

CAMPBELL COUNTY

A landscape photograph of rolling green hills under a sunset sky. The hills are illuminated with a warm, golden light, and a fence is visible in the foreground. The sky transitions from a pale blue at the top to a soft orange near the horizon.

INDUSTRY WEBSITE REPORT



Hotel Lodging Insights

Source: Smith Travel Research

Jan 1, 2024 - Dec 31, 2024

Occupancy Rate
64.36%
 ↓ -2.3%

ADR
\$119.80
 ↑ 5.7%

RevPAR
\$77.65
 ↑ 3.5%

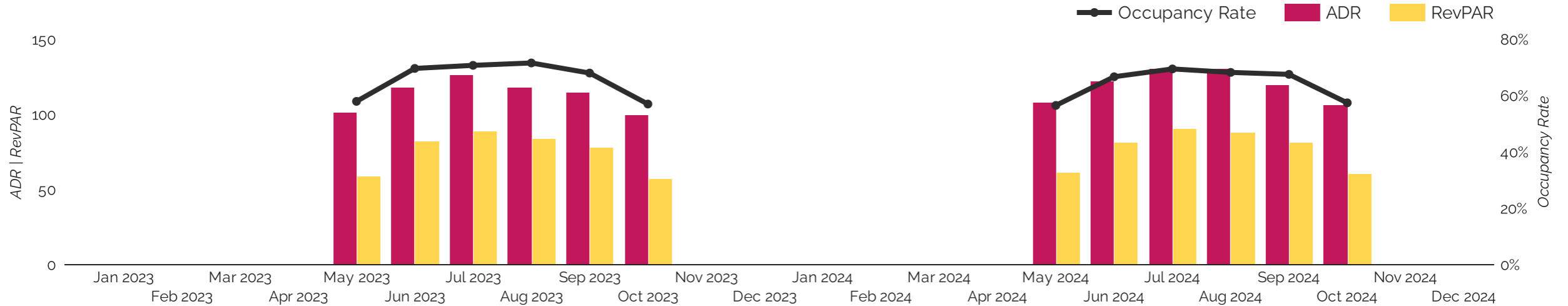
Supply
2M
 ↓ -0.5%

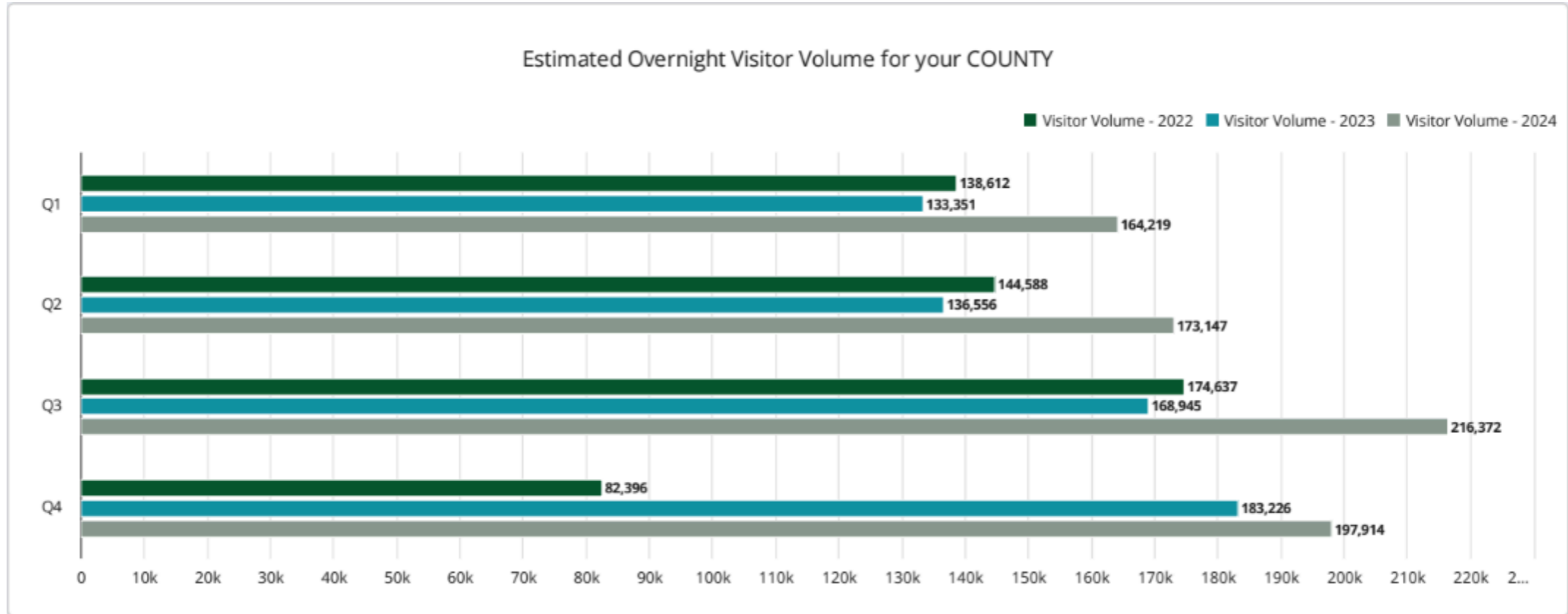
Demand
1M
 ↓ -2.8%

Revenue
\$153.48M
 ↑ 3.0%

% change: YoY comparison

Lodging Trends (Last 12 Months)



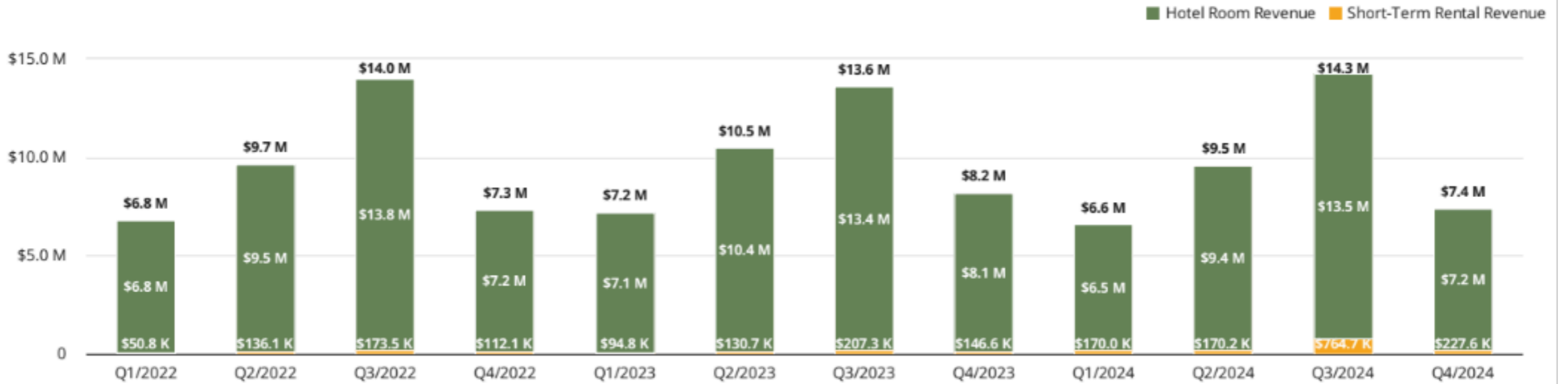


Significant Volume Surges: 2024 has outperformed both 2022 and 2023 in every single quarter, signaling a massive upward trend in overnight visitor volume.

Peak Season Dominance: Q3 2024 saw an all-time high of 216,372 visitors, a substantial increase from the 168,945 recorded in Q3 2023.

Off-Season Opportunity: Q1 2024 growth was particularly strong, jumping to 164,219 visitors from 133,351 the previous year, suggesting that winter/early spring marketing efforts are gaining serious traction.

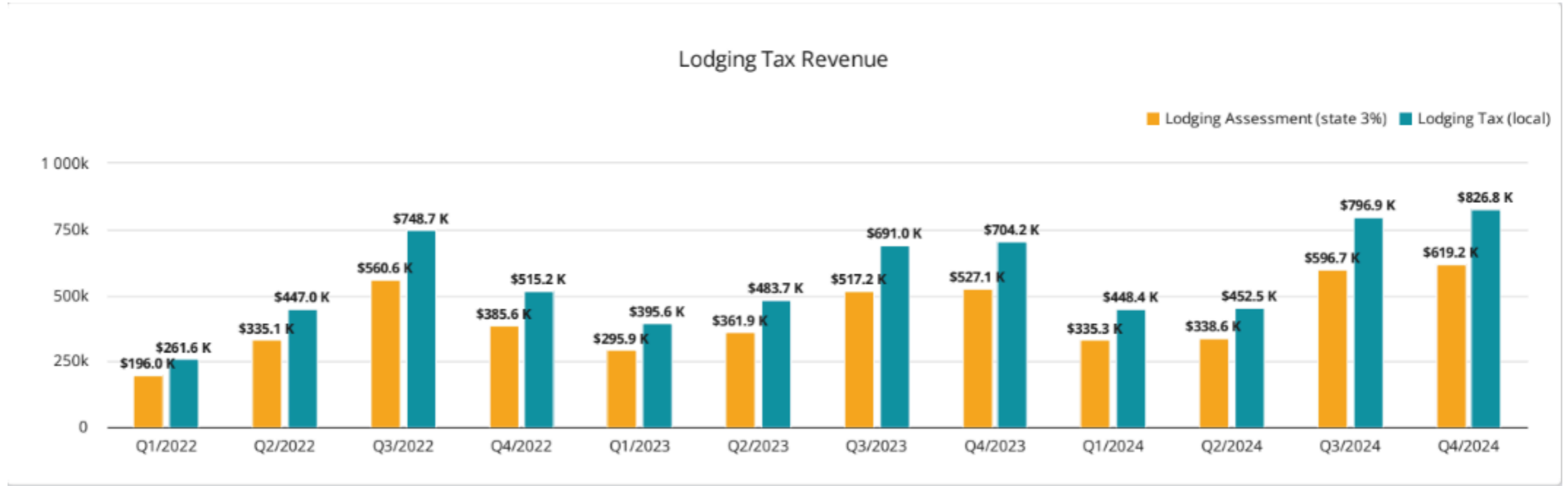
Hotel and Short-Term Rental Revenue



Q3 Revenue Peak: Total lodging revenue (Hotel + Short-Term Rental) reached \$14.3M in Q3 2024, the highest quarterly figure in the three-year period.

Consistent Hotel Performance: Hotel room revenue reached \$13.5M in Q3 2024, demonstrating that traditional lodging remains the primary economic driver for Campbell County.

STVR Market Expansion: Short-term rental revenue hit a peak of \$764.7K in Q3 2024, more than tripling the \$207.3K seen in Q3 2023, which identifies a clear high-growth for short term rental visitors.



All-Time Tax Highs: Local lodging tax revenue hit a record \$826.8K in Q4 2024, showcasing strong year-end performance despite it typically being a slower travel season.

Strong Local vs. State Returns: Local lodging tax consistently outperforms the 3% state assessment, with Q3 2024 bringing in \$796.9K locally compared to \$596.7K for the state.

Revenue Resilience: Even in the lower-volume Q1 2024, local tax revenue (\$448.4K) was significantly higher than the Q1 2022 (\$261.6K) and Q1 2023 (\$395.6K) levels, indicating a more robust and valuable year-round visitor base.



Tax Report

Source: Dean Runyan

Jan 1, 2026 - Jan 31, 2026

Direct Travel Impact Insights 2024

	County	State
Impact of Direct Visitor Spending		
Amount of Visitor Spending that supports 1 job*	\$90,043	\$142,152
Employee Earnings generated by \$100 of Visitor Spending	\$39	\$30
Direct Tax Revenue generated by \$100 of Visitor Spending	\$8	\$6
Impact of Travel Industry		
Travel Share of Total Employment	4%	7%
Share of Overnight Visitor Spending		
Hotel, Motel	65%	54%
STVR	4%	10%
Private home (VFR)	18%	11%
Seasonal Home (2nd Home)	2%	4%
Campground	10%	20%

High Revenue Efficiency: Every \$100 spent by visitors in Campbell County generates \$39 in local employee earnings, significantly outperforming the state average of \$30.

Hotel Dominance: Over 65% of overnight visitor spending is concentrated in hotels and motels, indicating a traditional traveler profile that prioritizes standard lodging.

VFR Potential: Private home (Visiting Friends and Relations) stays account for 18% of spending, suggesting a strong secondary market for local-led tourism promotion.

Direct Travel Impact Summary

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	113.6	96.1	83.2	80.8	86.7	99.2	69.8	86.7	105.2	115.1	114.1	-0.9%
Other travel*	32.0	27.6	24.2	27.0	31.7	30.7	21.6	36.0	41.3	40.0	39.3	-1.7%
Total	145.6	123.7	107.4	107.9	118.3	129.8	91.4	122.7	146.5	155.1	153.4	-1.1%
Direct Earnings (\$Millions)												
Earnings	28.3	26.8	27.4	27.4	28.8	31.8	30.6	34.3	40.6	43.6	44.7	2.4%
Direct Employment (Jobs)												
Employment	1,120	1,060	1,090	1,060	1,080	1,180	1,130	1,230	1,300	1,320	1,310	-0.8%
Direct Tax Revenue (\$Millions)												
Local	2.3	2.0	1.7	1.6	1.7	2.0	1.3	1.6	2.5	2.8	2.9	2.8%
State	4.8	4.7	4.3	4.2	4.4	4.8	3.5	4.9	5.3	5.6	5.8	4.2%
Total	7.2	6.7	5.9	5.8	6.1	6.7	4.9	6.5	7.8	8.4	8.7	3.8%

Tax Revenue Growth: While total spending saw a slight dip of -1.1%, local and state tax revenues actually grew by 2.8% and 4.2% respectively in 2024.

Rising Earnings: Direct earnings for travel industry employees hit a 10-year high of \$44.7 million in 2024, showing a resilient local labor market.

Employment Stability: The industry supports approximately 1,310 jobs, maintaining a consistent workforce despite minor year-over-year fluctuations in visitor volume.



Tax Report

Source: Dean Runyan

Jan 1, 2026 - Jan 31, 2026

Direct Spending Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Travel Spending (\$Millions)												
Visitor	113.6	96.1	83.2	80.8	86.7	99.2	69.8	86.7	105.2	115.1	114.1	-0.9%
Other travel*	32.0	27.6	24.2	27.0	31.7	30.7	21.6	36.0	41.3	40.0	39.3	-1.7%
Total	145.6	123.7	107.4	107.9	118.3	129.8	91.4	122.7	146.5	155.1	153.4	-1.1%
Visitor Spending by Type of Traveler Accommodation (\$Millions)												
Hotel, Motel, STVR	80.4	67.5	54.8	51.6	55.7	67.0	42.6	53.3	68.3	77.0	76.1	-1.2%
Hotel, Motel	NA	NA	NA	NA	NA	NA	NA	52.6	66.9	75.0	71.3	-5.0%
STVR**	NA	NA	NA	NA	NA	NA	NA	0.7	1.4	2.0	4.8	140.3%
Campground	8.9	7.7	7.8	8.8	8.8	9.1	7.7	9.8	10.6	11.3	11.4	1.4%
Private Home (VFR)	19.0	16.3	16.3	16.1	17.5	18.0	15.4	18.1	20.1	20.4	20.3	-0.6%
Seasonal Home	1.4	1.3	1.3	1.4	1.5	1.4	1.4	2.2	2.3	2.3	2.4	1.9%
Day Travel	3.9	3.3	3.1	3.0	3.2	3.6	2.8	3.3	3.9	4.1	3.9	-4.6%
Total	33.2	28.7	28.5	29.3	31.0	32.2	27.2	86.7	105.2	115.1	114.1	-0.9%
Visitor Spending by Commodity Purchased (\$Millions)												
Accommodations	35.5	31.2	23.2	21.7	22.4	26.4	16.7	22.9	28.4	33.3	35.6	7.1%
Food Service	24.2	21.0	19.8	19.3	21.0	24.9	17.8	19.9	23.9	26.9	26.3	-2.0%
Food Stores	6.7	5.9	5.4	5.2	5.4	6.2	4.9	5.5	6.7	7.3	7.1	-2.4%
Arts, Ent. & Rec.	14.5	12.3	11.6	11.2	11.8	13.5	10.0	11.1	12.7	14.0	13.7	-2.4%
Retail Sales	13.3	11.3	10.5	9.9	10.4	11.8	9.0	10.2	12.0	12.6	10.7	-14.5%
Visitor Air	1.1	1.1	1.2	1.2	1.3	1.3	0.8	2.2	3.6	3.9	4.3	9.4%
Local Tran. & Gas	18.3	13.4	11.6	12.2	14.3	15.1	10.6	15.0	17.9	17.3	16.4	-5.3%
Total	113.6	96.1	83.2	80.8	86.7	99.2	69.8	86.7	105.2	115.1	114.1	-0.9%

STVR Explosion: Short-term Vacation Rentals (STVR) saw a massive 140.3% spending increase in 2024, identifying a rapidly growing niche for alternative lodging marketing.

Accommodation Premium: Spending on accommodations grew by 7.1%, even as retail sales dropped by 14.5%, suggesting visitors are willing to pay more for stays while tightening budgets elsewhere.

Aviation Upturn: Visitor air spending rose 9.4%, indicating an opportunity to target fly-in travelers who may have higher disposable income.



Tax Report

Source: Dean Runyan

Jan 1, 2026 - Jan 31, 2026

Direct Impact Detail

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	% Chg. 23-24
Direct Earnings (\$Millions)												
Accom. & Food Serv.	17.0	16.3	16.9	17.2	17.9	19.7	19.0	22.0	25.9	27.5	28.2	2.8%
Arts, Ent. & Rec.	6.4	6.0	6.1	6.1	6.6	7.4	7.3	8.1	9.9	11.0	11.1	0.4%
Retail*	3.0	2.7	2.6	2.4	2.5	2.9	2.8	2.8	3.2	3.4	3.6	3.9%
Ground Trans.	0.7	0.6	0.6	0.5	0.5	0.6	0.4	0.5	0.5	0.6	0.6	2.6%
Visitor Air	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1	0.1	15.1%
Other travel**	0.9	1.0	1.0	1.0	1.0	1.0	0.9	0.9	1.0	1.0	1.1	9.7%
Total	28.3	26.8	27.4	27.4	28.8	31.8	30.6	34.3	40.6	43.6	44.7	2.4%
Direct Employment (Jobs)												
Accom. & Food Serv.	650	620	640	630	640	680	660	690	740	740	750	1.4%
Arts, Ent. & Rec.	290	270	280	280	280	340	300	370	410	430	390	-9.3%
Retail*	120	110	110	100	100	110	120	120	110	110	120	9.1%
Ground Trans.	20	20	20	20	20	20	10	10	10	10	10	0.0%
Visitor Air	0	0	0	0	0	0	0	0	0	0	0	NA
Other travel**	30	40	40	40	40	30	40	40	40	40	40	0.0%
Total	1,120	1,060	1,090	1,060	1,080	1,180	1,130	1,230	1,300	1,320	1,310	-0.8%
Direct Tax Revenue (\$Millions)												
Local Tax Receipts	2.3	2.0	1.7	1.6	1.7	2.0	1.3	1.6	2.5	2.8	2.9	2.8%
State Tax Receipts	4.8	4.7	4.3	4.2	4.4	4.8	3.5	4.9	5.3	5.6	5.8	4.2%
Total	7.2	6.7	5.9	5.8	6.1	6.7	4.9	6.5	7.8	8.4	8.7	3.8%

Food Service Resilience: The "Accommodations & Food Service" sector remains the backbone of the local tourism economy, providing \$28.2 million in earnings and 750 jobs.

Arts & Recreation Shift: While employment in Arts, Entertainment, and Recreation dipped by 9.3%, the sector's total earnings remained stable (up 0.4%), suggesting higher-value roles or increased productivity.

Consistent Local Impact: Local tax receipts have increased from \$1.3 million in 2020 to \$2.9 million in 2024, reinforcing the industry's value to the local community.



Tax Report

Source: Dean Runyan

Jan 1, 2026 - Jan 31, 2026

Overnight Visitor Volume

	2022		2023		2024	
	Nights	Trips	Nights	Trips	Nights	Trips
Person Volume (Thousands)						
Hotel, Motel, STVR	506	222	540	237	497	217
Private Home (VFR)	320	114	321	114	323	115
Other Overnight	132	62	137	64	139	65
Total	958	398	998	415	959	397
Party Volume (Thousands)						
Hotel, Motel, STVR	185	81	198	87	181	79
Private Home (VFR)	155	55	156	56	157	56
Other Overnight	53	26	55	27	56	27
Total	394	163	408	169	394	162

Average Expenditures, Party Size, and Length of Stay

2024	Spending per Person		Spending per Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$153	\$351	\$420	\$962	2.7	2.3
Private Home (VFR)	\$63	\$176	\$129	\$363	2.1	2.8
Other Overnight	\$99	\$212	\$246	\$507	2.5	2.1
All Overnight	\$115	\$277	\$280	\$680	2.4	2.4

Volume Metrics: Campbell County saw a total of 959,000 person nights in 2024, with the majority (497,000) coming from the Hotel/Motel/STVR segment.

The "Power User" Traveler: Hotel and STVR guests spend the most per day (\$153) compared to VFR guests (\$63), making them the primary target for high-ROI advertising campaigns.

Party Dynamics: The average travel party size is 2.4 people with a stay of 2.4 days, providing a clear window for 48-hour "itinerary-based" marketing.

[Link to main Campbell County, WY Looker dashboard](#)