>
55-64	20.18%	25.78%	24.24%
65+	11.01%	32.06%	26.26%
Typical Age Range	35-54	35-54	35-54
No Response	0.91%	5.59%	4.35%
Survey Sample (N) =	110	304	414
Question Sample (n) =	109	287	396

Cheyenne’s visitors tend to be Generation X, Baby Boomers, and Silent Generation. It is good to see the high percentage of Generation X. This indicates a good trend for the future of the destination.

## Visitor Intercept Survey

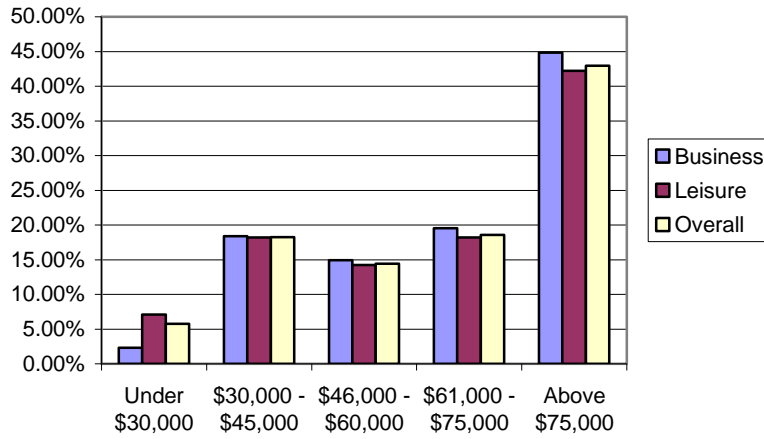
### 17. Are you?



Gender	Business	Leisure	Overall
Male	<b>60.00%</b>	40.26%	45.34%
Female	38.75%	<b>51.52%</b>	<b>48.23%</b>
Both Male and Female Marked	1.25%	8.23%	6.43%
No response =	27.27%	24.01%	24.88%
Survey Sample (N) =	110	304	414
Question Sample (n) =	80	231	311

## Visitor Intercept Survey

### 18. What is your annual household income?



Income Level	Business	Leisure	Overall
Under \$30,000	2.30%	7.11%	5.77%
\$30,000 - \$45,000	18.39%	18.22%	18.27%
\$46,000 - \$60,000	14.94%	14.22%	14.42%
\$61,000 - \$75,000	19.54%	18.22%	18.59%
<b>Above \$75,000</b>	<b>44.83%</b>	<b>42.22%</b>	<b>42.95%</b>
No response	20.91%	25.99%	24.64%
Survey sample =	110	304	414
Question sample =	87	225	312

The income level for visitors to Cheyenne tends to be above \$75,000 household income.

## Visitor Intercept Survey

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### 19. *What country is your home?*

Country	Business	Leisure	Overall
<b>United States</b>	<b>98.15%</b>	<b>93.79%</b>	<b>94.97%</b>
Other Country	1.85%	6.21%	5.03%
No response	1.82%	4.61%	3.86%
Survey sample =	110	304	414
Question sample =	108	290	398

#### ***Other countries listed:***

##### ***Business***

- Canada
- Netherlands

##### ***Leisure***

- Canada (5)
- Australia (4)
- United Kingdom (4)
- France (2)
- Netherlands (2)
- Ireland

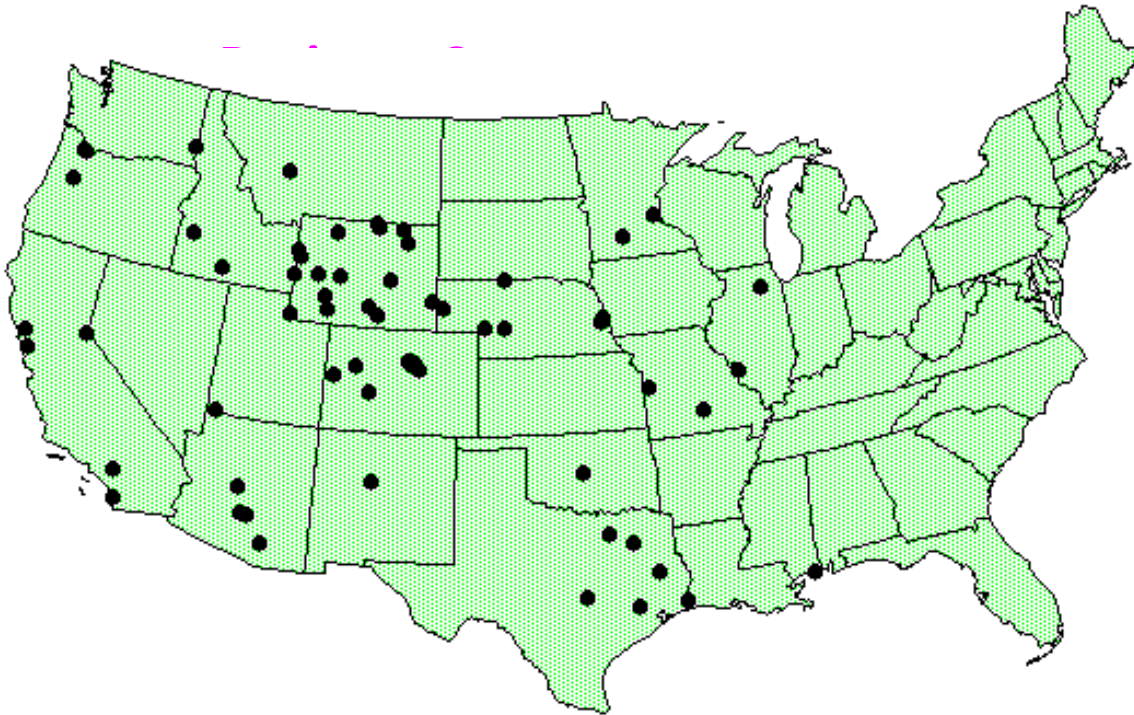
Approximately one out of twenty (5.03%) visitors are foreign. This matches statewide data, as well as data for the surrounding states.

As seen in the following questions the following are the primary points of origin: Wyoming, Colorado, Texas, California, Nebraska, Missouri and Michigan.



19. (Continued)  
US Zip Codes listed:

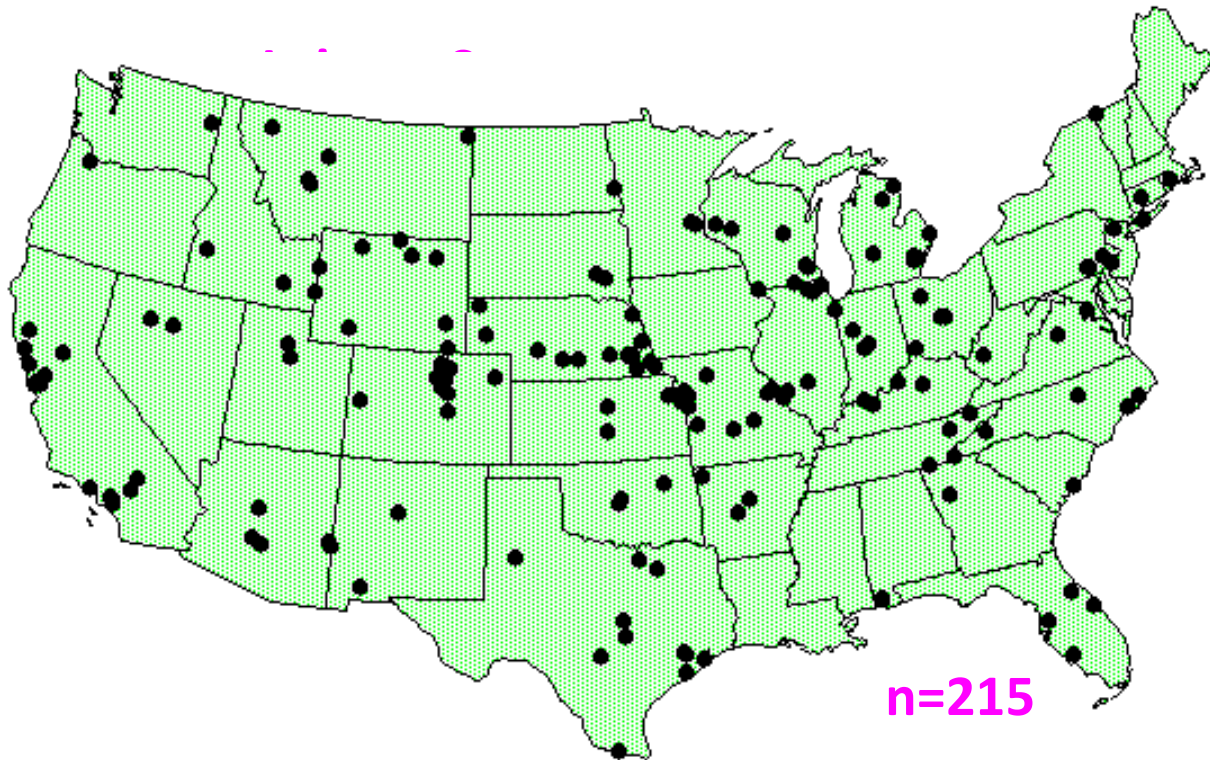
## Cheyenne, Wyoming Intercept Survey Response Origins – US



n=80

19. (Continued)  
US Zip Codes listed:

## Cheyenne, Wyoming Intercept Survey Response Origins – US



**19. (Continued)**

**Business Travelers**

**Wyoming - 22 (27.16%)**

Acme  
Afton  
Atlantic City  
Bar Nunn (2)  
Bitter Creek  
Cody (2)  
Creston  
Eden  
Evanston (2)  
Gillette  
Hoback Junction  
Jackson  
Pinedale  
Prairie Center  
Recluse  
Ryan Park  
Sheridan (3)

**Colorado - 14 (17.28%)**

Arvada (3)  
Aurora  
Denver (5)  
Grand Jct  
Gunnison  
Littleton  
Parker  
Silt

**Texas - 7 (8.64%)**

Cypress

Garland  
Livingston  
Lufkin  
Orange  
Round Rock  
Van  
**California - 7 (8.64%)**

Bloomington  
Roseland  
San Diego (2)  
San Francisco  
South Lake Tahoe  
Susanville  
**Nebraska - 6 (7.41%)**

Crookston  
North Platte  
Ogallala  
Omaha (2)  
Scottsbluff  
**Arizona - 4 (4.94%)**

Sun  
Arizona Boys Ranch  
Bensch Ranch  
Chandler  
**Idaho - 3 (3.70%)**

Boise  
Hollister  
Moscow  
**Oregon - 3 (3.70%)**

Parkrose  
Portland  
Sweet Home  
**Missouri - 3 (3.70%)**

Archie  
Bucyrus  
Saint Louis  
**Foreign - 2 (2.47%)**  
Canada

Netherlands  
**Minnesota - 2 (2.47%)**

Cobden  
Saint Paul  
**New Mexico - 2 (2.47%)**  
Albuquerque (2)  
**Mississippi - 1 (1.23%)**

Gautier  
**Utah - 1 (1.23%)**

Saint George  
**Illinois - 1 (1.23%)**

Plattville  
**South Carolina - 1 (1.23%)**

Simpsonville  
**Oklahoma - 1 (1.23%)**

Oklahoma City  
**Montana - 1 (1.23%)**

Clancy

**19. (Continued)**

**Leisure Travelers**

**Colorado - 30 (13.33%)**

Aurora  
 Boulder  
 Brighton (2)  
 Cimarron Hills  
 Denver (5)  
 Firestone (2)  
 Fort Collins (6)  
 Fruitvale (2)  
 Greeley  
 Johnstown  
 Longmont (4)  
 Louisville  
 Parker  
 Windsor  
 Yuma

**Foreign - 18 (8.00%)**

Australia (4)  
 Canada (5)  
 France (2)  
 Ireland  
 Netherlands (2)  
 United Kingdom (4)

**Nebraska - 18 (8.00%)**

Bridgeport  
 Crawford  
 Filley (2)  
 Kearney  
 Lexington  
 Lincoln (6)  
 Nemaha  
 North Platte  
 Omaha

Winnebago

York (2)

**California - 15 (6.67%)**

Agoura  
 Anaheim  
 Apple Valley  
 Barstow  
 Diamond Bar  
 Fair Oaks  
 Freestone  
 Lakeport  
 Larkspur  
 Livermore (2)  
 San Jose (2)  
 Sunnyvale  
 West Covina

**Texas - 12 (5.33%)**

Addicks  
 Aubrey  
 Boerne  
 Bonner  
 Brazoria  
 Harker Heights  
 Houston  
 Livingston  
 Lubbock  
 Round Rock  
 Royse City  
 Texas City

**Wyoming - 11 (4.89%)**

Afton  
 Archer  
 Bitter Creek (2)

Bordeaux

Buffalo

Cody

Dayton

Gillette (2)

Jackson

**Missouri - 11 (4.89%)**

Avalon  
 Bellefontaine Neighbors  
 Chain of Rocks  
 Des Peres  
 Gladstone  
 Independence  
 Innsbrook  
 Lebanon  
 Peculiar  
 Prairie City  
 Rolla

**Michigan - 9 (4.00%)**

Alpena (2)  
 Burtchville  
 Canton  
 Dearborn Heights  
 Mio  
 Novi (2)  
 Saranac

**North Carolina - 7**

**(3.11%)**

Asheville  
 Brentwood  
 Cedar Island  
 Murphy  
 Newport (3)

**19. (Continued)****Leisure Travelers – Continued****Wisconsin - 6 (2.67%)**

Beloit  
Caryville  
Chenequa  
Glenwood City  
Vernon  
Waupaca

**Arizona - 6 (2.67%)**

Alpine  
Blue (2)  
Cottonwood

Mesa

Phoenix

**Montana - 5 (2.22%)**

Clancy  
Dagmar  
Evergreen  
Great Falls

Helena

**Nevada - 5 (2.22%)**

Apache  
Batte Mtn (2)  
Henderson

Las Vegas

**Indiana - 5 (2.22%)**

Belshaw  
Clermont  
Coatesville

Colburn

Eureka

**Ohio - 5 (2.22%)**

Cincinnati (2)

Columbus

Findlay

New Albany

**Florida - 5 (2.22%)**

De Land

Fort Myers

Merritt Island

Wesley Chapel (2)

**Kansas - 5 (2.22%)**

Culver

Hutchinson

Kansas City

Lenexa

Mc Louth

**Oklahoma - 4 (1.78%)**

Broken Arrow

Oklahoma City (3)

**Pennsylvania - 4 (1.78%)**

Collegeville

Edisonville

Fertility

Mechanicsburg

**Utah - 4 (1.78%)**

Provo

Salt Lake City (3)

**Illinois - 4 (1.78%)**

Barrington Hills

Huntley

Lake Forest

Mulberry Grove

**Tennessee - 3 (1.33%)**

Chattanooga

Fountain City

Rogersville

**Washington - 3 (1.33%)**

Bremerton (2)

Deer Park

**Kentucky - 3 (1.33%)**

Anchorage

Lexington

Reynolds Station

**Arkansas - 3 (1.33%)**

Beryl

Hot Spgs VI

Springdale

**Minnesota - 2 (0.89%)**

Andover

Blaine

**South Dakota - 2 (0.89%)**

Betts

Clayton

**Idaho - 2 (0.89%)**

Boise

Pocatello

**New Mexico - 2 (0.89%)**

Albuquerque

Deming

**Iowa - 2 (0.89%)**

Ames

Center Grove

**New Jersey - 2 (0.89%)**

Rockaway

Thorofare

**West Virginia - 1 (0.44%)**

Dunbar

**Connecticut - 1 (0.44%)**

Southington

**South Carolina - 1**

**(0.44%)**

Charleston

**Oregon - 1 (0.44%)**

Portland

**New York - 1 (0.44%)**

Brentwood

**Vermont - 1 (0.44%)**

Fonda

**Virginia - 1 (0.44%)**

Earlysville

**Maryland - 1 (0.44%)**

Saint Charles

**Rhode Island - 1 (0.44%)**

Warwick

**North Dakota - 1 (0.44%)**

Hickson

**Massachusetts - 1**

**(0.44%)**

Florence

**Alabama - 1 (0.44%)**

Mobile