

WASHBURN COUNTY TOURISM ASSN.



2020 Annual Report



91,445

WEBSITE
VIEWS

3,465

FACEBOOK
FOLLOWERS

1,061

INSTAGRAM
FOLLOWERS

4,447

VISITORS
SERVED

2,475

INFORMATION
REQUESTS

\$38.7 MILLION

Total Business Sales on Travel by
Domestic & International Travelers
in 2020; Decrease of 17.72%

\$3 MILLION

WI State & Local Taxes Generated
(Direct & Indirect) by Traveler
Spending in Washburn Co. in 2020

\$485 per Household

The amount saved in taxes for each
household in Wisconsin

434 JOBS

The number of jobs supported in
Washburn Co by the tourism industry

2020 FOCUS:

- Inspire locals and visitors to fall in love with Washburn County, explore our area safely and enjoy the abundance of outdoor recreation amenities the area has to offer.
- Provide assistance to businesses navigating uncertain times & increase communication channels with businesses and organizations to keep them well informed. One of the new efforts include the creation of a Facebook Group specifically for communicating with tourism businesses.
- Full review of internal processes, organizational structure, and visitor center operations. This process ultimately led to embarking on a full strategic planning with support from the Wisconsin Department of Tourism.
- Revamp Washburn County's Marketing and Public Relations Plan to be ready for launch in 2021.
- Provide support and visitor assistance for visitors traveling to our area. With many businesses being closed, the visitors that were traveling were in need of more assistance than normal to navigate local services.
- Acquisition of Washburncounty.com and complete overhaul of website content.

WE ♥ OUR WASHCO BUSINESSES

It's time to play...for a GREAT cause! We all love our WashCo businesses and right now many of them need our support. Complete any five of the following, comment on this post with your five items & be entered to win a WashCo Goodie Bag!

Be sure to share this post & tag your favorite businesses!

 LEAVE A POSITIVE REVIEW	 PURCHASE A GIFT CARD FOR LATER	 SHARE A POST FROM A BUSINESS
 SUBSCRIBE TO THEIR NEWSLETTER	 ORDER DELIVERY OR CARRY OUT FROM A RESTAURANT	 LEAVE AN EXTRA TIP
 BOOK FUTURE SERVICES OR APPOINTMENTS	 ORDER ONLINE FROM A LOCAL RETAILER	 DONATE TO A LOCAL NON-PROFIT

Winners will be chosen weekly until Wisconsin's "Safer at Home" order is lifted!
#WashburnCounty



FOCUS ON GRASSROOTS MARKETING:

- Initial Curb-side, Support Local & Outdoor Campaigns
- Outdoor Photo Challenge
- Made in WashCo Blog Series Launch
- Explore Local Blog Series Launch
- Promotion of Outdoor Recreation Options

EXPANSION OF VISITOR INFORMATION:



In December 2020, the Washburn County Tourism Assn. team installed a new 24/7 Visitor Information Kiosk outside of the visitor center. The new kiosk offers information on local businesses, attractions, and activities as well as state and regional publications and maps. One of the great features of the kiosk is a video doorbell which allows visitors to ask questions of Visitor Experience Representatives any time of day when a staff member is available remotely.

A NOTE FROM THE WCTA TEAM

2020 was a challenging year for the tourism industry. We are incredibly proud of the work our team accomplished during this time and the ingenuity of our businesses in pivoting during the ever changing circumstances. We've worked very hard to set our area up for a swift recover in 2021. Thank you to all who have dedicated so much to our industry and to serving our visitors no matter the circumstances.
-Michelle & Kaitlin



FUTURE OUTLOOK:

- Incredible opportunities on the horizon for showcasing Washburn County's incredible outdoor recreation amenities. Marketing will have a primarily outdoor focus for 2021.
- Our initial expanded Public Relations efforts have paid off and are shifting future marketing to include a Social Media Influencer program, enhanced internal PR assets, and increased communication with travel writers and media outlets.
- Visitor Center renovation efforts are underway to provide a 5-6 day per week exhibit for visitors. The exhibit will rotate out yearly and the inaugural year will be kicking off with a display called "Tribute to the Lakes."

Thank you for your support of the tourism industry in Washburn County! Our team is always available for questions and open to new ideas that you may have.

Michelle: (715) 635-9696 | michelle@washburncounty.org

Kaitlin: (715) 635-9696 | kaitlin@washburncounty.org

