

# Washburn County **TOURISM ASSOCIATION**

*What is WCTA?*



Washburn County Tourism Association is a 501(c)6, non-profit organization dedicated to promoting tourism in the Washburn County area. The organization is comprised of individuals, organizations, and businesses interested in working to promote and improve tourism in Washburn County. An outstanding board of directors oversees the operation of the organization and empowers the WashCo tourism team to inspire travelers to visit Washburn County through their marketing, outreach and public relations efforts.

## MISSION

To serve as the official tourism promotion and tourism development organization for Washburn County, Wisconsin

## VISION

Through effective outreach and marketing, Washburn County Tourism Association will position Washburn County, Wisconsin as the premier Northwoods destination to visit, live and work.

## OBJECTIVES

Section 1: To promote tourism in Washburn County and support related activities and projects.

Section 2: To provide a forum for the collection and exchange of ideas and programs on tourism advertising, promotion and development.

Section 3: To collaborate with the Wisconsin Department of Tourism, regional tourism, economic development, and community & government organizations.

# Washburn County TOURISM ASSOCIATION

*Meet the team*

## WASHCO TOURISM TEAM



### KAITLIN HORSCH

Executive Director & Chief Operations Officer

Time w/ Tourism: 10 Years

Key Roles: Business Outreach & Communications, Operations

About: Kaitlin is a proud Washburn County native. A graduate of Spooner High School, Kaitlin went on to pursue a bachelor's degree in Recreation & Tourism at Winona State University. After graduating, Kaitlin moved back to the Washburn County area for an internship with Washburn County Tourism Association where she has continued her career for the past seven years. Her roles at Washburn County Tourism Association have included Assistant Director, Visitor Experience & Outreach Director, and was recently promoted to Executive Director. In her free time she enjoys spending time with her family and being in the great outdoors, whether it be floating the Namekagon River: Wisconsin's Moving National Park or exploring the local trails.

Contact: [tourism@washburncounty.org](mailto:tourism@washburncounty.org)

### KELSY SCHULTZ

Marketing Director

Time w/ Tourism: 3 Years

Key Roles: Marketing, Website Design & Content, & Social Media

About: Kelsy is a Stone Lake local and a graduate of Hayward High School. Kelsy went on to pursue a Bachelor's Degree in Business Management at University of Wisconsin-Eau Claire. Interning with the Eau Claire Chamber of Commerce her senior year of college, upon graduation she returned to the Chamber as a full-time Administrative Assistant before being promoted to Young Professionals Director at the end of 2022. Looking to relocate back to her hometown, Kelsy joined Washburn County Tourism Association as the Marketing Director in June of 2023. In her free time she enjoys spending time with her friends and family and spending time doing all of the amazing outdoors activities that the Northwoods has to offer, such as the nearly 1,000 lakes in our area for all water activities imaginable.

Contact: [marketing@washburncounty.org](mailto:marketing@washburncounty.org)



## WCTA BOARD OF DIRECTORS



Maureen Hoffman, President  
Shell Lake Area Chamber  
Representing: Shell Lake Area



Sharon Paine, Vice President  
Stone Lake Cranberry Festival  
Representing: Stone Lake Area



Jamie Ingham, Treasurer  
The Dock Coffee  
Representing: Spooner Area



Jill Dunlavy, Secretary  
Fossil Fuel | WCEDC  
Representing: Shell Lake Area



Joe Hoy  
Washburn Co. Board of Supervisors  
Representing: Washburn Co.



Board Seat Vacancy



Steve Janetski  
Birchwood Area Chamber  
Representing: Birchwood Area



Nikki Janisin  
Hunt Hill Nature Center  
Representing: Birchwood Area



Diane Voight  
Representing: Stone Lake Area

# Washburn County **TOURISM ASSOCIATION**

## *Economic Impact*

**111,217**

Website Users

**279,849**

Page Views



**5.2K**

Facebook Followers

**1.5K**

Instagram Followers



**\$57**

Million

(Total Business Sales in 2024)

**\$3.7**

Million

(State & Local Taxes Generated by Travelers)



**495**

Jobs

(Supported by the Tourism Industry)

**\$678**

Per Household  
(Amount saved in taxes)



**3,395**

Information Requests

**4,296**

Visitors Served

# Washburn County

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# TOURISM ASSOCIATION

## *Ways to Participate*



The WashCo Tourism Team operates a full-service visitor center for Washburn County's travelers at 122 N. River Street in Spooner. The Visitor Experience Representatives are well-trained to promote our area businesses and events. Acting as a welcoming committee for visitors is our specialty. Our goal is for everyone who walks through the visitor center to fall in love with Washburn County! The visitor center offers a variety of business information, maps, trail information, and regional publications in a comfortable, welcoming environment. Be sure to check out the Visit WashCo Mural, the giant Wisconsin photo opp and the Hidden Gems attraction display at the Visitor Center!

## SO...WHAT DO WE DO AND HOW CAN IT HELP YOUR BUSINESS?

The WashCo Tourism Team executes a dynamic marketing plan to promote the entire Washburn County area in the midwest market. Our team operates the official Washburn County Tourism website ([WashburnCounty.org](http://WashburnCounty.org)) and produces the Washburn County Official Guide, Highway Map and Trail/Outdoor Guide, and many other local brochures. The team manages the Washburn County, WI social media platforms, the WashCo Compass Blog and E-newsletter, coordinates the county events calendar, and much more. Everything that the tourism team does is meant to draw visitors to our area, fulfilling our vision of positioning Washburn County, WI as the premier Northwoods destination to visit, live and work.

- Washburn County Official Guide and Highway Map Publications
- Coordination of Washburn County, WI Social Media Channels
- [WashburnCounty.org](http://WashburnCounty.org) - Over 250,000 page views per year!
- Calendar of Events Coordination
- Weekly Event & Activity Posters
- Lodging Leads Report
- [TravelWisconsin.com](http://TravelWisconsin.com) Business Database Management
- Industry Newsletters & Business/Community Outreach
- Business Development Training
- Visitor Center Management
- Official Marketing for Washburn County