



TRAVEL IS AN ECONOMIC ENGINE

WHY TRAVEL MATTERS IN CAMPBELL COUNTY

TRAVEL GENERATED SPENDING



\$129.8
MILLION

TRAVEL GENERATED JOBS



1,180
JOBS

TRAVEL GENERATED TAXES



\$6.7
MILLION

* 2019 DATA

* In 2019, Campbell County welcomed 450,514 overnight visitors.

* Domestic and international travelers spent \$129.8 million in Campbell County and contributed \$6.7 million in sales tax up 10.1% from 2018. Travel generated tax revenues help support infrastructure and public services.

* If not for the taxes generated by the travel and tourism industry, the average household in Campbell County would pay \$145 more in taxes for existing government services.

* The 1,180 jobs created by travel represents 3.1% of Campbell County's total private industry employment.

* The lodging tax is paid on short term/overnight stays at lodging properties including hotels, campgrounds, and bed & breakfasts in Campbell County. Local residents do not pay the tax unless they stay in one of our lodging properties. Visitors staying over 30 days do not pay the tax. Tax exempt organizations do not pay the tax.

GRANTS: 2009-2019 \$303,710 AWARDED!

American Legion Baseball-Camel Basketball- Campbell County Republican Party 2020 State Convention-Cowboy State Games-Donkey Creek Festival-Energy Capital 9 Ball & 10 Ball Classics-Energy Capital Basketball-Gillette College Athletics-Gillette Girls Fast Pitch-Gillette Hockey Association-Gillette Main Street Events-Gillette Riders/American Legion-Gillette Soccer Club-Gillette Swim Team-Gillette Youth Basketball Association-Horse Nations Energy Relay-Lions Club Statewide Annual Convention-Mid America Youth Basketball-National High School Finals Rodeo-New Year's Eve Buck & Ball-PGI-Powder Basin Motocross-Powder River Rodeo Association Battle of the Scholars-Powder River Rodeo-Razor City Bulldogs Baseball-TBH Athletics Men's Softball/CSG-Touch of Gold Wrestling Club-USA Softball of Wyoming-VFW Annual Conference-VFW Post 7756 WY Dept. Convention-Western Regional Taxidermy Championships-Wicked 307 Fastpitch Association-Wright Days-Wright Days Perfect Calf Roping-Wright High School 2A Regional Boys/Girls Basketball-WSCC Fall Annual Conference with WEDA/WMS/WOT-WY Stock Growers Association- AND MANY MORE!

TOURISM CAN BE PART OF THE ANSWER

Gillette and Campbell County are a bit more quiet this summer as the coronavirus situation has disrupted our economy and hurt many businesses. Many of our friends and neighbors are hurting. However, Campbell County has dealt with difficult times before by pulling together, helping each other, and pursuing common goals. We can do it again, and the Campbell County Convention & Visitors Bureau (CCCVB) and the tourism industry are helping with the effort.

The CCCVB is working to spur on as much economic activity as possible through safe tourism this summer and fall. We have initiated or supported numerous programs to assist our businesses, residents, and local tax coffers.

- * Promoted and assisted events that enticed new dining, shopping, and economic activity during the peak of the slowdowns.
- * Distributed information about Federal and State business relief programs to our hoteliers, restaurants, and retailers. These included programs from the SBDC, Wyoming Business Council, and the Wyoming Office of Tourism.
- * Acquired and offered hand sanitizer, gloves, masks, and other safety materials to our lodging partners to help them keep their staffs and customers safe.

Obviously, we still have much more to do as much of the travel industry and the economy in general continues to lag. Gillette and Campbell County citizens also have roles to play in improving our economy and the lives of our area residents.

- * Buy as much as possible from local businesses that employ our neighbors, sponsor our sports teams and charities, and pay local taxes. Amazon is mighty convenient, but it doesn't sponsor your child's softball team or donate to your favorite local non-profit.
- * Invite your friends and family to VISIT WYOMING! We have wonderful late summer and fall weather, amazing natural attractions, wide-open spaces, and fewer coronavirus restrictions than most states. You will not only reconnect with loved ones, but also help your community!
- * Promote your community via social media! Negative news about the coronavirus, politics, and other problems is everywhere and often seems overwhelming. However, daily positive messages about something good happening in our community can help encourage others to do so as well and respond with more activity in our community!

Moving forward, partnerships will be more important than ever as we rebuild our economy. The CCCVB pledges to work with our community partners to make sure our efforts are impactful and efficient. We continue to work for you, let's do it together Campbell County!