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Minocqua Area Visitors Bureau Announces New Tourism Brand & Website

New look unveiled at press event today at Visitors Bureau

MINOCQUA, Wis. (February 17, 2025) – The Minocqua Area Visitors Bureau (formerly Let’s Minocqua) unveiled their new tourism brand and website at a press event today in Minocqua.

The new brand, with its tagline “In Minocqua,” was developed through months of research and collaboration with neighboring communities Arbor Vitae, Hazelhurst and Woodruff, who are also represented by the Minocqua Area Bureau. The brand and site are fun and adventurous, yet relaxing, peaceful and calming. They intend to invoke feelings of connection with something greater than oneself through the area’s vast natural landscape and storied history. They also aim to reflect the area’s inclusiveness, as Minocqua represents not only the people, history and offerings of Minocqua, but Arbor Vitae, Hazelhurst and Woodruff as well.

“We are so excited to have a brand that reflects who we are together,” said Krystal Westfahl, President and CEO of the Minocqua Area Visitors Bureau. “Joining forces with our neighboring communities to help promote tourism to the area makes us so much stronger. We each have wonderful things to offer travelers, and together we can encourage people to stay longer, do more and travel further, which helps everyone in our area thrive.”

The new brand and website are just two of the new initiatives brought forth by the Minocqua Area Visitors Bureau to help draw visitors to the Northwoods. They also write and distribute regular e-newsletters, publish an annual visitors guide, host and support local events, and maintain a robust social media presence, in addition to paid advertising throughout the Midwest.

Today, bureau officials unveiled the new look on their outdoor marquee which greets visitors and locals as they enter the town.

“We want people to know as soon as they arrive that our four communities stand together to welcome them,” Westfahl said.

To discover more about the Minocqua Area, visit Minocqua.org, and follow them on [Facebook](#), [Instagram](#) and [YouTube](#).

Mission & Vision:

The Minocqua Area Visitors Bureau’s mission is to strategically market to visitors in order to foster conditions for positive economic impact. Our vision is to welcome you into your authentic Northwoods experience.

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