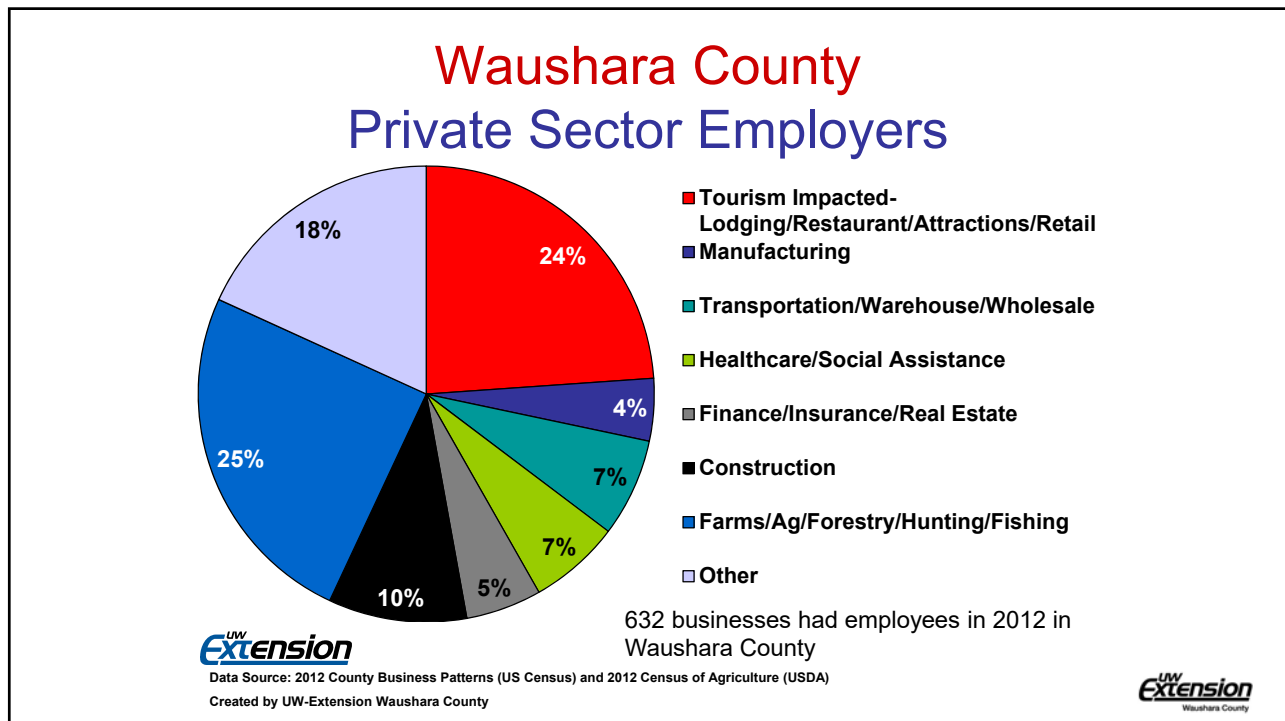
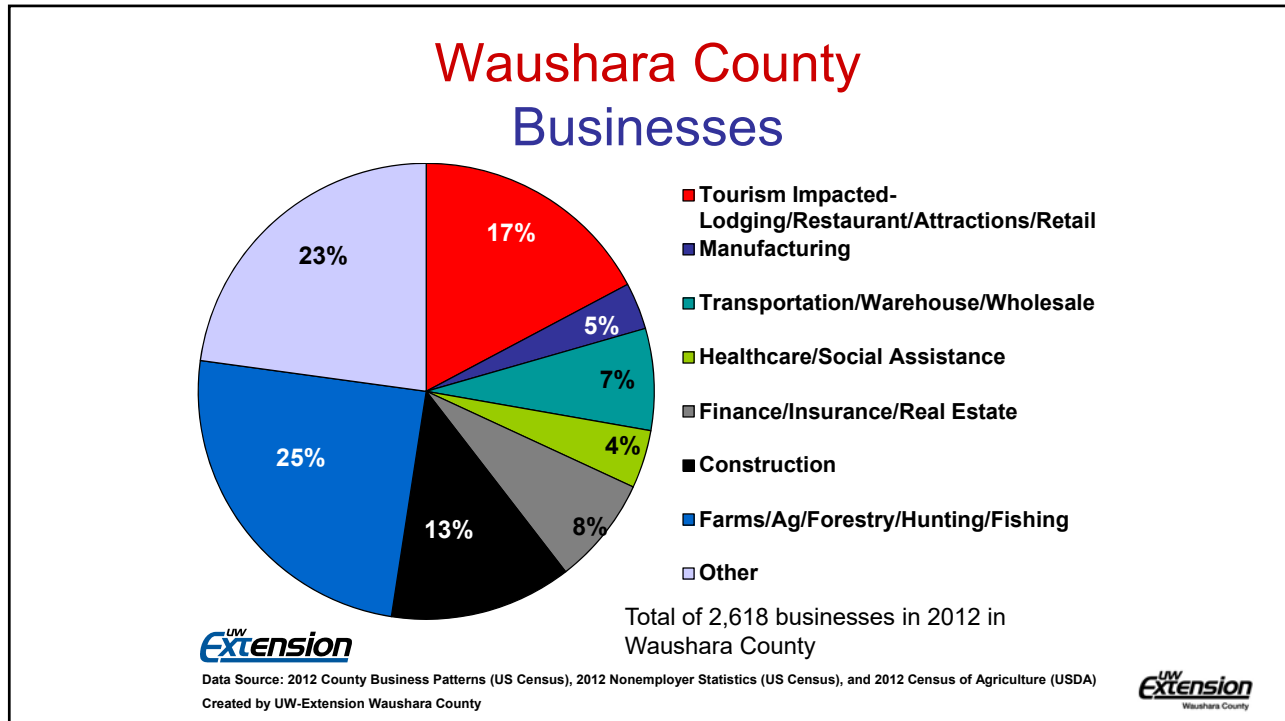


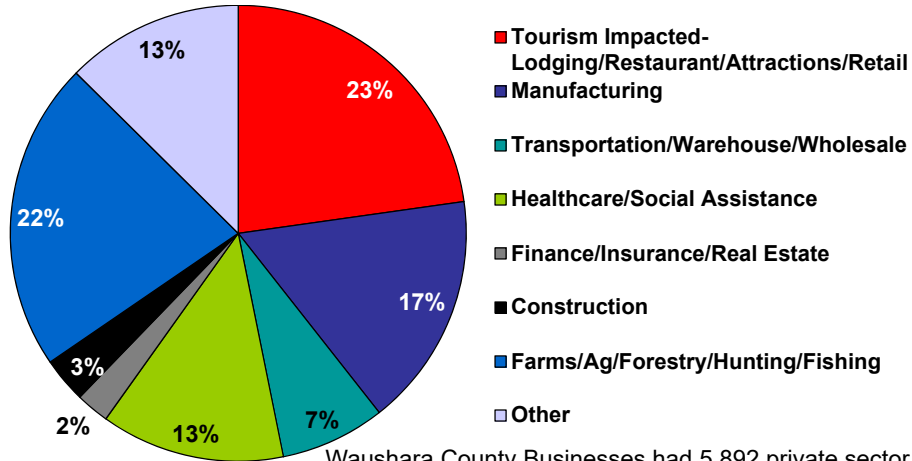


Wisconsin Department of Tourism Estimates for 2017

- Direct Visitor Spending: **\$73,800,000**
- Total Business Sales: **\$101,000,000**
- Total Employment: **897 Jobs**
- State and Local Taxes: **\$8,300,000**



Waushara County Private Sector Jobs



Waushara County Businesses had 5,892 private sector employment positions in 2012

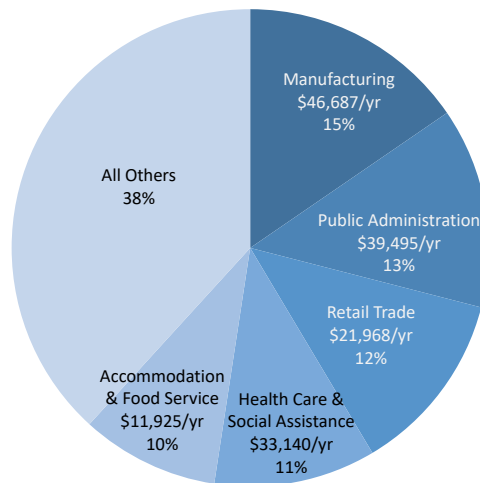


Data Source: 2012 County Business Patterns (US Census) and 2012 Census of Agriculture (USDA)
Created by UW-Extension Waushara County



Employment and Wages

Average Monthly Employment and Annual Wage by Industry Sector for Public and Private Non-agriculture Jobs, 2017

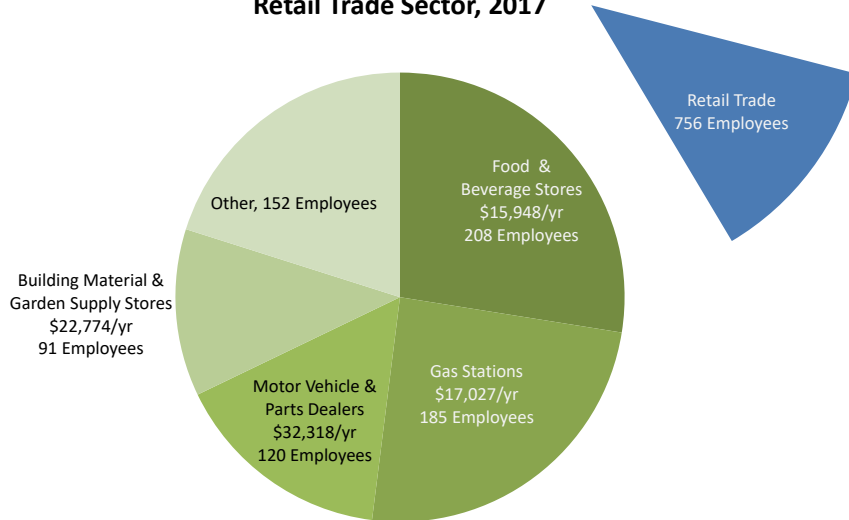


Source: Wisconsin Department of Workforce Development, Quarterly Census of Employment and Wage, 2017



Employment and Wages

Average Monthly Employment and Annual Wage for Retail Trade Sector, 2017

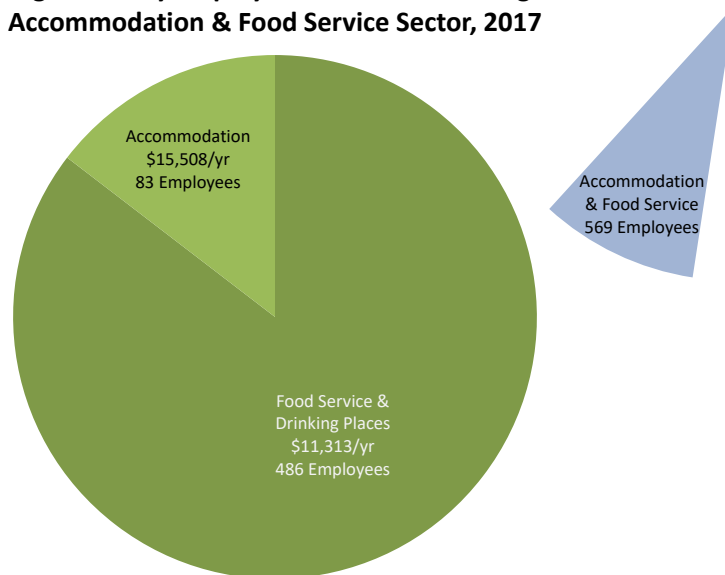


Source: Wisconsin Department of Workforce Development, Quarterly Census of Employment and Wage, 2017



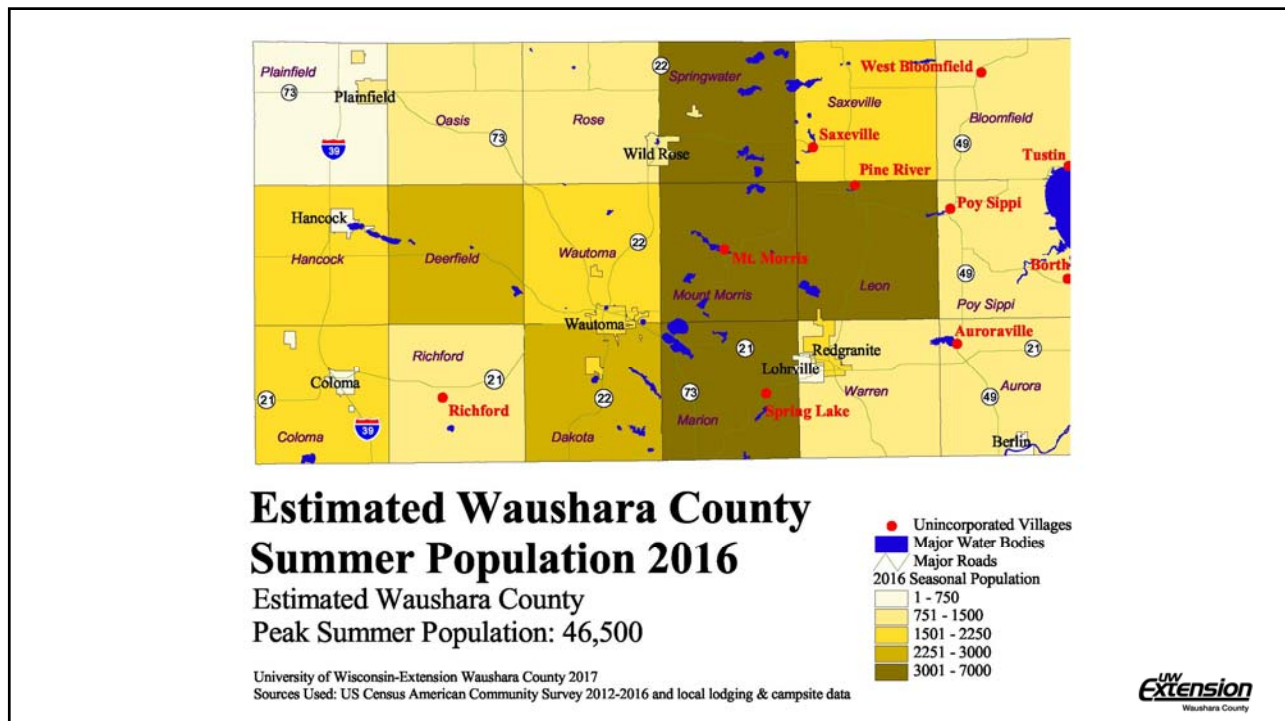
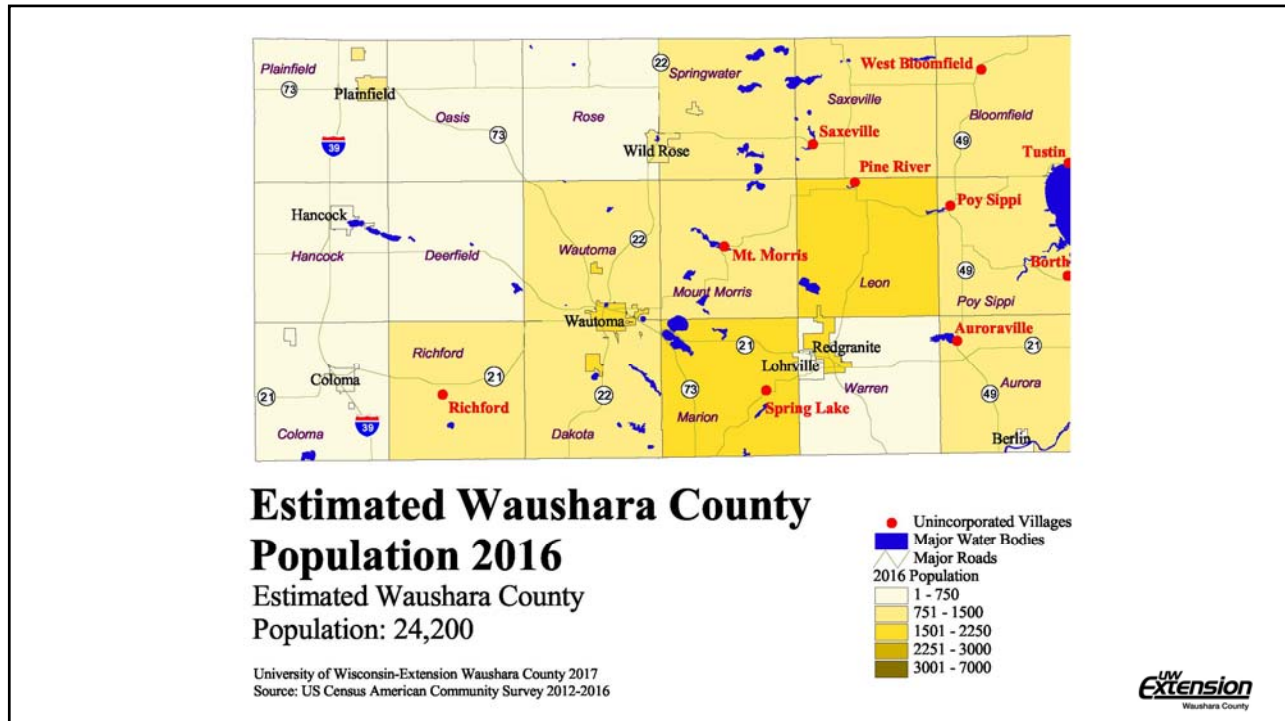
Employment and Wages

Average Monthly Employment and Annual Wage for Accommodation & Food Service Sector, 2017



Source: Wisconsin Department of Workforce Development, Quarterly Census of Employment and Wage, 2017

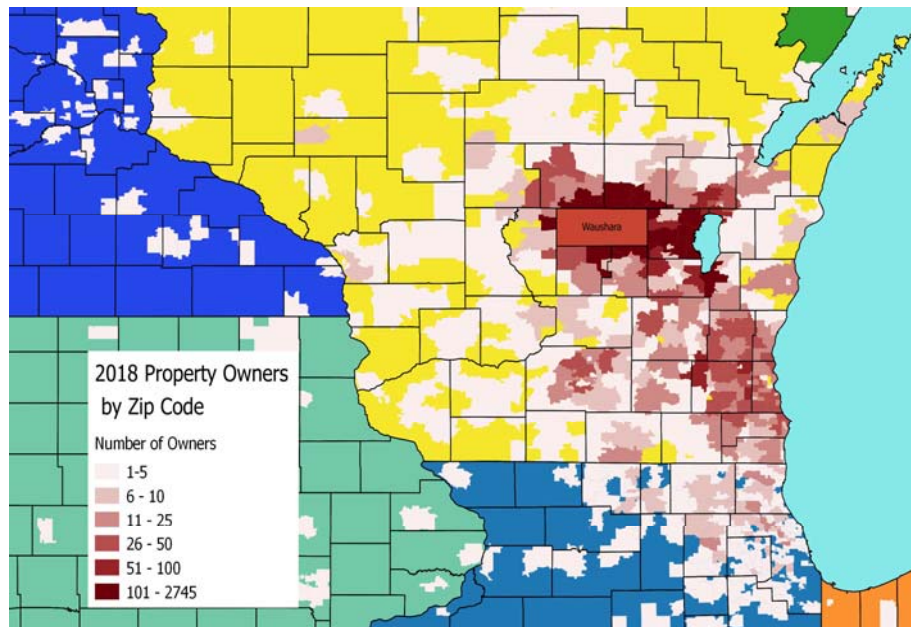




Geographic Profile of Visitors



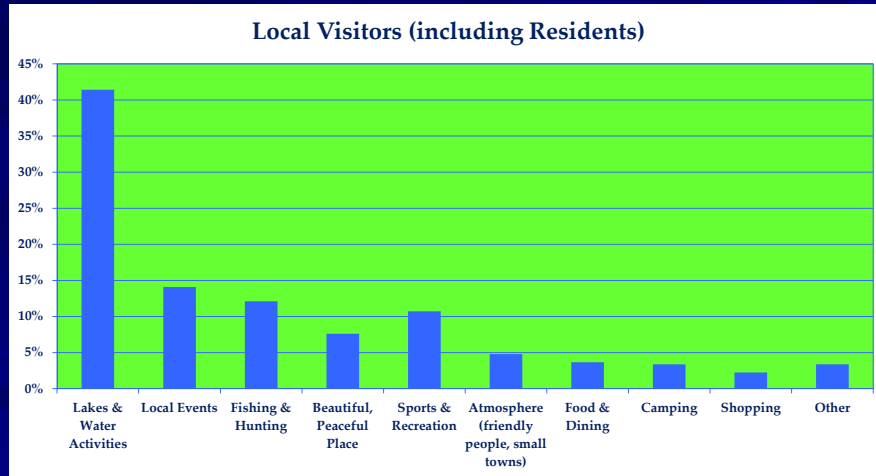
Geographic Profile of Property Owners



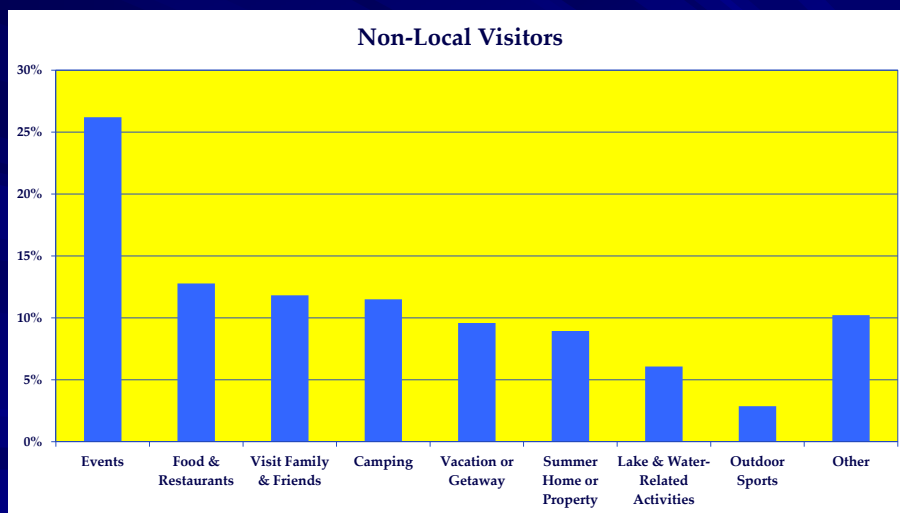
Source: Waushara County Register of Deeds 2018



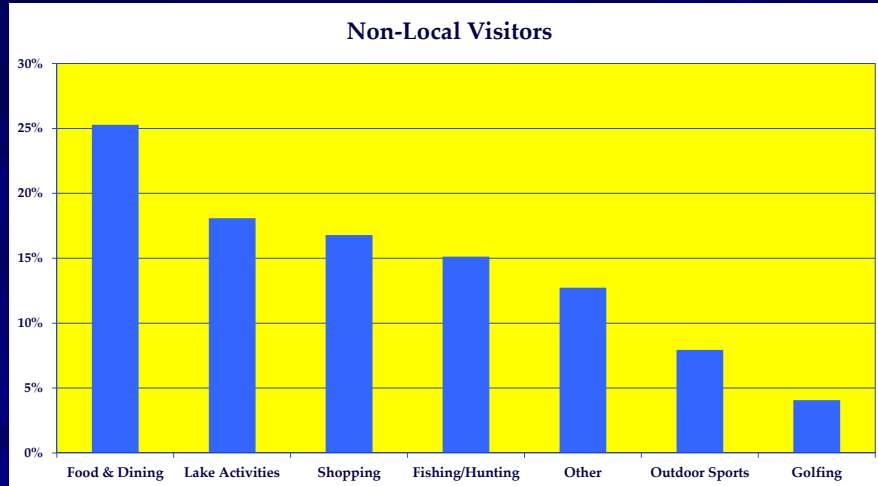
What Should Be Top Attractions for Non-Local Visitors?



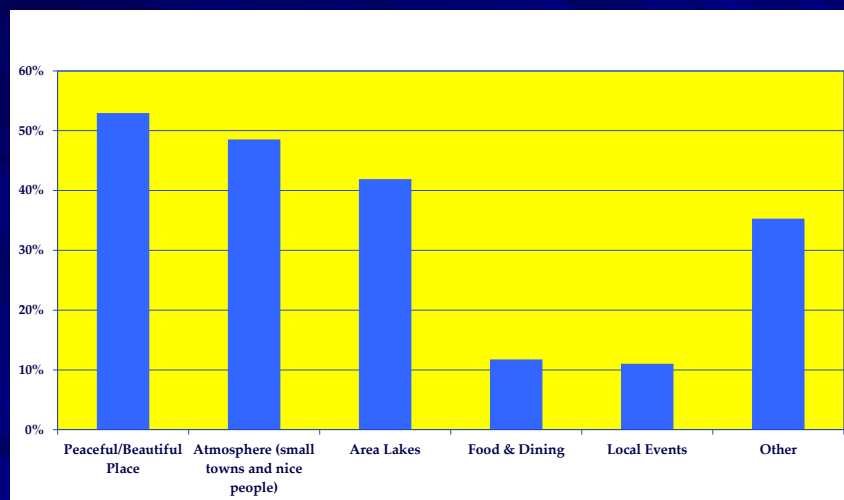
Primary Reason for Visiting Area



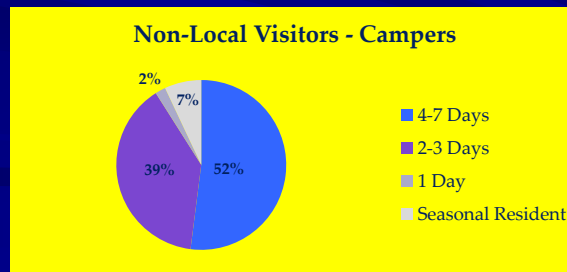
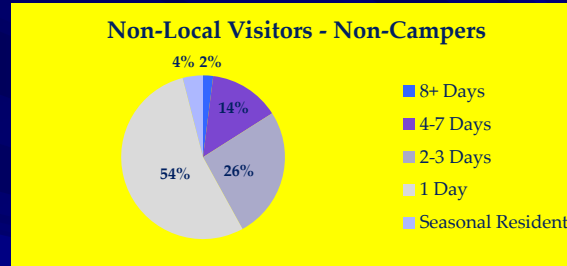
Other Activities While in Area



What Do You Like About Area?



Visitor Profile - Length of Stay



Major Conclusions

- **Visitor Demographics** - visitors to the area are evenly balanced between men and women with the vast majority of visitors being in the 30 to 60 year-old age range. **Marketing message** should reflect this.
- **Repeat Visitors** - majority of non-local visitors are repeat visitors attending events. While in the area, visitor activities also include food & dining, lake-related activities, shopping and fishing/hunting. These activities should be marketed together as the "**visitor experience.**"



When renting out your property consider:

- Zoning
- Private restrictions
- Septic system capacity
- Health Inspection
- Insurance
- Sales and Room Tax
- Income Tax



Promoting Tourism in Waushara County

- Waushara Tourism Organizations
 - Waushara Tourism Resource Commission
 - Waushara Area Chamber of Commerce
 - Waushara County Parks Department
- Websites and Facebook
 - www.wausharatourism.com * www.facebook.com/WausharaCountyTourismBoard/
 - www.wausharachamber.com
- Activities to promote Waushara County as a vacation destination
 - Discover Wisconsin Television Program first airing is April 6-7, 2019
 - 6:30 PM, April 6 on WFRV 5 Green Bay, WKOW 27 Madison, and WAOW 9 Wausau
 - [Television](#) and internet search ads
 - Our Wisconsin magazine and other advertisements
 - Milwaukee Sports Show Booth
 - Distribution of the Waushara County Guide and other visitor information
 - Promotions of special events by various organizations in Waushara County





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