

Cheyenne Frontier Days

ECONOMIC IMPACT REPORT

Cheyenne, WY

December 2021

PREPARED FOR
Cheyenne Frontier Days

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December 2021

PRIMARY RESEARCH CONDUCTED BY
Dean Runyan Associates

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Executive Summary



Executive Summary / Introduction

Introduction

Purpose of the report

This report was commissioned by Cheyenne Frontier Days to assess the economic impact of the Cheyenne Frontier Days festival (CFD) to the city of Cheyenne. The festival included a wide range of events and activities ranging from its signature rodeos to concerts, carnivals, abundant local foods, parades, and visitor tours. Visitors and locals alike were entertained by the events that took place over the 10-day period, July 23 to August 1, 2021. Of particular interest to Cheyenne Frontier Days are the demographics of ticketed attendees to the festival and the economic impact generated from visitors from outside of Laramie County, Wyoming.

How to use the report

This report brings together festival visitor data collected by Cheyenne Frontier Days and a variety of data sources used by Dean Runyan Associates to estimate the economic impact of visitors to Laramie County. The report synthesizes findings from these data to present an overview of the visitor profile and the economic impacts of the festival. The reader of this report is encouraged to use the table of contents to navigate to the section of the report that is relevant to their concerns and to reach out to [Dean Runyan Associates](#) with any questions on further detail or clarification.



Executive Summary / Economic Impact

Findings

The Cheyenne Frontier Days festival (CFD) generates economic benefits for Cheyenne and Laramie County to the extent that its attractions and events draw visitors who would not otherwise travel to Cheyenne. The focus of this analysis is on the expenditures made by those ticketed attendees who reside outside Laramie County and the associated employment, earnings, and tax receipts that they generate.



Visitor Expenditures

Spending associated with visitors attending CFD totaled to \$40.3 million. Visitors who stayed overnight in a hotel, motel, lodge, or short term rental in Cheyenne accounted for \$18.5 million of total expenditures (46%). The commodity types that garnered the highest share of visitor spending included Arts, Entertainment, & Recreation (32%*), Food & Beverage Services (20%), and Accommodations (19%).



Employment & Earnings

Expenditures associated with visitors attending CFD supported approximately 509 full and part-time jobs and generated approximately \$9.6 million in earnings.



Taxes

State and local tax receipts generated as a result of CFD amounted to over \$2.4 million. Local tax revenue (\$920.4k) was generated from the local lodging tax, the county general purpose and option tax (tax on retail sales), and the state sales taxes that are returned to Laramie County (30 percent). State tax revenue (\$1.5m) was generated from gasoline taxes (calculated only for fuel expenditures related to the festival that was likely to have been purchased within the state of Wyoming) and the state share of the state sales tax (69 percent).

* Arts, Entertainment, & Recreation includes ticket sales to CFD events.

Executive Summary / Visitor Profile

Findings

The Cheyenne Frontier Days festival (CFD) attracted approximately 164,200 ticketed attendees. Of the 164,200 ticketed attendees, 139,600 attendees came from outside of Laramie County to attend the festival and are considered as *visitors* in this report. Attendee estimates are derived from ticket sales and a survey of ticketed festival attendees. Several key findings resulted from the visitor profile survey:



Primary Events

Of the CFD attendees surveyed, 55% attended a rodeo event, 75% attended a Frontier Nights concert, and 30% attended both. Approximately 64% of CFD attendees had attended the festival during a previous year.



Overnight Stays

Just under half (49%) of the visitors to CFD stayed overnight while traveling. Among overnight visitors, 58% stayed in a hotel, motel, lodge, short term rental, or campground in Cheyenne. The remainder of visitors stayed in private homes with friends and relatives or outside of Cheyenne.



Purpose of Trip

Attending CFD was the primary purpose of travel to Laramie County for 81% of overnight visitors and 98% of day visitors. Overnight visitors also reported having traveled through a number of other locations in Wyoming, including the Wyoming cities of Laramie, Casper, Jackson Hole, Snowy Range, and Cody.

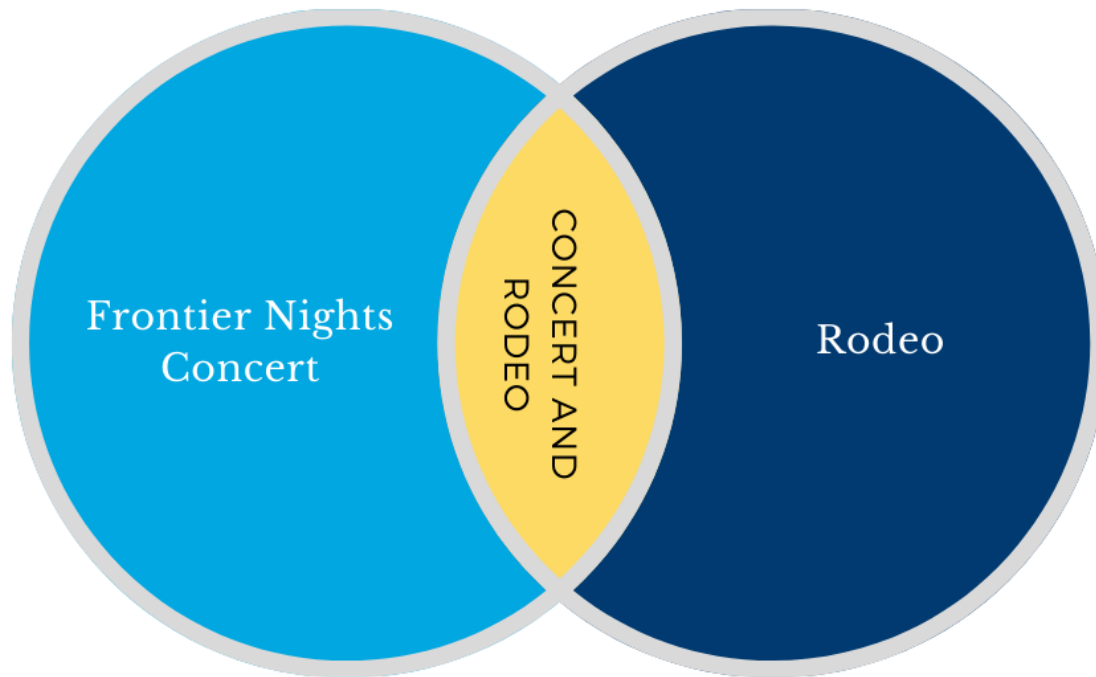




Understanding Impacts

Understanding Research Methods

Attendance is based on ticket sales



Attendance at the Cheyenne Frontier Days festival (CFD) is based on ticket sales for the two most popular events: the Frontier Nights concert series and the rodeo. Total attendance to the festival is determined by estimating the total number of attendees to the Frontier Nights concert, adding the total number of attendees to the rodeo, and subtracting the attendees that attended both the concert and the rodeo. As such, CFD attendance estimates are on the conservative side. There are undoubtedly CFD attendees that attended neither a concert nor a rodeo. However, it can be assumed that the vast majority of attendees attended either a concert or a rodeo, as they are the primary draws to the festival.

The visitor profile survey was administered by email to ticket holders of all Frontier Nights concert and rodeo events, sent out one week following the end of the festival.

Who went to both events?

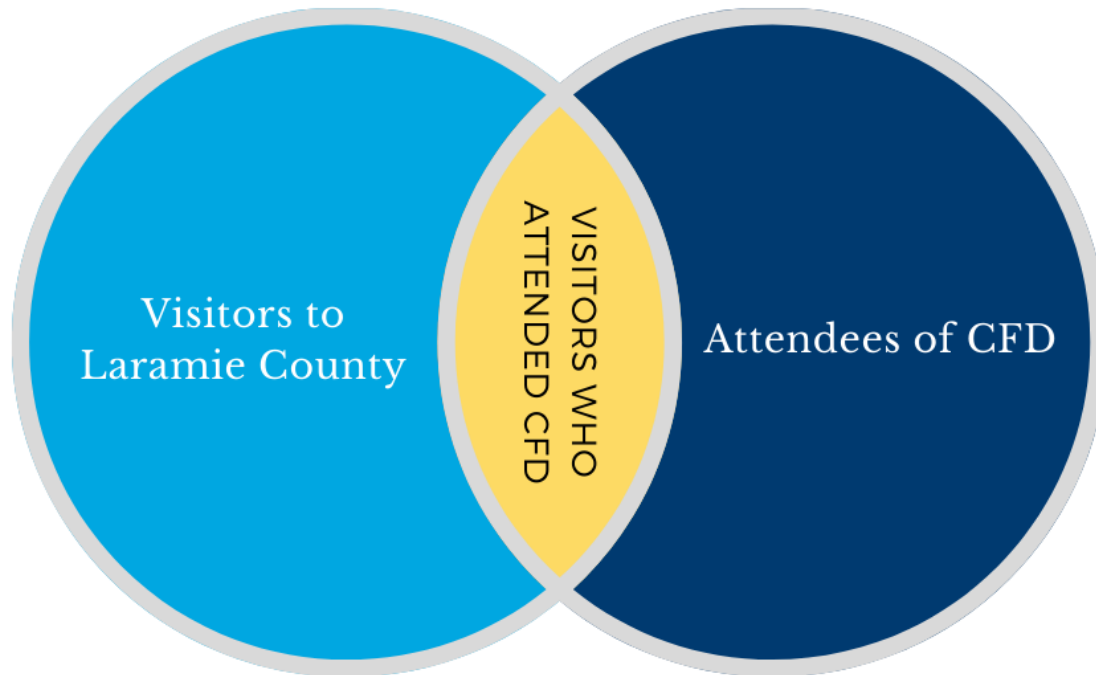
If some parties and individuals go to multiple rodeos and/or concerts, how do we calculate the number of unique attendees? The visitor profile survey asks ticket-holders which events they attended during the 10 days of CFD. With an adequate survey size (N=5,709), we are able to calculate the unique number of attendees and extrapolate from the sample of respondents to the population of all CFD ticketed attendees.

Approximately 30% of ticketed attendees went to both a Frontier Nights concert and a rodeo.



Understanding Research Methods

Impacts are based on visitors who attend CFD



Attendee refers to any person who attended either the Frontier Nights Concert or the Rodeo at the Cheyenne Frontier Days festival (CFD).

Visitor refers to a person who resides at least 50 miles from Cheyenne and who attended CFD.

Economic impacts constitute the spending and resulting employment, earnings, and taxes generated by visitors who attended CFD.

Why does breaking out visitors from attendees matter?

Laramie County benefits when visitors from outside of the county attend CFD and spend money on tickets to an event and on food, retail, and lodging in the county. Spending by visitors represents new money coming into the county. While residents of Laramie County also attend the festival, their expenditures are not considered in this report because they do not constitute an inflow of spending to the county. Their spending is simply a circulation of money within the local economy.

Approximately 86% of ticketed attendees were visitors to the area.





Attendee & Visitor Profile

Attendee Profile / Demographics

Attendee Demographic Characteristics

Figure 1
Attendee Age

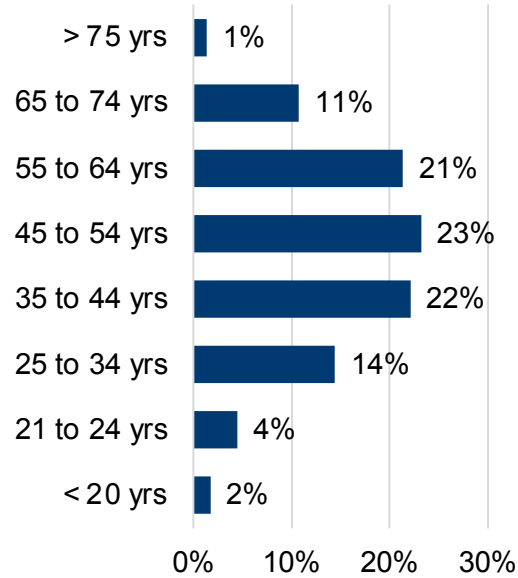


Figure 2
Attendee Education

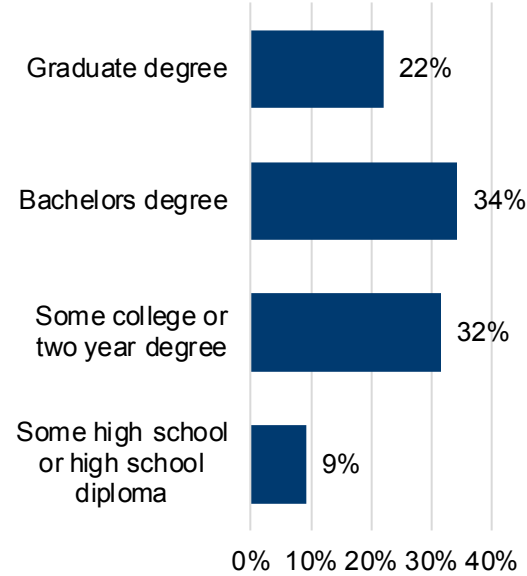
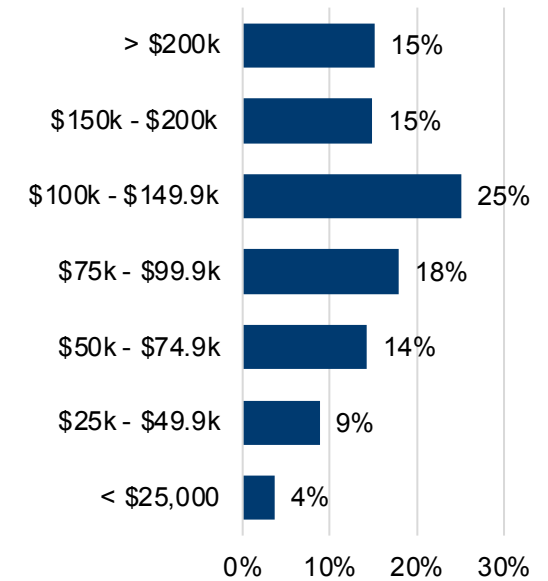
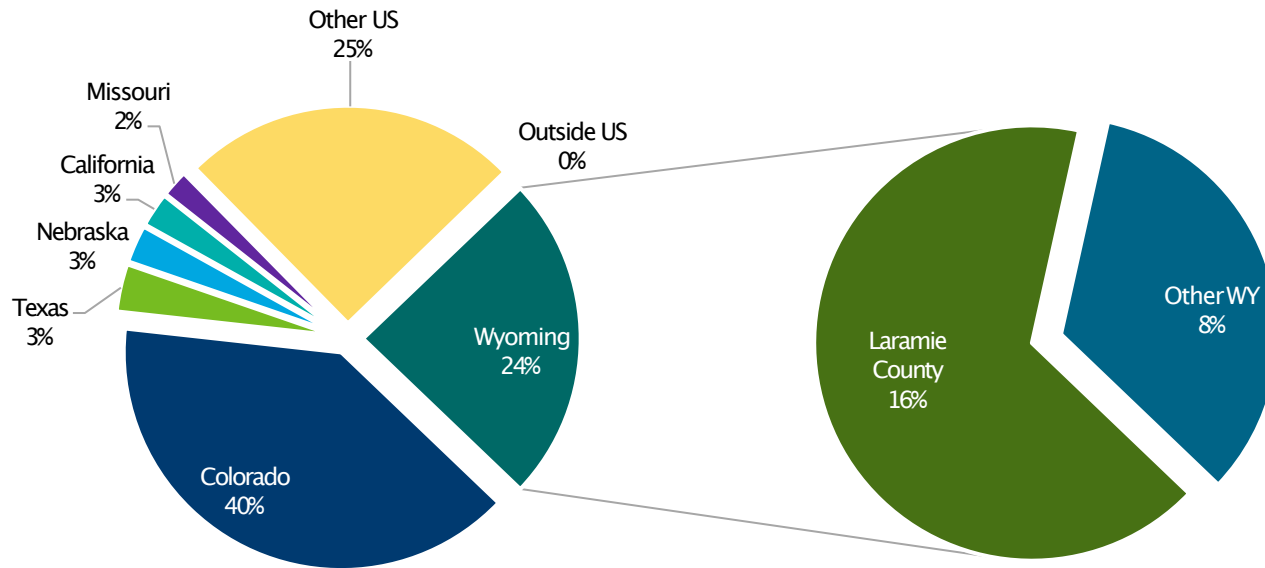


Figure 3
Attendee Income



Attendee Profile / Origin

Figure 4: Attendee Origin



Attendees were asked about where they call home. Almost two-thirds of attendee parties came from either Wyoming or Colorado. No other states took up a significant share of attendees.

Of the attendees from Wyoming, 66% were residents of Laramie County, while 34% came from other counties in Wyoming. **Of all attendees**, 16% were residents of Laramie County.



Over one-third of attendees came from outside of Wyoming and Colorado.

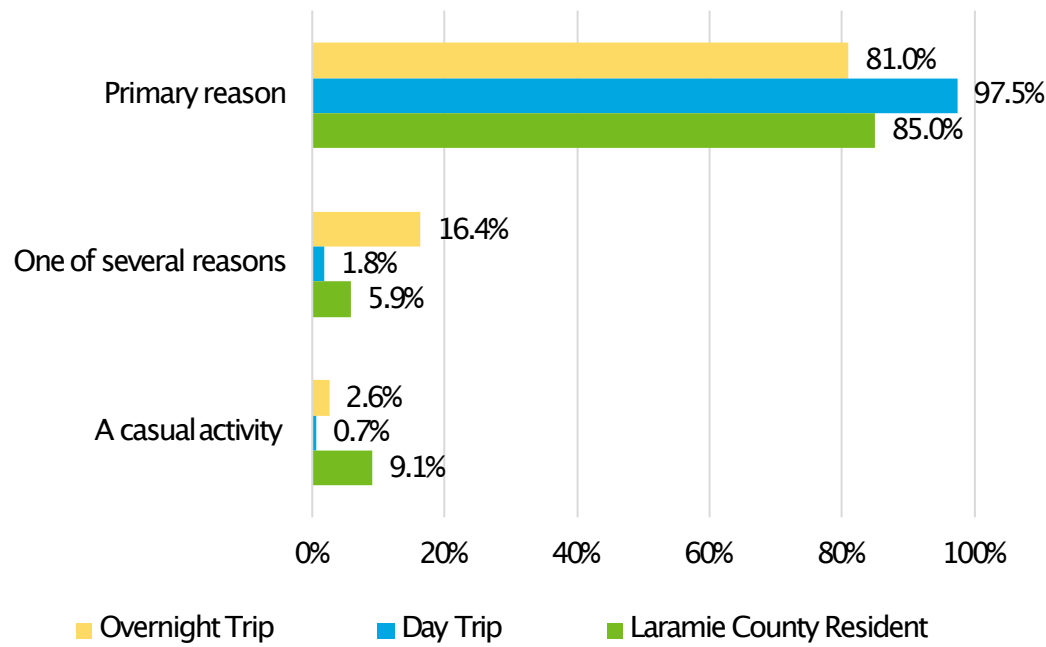
Where did the ticketed attendees come from?

Tracking attendee origin is important in a number of ways. It is of great importance to understand which attendees are traveling to the event from outside Laramie County, as the economic impacts of the event must take into account only visitors (not residents of the county). Furthermore, gathering data on the origin of visitors can help Cheyenne Frontier Days market the festival and track changes to the visitor makeup over time.

Source: Email survey of ticket holders to the CFD Rodeo and Frontier Nights concert series. See Appendix B

Attendee Profile / Travel Motivation

Figure 5: Motivation for Visitor Travel



Of the visitors (non-residents) to Cheyenne who attended CFD, 87% listed CFD as the primary purpose for their travel. Day travel visitors were more likely than overnight visitors to list CFD as their primary purpose for travel (97.5% vs 81.0%).



81% of overnight visitors listed CFD as the primary reason for their trip

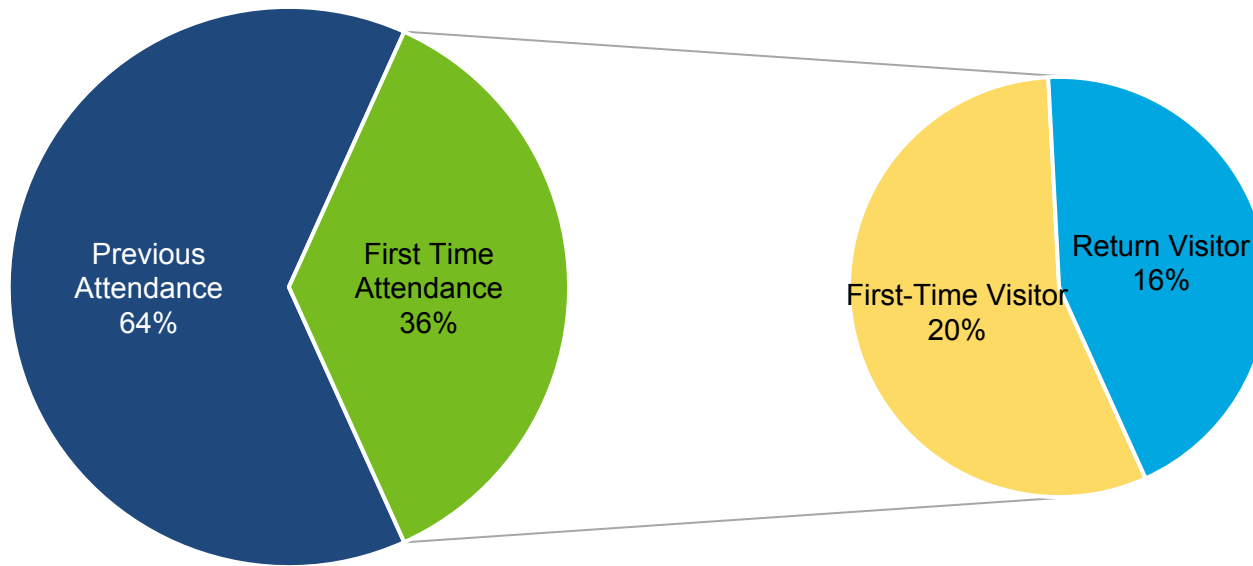
Was CFD the primary trip motivator?

Attending CFD was the primary reason for making the trip for virtually all day trip visitors. That number decreases slightly for Laramie county residents and overnight visitors. Pairing multiple events and/or destinations in a trip is commonplace for touring parties. Survey respondents report having traveled through popular tourist destinations including Yellowstone National Park and Jackson Hole during the trip in which they attended CFD.

Source: Email survey of ticket holders to the CFD Rodeo and Frontier Nights concert series. See Appendix B

Attendee Profile / First-Time Visitors

Figure 6: First-Time Attendance and Visit



Attendees were asked whether they had attended CFD in a previous year. 64% of attendees replied that they had attended CFD in the past, while 36% of attendees had never attended CFD before.

Of the first-timer attendees, 56% of respondents had never been to Cheyenne, Wyoming. **Of all attendees**, 20% of respondents had never been to Cheyenne.



CFD raises awareness of Cheyenne, Wyoming as an attractive visitor destination.

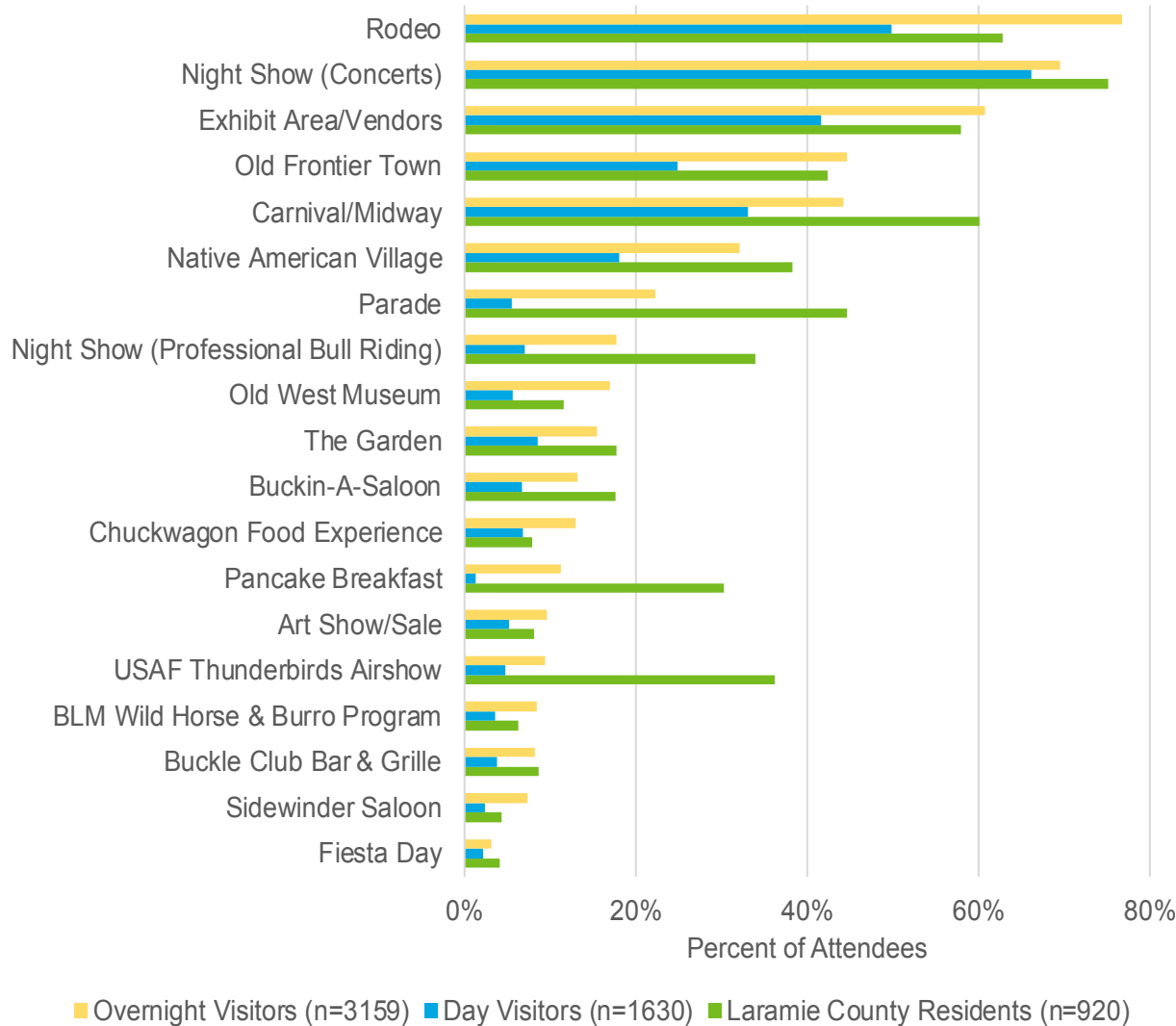
Why care about first-time visitors?

Attracting first-time visitors is integral to the continued relevance of Cheyenne, Wyoming as a tourist destination. Tourism brings inflows of economic activity that benefit the city and surrounding region. Providing first-time visitors with a memorable experience in the city will serve to put Cheyenne on the map for potential future trips.

Source: Email survey of ticket holders to the CFD Rodeo and Frontier Nights concert series. See Appendix B

Attendee Profile / Participation

Figure 7: Activity and Event Participation



The Rodeo and Frontier Nights concert series were the most popular events

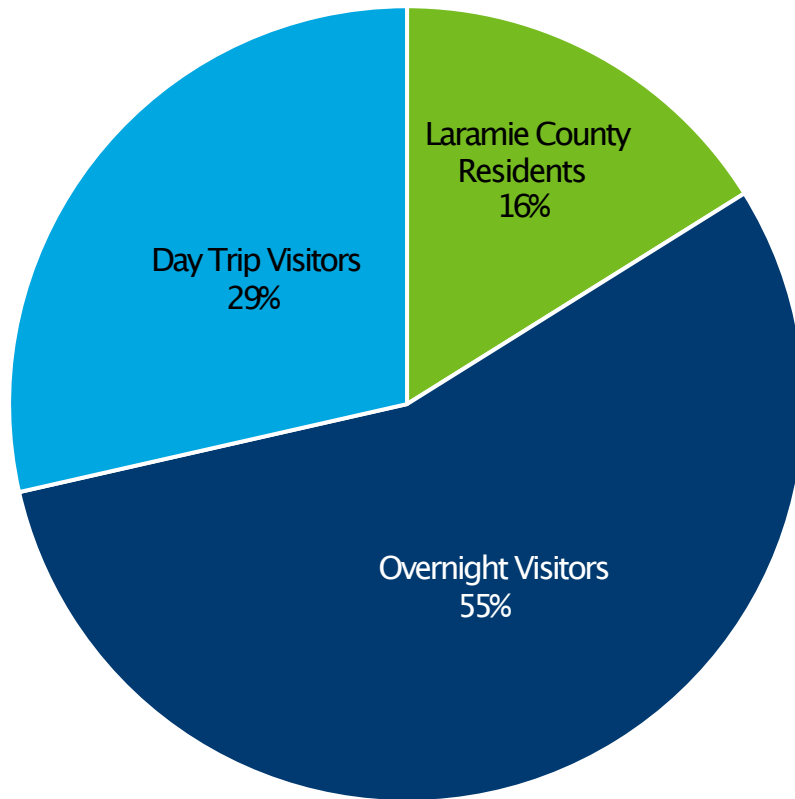
What are the most popular events at CFD?

Of the ticketed attendees surveyed, 55% attended a rodeo event, 75% attended a Frontier Nights concert, and 30% attended both. The next most popular venue at CFD was the exhibit area where food, crafts, and merchandise are sold.

Source: Email survey of ticket holders to the CFD Rodeo and Frontier Nights concert series. See Appendix B

Attendee Profile / Overnight vs Day

Figure 8: Overnight vs Day Trip Attendees



Attendees were asked whether they stayed overnight while attending CFD. Fifty-five percent of attendees reported staying overnight while attending the festival, while 29% of attendees attended the festival on a day trip.

Of the visitors (non-residents) who attended CFD, 66% stayed overnight while 34% traveled to Cheyenne during the day but did not stay the night.



Of all attendees who visited the event, 55% were overnight visitors.

Who stayed overnight in Cheyenne to attend CFD?

Tracking where visitors stay the night aids in calculating how much visitor spending the festival generates in Laramie County. Spending on activities in the county can vary greatly between overnight and day visitors. Not only do overnight visitors greatly benefit the lodging industry during the festival, but these visitors often spend more in the area than do day visitors.

Source: Email survey of ticket holders to the CFD Rodeo and Frontier Nights concert series. See Appendix B

Visitor Profile / Overnight Visitors

Overnight Visitor Characteristics

Figure 9
Distance Traveled

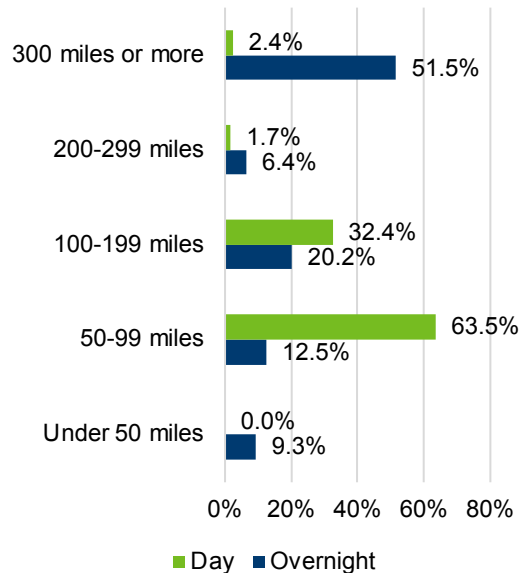


Figure 10
Where Nights Were Spent

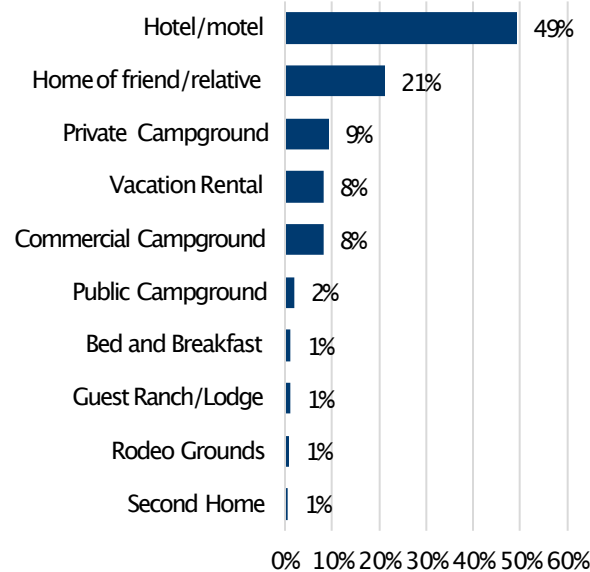
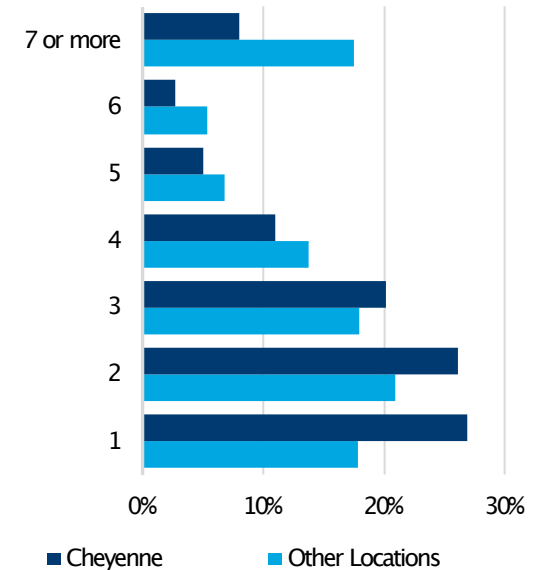


Figure 11
Nights Spent in Location



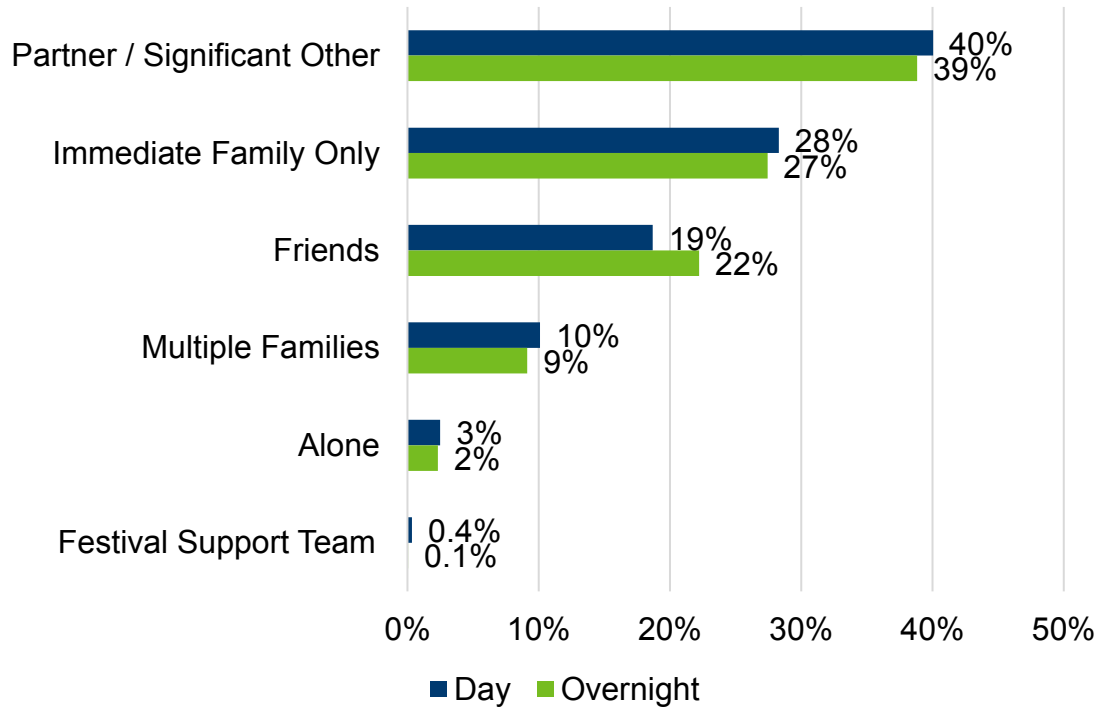
Who was the typical overnight visitor at CFD?

The typical overnight visitor at CFD traveled a great distance on their trip before reaching Cheyenne. Just over half traveled greater than 300 miles, while 78% traveled more than 100 miles. When they arrived in Cheyenne, visitors typically stayed in hotels (49%) or in a home of a friend or relative (21%). Most visitors spent a couple nights in the area. Visitors who attended CFD stayed for a similar amount of time during CFD, whether they lodged in the city of Cheyenne or in nearby locations outside of Cheyenne.

Source: Email survey of ticket holders to the CFD Rodeo and Frontier Nights concert series. See Appendix B

Visitor Profile / Travel Party

Figure 12: Travel Party



Of the visitors who attended CFD, most traveled to CFD with their partner or significant other. More than a quarter of visitors traveled with their immediate family, while one in ten visitors traveled as part of a larger group of families.



The overwhelming majority of visitors came in groups.

What can we learn from travel parties?

People like attending events with their family and friends. Only 2-3% of respondents replied that they attended CFD alone. Events at CFD are very family friendly and there are many activities outside of the main rodeo and concert events to keep large groups of people active and entertained.

Source: Email survey of ticket holders to the CFD Rodeo and Frontier Nights concert series. See Appendix B

Visitor Profile / Destination Information

Visitor Destinations & How They're Informed

Figure 13

Other Destinations Visited

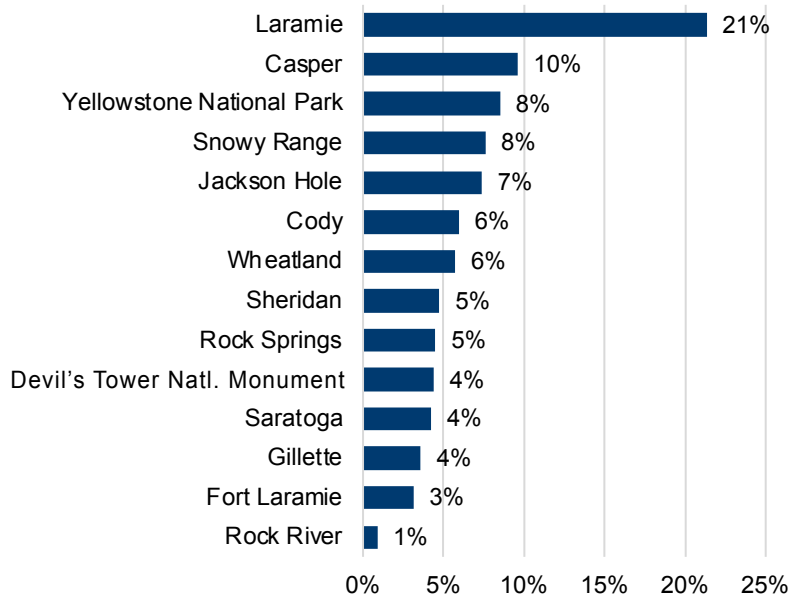
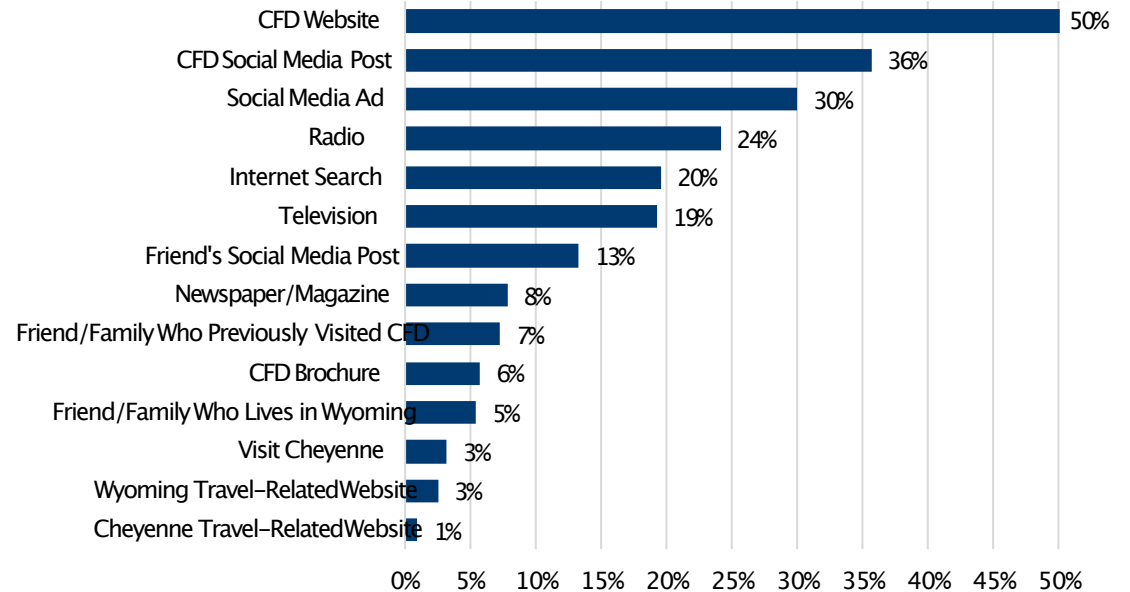


Figure 14

Most Useful Sources of Information on CFD



Putting CFD on the traveler's map

Rather than a competitive zero-sum game for attracting visitors, the data shows that visitors appreciate the variety of multiple destinations on their tour. Destinations in closer proximity to Cheyenne (Laramie, Casper, and Snowy Range) that are generally not large tourist hubs benefit from CFD as festival-goers also attend these locations on their trips. Ticketed attendees mostly get the information they need on the festival from the CFD Website, but they also rely on social media, radio, internet searches, and television.

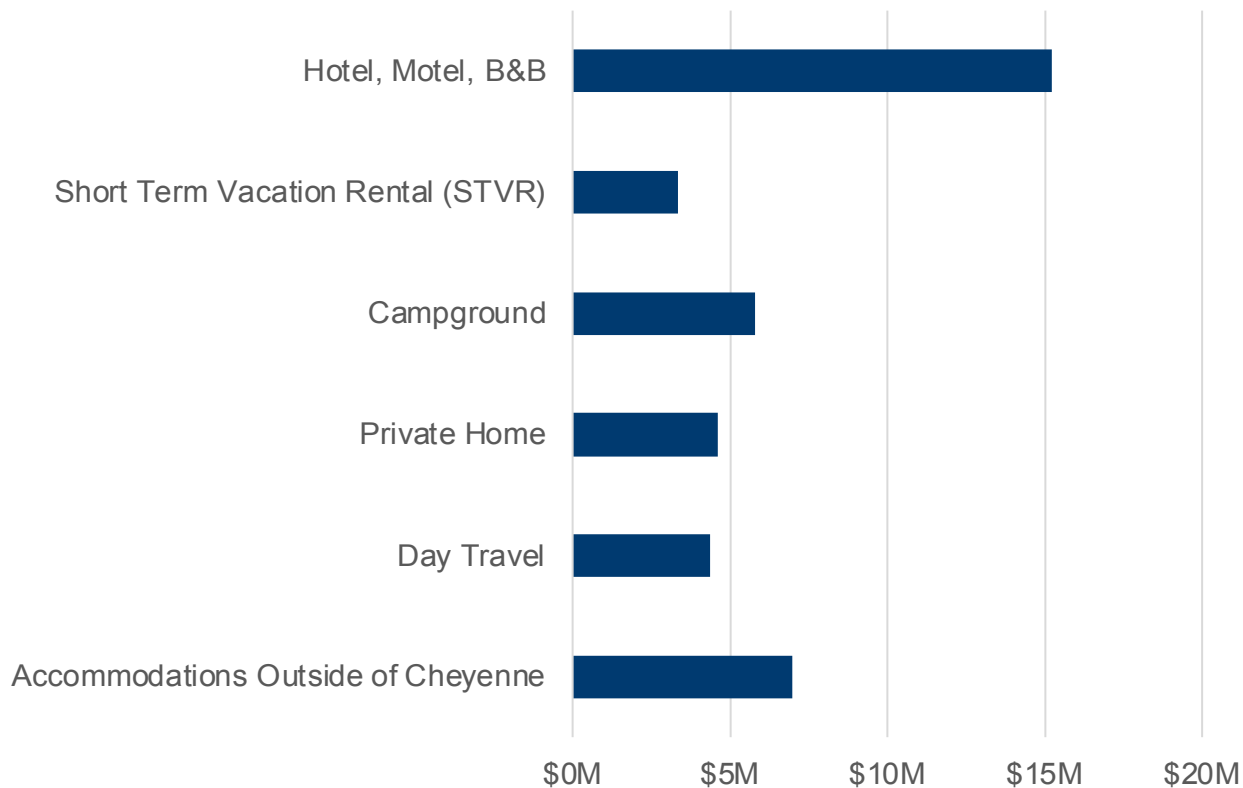
Source: Email survey of ticket holders to the CFD Rodeo and Frontier Nights concert series. See Appendix B



Economic Impacts

Economic Impacts

Visitor Spending by Type of Traveler Accommodation



Type of Accommodation	Value	Percent of Total
Hotel, Motel, B&B	\$15.2M	37.8%
Short Term Vacation Rental (STVR)	\$3.3M	8.3%
Campground	\$5.8M	14.3%
Private Home	\$4.6M	11.4%
Day Travel	\$4.4M	10.8%
Accomm. Outside of Cheyenne	\$7.0M	17.3%
Total Spending at Destination	\$40.3M	100.0%



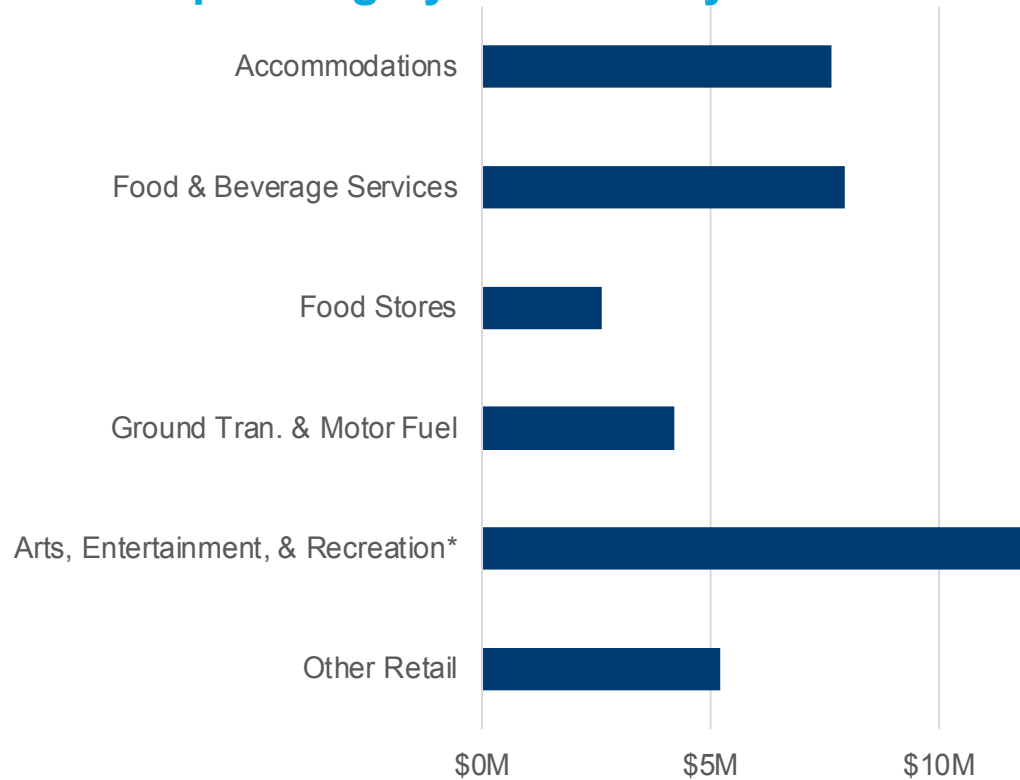
38% of visitor spending came from visitors that spent the night in a hotel.

Who are the highest value visitors?

The largest share of spending by visitors in Cheyenne during CFD came from those who stayed in hotels during their visit. As can be seen in Appendix A, visitor parties that spent the night in short term vacation rentals (STVR) generated the highest spending impact *per party* (\$789 per party per day); however, given that visitors staying the night in hotels also spent a lot on their daily activities during the festival (\$655 per party per day) and that a relatively large share of visitor parties stayed in hotels (34% of total), visitor parties that spent the night in hotels generated the highest spending impact *overall*.

Economic Impacts

Visitor Spending by Commodity Purchased



Commodity Type	Value	Percent of Total
Accommodations	\$7.6M	19.0%
Food & Beverage Services	\$7.9M	19.7%
Food Stores	\$2.6M	6.5%
Ground Tran. & Motor Fuel	\$4.2M	10.4%
Arts, Entertainment, & Recreation*	\$12.7M	31.6%
Other Retail	\$5.2M	12.9%
Total Spending at Destination	\$40.3M	100.0%

*Note: Arts, Entertainment, & Recreation includes ticket sales to all CFD rodeos and concerts.



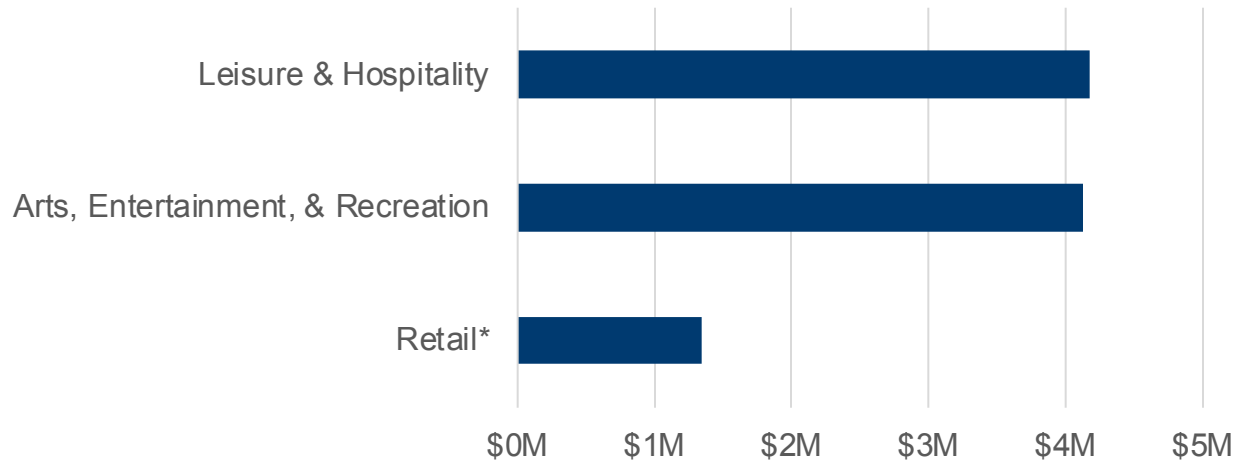
30% of visitor spending went to Arts, Entertainment, & Recreation*

What are visitors spending their money on while in Cheyenne?

The largest share of spending by visitors in Cheyenne during the CFD festival went to Arts, Entertainment, & Recreation. This number includes revenue generated by ticket sales to the CFD rodeo and concert series, both of which were primary draws for visitors to CFD. Food & Beverage Services also factored in highly to total spending by visitors during CFD, as did Accommodations.

Economic Impacts

Industry Earnings Generated by Travel Spending



Commodity Type	Value	Percent of Total
Leisure & Hospitality	\$4.2M	43.3%
Arts, Entertainment, & Recreation	\$4.1M	42.8%
Retail*	\$1.3M	13.9%
Total Direct Earnings	\$9.6M	100.0%

*Note: Retail includes merchandise, groceries, and gasoline



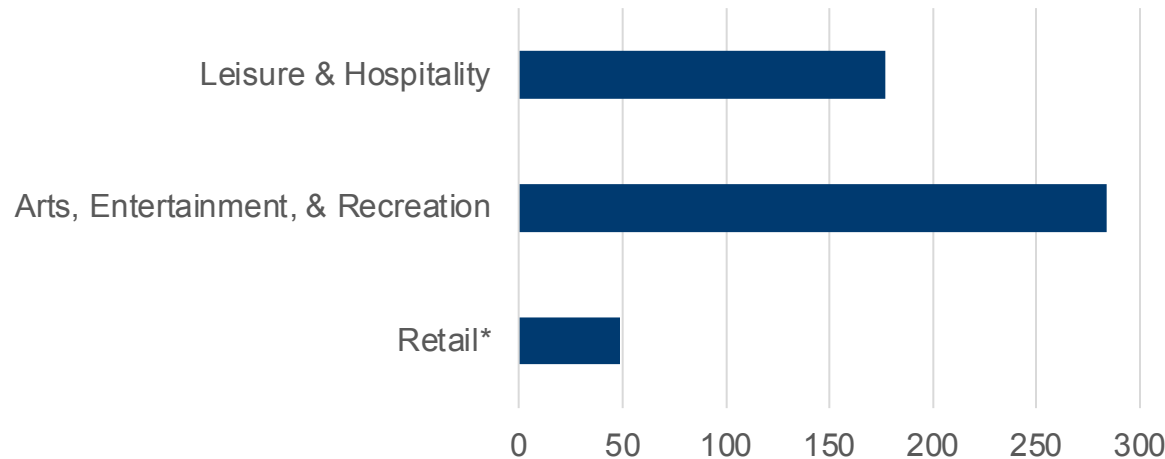
Earnings generated from visitors to the CFD festival totaled over \$36M.

Where were earnings generated in the Cheyenne economy?

The largest share of earnings associated with spending by visitors in Cheyenne during CFD went to Leisure & Hospitality. This sector includes both accommodations and food and beverage related services. Arts, Entertainment, & Recreation and Retail in Cheyenne also benefited greatly from CFD.

Economic Impacts

Industry Employment Generated by Travel Spending



Employment generated from visitors to CFD totaled approximately 488

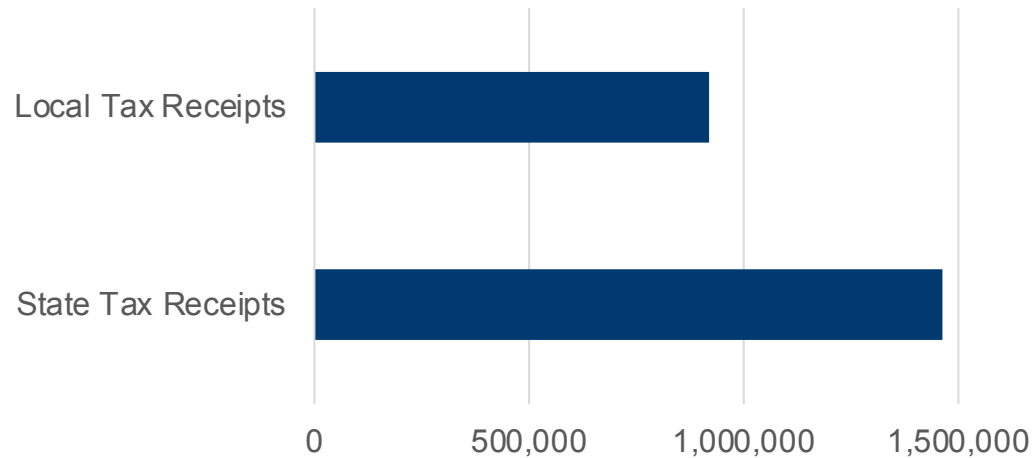
What employment was generated in Cheyenne by the CFD festival?

The largest share of employment associated with spending by visitors in Cheyenne during CFD went to Arts, Entertainment, & Recreation. This sector is relatively more labor intensive than Leisure & Hospitality and Retail, thus resulting in a relatively higher impact to employment and a relatively smaller impact to earnings (see previous page).

*Note: Retail includes merchandise, groceries, and gasoline

Economic Impacts

Tax Receipts Generated by Travel Spending



Tax Type	Value	Percent of Total
Local Tax Receipts	\$0.9M	38.6%
State Tax Receipts	\$1.5M	61.4%
Total Direct Tax Receipts	\$2.4M	100.0%



Visitors to Cheyenne during CFD generated \$900k in local taxes.

How much did the CFD festival benefit Cheyenne in terms of tax revenue generated?

Visitor spending associated with the festival brought in approximately \$920,000 in local taxes to Laramie County. Local tax revenue was generated from the local lodging tax, the county general purpose and option tax (tax on retail sales), and the state sales taxes that are returned to Laramie County (30 percent). Of the state taxes generated from spending on arts, entertainment, and recreation, \$21.6 thousand was distributed back to Cheyenne (included in the \$920k local tax breakout to the left).

Economic Impacts

Total Economics Impacts

Impact Type	Commodity Type	Sales (\$)	Employment (Jobs)	Earnings (\$)
Direct Impact	Accommodations	7,647,250	63	2,041,318
	Food and Beverage Services	7,923,108	114	2,128,639
	Food Stores	2,607,315	9	304,586
	Ground Tran. & Motor Fuel	4,192,528	10	270,627
	Arts, Entertainment & Recreation	12,730,933	284	4,125,664
	Other Retail	5,193,291	30	763,972
	Total	40,294,425	509	9,634,807
Secondary Impacts	Total	11,743,588	110	4,820,633
Total Economic Impacts	Total	52,038,013	619	14,455,440

*Note: Total Direct Employment + Total Secondary Employment does not equal Total Economic Employment due to the rounding of decimals.



Appendix



Appendix A / Detailed Expenditures

Average Daily Expenditures (\$/party/day)

Commodity Type	Hotel/Motel/B&B	STVR	Campground	Private Home	Day Trip*	Lodging Outside Cheyenne
Accommodations	\$236.6	\$271.9	\$107.6	\$0.0	\$0.0	\$0.0
Food & Beverage Services	\$116.1	\$142.6	\$92.4	\$93.2	\$75.8	\$102.0
Food Stores	\$28.7	\$46.8	\$46.0	\$48.0	\$18.1	\$30.1
Ground Tran. & Motor Fuel	\$54.4	\$59.2	\$67.4	\$42.1	\$36.9	\$62.1
Arts, Entertainment & Recreation	\$157.5	\$205.7	\$173.3	\$172.2	\$216.4	\$123.4
Other Retail	\$73.3	\$78.6	\$71.2	\$58.4	\$65.4	\$60.3
Total	\$666.7	\$804.7	\$557.9	\$413.8	\$412.5	\$377.9



Appendix B / Survey Questions

Due to the length of the survey, we have posted a public link to the survey questions located [here](#)



Dean Runyan Associates (DRA) has offered insightful travel and tourism research since 1984. Our experts assist clients in market research, planning, and economic analysis for travel, tourism, and recreation projects.

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