Greater Richland Tourism Review 2024 Outdoor exploration is our strength, year-round.

Hiking, kayaking, fishing, hunting, bicycling, snowshoeing, and snowmobiling are important activities in this area.

Also important to guests is disconnecting, recharging, and engaging with those who are important to them.

Outdoor exploration is a growing segment. The Wisconsin Department of Tourism now has an Office of Outdoor Recreation. In 2023 the outdoor recreation industry grew 9.4% in Wisconsin, outpacing the overall state economy.

Greater Richland Tourism Review 2024

Late winter months-no snow except 10 days in February.

Flooding in the spring and early summer of 2024

Summer and fall were strong, strong fall colors

Early winter again, lack of snow



Greater Richland Tourism Review 2024 Primary Marketing Efforts

Streaming Advertising with Gray Media

Digital Billboard Advertising with Lamar

Select Print Advertising-Milwaukee Magazine, Inspire(d) Magazine

Social Media Marketing-YouTube, Instagram, Facebook





Richland County grew 1% in Direct Visitor Spending in 2024. Record 4 years in a row of growth. Direct Visitor Spending increased to a record \$27,400,000 in 2024 Richland County outpaced many of the surrounding counties. Crawford County = .2% increase lowa County = .8% decrease Grant County = 3.4% decrease Vernon County = 5.3% increase



2024 Website New Views New view = new viewer who hasn't been to the website in 90 days. Growth curve matches when we started a marketing "campaign".

YouTube Analytics The Last 12 Months

New subscribers are growing, currently at 382, and at the beginning of 2024, we were at 34. Shorts are the new feature in 2024, much like reels. This is the more powerful way to find new subscribers.

Add comparison	Views by New and Returning Viewers			Show chart	
Controls				✓ Line chart ✓	Daily 🗸
Richland V	1,800				
Jun 30, 2024 – Jun 29, 20 Last 365 days	600	1. v	1. 1		
Breakdown	0 Jun 30, 20 Aug 30, 2024 Oct 29, 2024	Dec 29, 2024	Feb 28, 2025	Apr 29, 2025	Jun 29, 20
New and Returning V \checkmark	New and Returning Viewers	+ Impressions	Impressions click-through rate	Views 🗸 🔬	Watch time (hours)
Metrics	Total	108,434	3.0%	21,889	264.4
Views, Watch time (h 🗸	New viewers	81,526	2.3%	18,247 83.4%	145.3 55.0%
	Returning viewers	26,768	5.1%	3,625 16.6%	118.9 45.0%

Facebook Analytics, last 12 months. We have reached 6,500 followers Views, reach, and follows continue to grow Videos outpace photos and text-only posts disappear into the landscape

	Performance		
X Overview	June 2, 2025 - June 29, 2025		Customize view: Business
i≣ Plan	Views	Reach	
Results	Views 0	Facebook reach	
お Audience	219.4K ↑ 55.4%	58.1K ↑ 24.2%	m
Q Messaging	From followers 0 38% ↑ 31%	From followers 0 4,267 ↑	17.3%
	From non-followers 62% 4 12.7%	From non-followers 0 53,52	25 ↑ 26.5%
Ξq Benchmarking			
Content	Interactions	Follows	
Overview	Content interactions 0	Follows 0	
Content	2.6K ↑ 65%	94 ↑ 17.5%	mul
un content	From followers 0 1,582 ↑ 61.8%	Unfollows 9 37 4 7.5%	
Earnings	From non-followers 9 987 ↑ 70.5%	Net follows 0 57 1 42.5%	

Greater Richland Tourism Review 2024 2025 Challenges and Opportunities

Weather, always the weather, and managing the Pine River.

Lodging and dining options/availability.

New GRT budget pressures

Opportunities: More municipality partners.

Growing experience opportunities for visitors. (AD German Whse/Anaway, etc)

