

GO GOSHEN

**GOSHEN COUNTY
TOURISM PROMOTION**

Destination Development Fund Utilization

Utilized Grant Projects

NEW BROCHURE

Introduction to Goshen County,
distributed to attract visitors.

- List of Restaurants
- Lodging
- Camping
- Highlighted Attractions
- Map of Goshen County
- Promoting Tourism Website



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LOCAL GUIDE

A detailed guide for tourists and potential new residents.

- Snapshot of Communities
- "What do you do for fun around here?"
- "Where is a good place to eat?"
- "Know of any good spots to stay?"
- 1-Day Itineraries
- Relocation list



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SOCIAL MEDIA MARKETING CAMPAIGN

Boosted web traffic and awareness.

- Ventured into otherwise unreachable markets with current budget
- Diversified channels - Pinterest/Facebook Video
- Increased website traffic.
- Boost in social media followers and engagement.
- Campaign linked directly to the enhanced Go Goshen tourism page.



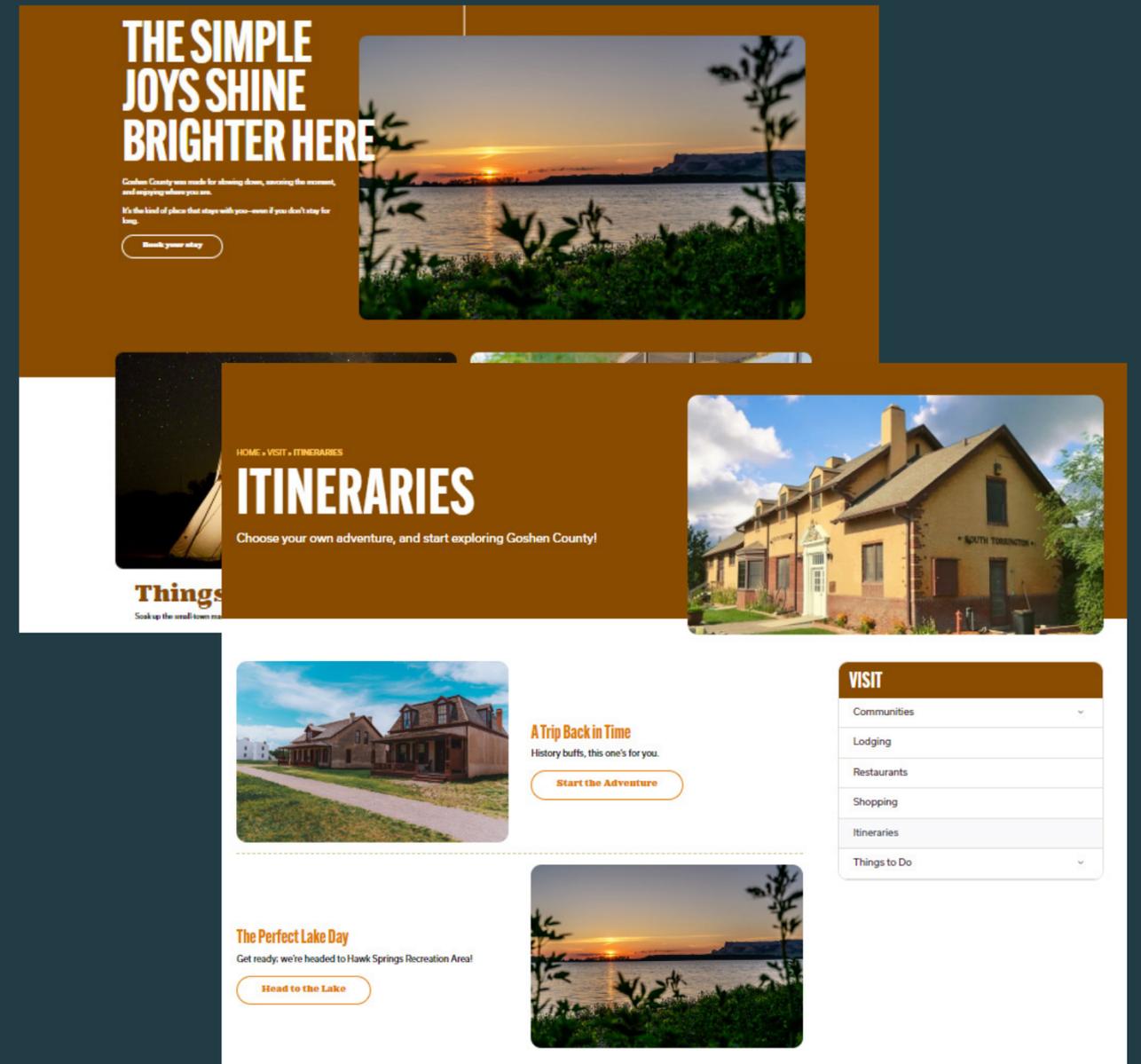
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TOURISM LANDING PAGE

Aligned with refreshed branding, and provided visitor itineraries

- 1-Day Itineraries
- Content creation for itineraries
- Refreshed branding to align with current strategy



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VISITOR CENTER STAFFING

Increased engagement at a key visitor location.

The Goshen County Tourism Promotion Joint Powers Board approved staffing of a key visitor location in the town of Fort Laramie.

The visitor center was staffed from Memorial Day thorough Labor Day which is Goshen County's peak tourism season.

Visitors Recorded: 289 over the summer.

Volunteer Impact:

- 600 hours contributed by 8 volunteers.
- Facility improvements: repaired bathrooms, porch repairs for safety.

Community Benefits:

- Enhanced visitor experience and local business traffic.
- Engaged locals, fostering community pride and volunteerism.



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KEY IMPACTS OF THE GRANT

- **Digital Presence:** Successful website launch with improved traffic and engagement.
- **Local Business Support:** Increased foot traffic to businesses through marketing and visitor engagement.
- **Community Engagement:** Active local volunteer involvement and pride.
- **Future Growth:** Laid a strong foundation for continued tourism growth in Goshen County.

Final Thought: The Destination Development Grant has been instrumental in boosting Goshen County's tourism infrastructure and digital outreach. These efforts have driven significant increases in web traffic and community engagement, setting the stage for future success.



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