

# Greater Richland Tourism Goals and Objectives 2022

In 2022 major goals and objectives were set in coordination with Wisconsin Legislation and the Richland Center Tourism Commission:

1. Grow the number of municipalities collecting room tax and participating by agreement with Greater Richland Tourism
  - a. Since 2022 Greater Richland Tourism has grown from a single municipality (Richland Center) to 5 new municipalities including, Eagle, Ithaca, Forest, Henrietta, and Richland Townships.
2. Develop awareness of potential visitors of the Greater Richland Area through marketing and branding.
  - a. Developed the new entity name in 2021, Greater Richland Tourism, and began a marketing campaign utilizing social media, cooperative marketing w/Travel Wisconsin, print, digital, and streaming advertising methods.
    - i. Our presence on social media has grown from fewer than 500 followers combined on Facebook, Instagram, and YouTube to 8,000 followers currently.
    - ii. Our YouTube channel receives an average of 12 hours of watch time each month. This has no metric to compare it to as this is a new development in the last 12 months.
    - iii. Our website in 2021 experienced 15,835 new visitors for the year, in 2024 our website saw 80,981 new visitors.
3. Grow the Visitor Dollars spent in the Greater Richland Area as measured by the Wisconsin Departments of Tourism and Revenue.
  - a. Our Direct Visitor Spending in 2021 was \$22,200,000 as measured by the DOR report.
  - b. Our Direct Visitor Spending in Richland County has grown each year since 2021 an average of \$2,500,000 each year.
4. Support tourism-related businesses and events through the Tourism Grant Program, consulting, and hands-on efforts.
  - a. Through hands-on help and consultation, we support all community events, Chamber Events, and other organizations.
  - b. GRT has also provided consultation with tourism-related businesses and organizations to improve their business and events.