



SWEETWATER COUNTY TRAVEL & TOURISM BOARD

PRESS KIT

About	Sweetwater County, located halfway between Yellowstone and Canyonlands National Parks in southwest Wyoming, is home to 10,500 square miles of pure, high desert adventure. Known as “Flaming Gorge Country” the area is characterized by the 91-square-mile Flaming Gorge Lake, the famed Green River, expansive deserts, and rugged mountains. Activities include camping, hiking, biking, fishing, golfing, sightseeing, wildlife viewing, hunting dinosaurs, shopping, and just plain getting away from it all. A perfect place to explore American history, Sweetwater County is also home to petroglyphs, pioneer trails and historical museums. The Rock Springs-Sweetwater County airport was recently ranked 37th on a list of 322 airports from around the country by Travelmath.com.	
Getting Here	Drive: Sweetwater County is located on highways 191 or 530 off the I-80 corridor Fly: Salt Lake City International Airport – 2.5 hours Denver International Airport – 5 hours Southwest Wyoming Regional Airport – 7 miles east of Rock Springs	
Activities	Camping Cross-Country Skiing Driving tours Events Fine arts Fine dining Fishing Golfing Hiking Historic sites Hunting	Ice Fishing Jeeping/4-Wheeling Kayaking Mountain Biking Museums Shopping Sightseeing Sledding Snowshoeing Tubing Wildlife Viewing
Photos	Available for download – Click Here .	
Online Media Center	https://www.tourwyoming.com/media-room	
Social Media	Facebook: https://www.facebook.com/swctourism/ Twitter: @SweetwaterWY Instagram: https://www.instagram.com/sweetwatertourism/ YouTube: https://www.youtube.com/user/sweetwatertourism	
Media Contact	Jenissa Meredith Sweetwater County Travel & Tourism (307) 382-2538 jmeredith@tourwyoming.com	



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SWEETWATER COUNTY STORY IDEAS – SUMMER

- **Make a Sweetwater County Pit Stop in Route to Yellowstone or Grand Teton National Parks**

With the open highway, endless blue skies, and abundant wildlife, a family road trip to Yellowstone and Grand Teton National Parks is among the most quintessential American summer vacations. For many road trippers, a drive to these parks goes right through a beautiful – yet often undiscovered – corner of Wyoming, Sweetwater County. Here, travelers can stretch their legs at Lake Flaming Gorge, literally trace the footsteps of early settlers by walking the most miles of still-visible pioneer trails in the country or check out the cool critters (wild horse herds, pronghorn antelope, desert elk, and more!) of Sweetwater County. Click [here](#) to view the seven must-see sites on the way to the national parks!

- **Mountain Bike on Spectacular Singletracks**

Southwest Wyoming is home to spectacular singletrack trails. Green River, Wyoming, is home to the Wilkins Peak Trail system, ranked as the second-best trail in Wyoming on Singletracks.com. The trail system is not only one of the best in the state but also one of the most undiscovered in all the land. That means more solo time on the Single track when you visit Southwest Wyoming! Wilkins Peak Trails offers several options that can be accessed from various locations on the southeastern side of the town of Green River, depending on the length and difficulty of the ride desired. The Wilkins Peak Trail System is extensive enough to warrant multiple days of mountain biking and boasts magnificent views of the area's unique landscape. The Sweetwater Mountain Biking Association offers frequent local trail reports on its Facebook page. Rock Springs is home to the new Mustang Loop Trail. This bike trail, located behind Western Wyoming Community College, opened in 2022. This bike trail is great for all skill levels and is in the heart of Rock Springs, off exit 103 off I80. For bike repair, bike rentals, gear, and local recommendations on other trails to try in the area, stop by the Bike & Trike (612 Broadway, Rock Springs) or Geared Up (178 Flaming Gorge Way, Green River). Also located inside the Bike and Trike is a local coffee shop, the Java Peddler, the perfect place for a pick-me-up before you hit the trails. To learn more, click [here](#)!

- **Rediscover the Wild West**

The wide-open spaces of Sweetwater County bring to life the romance and mystique of the Wild West. Here, visitors can see where outlaw Butch Cassidy earned his nickname (at a butcher shop in downtown Rock Springs); pitch a tent at Hideout Canyon Boat-in Campground, which was once a hiding spot used by Butch Cassidy and his gang; cheer on modern-day cowboys and cowgirls at world-class rodeo events; explore the area's still-visible pioneer trails (the most in the U.S.); watch herds of wild horses run; and visit Historic South Pass, which is a cornerstone of the history of U.S. westward migration in the 19th Century.



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▪ **Take a Scenic Drive**

Sweetwater County boasts wide-open vistas and views at every turn. Ramble across the same high deserts and rugged mountains once traversed by Native Americans, mountain men, pioneers, and even outlaws. Take a scenic drive along the [Flaming Gorge - Green River Basin Scenic Byway](#), a designated All-American Road, one of only 37 All-American roads in the country! This spectacular scenic drive takes in the arid and colorful landscape surrounding the Green River as it slowly tumbles from its namesake city to Lake Flaming Gorge. You can see this byway — often referred to as “the best of Sweetwater County” in just a few hours. Or make this beautiful drive last by camping overnight and spending more time watching for wildlife. Want to enjoy the sites and leave the planning to someone else? Take a [full-day guided bus tour](#) of Flaming Gorge! This all-inclusive, locally guided tour includes transportation on an air-conditioned motor coach, lunch, spectacular views of Flaming Gorge Country, and more! Tours run from June through September.

Another popular scenic drive is the Pilot Butte Wild Horse Scenic tour north of Green River. This route is about 24 miles long – about one to two hours of road time, depending on how many stops you make to check out the herds of wild horses and other wildlife. This is a dirt road; 4-wheel drive and thick-ply tires are strongly recommended. Learn more about the route [here](#).

▪ **Attend a Summer Event**

Family-friendly festivals reign supreme in Sweetwater County. Here is just a sample of what's in store. For a complete event list, visit the [events calendar](#).

- Sweetwater Speedway Stock Car Races (May – September)
- Flaming Gorge Days (June)
- Sweetwater Blues N' Brews (June)
- Red Desert Roundup Rodeo (July)
- Wyoming's Big Show (July – August)
- River Festival (August)
- Run with the Horses Marathon (August)
- Sweetwater Downs Horse Racing (August – September)

▪ **Surf the Dunes!**

[Surf the Killpecker Sand Dunes](#) on a sandboard or sled! Sandboarding is like snowboarding, while sledding is similar to winter downhill sledding. Located north of Rock Springs, Wyoming, the Killpecker Sand Dunes are a can't-miss experience in Southwest Wyoming. The soft sandy slopes can reach up to 100 feet high, and the landscape is punctuated by towering rock formations in the form of buttes and spires, like the famous Boars Tusk spire. Boards and Sleds are available for purchase at the Explore Rock Springs and Green River Visitor Center or rent at Rockin Rollin Rentals.



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SWEETWATER COUNTY STORY IDEAS – FALL & WINTER

- **View Wildlife and Fall Foliage**

Sweetwater County is home to wild horses, rare desert elk found, and a national wildlife refuge. The landscapes in Sweetwater County range from high desert plains to colorful canyons and majestic mountains, which become even more multi-hued in the fall. The blazing autumn colors play against the plentiful wildlife in their natural habitats for a remarkable viewing experience. Visit Seedskaadee National Wildlife Refuge to see a variety of bird species, deer, moose, and other animals. Take the Pilot Butte Wild Horse Scenic Loop Tour for a glimpse of the wild horse herds that call Sweetwater County home. Head to Killpecker Sand Dunes to see the largest migratory herd of pronghorn antelope in the lower 48 states and one of the largest desert elk herds in the world. To learn more, click [here](#)!

- **Ice Fish for a Big Catch**

Sweetwater County is one of the region's premier ice-fishing destinations. Ice fishing on the Flaming Gorge can be very good for burbot and rainbows, beginning in mid-December. Anglers also target lake trout through the ice. Smaller lake trout range freely and are often caught by anglers fishing for rainbows. Burbot were illegally introduced into the Green River drainage in Wyoming. These fish have made their way into the Gorge. Burbot compete with other native fish, but they also provide excellent ice fishing. Burbot look somewhat like a cod, and they get active under the ice during the winter. Enter a local ice-fishing derby like the Burbot or Mac Attack for your chance to win big! To learn more, click [here](#)!

- **Visit One of Sweetwater County's Museums**

From the open plains to historical sites, the untamed spirit of the West beckons visitors to Sweetwater County to experience touches of the past. Sweetwater County's four museums offer a comprehensive study of the area's fossils, photos, and artifacts in a range of permanent and rotating exhibits.

- **Rock Springs Historical Museum:** Showcases the area's coal mining and multinational heritage, but the largest artifact is the building itself, constructed in 1894.
- **Sweetwater County Historical Museum:** Set on one of the few historical sites still preserved in the state, this museum offers snapshots of the county's history through its large photograph collection.
- **WWCC Natural History Museum:** Located at Western Wyoming Community College in Rock Springs, this museum houses life-size dinosaur replicas, fish and plant fossils, pottery, and other prehistoric artifacts.
- **Town of Superior Wyoming History Museum:** Learn about the historic town of Superior, Wyoming. The museum is located inside the town hall on Main St.



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▪ **Eat Your Heart Out**

[Sweetwater County Serves up](#) a heaping helping of fun food that is the perfect “side dish” after working up an appetite exploring the 10,500 square miles of pure desert adventure. Cowboy Donuts (1573 Dewar Dr., Rock Springs) serves up “Dang Good Donuts” that were featured on Food Network’s Donut Showdown. At Eve’s (1501 Clubhouse Dr., Rock Springs), enjoy a seasonally delectable menu of dishes created from the finest ingredients. Don’t let the modest exterior of Hitching Post Restaurant & Saloon (580 E Flaming Gorge Way, Green River) fool you. This place serves some of the best food in town! Start your day at Coal Train Coffee Depot (501 S. Main St., Rock Springs), a locally owned coffee shop. Enjoy a delicious latte served alongside one of their breakfast sandwiches. Looking for something new? Sweet Dayz Bakery and Café (535 N. Front St., Rock Springs) and Mr. Waffles and Crepes (520 Wilkes Dr. Unit 8, Green River) recently opened, and they are both already receiving five-star reviews. See for yourself why others are raving about these new cafes.

Media Contact:

Jenissa Meredith | Sweetwater County Travel & Tourism | (307)382-2538 | jmeredith@tourwyoming.com