

Sweetwater in the News

6 Ways to Make the Most of Fall in the Country's Eighth-Largest County

September 14, 2025

From Flaming Gorge Reservoir to the ancient spires of Boar's Tusk, Sweetwater County in southwest Wyoming is a prime location for fall adventure with crisp temperatures, autumn foliage and abundant things to do.

Cowboy Culture - Western Travel Adventures

September 14, 2025

A tour group company executive once relayed that the most popular trip for international travelers touching down in the US is a winding romp through the Southwest. In some ways, it makes sense. Our stunning red rocks and wide open space both induce awe and fuel the imagination.

Rock Springs Is Flying Out of Its New High-Tech \$43M Airport Terminal

September 1, 2025

"We're the best-kept secret in the state," Meredith said. "From our quality-of-life perspective, public land, outdoor recreation, ability to obtain really high-paying jobs and raise families here, with so much access to hunting and fishing and camping — everything that really offers families the opportunity to make quality memories. We have nothing to apologize about in southwest Wyoming."

Wyoming's Sweetwater County Prepares to Host Massive Rodeo

July 10, 2025

Hosting the National High School Finals Rodeo is a challenge for Sweetwater County in southwest Wyoming, but as the saying goes, this isn't their first rodeo.

"I would say it's controlled chaos, but it's a well-oiled machine," said Jenissa Meredith, chief executive officer of Sweetwater County Travel & Tourism.

Flaming Gorge & Rock Springs Wyoming

June 26, 2025

Home to Flaming Gorge National Recreation Area, a haven for outdoor enthusiasts, Sweetwater County, Wyoming is an ideal destination for those who love the beauty and diversity of the national parks but don't love the crowds.

Family Fun Awaits This Summer in Southwest Wyoming

March 31, 2025

Here, Sweetwater County's abundant natural playgrounds offer all kinds of opportunities to get out and play. Beyond outdoor escapades, you'll find exciting summer shows, chances to see desert wildlife, surfing the dunes and a historic look at the Great American West at a variety of museums.

On the Road with Sarah - Rock Springs Wyoming

October 9, 2024

Rock Springs, Wyoming is an adventurous high-desert oasis with a delightful downtown area, an acclaimed main street, and beloved local eateries, making it a recommended destination. Just a short distance north of the town lies the Killpecker Sand Dunes, the largest in North America, offering activities such as sandboarding and sledding.

Flaming Gorge National Recreation Area

September 3, 2024

Driving along Interstate 80 through the high-desert country of southwestern Wyoming delivers sweeping views of big skies with buttes and hoodoos dotting the horizon. This region combines a long mining legacy and historic downtowns, with most of the action in the cities of Green River and Rock Springs.

Max Makes Tracks to Wyoming's Red Desert

August 6, 2024

Rock Springs, Wyoming occupies a landscape formed by ancient waterways and ever-present wind. It sits at the edge of the Red Desert, which occupies a 9,300 square mile swath of south-central Wyoming stretching north and south of Interstate 80.

Road Trippin' - Re-Discover Rock Springs and Green River, WY

July 19, 2024

Today on Road Trippin', Kaime travels to Sweetwater County Wyoming, to visit Rock Springs and the Green River area. We are here to discover the various outdoor recreation possibilities, museums, art, and scenic by-ways.

Here's What to Eat, See and Do in Green River Country

July 18, 2024

Situated between the Rocky Mountains and the Great Plains, it's a land of footpaths and thoroughfares, byways and river routes — and it has long attracted explorers and wanderers of every kind. The gorgeous sites of rural Wyoming are nothing to sneeze at. So, grab yourself a plane ticket, drop your luggage at one of the C&I-recommended stays, and explore Wyoming with the C&I travel guide.

Historic Trails Across Wyoming

July 18, 2024

The heady scent of sagebrush hangs over the high desert of southwestern Wyoming, a rugged landscape that seems empty under the wide-open blue above. Woolly clouds drift over windswept ridges of sandstone and shale. Sparse patches of prairie grass surround the small towns of Rock Springs and Green River, whose remoteness imparts a peaceful feeling of freedom found only in the wilderness.

New Signage Unveiled in Rock Springs

June 6, 2024

The Sweetwater County Travel and Tourism Board hosted the state tourism office's board in Rock Springs and showed off the signs, which were paid for using funds from the tourism office's Destination Development program.

63rd Annual Escapade RV Rally Set for June in Rock Springs, Wyo.

April 29, 2024

The Sweetwater Events Complex will host the Escapade event for the Escapees RV Club June 16-21 in Rock Springs, Wyo., according to a release from the member-based RV owners organization.

2023 Annual Report Shows Tourism's Success in Sweetwater County

February 5, 2024

The Sweetwater County Travel and Tourism Board just released their 2023 annual report, announcing that the direct advertising efforts of the board generated \$67m in visitor spending in the county in 2023 and they have several new projects underway.

Holiday Magic in the High Desert

November 20, 2023

Nestled in the rugged embrace of Wyoming's high desert, Rock Springs, the "Christmas Capital of Wyoming," transforms into a winter wonderland come the holiday season. This charming city, with its snowy landscapes and warm community spirit, invites you to experience the holiday season with a hearty dose of small-town Wyoming charm.

Sweetwater County, Wyoming Travel Guide

September 12, 2023

Wyoming is home to some of the most beautiful national parks in the United States. From Yellowstone National Park to Grand Teton National Park, it's safe to say that Wyoming gets a ton of travelers every year.

Where to Sand Board

August 4, 2023

The first thing you're gonna want to do is wax your sandboard. Cover the surface well, moving the wax back and forth. Get it good and slippery—this both protects your vehicle from the elements and helps to eliminate the possibility of friction.

14 Unique Activities in Southwest Wyoming + Road Trip Guide for Rock Springs & Green River

July 11, 2023

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Best Things To Do in Sweetwater County, Wyoming

July 11, 2023

About three hours south of Jackson Hole, Wyoming, and one hour north of Flaming Gorge National Recreation Area, lie Rock Springs and Green River the largest cities in Wyoming's Sweetwater County. Surrounded by mountains, this region makes for a great getaway to avoid the summer heat.

Visit the White Mountain Petroglyphs Near Rock Springs, Wyoming

January 7, 2023

Wyoming truly is like no other place on earth. North of Rock Springs, you'll find the breathtaking White Mountain petroglyph site, where native Americans carved their art and experiences into the rock hundreds of years ago.

Best Things to Do in Sweetwater County, Wyoming

Check out these locations while you are in the Sweetwater County area in Wyoming. The culture, museums, and hospitality helps to make these particular spots shine!

Least-Visited States

Hikers don't need to confine themselves to Yellowstone for some of Wyoming's most beautiful scenery. Killpecker Dunes, part of Wyoming's Red Desert and where you'll find some of Wyoming's best hikes, is home to miles of towering sand dunes and dotted with otherworldly rock formations. The Boars Tusk, a 400-foot monolith, is the core of a volcano exposed by the erosion of the surrounding rock, and you can hike three miles to the spire.

Here's How to Visit Sweetwater County, Wyoming

Sweetwater County is home to dormant volcanoes, more than 1,000 horses in the Pilot Butte Wild Horse Scenic Loop, a huge migrating herd of pronghorn, the white Killpecker Sand Dunes and the spectacular 91-mile Flaming Gorge. The Red Desert is the biggest unfenced desert landscape in the Lower 48 states, containing nine Wilderness Study Areas.