

# 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



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## Primary Marketing Efforts

Streaming Advertising with Gray Media

Digital Billboard Advertising with Lamar

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

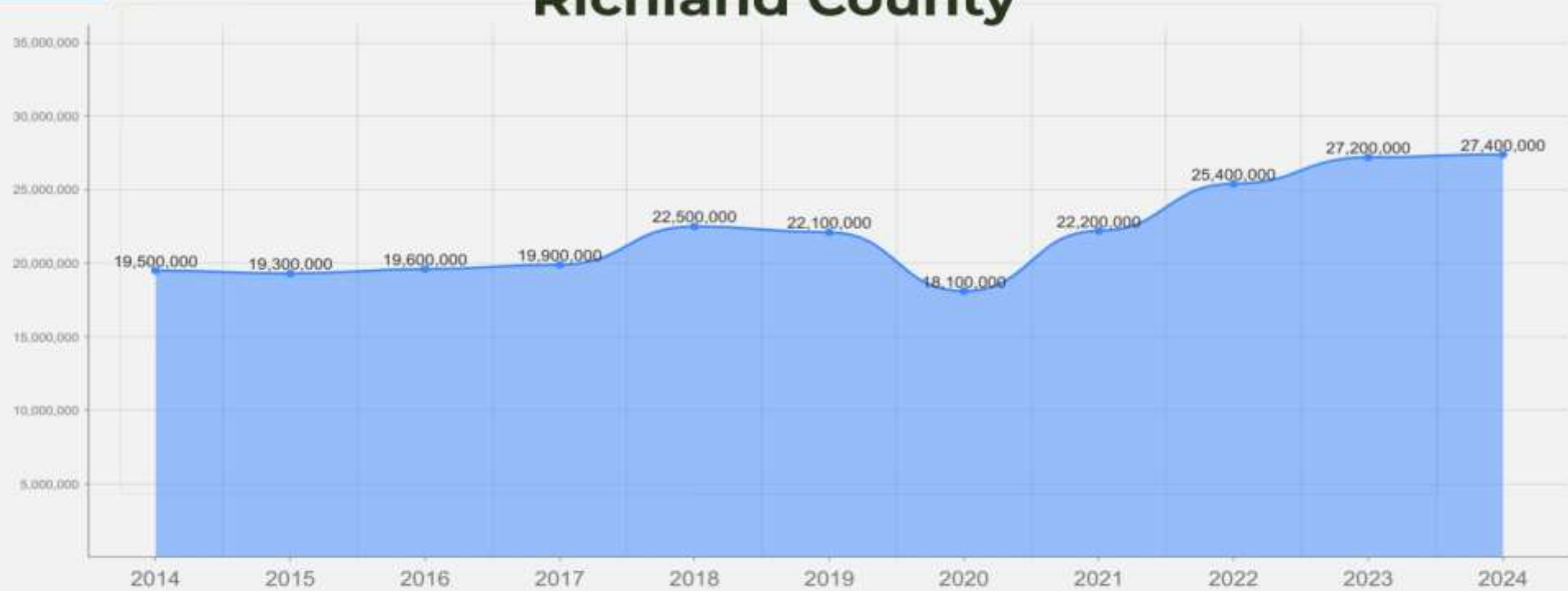
Social Media Marketing-YouTube,  
Instagram, Facebook







## 2014 to 2024 Direct Visitor Spending in Richland County

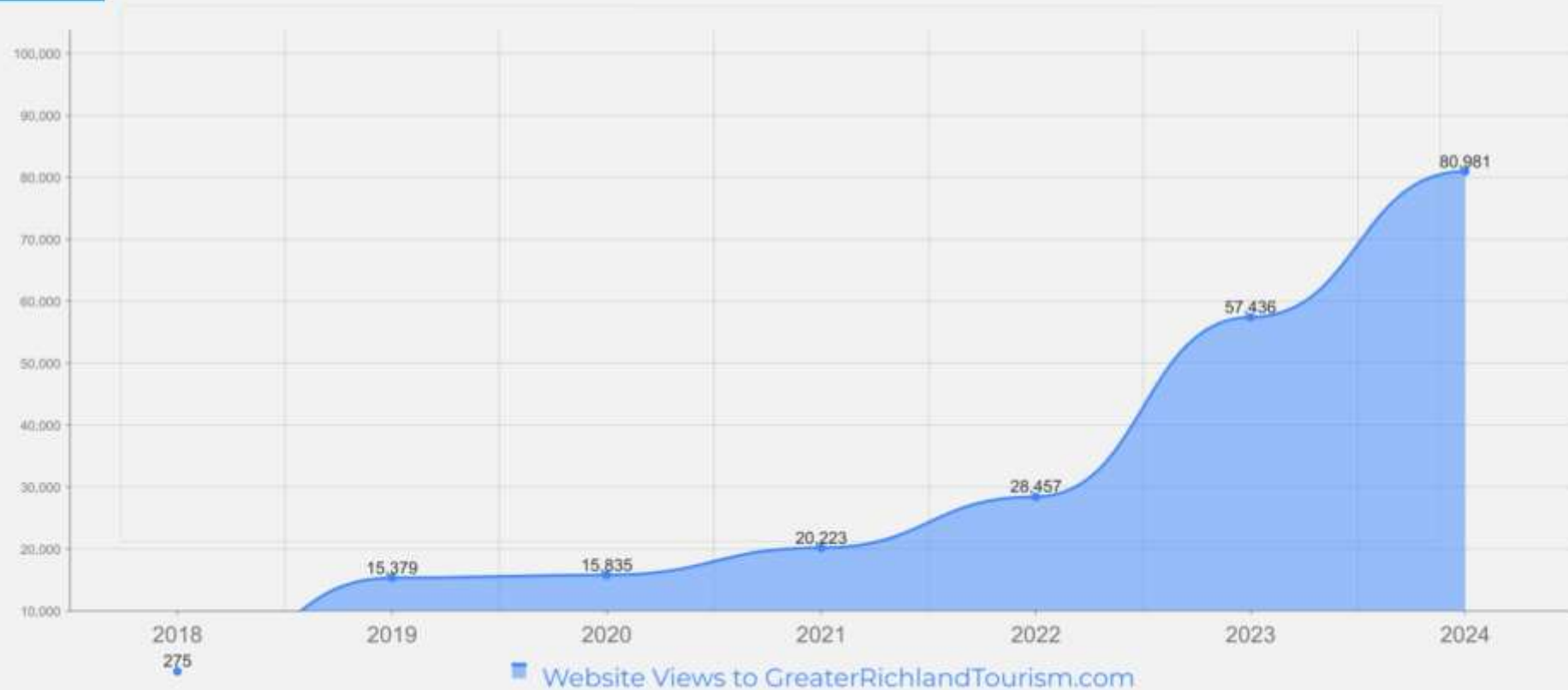


■ This data is compiled by Wisconsin Tourism and is a measurement of sales tax received in the years indicated.

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. Iowa County = .8% decrease. Grant County = 3.4% decrease. Vernon County = 5.3% increase.



## Greater Richland Tourism Website Views



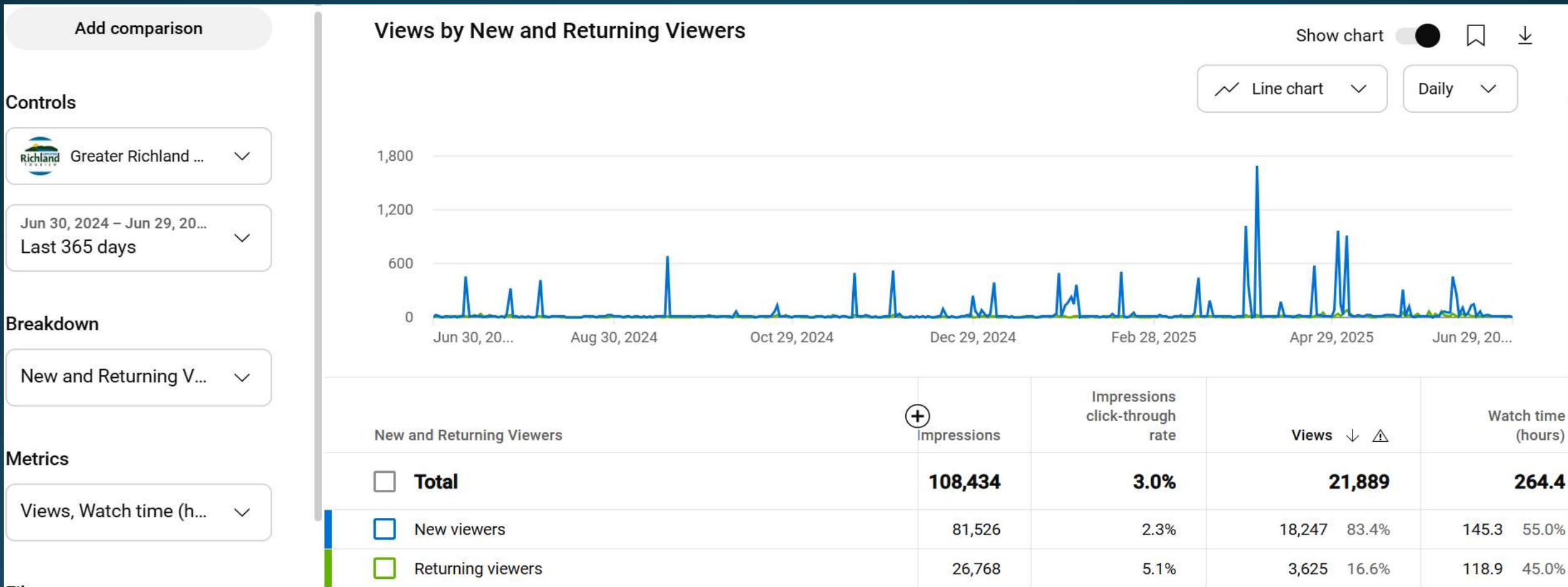
### 2024 Website New Views

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.

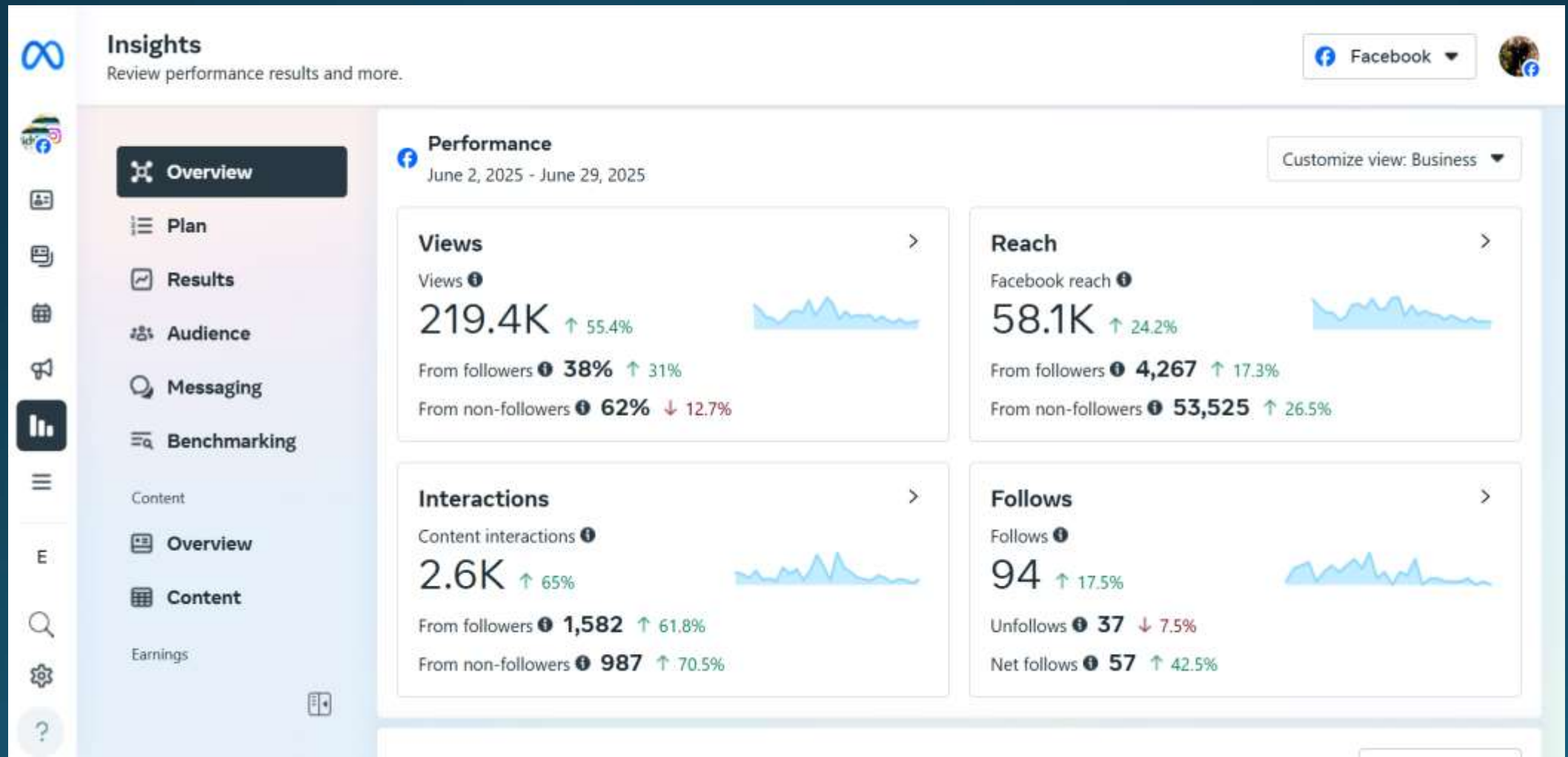


# Facebook Analytics, last 12 months.

We have reached 6,500 followers

Views, reach, and follows continue to grow

Videos outpace photos and text-only posts disappear into the landscape





# 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)

