

2024 Quarter Two Marketing Report

Quarter Two saw a continued rebound in visitor response, visitation and interaction.

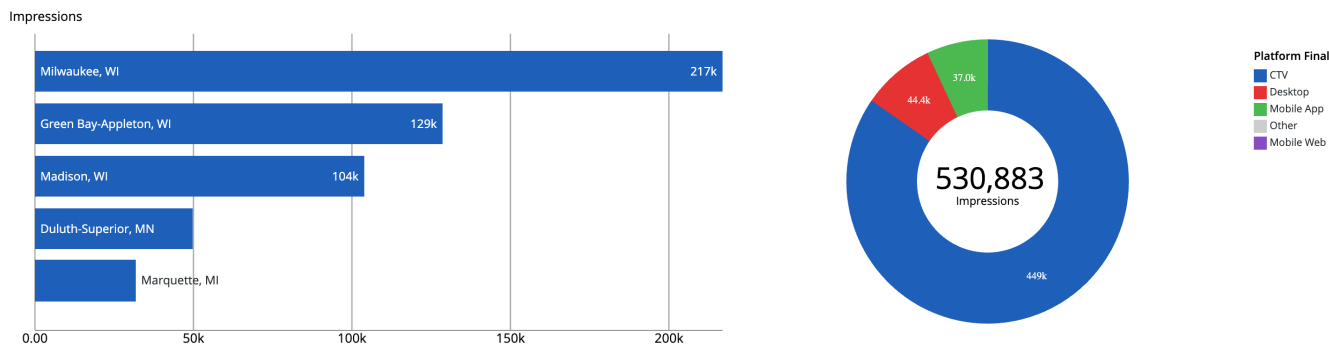
The 2024 Qtr 2 Website PDF showcases increased web sessions, engagement rates and new users are continuing to trend up.
We are above most web based metrics for paid and organic search to the area.

Events, Restaurants and Outdoor Activities again lead the most engagement.

People searched in advance for Taste & Glow, Fourth of July, Hmong Festival, Wings Over Wausau and Chalkfest. (2024 Qtr 2 Visitor Snapshot pdf)

Outdoor Recreation continues to lead and the second quarter is showing an increase from last year in overall area lodging stays (2024 Qtr 2 Director’s Brief pdf)

Good results heading into summer. Our NBC Streaming video campaign is seeing excellent results. We will be extending it into August and advertising in the local market as well, since a big local audience uses our online tools as a resource. Here are some of the initial numbers:



Future Efforts

Fall Colors are coming sooner than we think. Granite Peak’s Comet Chair Rides, Monk’s Blossom of Lights will show visitor increases. Halloween posts and promotions are an area we are putting more effort into.

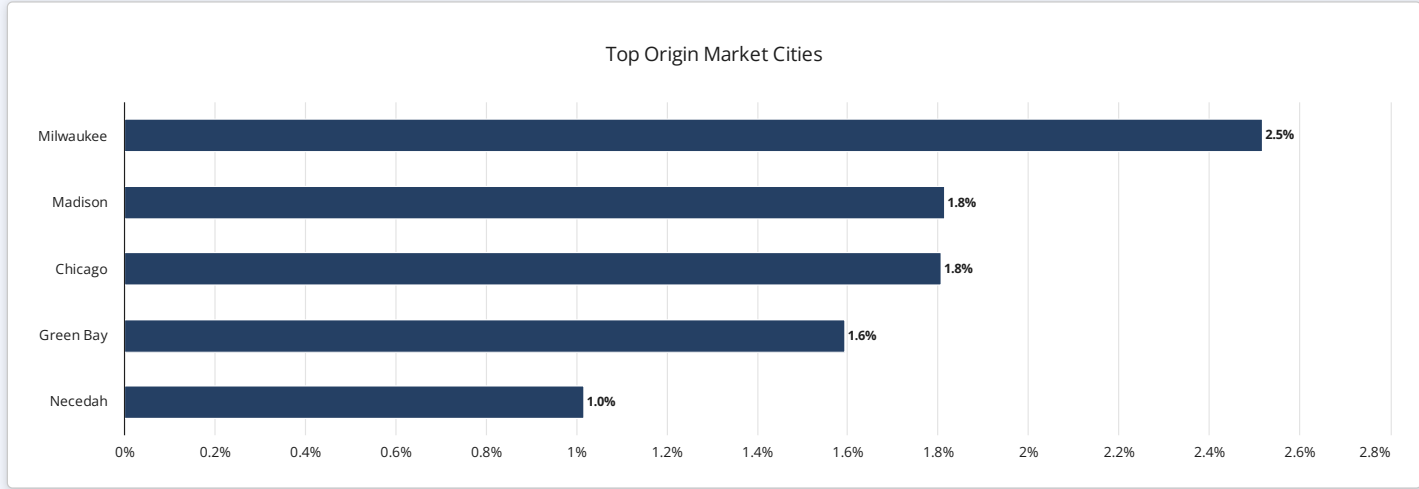
We will be assessing the two years of the new website to create a smoother, more streamlined experience for viewers. That will include building a sales funnel to take visitors to book direct and sign up for our newly reconfigured email newsletters and SMS services.

Director’s Brief Summary

See a summary of your destination’s key metrics, so that you can stay aware of where you are today and where you’re heading. This module will give you high-level insights into your top origin markets for visitation and your regions experiencing compression. We'll also show you your hotel performance.

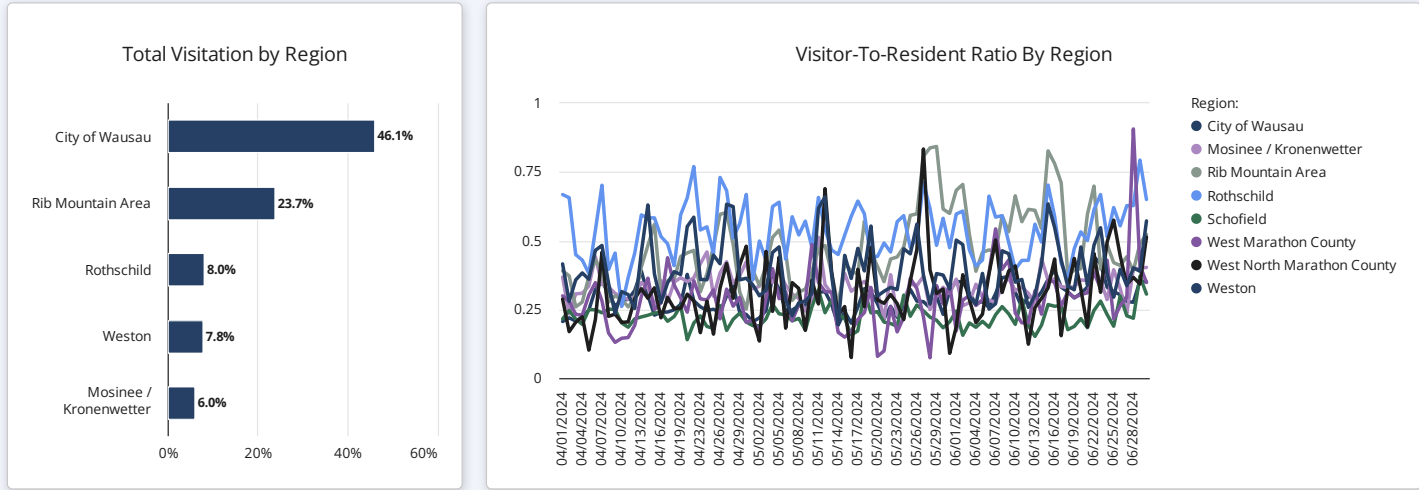
Who is visiting your destination?

Source: Zartico Geolocation Data. Note: This insight shows which origin cities generate the greatest volume of visitors, which helps you understand your visitation patterns to inform your marketing and promotional efforts. Visitors are defined as devices more than 30 miles from their home and work locations. This insight displays only origin market cities, not origin market DMAs, which encompass many cities and are used in other marketing-related insights in the platform. "Unknown" in this insight refers to visitors from areas outside Census-defined cities.



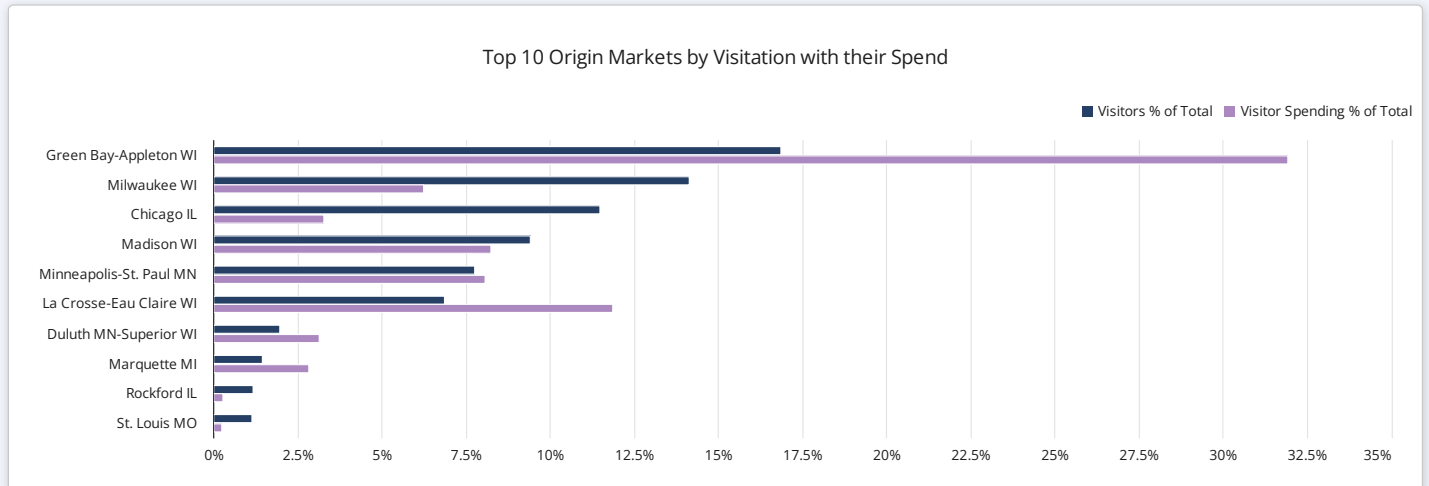
What is the ratio of visitors and residents in your destination?

Source: Zartico Geolocation Data. Note: The insight on the left shows the most visited regions within your destination. Note that the %'s will add up to more than 100%, since many visitors will be observed in more than one region. The best way to read this insight is "of all my visitors, X% were observed in Y region." The insight on the right shows how many visitors you have in a region compared to how many residents. Each of your regions has a certain capacity to welcome visitors without impacting or overwhelming residents. A Visitor-to-Resident ratio of less than 1, tends to have little resident friction. Between 1 & 1.5 has increasing friction and for prolonged periods above 1.5 a proactive destination management plan is recommended. Tip (empty value) or Other in the region definitions indicates that this visitation is taking place outside the regions you defined during setup.



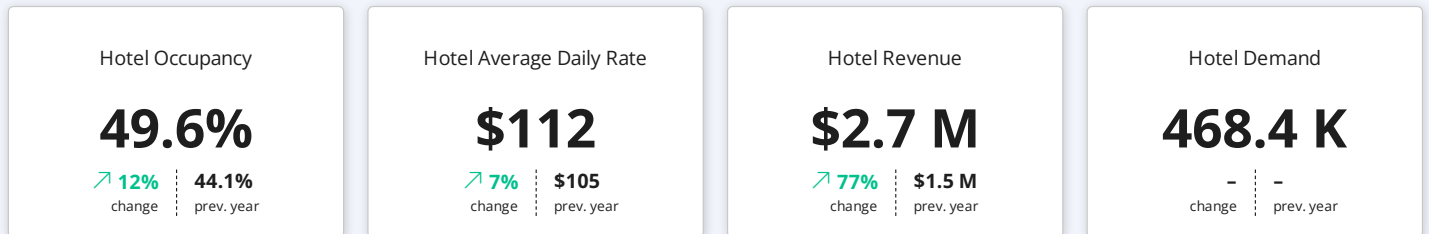
Which markets are generating the greatest economic impact?

Source: Zartico Geolocation Data and Zartico Spend Data. Note: The blue bars represent your largest origin markets. The green bars show each origin market's % of spending. Tip: Look for markets with higher spending (green) compared to their share of visitation (blue).



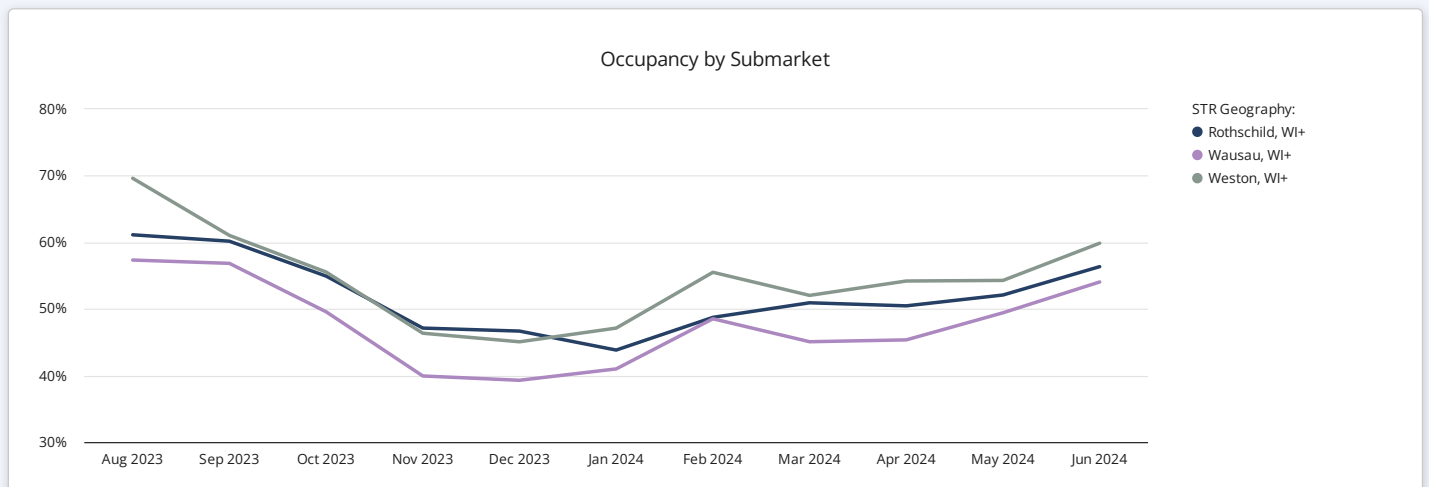
How are your hotels performing?

Source: Smith Travel Research (STR). Note: All KPIs are set for to display data for the STR Geography that most closely matches your destination boundary. STR Monthly files are delivered on the 18th of each month, resulting in comparisons between partial periods of data this year and complete periods of data from last year. Tip: To see the date or your most recent data loaded from STR, see the Data Check section at the bottom of this module.



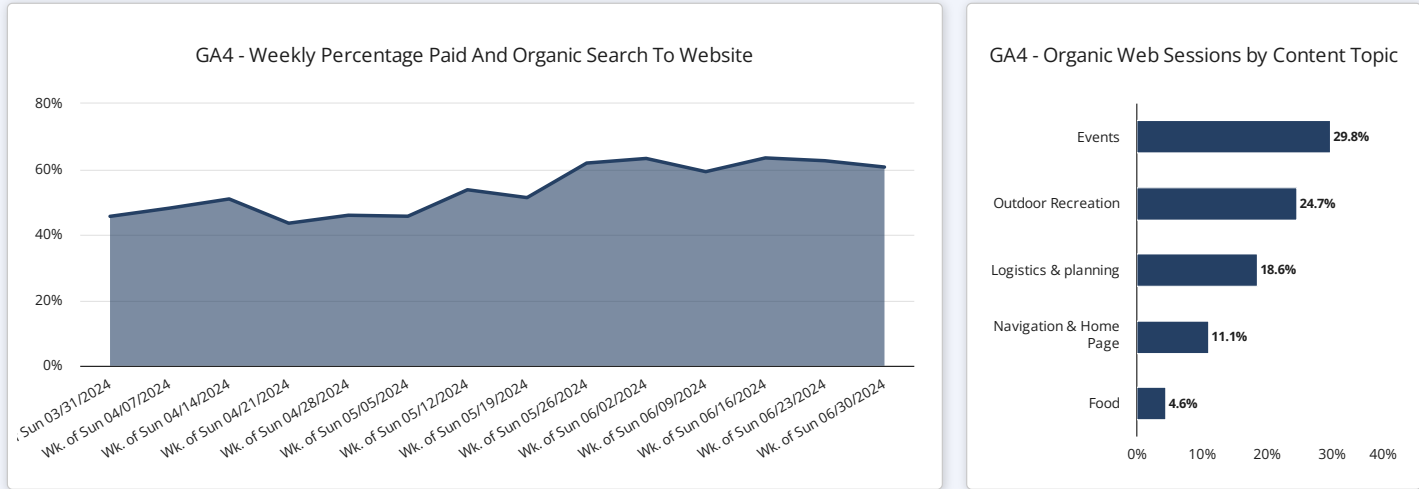
How are each of your submarkets performing?

Source: Smith Travel Research (STR). Note: This insight is not configured to the date range and will instead show the last 12 months. This insight allows you to compare hotel occupancy across all of the submarkets included in your STR report. If you are distributing this report externally, please consult your STR Contract to understand STR's data sharing and reporting restrictions and how this relates to your intended distribution uses. Tip: Click on any of the submarkets in the right column to deselect it in the insight.



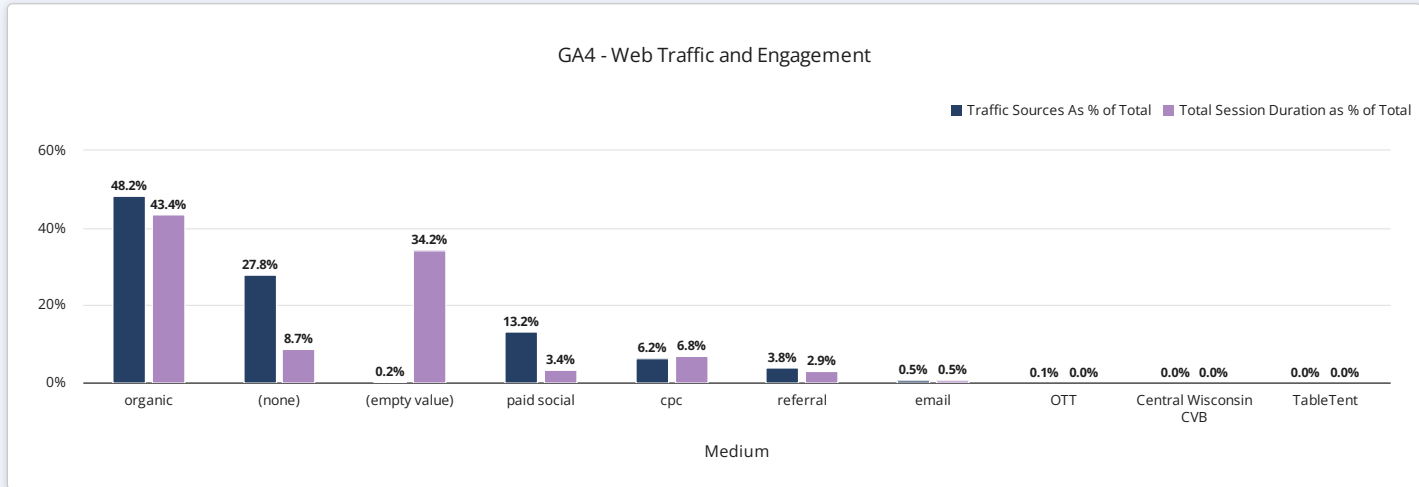
How are you generating awareness and influencing future travel?

Source: Google Analytics. Note: Your website is the front door to your destination. Paid and Organic Search Traffic is an indicator of how prominently your site appears in Search Engine ranking, like Google, and how much of your total website traffic results from search engines. The graphic on the right shows the content topics users are searching for. This provides you guidance on what types of content are likely to perform best in social posts and email newsletters and guides new content creation on your website.



What activities generate the most engagement with your website?

Source: Google Analytics. Note: This insight allows you to see the volume of traffic each medium provides to your website (blue bar) along with the amount of engagement, as measured by time on your website (green bar). High volume and low engagement can be a sign that a given traffic driver to your website isn't providing visitors what they are looking for or can indicate content issues with your landing page. Tip: Explore the Website Performance module for more detail.



Sample Size Reference

These metrics provide a reference for the number of unique visitor devices (Zartico Geolocation Data) and cardholders (Zartico Spend Data) used in the insights above. These values are controlled by the combination of filters selected at the top of the module. Typically, an annual visitor survey conducted for a destination includes between 600 - 2,000 survey responses. In statistics, larger sample sizes result in smaller margins of error (%+/-) and a higher confidence interval. This means that it is less likely that the result you are seeing is due to statistical noise and the greater the confidence you can have in the insights being provided. If these diagnostics show yellow or red values, the insights should be treated as directionally, but less precise owing to a smaller sample size. In these cases, eliminating filter criteria at the top of the module or widening the date range will increase the sample size and increase both accuracy and confidence in the data.

Visitor Device Count Sample Size

33,113

Visitor Cardholder Count Sample Size

25,306

STR Monthly - Data Check

Displays the most recent data loaded into ZDOS. Monthly data is typically delivered on the 18th of the month for with data for the trailing month. As an example, the data for May would be delivered on June 18th. STR data is loaded into the platform within 48 hours of delivery to data@zartico.com.

STR Monthly - Max Date	STR Weekly - Max Date
2024-06-01	—

Visitor Profile Summary

Understand a snapshot of your destination by looking at who your visitors are and the impact they make on your destination. These insights are based on a device count sample size of 33,113 and a cardholder count sample size of 25,306. Note that geolocation data less than 30 days old is subject to slight changes through the normalization process.

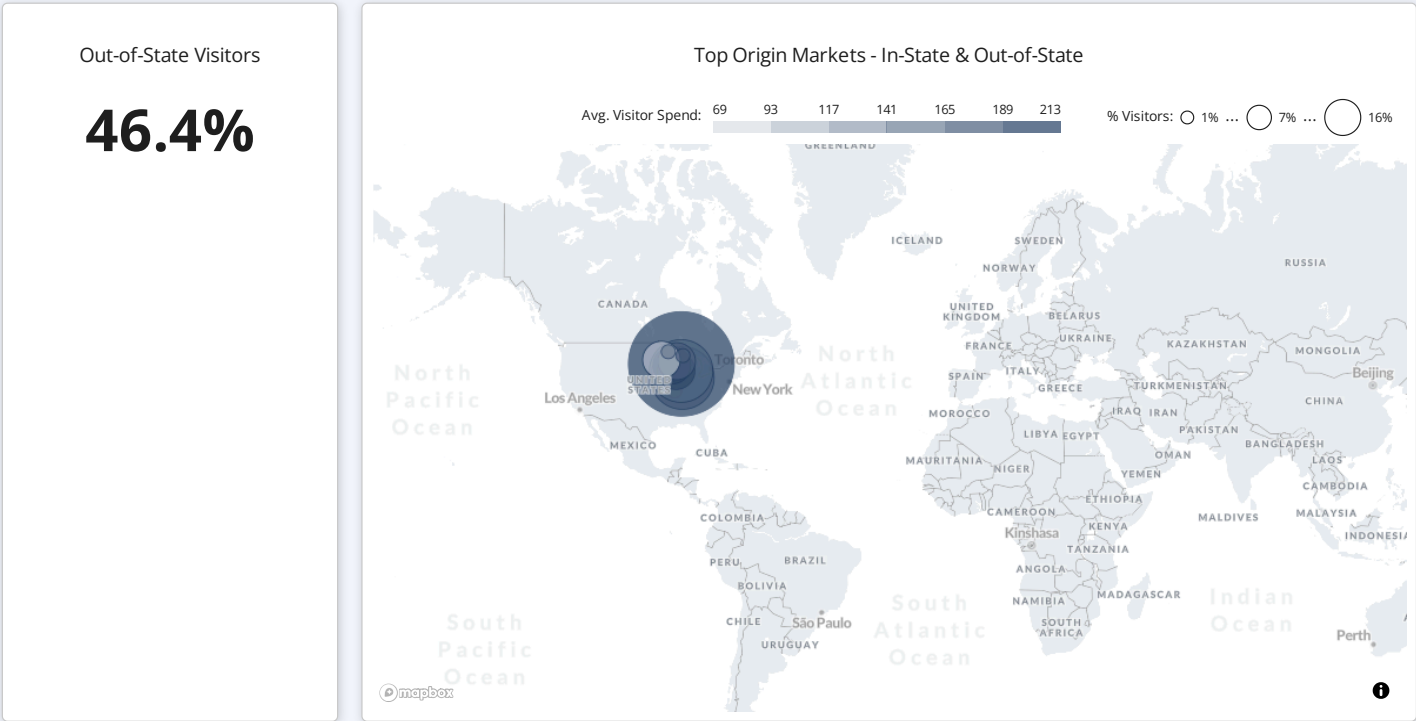
Key Insights

Source: Zartico Geolocation Data, Zartico Spend Data
Better understand your visitor makeup, including the visitor percentage of total devices, percentage of total visitor spend and the average visitor spend.



Where are your visitors from?

Source: Zartico Geolocation Data
Better understand where visitors are coming from, including the percentage of visitors from out-of-state, top DMAs and how they relate to the percentage of visitors, percentage of visitor spend and average visitor spend.



Visitor Market Area	% Visitors ▼	% Visitor Spend	Avg. Visitor Spend
Green Bay-Appleton WI	15.7%	29.7%	\$213
Milwaukee WI	13.2%	5.8%	\$90
Chicago IL	10.7%	3.0%	\$101
Madison WI	8.8%	7.7%	\$143
Minneapolis-St. Paul MN	7.2%	7.5%	\$74
Wausau-Rhineland WI	6.9%	7.0%	\$147
La Crosse-Eau Claire WI	6.4%	11.0%	\$158
Duluth MN-Superior WI	1.8%	2.9%	\$120
Marquette MI	1.3%	2.6%	\$151
Rockford IL	1.1%	0.3%	\$91

What are your visitor demographics?

Source: Zartico Spend Data

Better understand the demographics of visitors including age, income and children in the household

% Cardholders - 25-54

48%

% Cardholders - \$100K+

22%

% Cardholders Children in Household

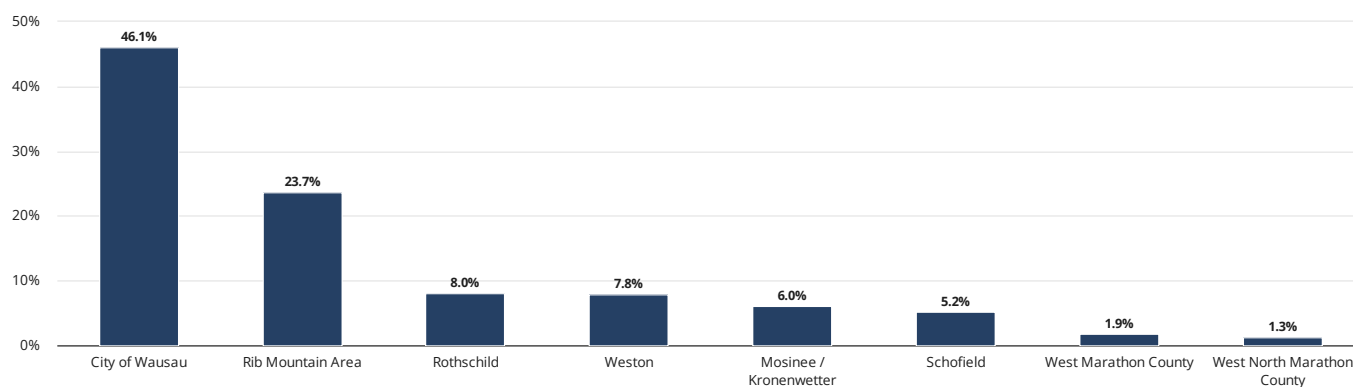
45%

Where do your visitors go?

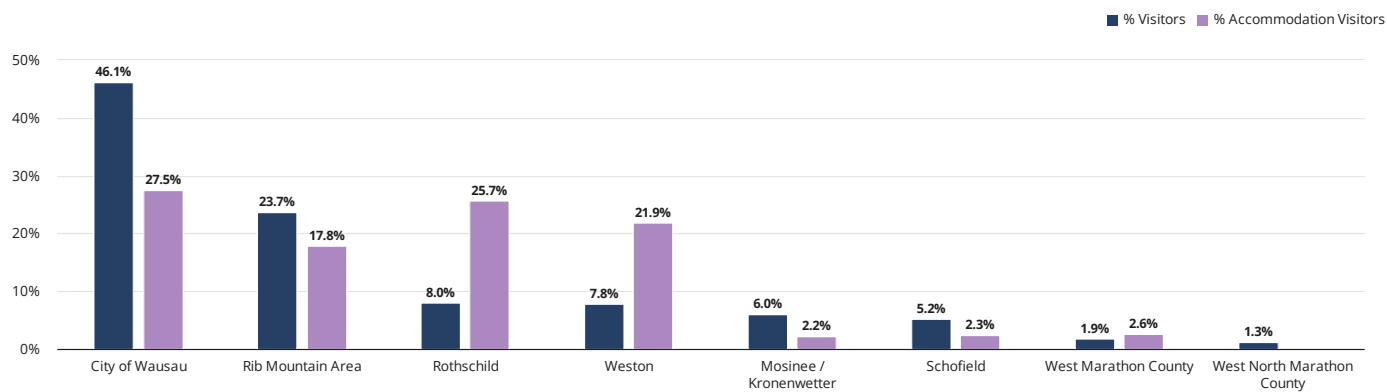
Source: Zartico Geolocation Data

Better understand where visitors are spending time in your destination, including the percentage of top visited regions and overnight stays.

% Visitation by Region

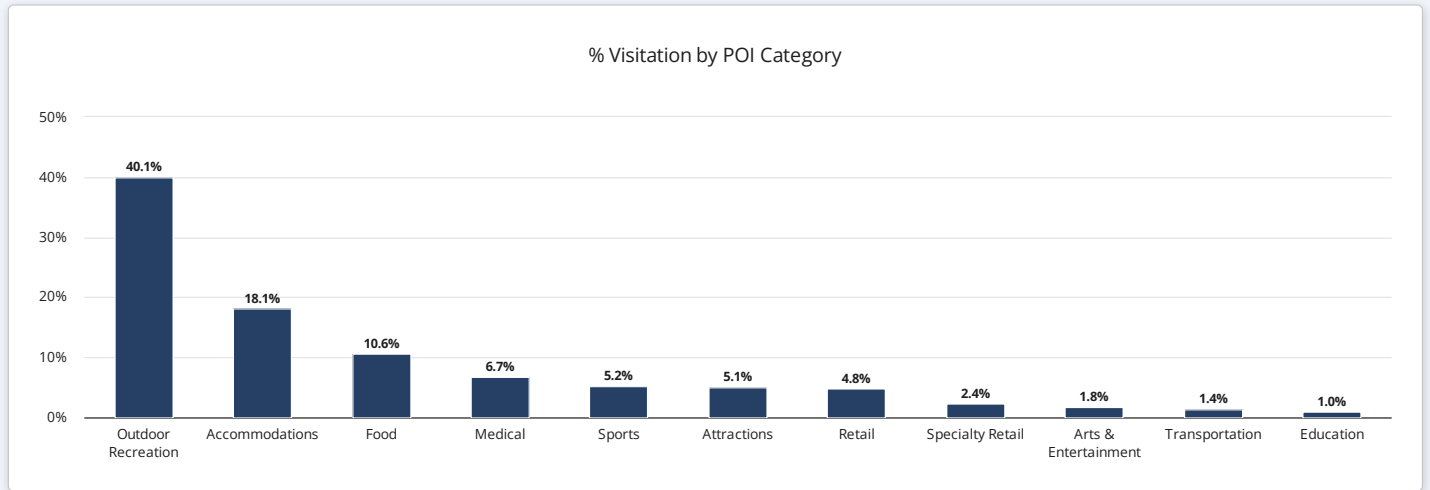


Visitation & Accommodation Visitation by Region



What types of point of interest do your visitors go to?

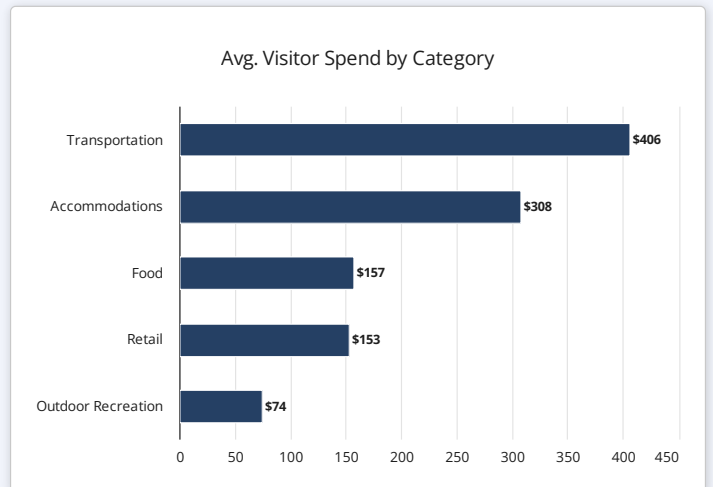
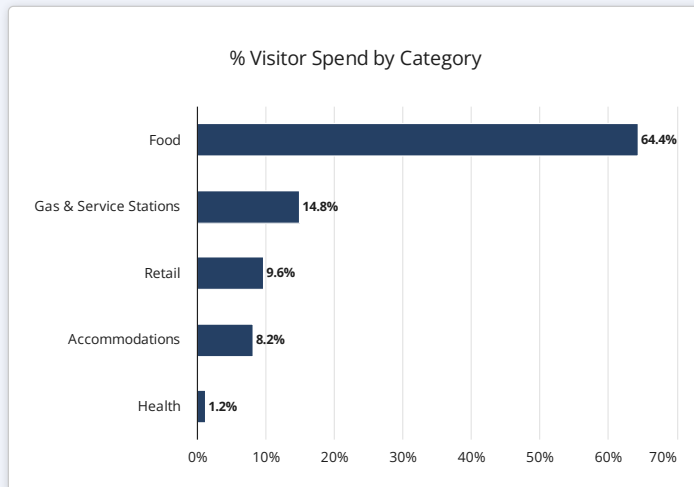
Source: Zartico Geolocation Data. Better understand where visitors are spending time in your destination by looking at the percentage of visited POI categories.



Where are your visitors spending?

Source: Zartico Spend Data

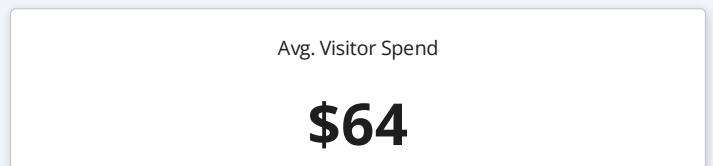
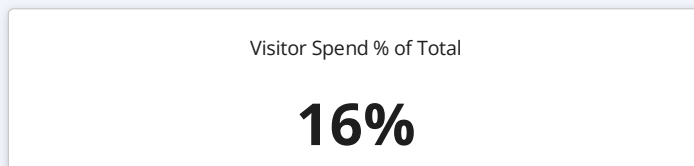
Better understand visitor spend in your destination, including the percentage of visitor spend by category, average visitor spend by category, as well as spend impact on restaurants, retail and accommodations.



What is the visitor impact on restaurants?

Source: Zartico Spend Data

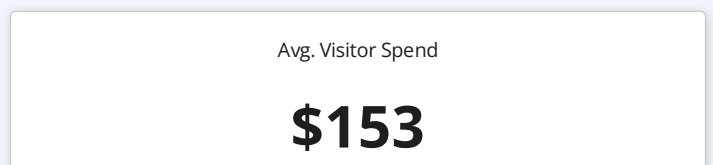
Better understand visitor impact on restaurants in your destination



What is the visitor impact on retail?

Source: Zartico Spend Data

Better understand visitor impact on retail in your destination



What is the visitor impact on accommodations?

Source: Zartico Spend Data

Better understand visitor impact on accommodations in your destination

Visitor Spend % of Total

87%

Avg. Visitor Spend

\$308

What is the visitor impact on attractions?

Source: Zartico Spend Data

Better understand visitor impact on attractions in your destination

Visitor Spend % of Total

8%

Avg. Visitor Spend

\$70

Sample Size Reference & Diagnostics

The Sample Size metrics provide a reference for the number of unique cardholders (Zartico Spend Data) and the number of unique devices (Zartico Geolocation Data) used in the insights above. These values are controlled by the combination of filters selected at the top of the module. In statistics, larger sample sizes result in smaller margins of error (%+/-) and a higher confidence interval. This means that it is less likely that the result you are seeing is due to statistical noise and the greater the confidence you can have in the insights being provided. If these diagnostics show yellow or red values, the insights should be treated as directionally, but less precise owing to a smaller sample size. In these cases, eliminating filter criteria at the top of the module or widening the date range will increase the sample size and increase both accuracy and confidence in the data. The date metrics shows the dates visitor spend and location data is loaded through.

Visitor Cardholder Count Sample
Size

25,306

Visitor Device Count Sample Size

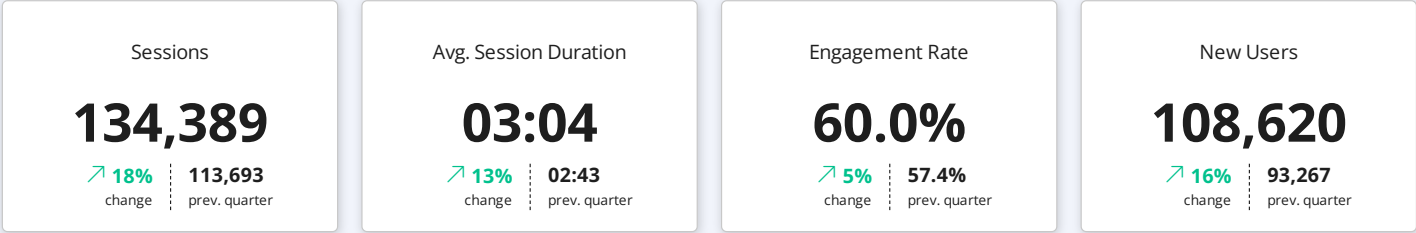
33,113

Website Summary

Understand your website performance and engagement. Use this to inform future campaign and content strategies. Learn more: [Module Overview](#) | [Website Categories](#) | [What is an Empty Value?](#)

Website Core KPIs

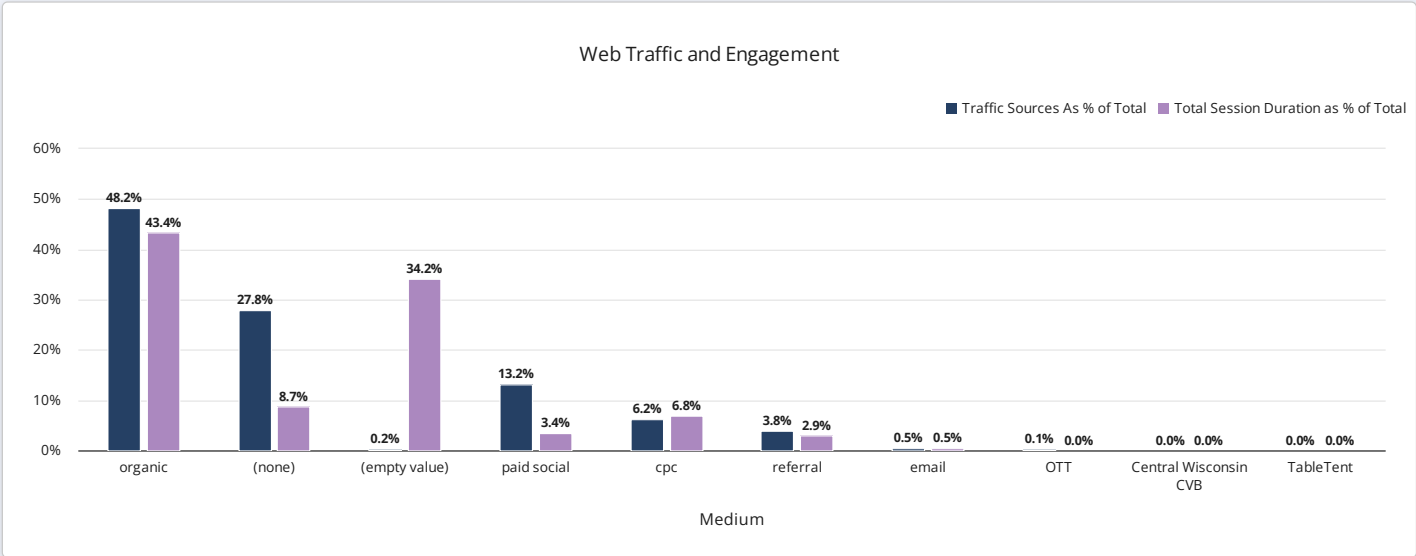
These KPIs are compared to the same period in the previous year, due to seasonality producing higher value insights. If you select "This Year" in the date range, you are comparing YTD this year to the complete previous year.
Tip: Set an alert for the KPI you want to watch closely. Source: Google Analytics 4



How do visitors get to your website?

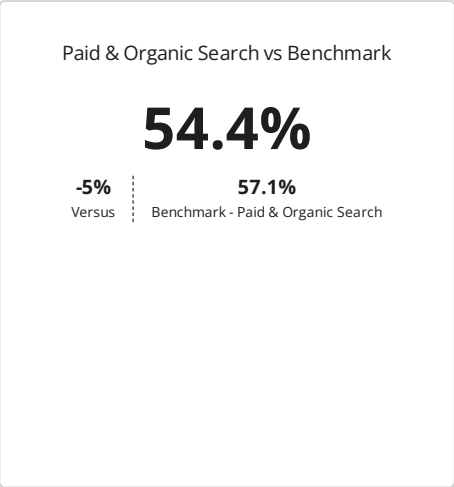
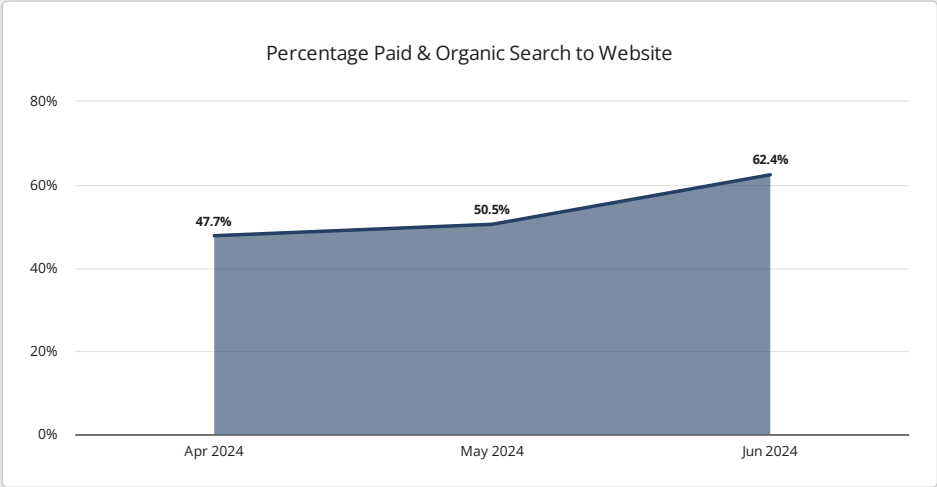
Your website is the front door to your destination. This insight helps you identify the top sources of traffic to your website (dark blue) as well as the top sources of engagement with your website (light blue).
When the dark blue bar is longer than the light blue bar, it indicates that those traffic sources have low engagement as measured by time on site.
Source: Google Analytics 4.

Tip:



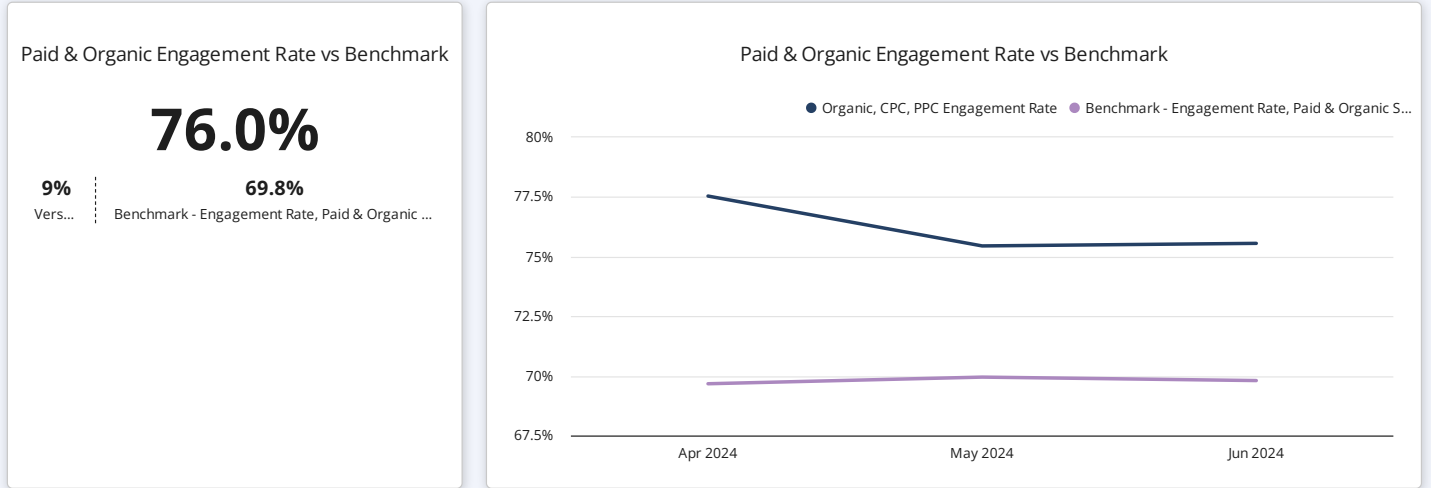
How much search traffic does your website receive?

Paid and Organic Search Traffic is an indicator of how prominently your site appears in Search Engine rankings, like Google, and how much of your total website traffic results from search engines. Your data is benchmarked against all Zartico partners.
Source: Google Analytics 4.



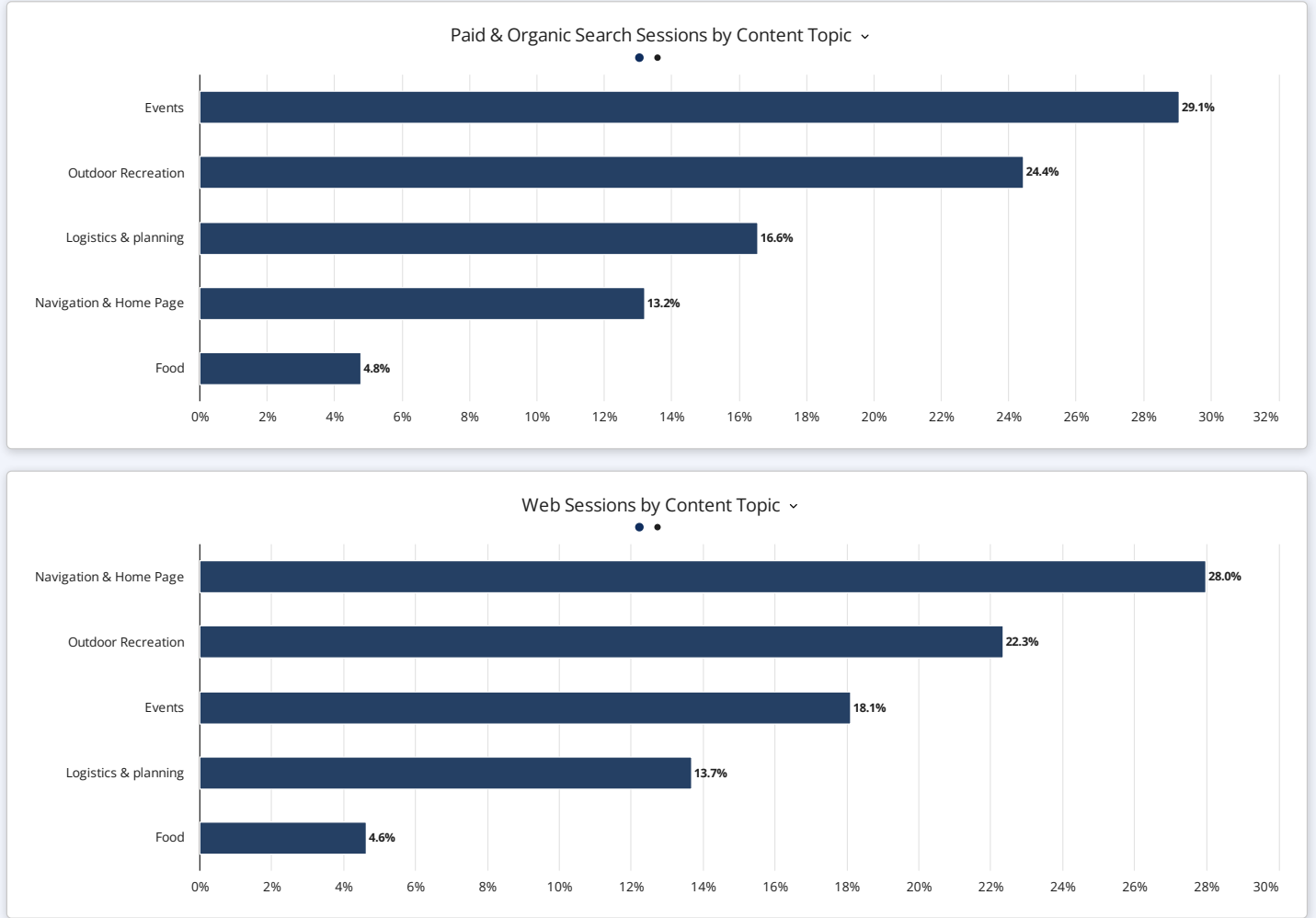
How "sticky" is your website?

Web marketers typically watch a site's Engagement Rate. Your goal is to retain as many of your site visitors as possible. The benchmark is drawn from paid and organic search traffic for all Zartico partners.
Source: Google Analytics 4.



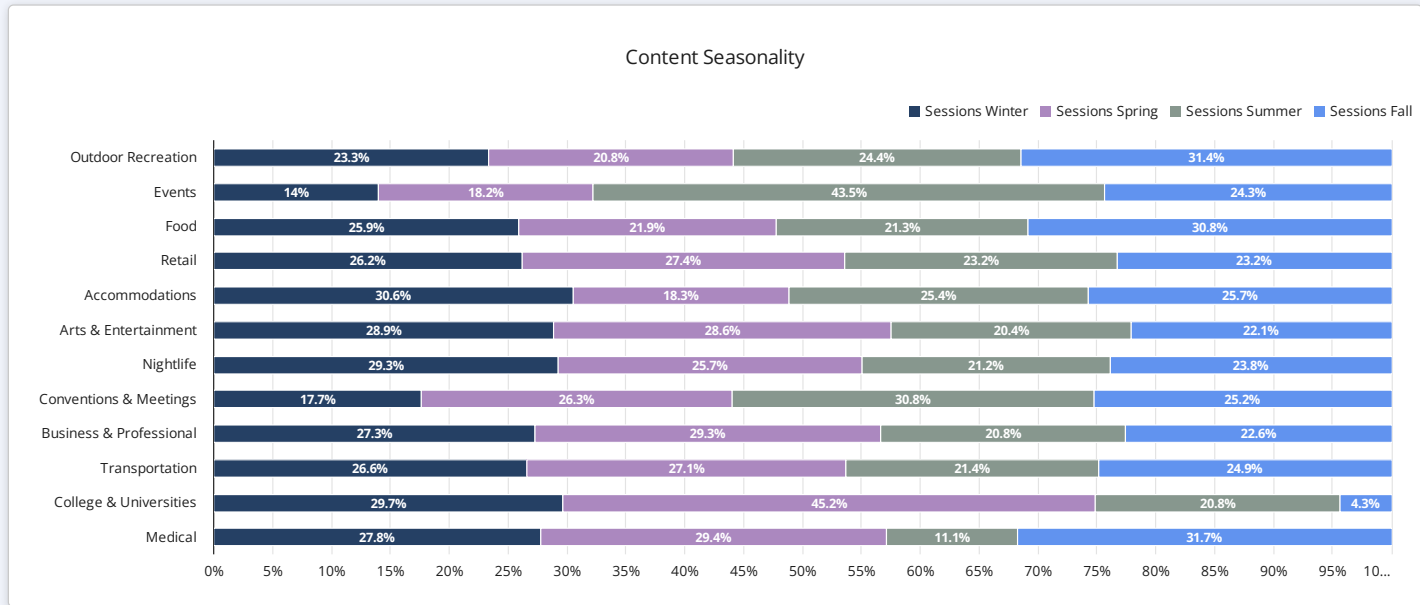
What content topics are users looking for?

Each page on your website is assigned a thematic grouping called a content topic. These help you identify what types of activities potential visitors are searching for as well as which types of content will perform well on your social channels, in paid content efforts and paid search.
Tip: Click into either chart to explore page-by-page performance for pages within a content topic.
Source: Google Analytics 4 & Zartico.



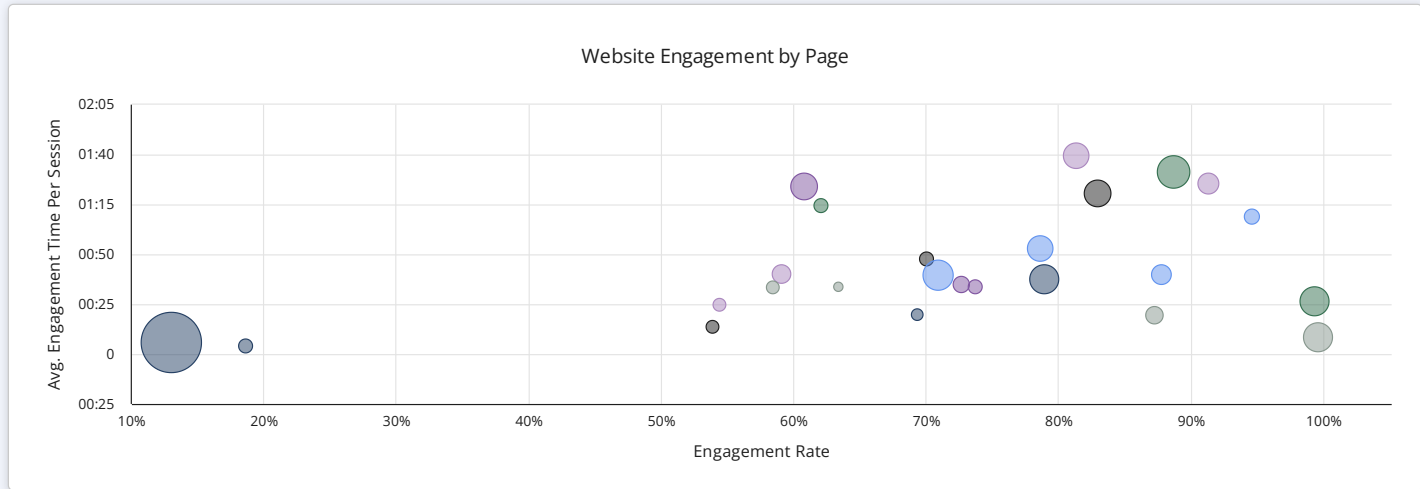
What season does each content topic see the most traffic?

This insight is not configured to the date filter above and instead will always show the last 12 months.
Source: Google Analytics 4.



What are the most engaging pages on your website?

Bubble size = Total Number of Sessions. Only top 25 visited pages included.
Source: Google Analytics 4.



What pages are good contenders for on-page optimization to increase organic traffic to the site?

These pages are good content to optimize to increase organic traffic. Tip: Click on the URL in the left column to open the page in your browser.
Source: Google Analytics 4.

High Traffic Pages with Low Organic Sessions			
Page Url	Views (>100) ▼	Organic Views % of Total (<50%)	Engagement Rate (>40%)
http://www.visitwausau.com/restaurants/?gad=1	20.9 K	32%	83.0%
http://www.visitwausau.com/events/?gad=1	18.9 K	29%	81.3%
http://www.visitwausau.com/outdoor-activities/?bounds=false&view=list&sort=qualityScore	13.9 K	25%	91.3%
http://www.visitwausau.com/things-to-do/shopping-retail/?bounds=false&view=list&sort=quali...	13.6 K	35%	78.6%
http://www.visitwausau.com/outdoor-activities/pools-waterparks/?bounds=false&view=list&sor...	12.7 K	13%	99.3%
http://www.visitwausau.com/outdoor-activities/biking-trails/	10.5 K	4%	99.6%
http://www.visitwausau.com/things-to-do/	8.1 K	38%	78.9%
http://www.visitwausau.com/outdoor-activities/hiking-trails/	4.4 K	28%	94.6%
http://www.visitwausau.com/places-to-stay/	4.2 K	22%	72.7%
http://www.visitwausau.com/listing/kaiser-pool/2478/	2.6 K	46%	73.7%
http://www.visitwausau.com/places-to-stay/hotels-motels/	2.5 K	48%	82.8%