



Visit
WAUSAU

RIB MOUNTAIN - SCHOFIELD - WESTON - WAUSAU

WHERE HAVE WE BEEN?



A CVB WITH A FOCUS ON EVENTS & TRADITIONAL MEDIA

- Previous CVB team comprised of a sports director and a marketing / operations manager.
- 50% of the time was dedicated to organizing and partially running sporting events across the region including outside the immediate area.
- \$\$ spent was mostly in traditional marketing such as print with little emphasis on reaching outside the immediate area.



TRANSITION / COVID-19



THE DIGITAL AGE

- Data is at our fingertips
- The evolution of the smart phone has jumpstarted the age of allowing those to find information at anytime
- It has also allowed all of us to learn more about its visitors their activities, desires, etc.



OUR MISSION



We are a regional tourism organization providing resources, marketing, and leading strategic cooperation with other organizations. Our CVB fosters excellent visitor experiences, positioning our region as a destination community.



OUR VISION



A premiere tourism marketing organization developing the greater Wausau Region as an outstanding destination.



OUR VALUES



- Integrity
- Collaboration
- Hospitality
- Stewardship
- Transparency
- Community
- Quality of Life



WHAT ARE WE DOING NOW?



A DRAMATIC CHANGE TO OUR CVB LANDSCAPE IN 2021

simpleview 



ZARTICO



simpleview 



Things To Do

Food & Drink

Events

Places To Stay

Plan Your Trip



Explore the Mountain Biking Capital of the World

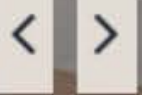
Read More →





A Fisherman's Paradise

Cast a line on the OBX >



Welcome to the Outer Banks

The Outer Banks of North Carolina offers a welcome relief from crowded cities and overrun vacation spots. In fact, you won't find any cities on the Outer Banks, just 100+ miles of wide-



Hip-Hop in NYC

From legendary artists to iconic venues, explore

Visit Eau Claire

Eau Claire, Wisconsin, could probably lay claim to being “The Indie Capital of the Midwest,” but trademarking that would be far too corporate a move for this independent-minded [university town](#). Instead, Eau Claire, located at the confluence of the crystal clear Eau Claire and Chippewa Rivers, goes its own way and encourages everyone who visits to come along for the ride. This is where farm kids grow up to be [artists](#) and entrepreneurs. Where alternative is a positive. Where attitude is more important than age. Where hospitality is legit. Where originality is celebrated. In other words, indie.

Read all about our city's [cultural renaissance](#).

Check out Eau Claire's amazing neighbors as well: [Osseo](#), [Town of Union](#), [Town of Wheaton](#), [River Prairie](#) and the [City of Altoona](#).



BOOK YOUR STAY



A Cultural Renaissance

From the get-go, the objective of the project was always to authentically tell the story of the destination. Everything about Eau Claire is artsy and playful, and their marketing efforts simply weren't reflecting that.

To address this, the destination marketing organization (DMO) went through an extensive rebrand process, starting with a thoughtful evaluation of what the destination is "here and now," and uncovering a pattern of perceptions articulated by business owners, community leaders, residents, those who once lived in Eau Claire and chose to return, visitors and reporters.

The new brand, with its colorful original type treatment and iconography, was officially launched on Visit Eau Claire's website and social media channels in late-2018, and was then displayed prominently in signage, merchandise and printed materials at the new visitor center shortly thereafter.

The city - and the DMO - had gone through a revitalization, and it was time for their website to do the same.



Visit
WAUSAU

RIB MOUNTAIN • SCHOFIELD • WAUSAU • WESTON

Welcome to
**GREATER
WAUSAU!**



WISCONSIN'S ULTIMATE OUTDOOR BASECAMP

Embrace Adventure, Bask in Comfort!

Nestled in Wausau/Central Wisconsin, discover the quintessential spot to anchor your explorations.

Experience a tapestry of seasons with enriching outdoor pursuits, vibrant arts and culture, eclectic festivals, curated shopping experiences, and savory dining delights.

BEGIN YOUR JOURNEY!

Sign-up to receive our
NEWSLETTER

Keep up on the latest in Wausau →



View the Official
WAUSAU VIRTUAL GUIDE

Get the 2023 Visitor Magazine - not just for visitors anymore! →

NEW WEBSITE



MUNICIPALITY MICRO-SITES

EXPLORE THE COMMUNITIES OF RIB MOUNTAIN, SCHOFIELD, WAUSAU AND WESTON



Rib Mountain

Wisconsin's Outdoor Rec Basecamp!

[LEARN MORE →](#)



Schofield

Wisconsin's Waterside Basecamp!

[LEARN MORE →](#)



Wausau

Wisconsin's Cultural Basecamp!

[LEARN MORE →](#)



Weston

Wisconsin's Sports Basecamp!

[LEARN MORE →](#)

- Each member municipality features filters the activities, events, and attractions for each location.



VILLAGE OF RIB MOUNTAIN

Welcome to the picturesque Village of Rib Mountain, Wisconsin – a captivating destination that blends natural beauty, recreational splendor, and small-town charm. Nestled amidst the gentle rolling hills and lush forests of Marathon County, Rib Mountain offers visitors a truly enchanting experience. From its iconic namesake, [Rib Mountain State Park](#), boasting breathtaking panoramic views from its summit, to its warm and welcoming community, this town invites you to explore its rich history, embrace outdoor adventures, and revel in the tranquility of nature. Whether you seek thrilling hiking trails, heartwarming cultural events, or simply a peaceful retreat from the hustle and bustle of everyday life, Rib Mountain promises an unforgettable escape in the heart of Wisconsin.

DID YOU KNOW?

Rib Mountain was named the number one place for young families to live in Wisconsin by Lending Tree.

[Visit the village website.](#)



Restaurants

Restaurant Options

[READ MORE →](#)



Things to do

[READ MORE →](#)



Lodging

Hilton Garden Inn

[READ MORE →](#)



Events

[READ MORE →](#)



WAUSAU

WAUSAU

Wausau is the employment, transportation, healthcare and cultural hub of the region. Wausau is proud of a vibrant downtown, outstanding local arts scene and a growing urban waterfront along the Wisconsin River.

The city offers unique open space like the 400 Block and innovative playgrounds like Riverlife Park, along with three renovated neighborhood pools.

DID YOU KNOW?

The River's Edge Trail spans more than 10 miles of shoreline along the Wisconsin River.

"Wausau, Wis., with a median home price of \$228,770 and an estimated monthly mortgage payment of \$1,482, came out on top, spurred by low rates of unemployment and crime. Cities in Indiana, Missouri and North Dakota followed." - Best Places to Buy a House on a Budget, New York Times. 3/30/23

[Visit their website](#)



REVENUE GENERATING

EVENTS

OCT 28

October 28 - November 26

Birds in Art 2023

📍 Leigh Yawkey Woodson Art Museum

[READ MORE →](#)

OCT 28

October 28 - November 11

Blossom of Lights

📍 Monk Botanical Gardens

[READ MORE →](#)

OCT 28

Day of the Dead Celebration & Movie with 4-H | Wausau

📍 Marathon County Public Library

[READ MORE →](#)



[SEE ALL EVENTS](#)



SPONSORED

OWL RIDGE - WI #1 LUXURY CABIN

Nestled by thick woods, the sounds of nature, and dappled sunlight, Owl Ridge Cabin is a contemporary luxury getaway with unmatched privacy and a spa-like bathroom to relax, refresh, and rejuvenate your soul. Just 10 minutes from downtown.

[READ MORE](#)

SPONSORED



THE PERFECT PLACE TO GATHER

Come enjoy carefully crafted entrees, premium starters, and of course, delectable desserts at The CHAR Grillhouse.

[READ MORE](#)



VISITOR GUIDE & QUESTIONNAIRE

VISITOR GUIDE

Our Visitors Guide is updated yearly to help your **plan the perfect trip** to greater Wausau. The guide features **things to do, dining, attractions, places to stay**, and **event** info in **Wausau, Weston, Rib Mountain, and Schofield**.

To receive a Visitors Guide by mail, please complete the form below. If you are already in the area, and want to pick up a physical copy, call 715-355-8788 for a list of locations that carry the Visitors Guide.

You can also view a digital copy below.

[VIEW OUR 2023 GUIDE ONLINE](#)

Looking for more information on the Wausau area?

Select the items that interest you, then fill out the form below to receive additional information.

Send me a FREE official Wausau/Central Wisconsin Visitors Magazine!:

Visitors Guide

Yes...I'd like to receive a quarterly newsletter by e-mail.

To better serve you, please tell us your interests::

Outdoor Recreation

Arts & Culture

Family Fun

Relocation

Weekly E- Newsletter

Monthly E-newsletter

Please Share Any Other Interests::

Visitors Guide Request

First Name*:

Easy survey

Aimed to garner insight into what the visitor is looking for

Follow up done by CVB Staff

Creates database of visitation

Each week get 5-20 leads with opportunities

- Email Newsletters
- SMS Text Messaging (coming soon)



- HOME
- SITEMAP
- ASSETS
- MODULES
- SETTINGS

Tasks ? +

[See All](#)

All your tasks are complete!

At A Glance... ?

14
Active Users

157,632
Member Views

00:01:36
Avg. Session
Duration

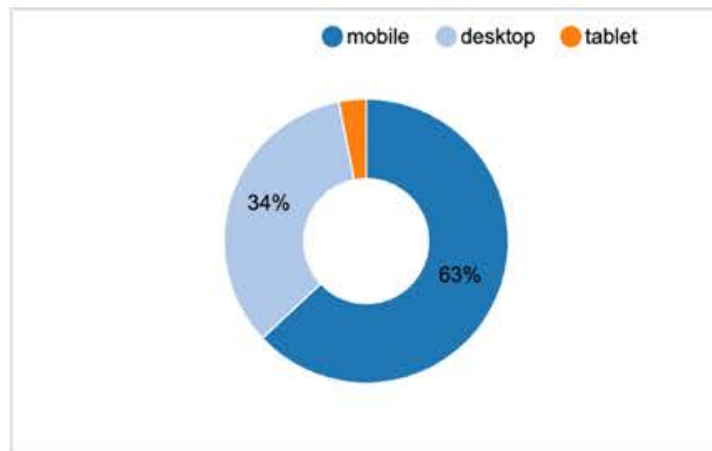
18,591
Pageviews

Action Items ?

245	Listings - Without Media
2	Sitemap - Pages with Autosaved Drafts Expiring Soon
45	Sitemap - Primary - Unpublished Pages

Stats ?

Devices ▼



Top Pages ?

Week ▼

1.	2,515	/
2.	1,990	/restaurants/
3.	1,540	/outdoor-activities/parks/
4.	1,239	/outdoor-activities/
5.	1,058	/events/wausau-area-events-calendar/
6.	922	/events/
7.	785	/outdoor-activities/hiking-trails/
8.	688	/things-to-do/shopping-retail/

Site Activity ?

2
Month ▼

A WEBSITE IS NEVER EVER DONE.

Consistently updated, maintained and manicured

Partnerships

Communication

StoryTelling Ideas



Creates dynamic content that can be used towards promotion & visitor attraction





ZARTICO

WHAT IS IT?

Zartico harnesses and streamlines complex data to provide a full spectrum of data science, benchmarking, and analytical services for use in marketing, community development, and sustainability efforts.

HOW ARE WE USING IT?



TO SERVE ADVERTISING
TO SERVE MUNICIPALITIES
TO SERVE THE COMMUNITY



Where are your visitors from?

Source: Near

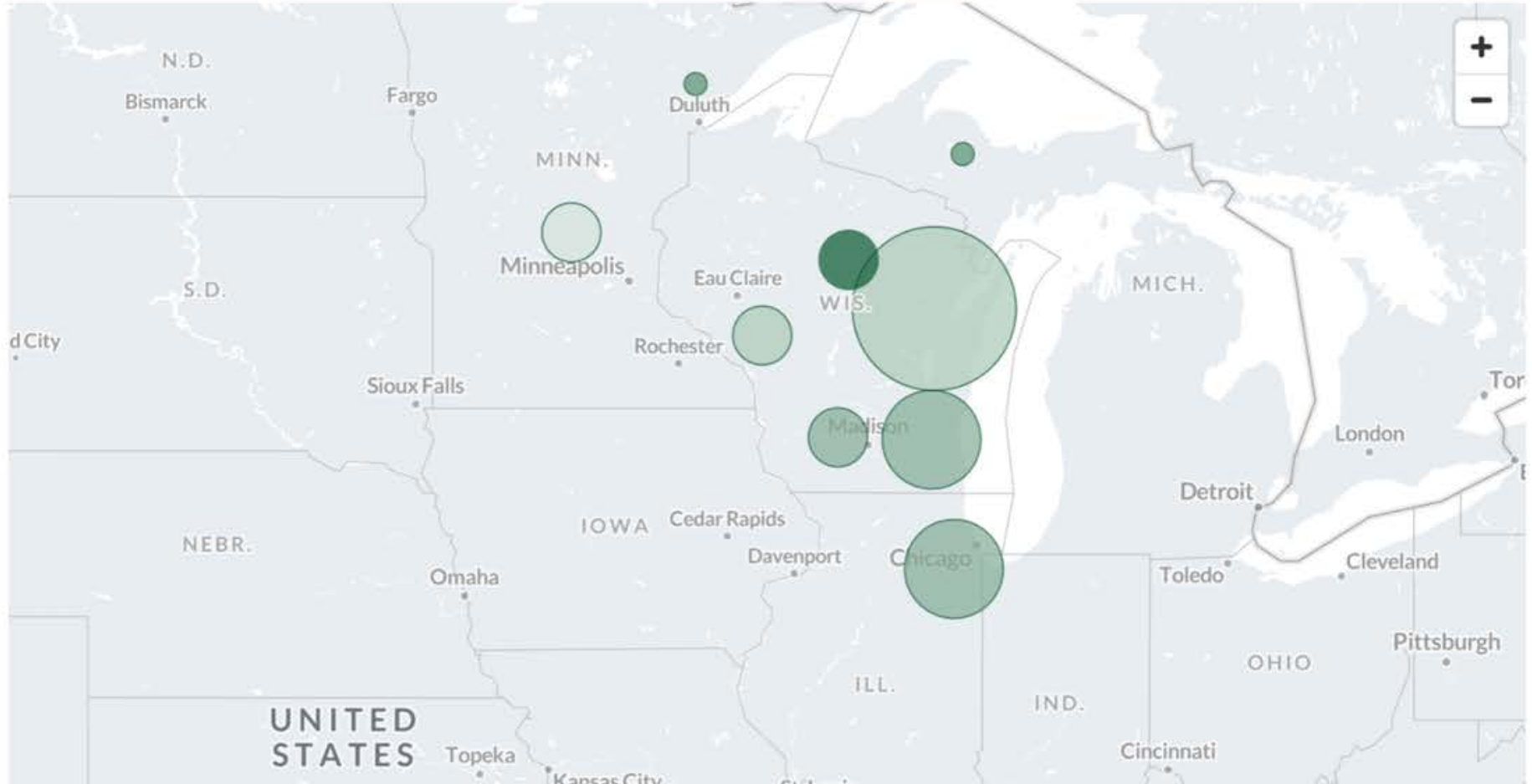
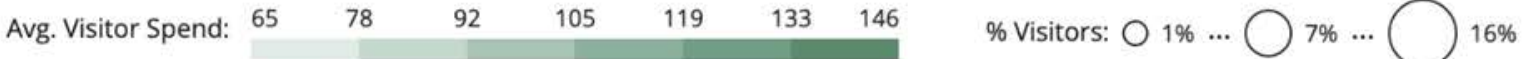
Better understand where visitors are coming from, including the percentage of visitors from out-of-state, top DMAs and how they relate to the percentage of visitors, percentage of visitor spend and average visitor spend.



Out-of-State Visitors

48.2%

Top Origin Markets - In-State & Out-of-State



% Cardholders - 25-54

50%

% Cardholders - \$100K+

24%

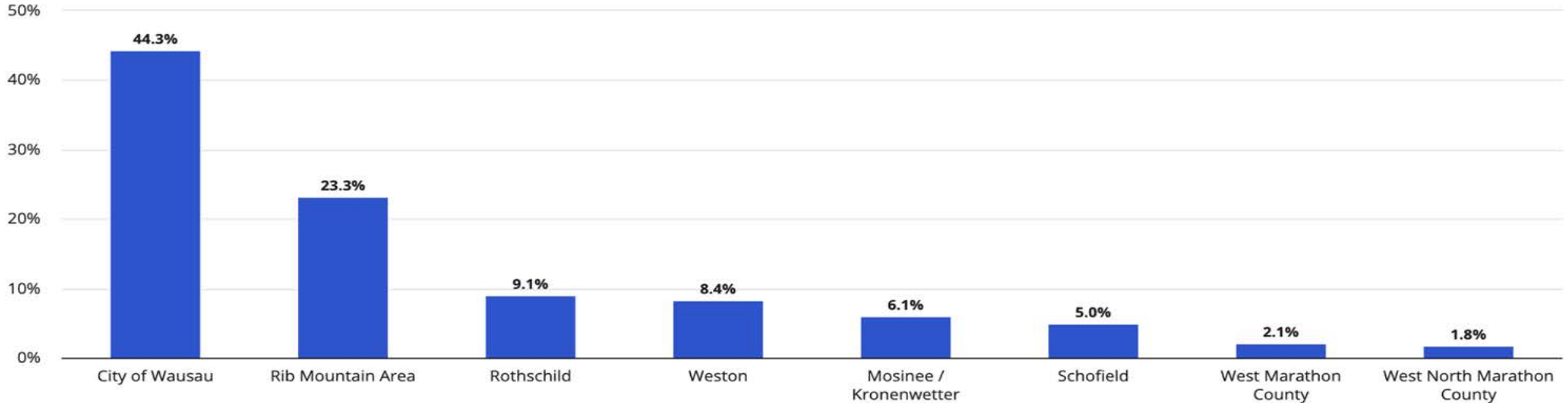
% Cardholders Children in Household

47%

Where do your visitors go?

Source: Near
Better understand where visitors are spending time in your destination, including the percentage of top visited regions and overnight stays.

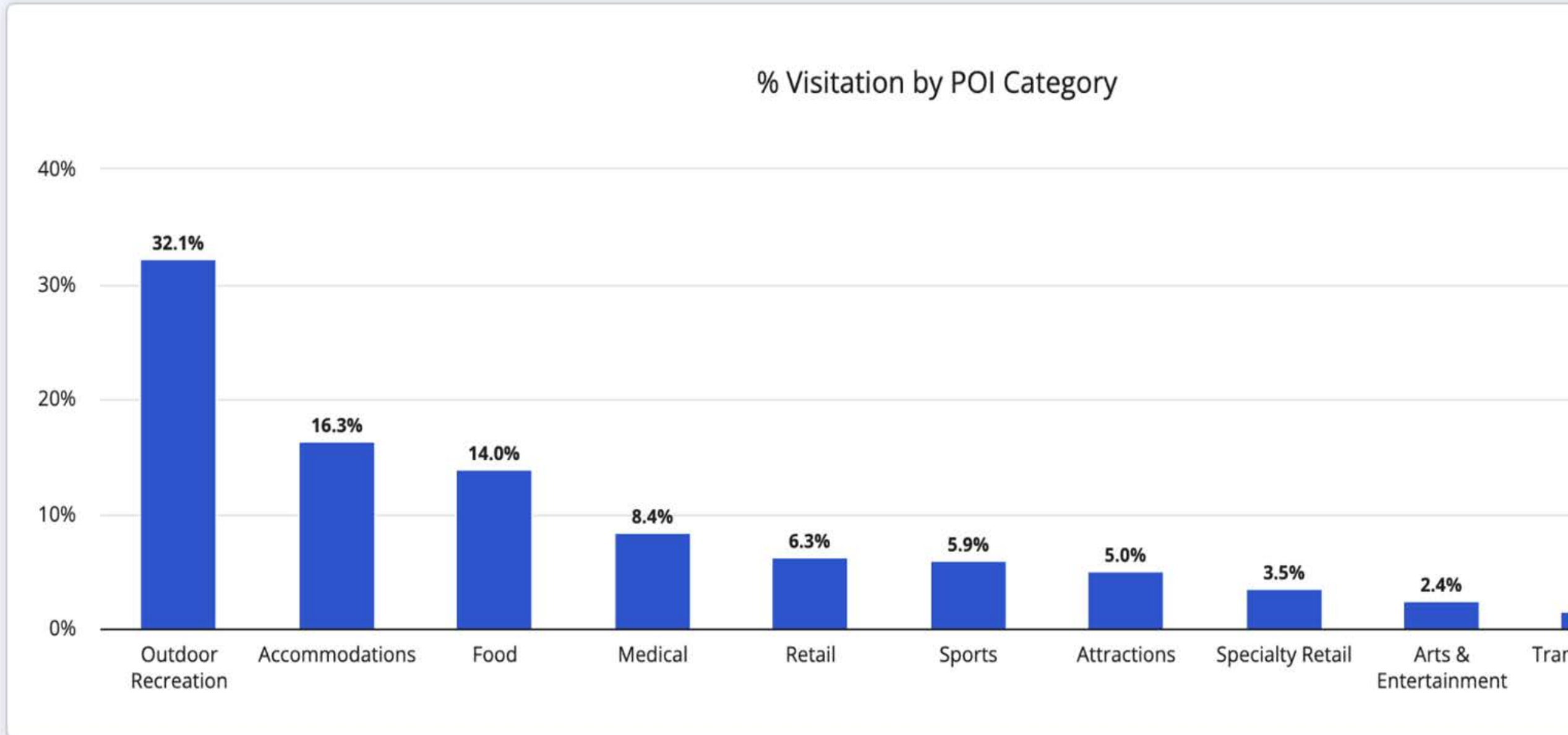
% Visitation by Region



What types of point of interest do your visitors go to?

Source: Near

Better understand where visitors are spending time in your destination by looking at the percentage of visited POI categories.



Launched September 2023

Library ID: 624381966569317

Active

Started running on Sep 21, 2023

Platforms

See ad details

Visit Wausau: Wausau/Central Wisconsin CVB
Sponsored

🍎🍂 Re-discover the reason you love Fall when you're in Wausau. From apple picking to biking over crunchy leaves, there's something to make everyone smile.



VISITWAUSAU.COM

Wausau's Fall Bucket List

Embracing Autumn's Splendor: Your Ultimate Fall Getaway to Wausau, Wisconsin and the surrounding area. This Fall Bucket List will help you...

Learn more

Library ID: 643027711307989

Active

Started running on Sep 21, 2023

Platforms

This ad has multiple versions

See ad details

Visit Wausau: Wausau/Central Wisconsin CVB
Sponsored

Take advantage of outdoor activities for every interest in the official Outdoor Basecamp in central Wisconsin. Not sure where to start? We've got you covered.



VISITWAUSAU.COM

Explore Wausau's Outdoor Basecamp

Learn More

Library ID: 1013520043030254

Active

Started running on Sep 21, 2023

Platforms

See ad details

Visit Wausau: Wausau/Central Wisconsin CVB
Sponsored

Grab a bite at any of our local Greater Wausau favorites. Perfect for any craving, check out our top picks!



VISITWAUSAU.COM

Grab a Bite in Wausau, WI

One thing that makes dining in Wausau unique are the number of local restaurants that offer farm-to-table fare. Using ingredients and products...

Learn more

Library ID: 1708160789644964

Active

Started running on Sep 21, 2023

Platforms

See ad details

Visit Wausau: Wausau/Central Wisconsin CVB
Sponsored

Book your next stay in the Wausau Area today with listing options at your fingertips.

@Hilton Garden Inn Wausau



VISITWAUSAU.COM

Book Your Stay in the Wausau Area

Looking for places to stay in Wausau? Find accommodations like cozy vacation rentals, bed and breakfasts, and hotels. Browse our list and bo...

Learn more

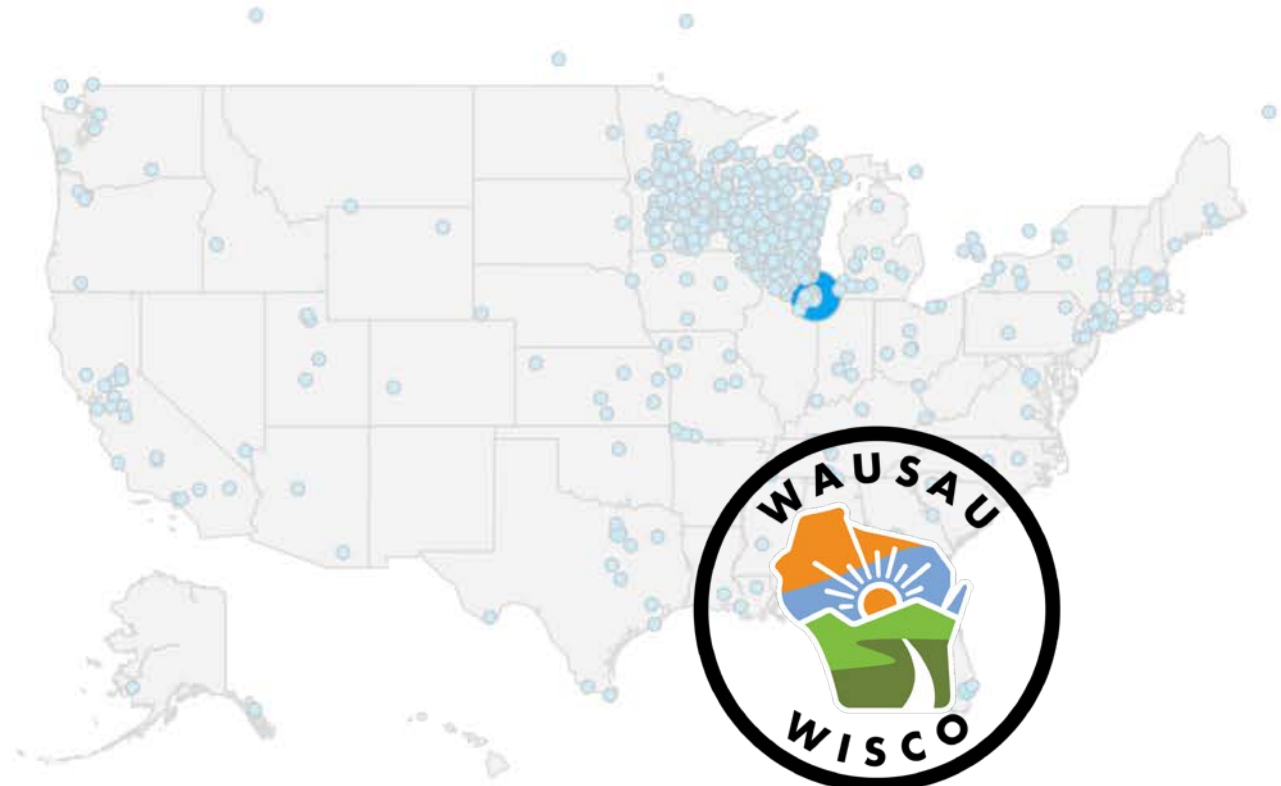


Tourism
TOWN HALL

RIB MOUNTAIN • SCHOFIELD • WAUSAU • WESTON

Paid Search By City (Clicks)

City	Total Clicks
Chicago	4,005
Wausau	1,364
Minneapolis	1,350
Alexandria	629
Milwaukee	566
Saint Paul	489
Weston	324
Kronenwetter	293
Madison	213
Arlington	184
Maplewood	179
Rockford	171
North Saint Paul	154
Brooklyn Park	141
Fitchburg	138
West Milwaukee	133
Stevens Point	118
Appleton	107
Rothschild	106



OVERALL TRAFFIC SUMMARY

Jul 1, 2023 - Sep 30, 2023

Active Users

137,048

↑ N/A

Conversions

37,501

↑ N/A

Engaged Sessions

104,072

↑ 223.7%

Engagement Rate

60.61%

↓ -2.7%

Avg Engagement Time

00:00:49

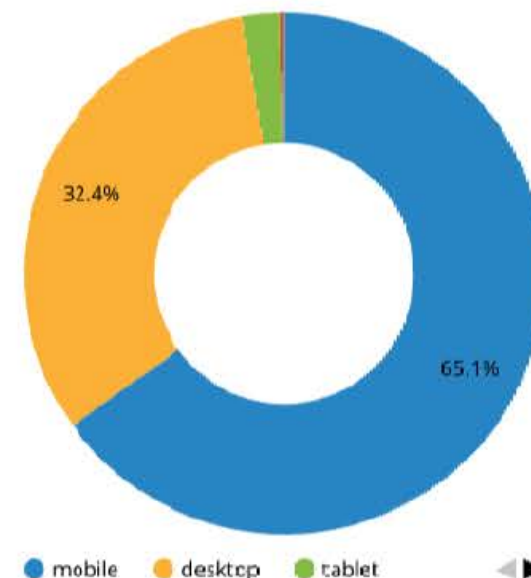
No data

Pageviews

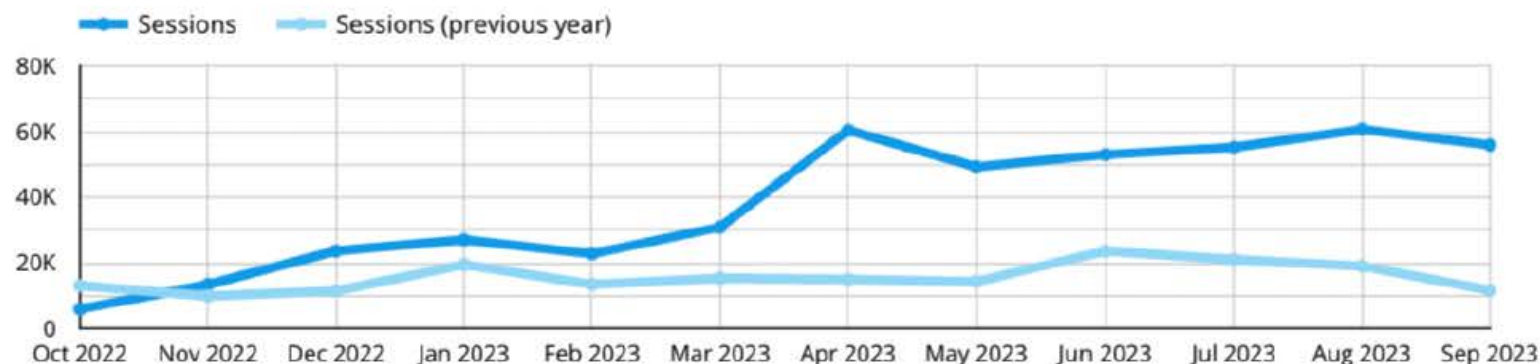
385,265

↑ 276.0%

Device Category (Users)



Sessions over time (Last 12 months YoY)



By Channel

Channel	Active Users	Engaged Sessions	Avg Engagement Time
organic search	54,116	51,473	00:01:08
direct	32,738	6,277	00:00:20
paid social	19,028	12,444	00:00:17
cross-network	14,680	16,968	00:00:33
paid search	11,078	11,553	00:01:46
organic social	4,762	2,220	00:00:20
referral	2,051	1,827	00:01:16
email	732	700	00:01:44

DID YOU KNOW?



WE PARTNER
WE PRODUCE
WE PROMOTE



WE PARTNER



Wausau & Marathon County
**Parks, Recreation
& Forestry**

W A U S A U ' S
ARTRAGEOUS
W E E K E N D ™

WE PARTNER

WAUSAU

River

DISTRICT



WE PARTNER



WE PARTNER



GREAT

PINERY™

• HERITAGE WATERWAY •





DID YOU KNOW?

THE CVB HAS SUPPLIED OR HAS
ASSISTED IN PROVIDING

\$142,951.00

GRANT \$\$ TO LOCAL
ORGANIZATIONS

US MASTERS



GRANITE PEAK
Legendary



GRANITE PEAK
Legendary



Visit
WAUSAU



MIDWEST
Masters
TAKE IT TO THE NEXT LEVEL!

WE PRODUCE







WAUSAU

Day Trip

**DISCOVER
WISCONSIN**



Uniquely
WISCONSIN 

DW+
DISCOVER
WISCONSIN







WE PROMOTE



THE SPORTS AUTHORITY

A SHIFT IN STRATEGY TOWARDS SEEKING LARGE SCALE EVENTS TO UTILIZE OUR VENUES AS OPPOSED TO ACTUALLY RUNNING EVENTS.

**PROVIDING GRANTS TO COMMISSIONAIRES
& ORGANIZING COMMITTEES**



Peoples
STATE BANK

MARATHON COUNTY

SPORTS COMPLEX







IRONBULL
TOUGHEST OF THE TOUGH

5:30:00

IRONBULL

IRONBULL

IRONBULL

IRONBULL

IRONBULL

IRONBULL

IRONBULL



GREENHECK TURNER
Community
CENTER

Greenheck-Turner
Community Center

NFL DRAFT TOWN HALL



Appleton
Green Bay
Madison
Milwaukee
Wausau

COMMUNICATION



WHERE YOU'LL SEE THE CVB

- **Attendance to All Tourism Meetings**
- Individual Meetings occurring consistently with stakeholders, partners and potential partners with vested interest in tourism dollars
- Quarterly financial & marketing reports sent to all municipalities within the CVB
- Grant applications & administration

TRANSPARENCY THRU COMMUNICATION

- Quarterly Newsletter
 - Tourism News
 - Reminder of Benefits
 - Links to Social
 - Updates on what's going on at the CVB



CENTRAL WISCONSIN PARTNER NEWS

PARTNER BENEFITS

Explore the benefits of being a partner online and region-wide.

[EXPLORE](#)

ELSEWHERE

-  YouTube
-  Instagram
-  Facebook
-  VisitWausau.com

TOURISM NEWS

4TH QTR UPDATE

Hello Gregory

We're bringing top-tier marketing to Greater Wausau. This is our debut newsletter. Feel free to contact me directly at 715-574-9878. Let's discuss how we can serve you better!

Tim White
Executive Director

WHERE ARE WE HEADED?

"A destination organization is responsible for promoting a **community** as an attractive travel destination and enhancing its **public** image as a dynamic place to live and **work**. Through the impact of travel, they strengthen the economic position and provide opportunity for **people** in their **community**."



Tourism
TOWN HALL

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THE FUTURE & DIRECTION

- **SMS TEXT MESSAGING thru website**
- **All in approach - tourism begins the process of economic development -**
 - **VISIT, FALL IN LOVE, FIND YOUR TOWN, MOVE.**
 - **Showcasing the amenities, the activities, the arts, the culture....**
- **Continuing building on the Basecamp Brand**
- **Exploring on technology that is ease of access to deliver direct revenue to partners**
 - **Booking Engines**
 - **Coupons**
- **Storytelling key to showcasing the various brands & activities**
- **Event RFPs for national level programming and touring acts/events**

THE WORK OF A DESTINATION ORGANIZATION

1. VISIT

If you built a place where people want to visit, then you have built a place where people want to live.

2. LIVE

And if you built a place where people want to live, then you have built a place where people want to work.



4. INVEST

And if you built a place where business and residents will invest, then you have built a place where people will want to visit.

3. WORK

And if you built a place where people want to work, then you have built a place where business and residents will invest.

OUR ASK: 2.5% INCREASE

- **MORE SPRING/SUMMER MARKETING CAMPAIGNS**
- **EXTEND OUR REACH TO NEW MARKETS**
- **BOOSTING OUTDOOR REC ORGANIZATIONS**
- **MORE TOOLS INSTEAD OF STAFF (CROWDRIFF)**
- **51% OF REVENUES GO DIRECTLY TO MARKETING**