

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



MICHELLE MARTIN

Executive Director & Chief Operations Officer

Time w/ Tourism: 13 Years

Key Roles: Finance, Operations, Marketing & Design

About: Born and raised in Washburn County, Michelle moved back to the area a few years after receiving her Bachelor's Degree from UW-Stout in Hotel, Restaurant & Tourism Management. Michelle currently serves on the Wisconsin Governor's Council on Tourism and the NW Wisconsin ITBEC Tourism Committee. A constant advocate for Washburn County, Michelle makes her home in Springbrook on a corner of her husband's family farm with their two kiddos.

Contact: tourism@washburncounty.org



KAITLIN HANSON

Visitor Experience & Outreach Director

Time w/ Tourism: 6 Years

Key Roles: Business Outreach & Communication, Events, Social Media

About: A Washburn County native, Kaitlin joined the tourism team as an intern during the summer of 2016. After receiving her Bachelor's Degree in Recreation Tourism from Winona State, Kaitlin moved back to team up with Michelle promoting the area she loves so much. Her passion to see Washburn County's businesses thrive is unparalleled and has led to the creation of her new position. She now raises her little one to enjoy all the things Washburn County has to offer just as she did.

Contact: kaitlin@washburncounty.org



SARA HUBIN

Visitor Experience & Marketing Representative

Time w/ Tourism: March 2022

Key Roles: Visitor Experience, Group Tours, Marketing

About: A Washburn County transplant, Sara moved to the area in 2006 from Green Bay. Her passion for events and volunteering started when she moved here. She got involved with an area chamber and other organizations to meet people and fell in love with the area. She is building a house just outside of Shell Lake with the love of her life, Aaron. She looks forward to working with you and welcoming the visitors to Washburn County.

Contact: info@washburncounty.org

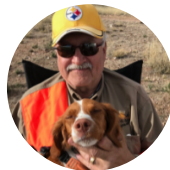
WCTA BOARD OF DIRECTORS



Sue Churchill, President
Round Man Brewing Co.
Representing: Spooner Area



Nikki Janisin, Vice President
Hunt Hill Audubon Sanctuary
Representing: Birchwood Area



Joe McGrath, Treasurer
Minong Flowage Association
Representing: Minong Area



Victor Sacco, Secretary
Edina Realty - Sacco Group
Representing: Spooner Area



Cristina Masterjohn
Washburn Co. Board of Supervisors
Representing: Washburn Co.



Jill Dunlavy
Fossil Fuel | Live Fast Fit Free
Representing: Shell Lake Area



Sharon Paine
Stone Lake Cranberry Festival
Representing: Stone Lake Area



Robin Berlin
Blue Egg Designs
Representing: Shell Lake Area



Steve Janetski
Birchwood Chamber of Commerce
Representing: Birchwood Area

Washburn County TOURISM ASSOCIATION

Economic impact

108,000

Website Views

318,000

Page Views



4,375

Facebook Followers

1,158

Instagram
Followers



\$38.7

Million

(Total Business Sales in 2020)

\$3

Million

(State & Local Taxes Generated
by Travelers)



434

Jobs

(Supported by the Tourism
Industry)

\$485

Per Household
(Amount saved in taxes)



2,475

Information
Requests

4,447

Visitors Served

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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) 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 - Over 300,000 page views per year!
- Calendar of Events Coordination
- Weekly Event & Activity Posters
- Lodging Leads Report
- TravelWisconsin.com Business Database Management
- Industry Newsletters & Business/Community Outreach
- Business Development Training
- Visitor Center Management
- Official Marketing for Washburn County