

## Promoting Tourism in Waushara County

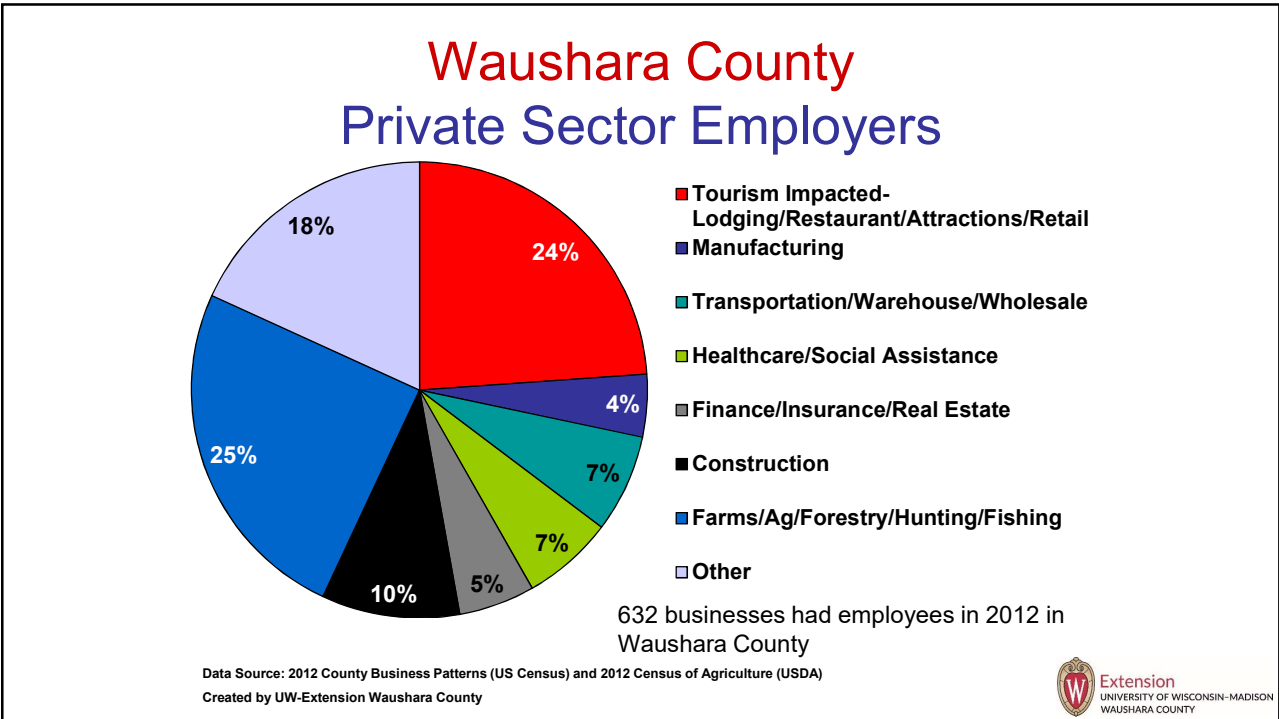
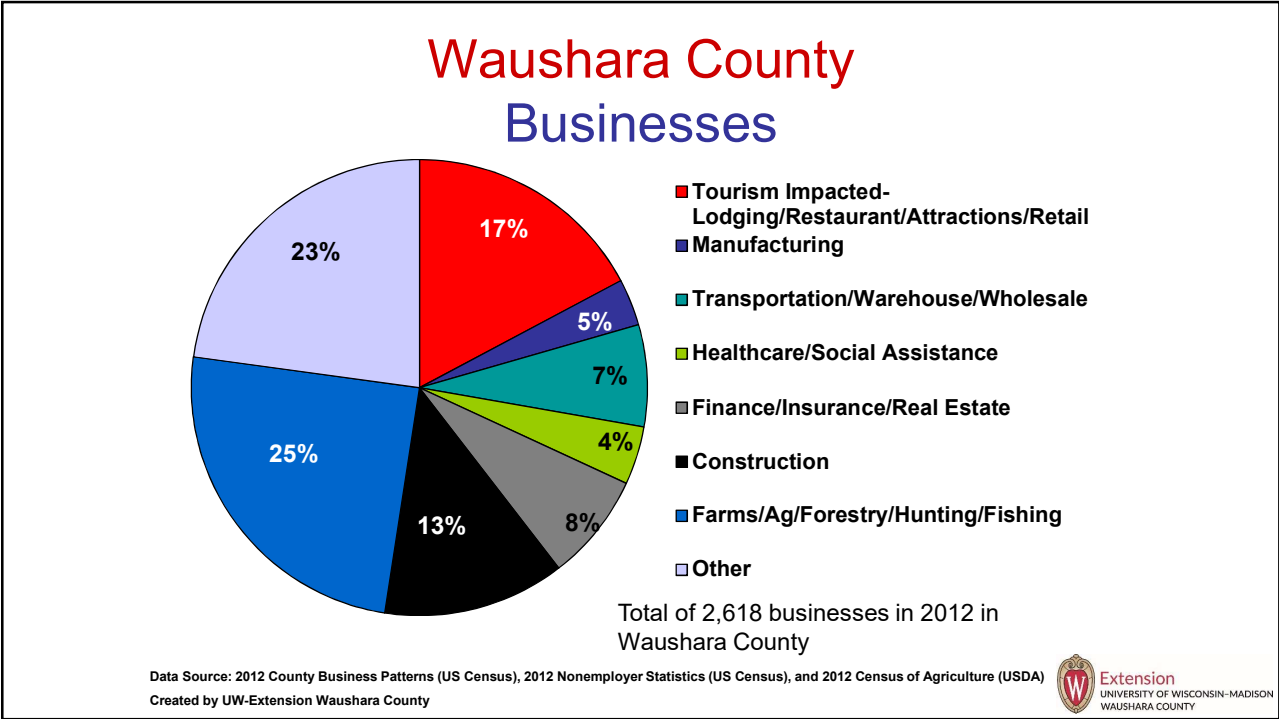
- Waushara Tourism Organizations
  - Waushara Tourism Resource Commission
  - Waushara Area Chamber of Commerce
  - Waushara County Parks Department
- Websites and Facebook
  - [wausharatourism.com](http://wausharatourism.com) \* <https://www.facebook.com/WausharaCountyTourismBoard/>
  - [www.wausharachamber.com](http://www.wausharachamber.com)
- 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 WAOW 9 Wausau and WKOW 27 Madison / 10:30 AM, April 7 on WFRV 5 Green Bay
  - [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 the county



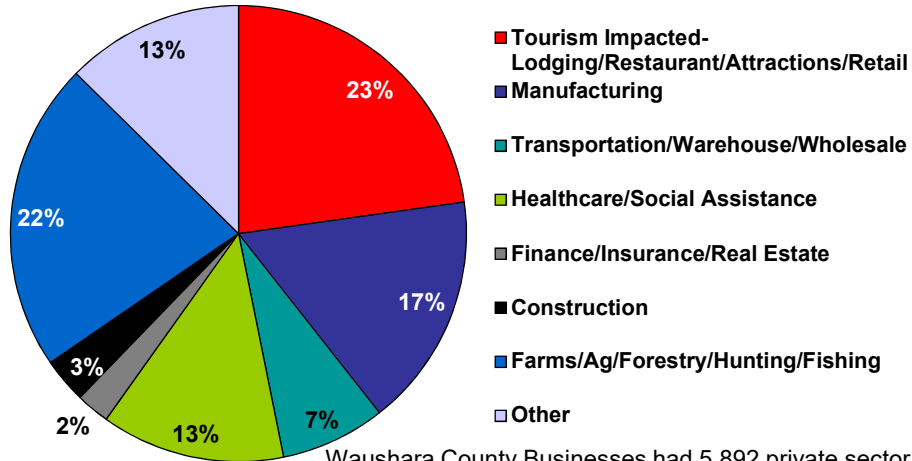
## Wisconsin Department of Tourism Estimates for 2017

- 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



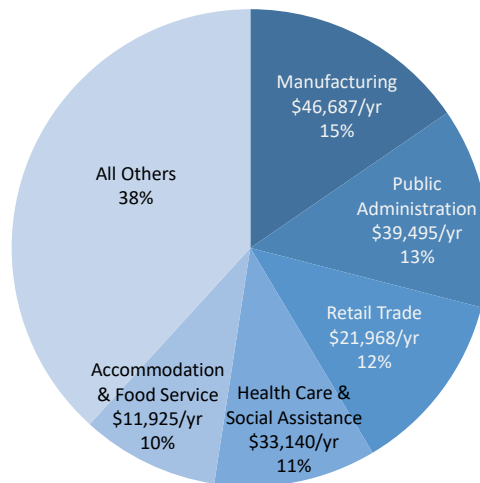
Waushara County Businesses had 5,892 private sector employment positions in 2012

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

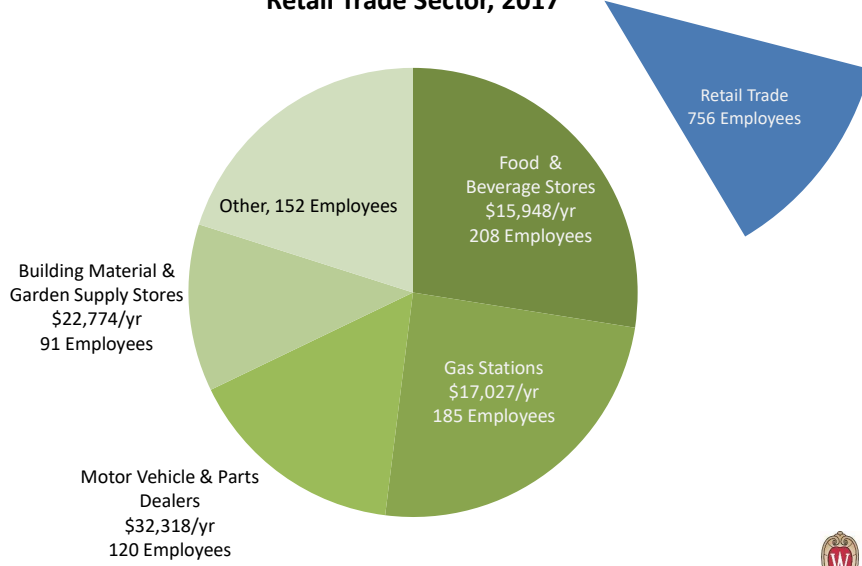


Source: Wisconsin Department of Workforce Development, Quarterly Census of Employment and Wage, 2017



## Employment and Wages

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

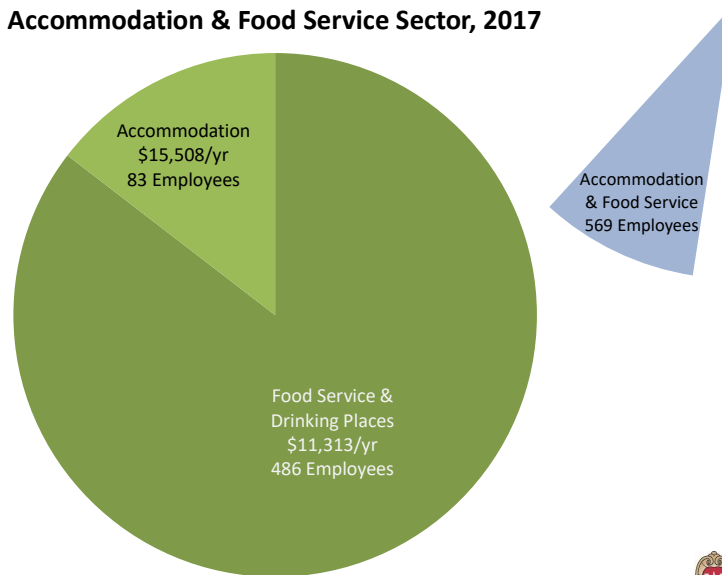


Source: Wisconsin Department of Workforce Development, Quarterly Census of Employment and Wage, 2017



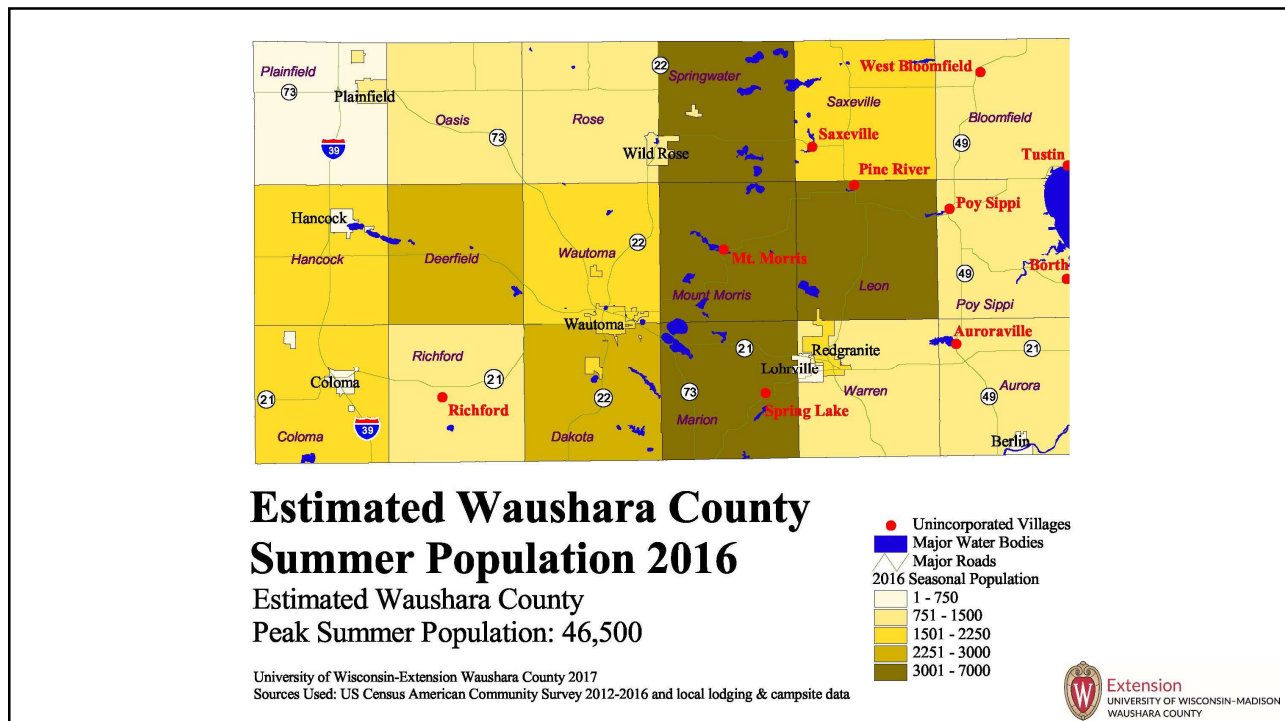
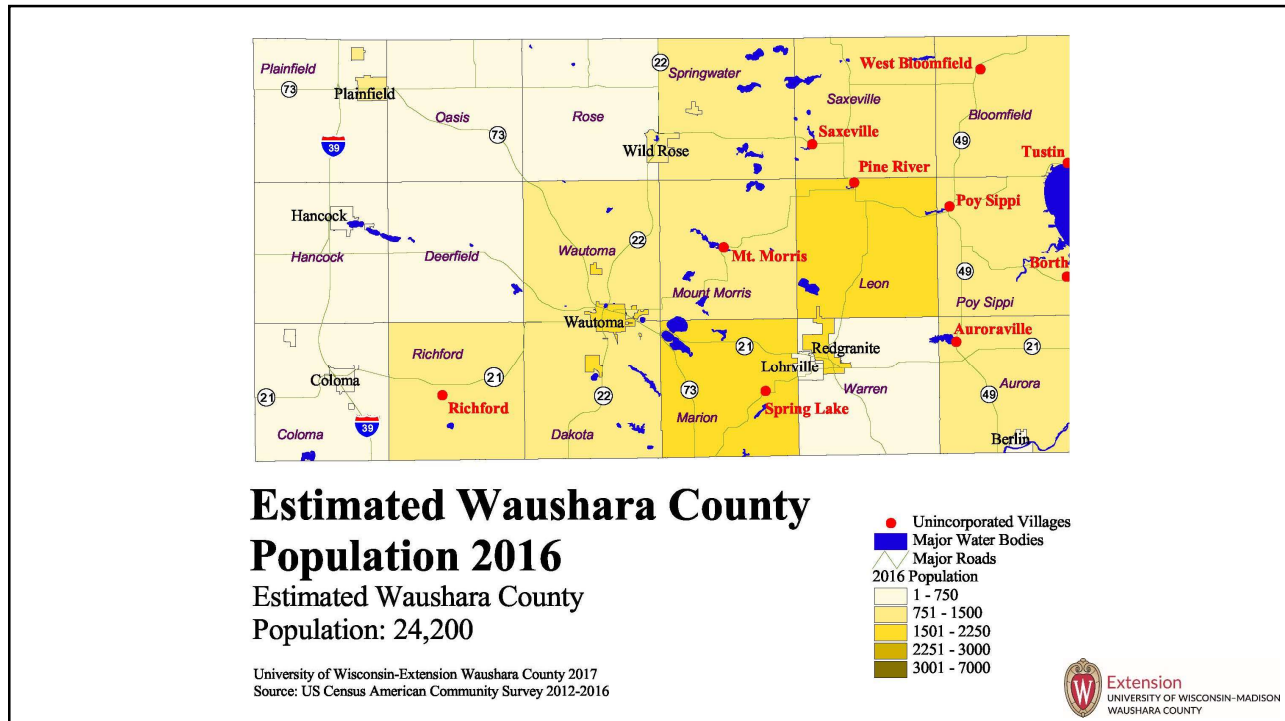
## Employment and Wages

### 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

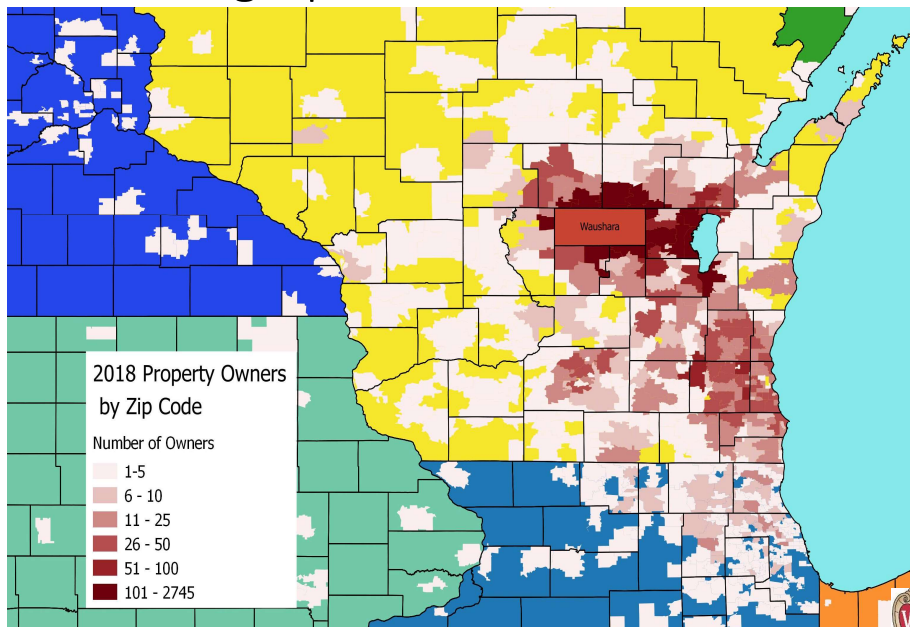




# Geographic Profile of Visitors

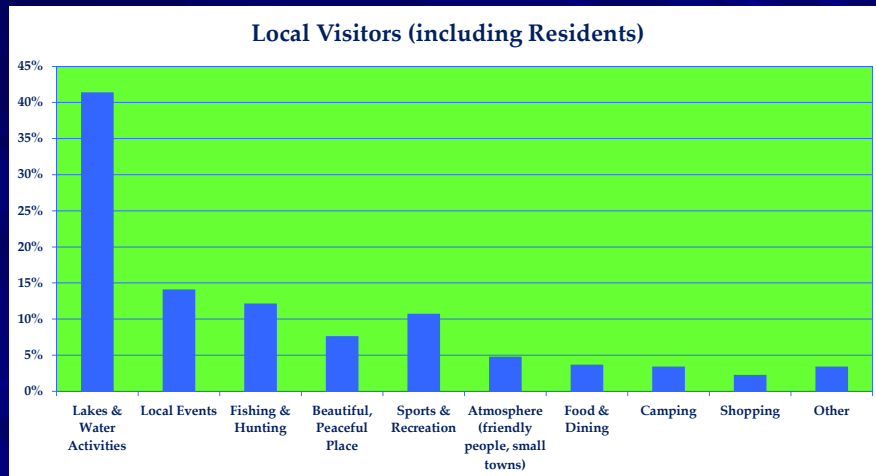


# Geographic Profile of Visitors





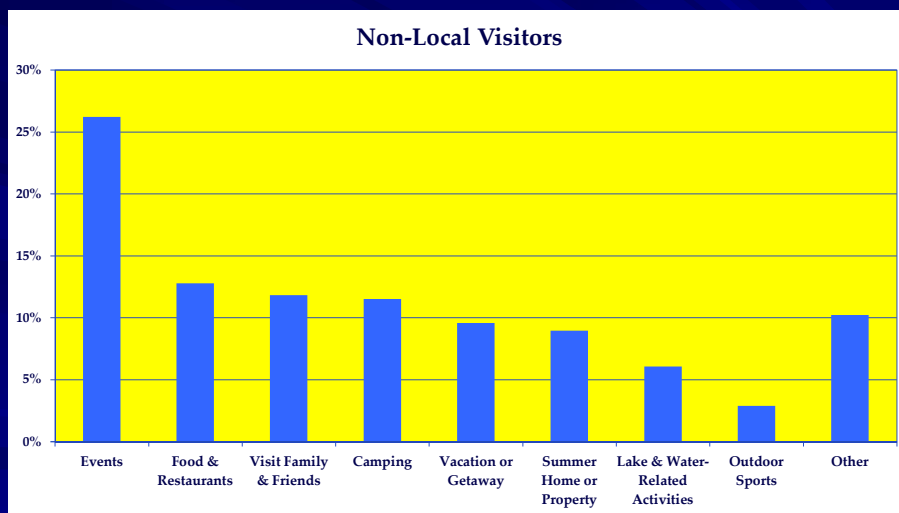
# What Should Be Top Attractions for Non-Local Visitors?



Source: 2010 Visitor Study for Green Lake, Marquette, and Waushara Counties, UW-Oshkosh College of Business/UW-Extension SBDC



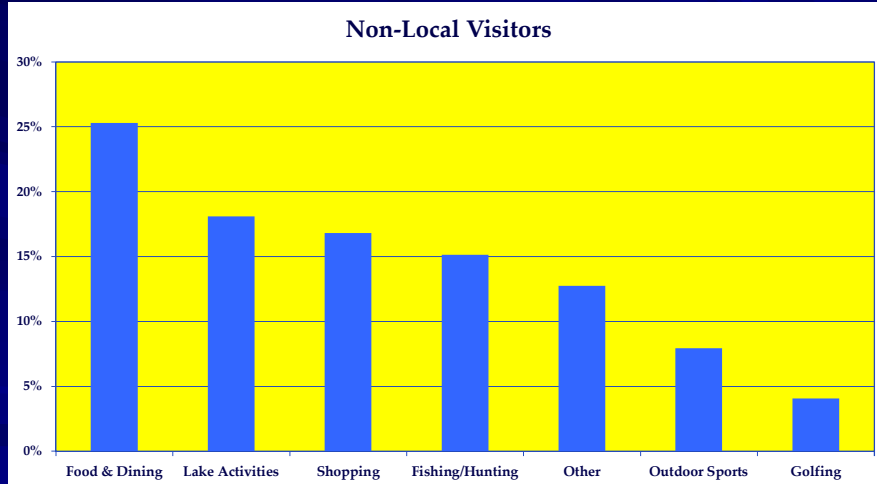
# Primary Reason for Visiting Area



Source: 2010 Visitor Study for Green Lake, Marquette, and Waushara Counties, UW-Oshkosh College of Business/UW-Extension SBDC



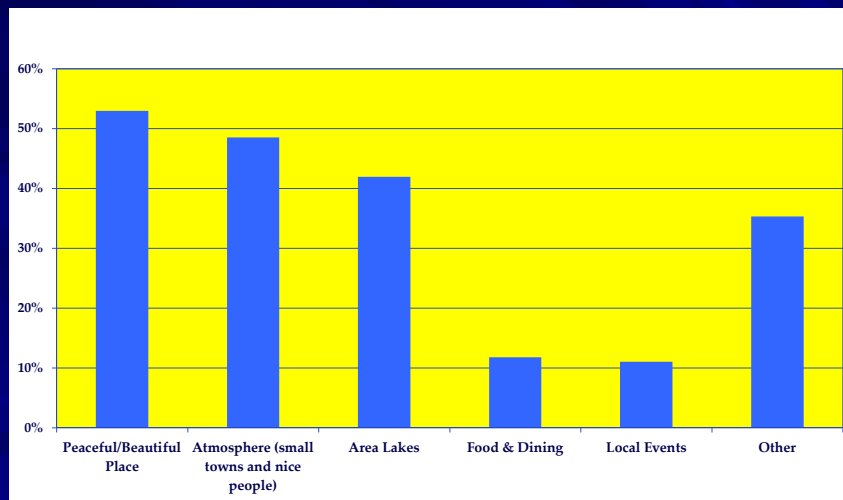
## Other Activities While in Area



Source: 2010 Visitor Study for Green Lake, Marquette, and Waushara Counties, UW-Oshkosh College of Business/UW-Extension SBDC



## What Do You Like About Area?

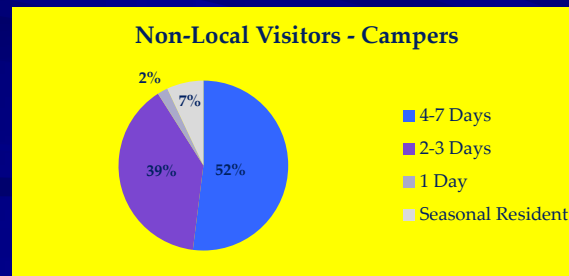
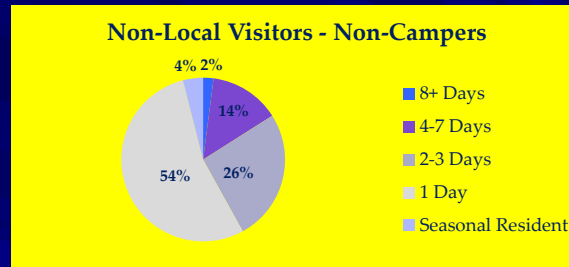


Source: 2010 Visitor Study for Green Lake, Marquette, and Waushara Counties, UW-Oshkosh College of Business/UW-Extension SBDC





## Visitor Profile - Length of Stay



Source: 2010 Visitor Study for Green Lake, Marquette, and Waushara Counties, UW-Oshkosh College of Business/UW-Extension SBDC



## 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.**"

Source: 2010 Visitor Study for Green Lake, Marquette, and Waushara Counties, UW-Oshkosh College of Business/UW-Extension SBDC





## Extension

UNIVERSITY OF WISCONSIN-MADISON  
WAUSHARA COUNTY

Patrick Nehring  
(920) 787-0416

UW-Madison Extension Waushara County

PO Box 487

209 S Ste Marie Street

Wautoma, WI 54982

<https://waushara.extension.wisc.edu/>

[www.facebook.com/waushara.uwex](http://www.facebook.com/waushara.uwex)

[patrick.nehring@wisc.edu](mailto:patrick.nehring@wisc.edu)