

# Oneida County Tourism Commission July, 2021-June, 2022

## What is the Oneida County Tourism Council (OCTC)?

- Goal: To increase revenue and visitor spending throughout Oneida County
- Members: Directors of Oneida County chambers of commerce, three supervisors from Oneida County Board
- Funded by Oneida County
- Promotes businesses and attractions throughout Oneida County, including those that don't belong to local chambers of commerce through all platforms including the business-first website

## What is the economic impact of tourism in Oneida County?

### Total business sales

- 2020: \$281M
- 2021: \$332M
  - Increase of 18%

### Total employment

- 2020: 1,949
- 2021: 2,129
  - Increase of 9.4%

### State and local taxes

- 2020: \$19.2M
- 2021: \$21.3M
  - Increase of 10.9%

### Direct visitor spending

- 2020: \$210.8M
- 2021: \$254.3M
  - Increase of 20.6%

### Total labor income

- 2020: \$53.7M
- 2021: \$62.6M
  - Increase of 16.5%

(Source: *Tourism Economics*, Wisconsin Department of Tourism  
[industry.travelwisconsin.com/research/economic-impact/](http://industry.travelwisconsin.com/research/economic-impact/))

## Who are Oneida County's top markets (DMOs):

- Chicago
- Central Wisconsin
- Milwaukee
- Madison
- Fox Valley

*(Based on website traffic and social media engagement)*

## How do we promote Oneida County?

### Oneida County Tourism website – OneidaCountyWI.com

- Visitor-friendly information about where to go, what to see, and where to stay in Oneida County
- Navigation developed to drive traffic to businesses through sortable listings (by location, type, amenities) for lodging, dining, shopping, and attractions
- Includes information on recreational activities, trail maps/descriptions & more
  - Total pageviews: 180,097

### Social media

- Facebook: @OneidaCountyWI
  - 35,693 fans
- Instagram/Instagram Stories: @oneidacountywi
  - 2,928 followers
- Pinterest: @oneidacounty
- Social media advertising
  - Impressions: 2,125,236
  - Engagements: 92,083
  - 4.3% conversion rate

## **E-newsletters**

- Monthly e-newsletters about topics of interest
- E-newsletters drive traffic to website content and promote social media
- Also participate in Wisconsin Travel Best Bets cooperative marketing effort – multiple destinations highlighted on website, social media, e-newsletters, and promotions
  - 16,858 e-newsletter subscribers

## **Public relations**

- Distribute press releases and pitch media appearances to local & state outlets (TV, radio, online/print) on topics of interest – seasonal tourism updates, travel trends, etc.

## **Photo shoots**

- Conduct photo shoots in communities throughout Oneida County, covering a variety of activities & businesses
- Photos are added to website, used on social media and in other marketing efforts
  - Photographed over 60 businesses for their website listing with more planned later in 2022 to provide one image per businesses online

## **Fulfillment**

- Contracted services to fulfill requests for Oneida County information through email and phone inquiries
- Answer and reply to calls to the 800-number
- Respond to questions submitted over social media platforms
  - Fulfilled nearly 500 requests for information

## **Meetings**

- Board meets bi-monthly (Zoom and in-person) hosted on a rotating schedule
- Marketing committee meets monthly to facilitate marketing initiatives

## **Partnership organizations**

- Northwoods of Wisconsin
- ITBEC
- UW Extension–Oneida County
- Northwoods ATV/UTV
- Oneida County Economic Development
- Oneida County Public Health

## **Initiatives for 2022-2023**

- Diversity, Equity, Accessibility, Inclusion research (JEM grant, Year 1)
- New fulfillment/map piece (last updated in 2016)
- Northwoods ATV-UTV marketing (JEM grant, Year 2)
- Obtain video for use on website and on social media, specifically Facebook and Instagram Stories, Instagram Reels and anticipation of Facebook's transition to value video content more than photos and copy

## **Importance of Funding Tourism Marketing**

- Longwoods International, a tourism research agency, studies the impact of tourism marketing on revenue generation
- The performance of numerous destination marketing campaigns provides hard evidence that spending public funds on tourism helps pay for other high priority government programs and can help keep taxes lower.
- A key measure to use in determining ROI is incremental trips generated per media dollar spent on advertising.
- Longwoods estimates the normative number of incremental trips generated per media dollar spent on advertising is .87 trips.
- A \$100,000 marketing budget can result in 8,700 trips with varying length of stay

(Source: *Funding Connecticut's Tourism Promotion: A White Paper*, May 2012)

- Longwoods International and Tourism Economics conduct research for the Wisconsin Department of Tourism and found the average visitor spending to be:
  - \$75 spending per leisure day visitor,
  - \$157 spending per leisure overnight visitor per night
- A family of four spending one week in Oneida County would spend an estimated \$4,396

*(Source:*

[https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/wisconsin/Tracking\\_Expenditures\\_2022\\_320a7334-e421-4915-b565-0fd9e9550f29.pdf](https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/wisconsin/Tracking_Expenditures_2022_320a7334-e421-4915-b565-0fd9e9550f29.pdf))

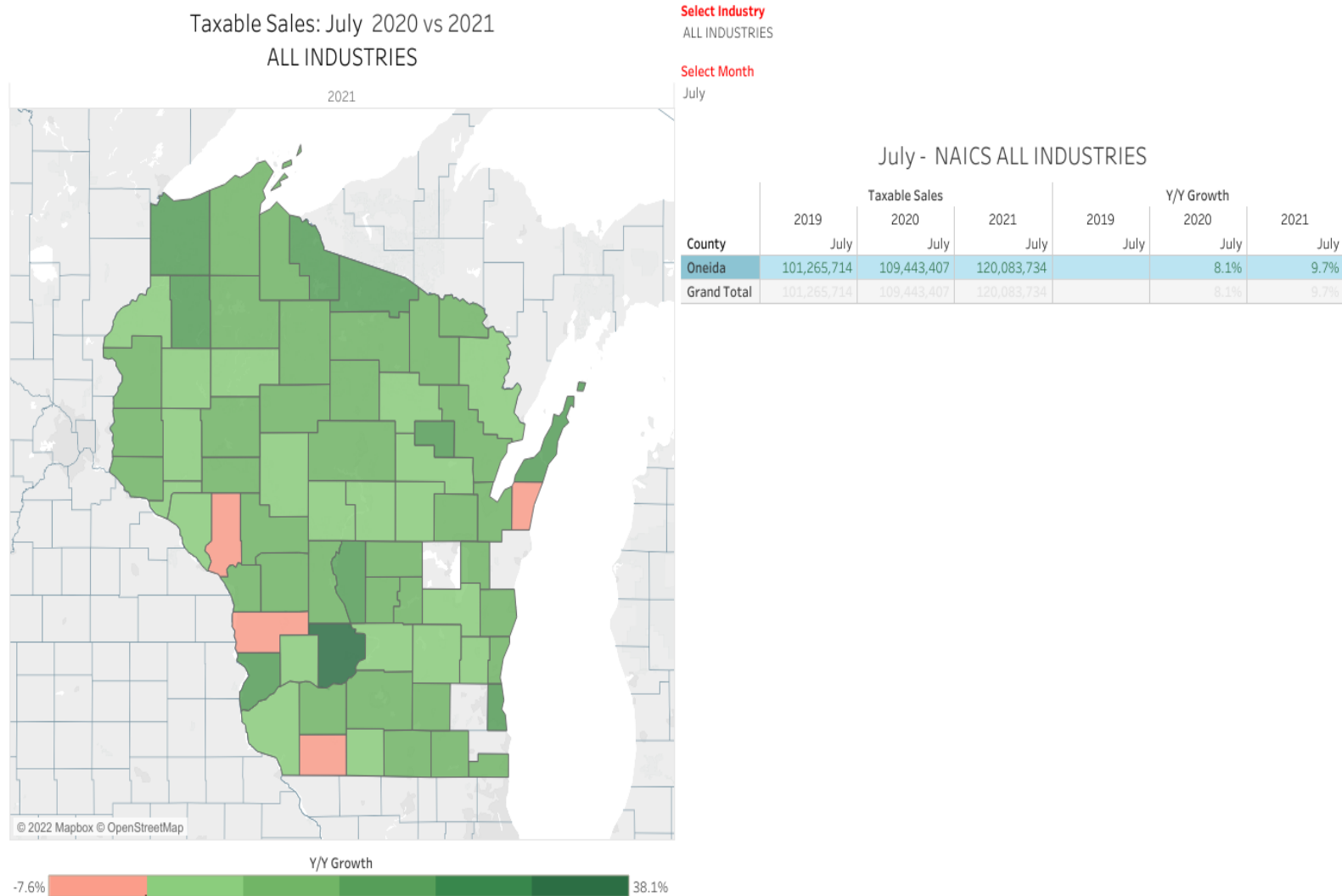
### **Impact of Tourism on Oneida County Businesses**

- Tourism brings money into the county
- Using data from North American Industry Classification System (NAICS) and Oneida County businesses sales tax, definite spikes in revenue align with peak travel seasons
- Baseline population would not generate the same revenue for businesses

*(The following slides are all sourced from:*

<https://public.tableau.com/app/profile/research.policy/viz/CountyTaxableSalesComparison/Story>)

Taxable sales in tourism related industries illustrates the impact of tourism spending on Oneida County. Travel in the pandemic was prioritized by the Oneida County Board of Supervisors as an economic strategy resulting in incredible sales tax increases. The above chart shows the increased sales collections in July 2019, 2020 and 2021. As travel to the area increased, so did the sales tax collections.

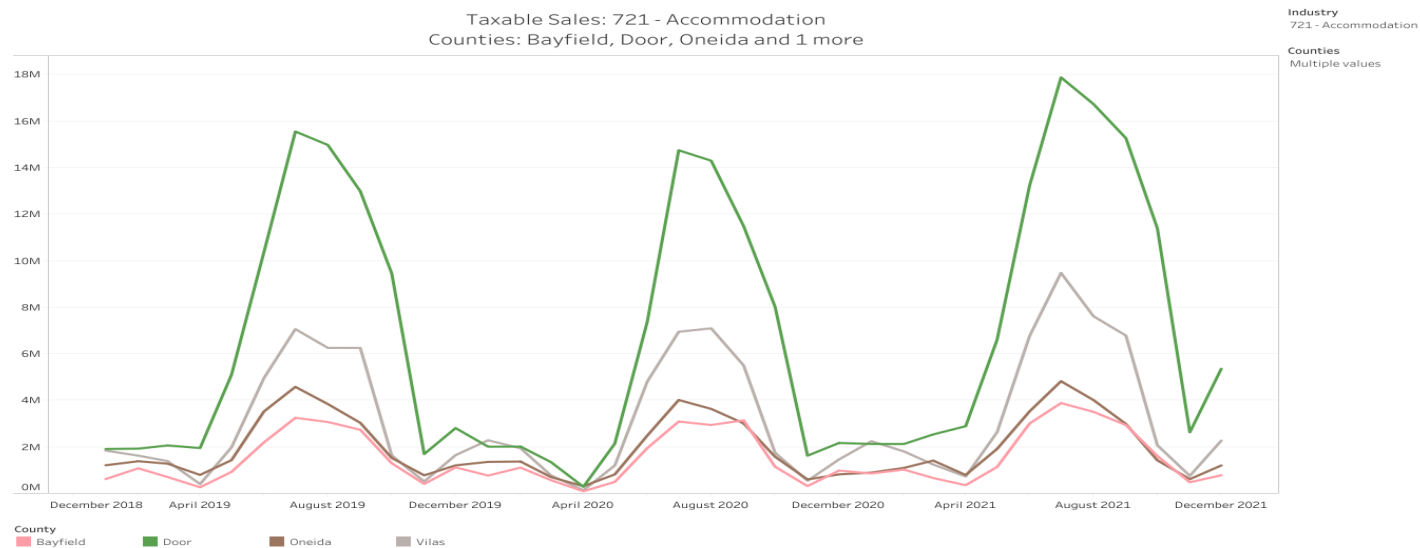


This chart shows the increased sales tax collected during the prime travel season. Additionally, the impact of minimal travel to Oneida County during the early months of the pandemic compared to once travel re-emerged shows how important travel spending is on the area's tax collection.

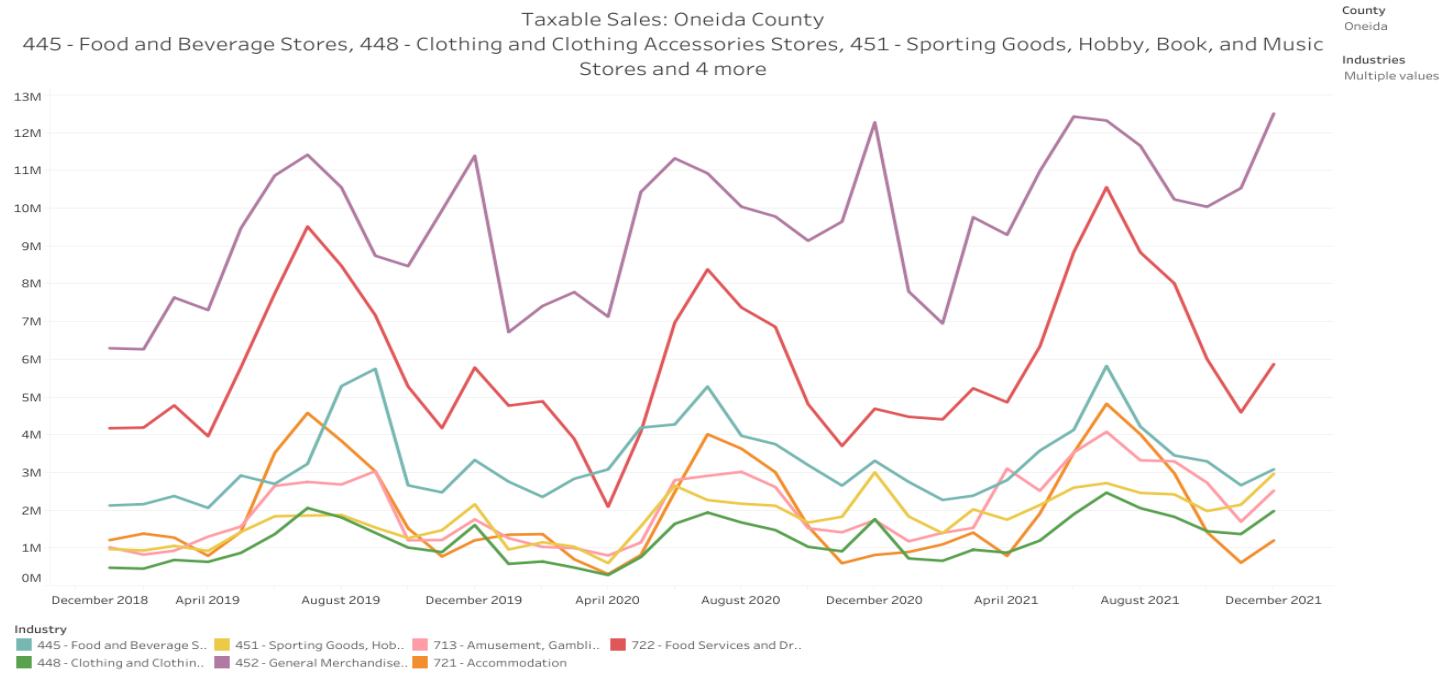
July Taxable Sales by Industry - Oneida County Data

Industry	Taxable Sales			Y/Y Growth			Select County Oneida
	2019	2020	2021	2019	2020	2021	
445 - Food and Beverage Stores	3,227,595	5,274,525	5,819,507		63.4%	10.3%	All = All Counties that Impose the County Sales and Use Tax
446 - Health and Personal Care Stores	887,385	976,793	1,077,626		10.1%	10.3%	
448 - Clothing and Clothing Accessories Stores	2,057,541	1,938,154	2,463,993		-5.8%	27.1%	
451 - Sporting Goods, Hobby, Book, and Music Stores	1,858,806	2,267,787	2,717,178		22.0%	19.8%	
452 - General Merchandise Stores	11,414,078	10,922,432	12,321,332		-4.3%	12.8%	
713 - Amusement, Gambling, and Recreation Industries	2,749,276	2,910,061	4,076,013		5.8%	40.1%	
721 - Accommodation	4,575,792	4,011,161	4,817,560		-12.3%	20.1%	
722 - Food Services and Drinking Places	9,513,504	8,378,710	10,553,814		-11.9%	26.0%	

In comparison to other counties that are considered top tourism destinations in Wisconsin—especially those where tourism serves as its primary industry—Oneida County follows a similar tax collection cycle with highest collection times coinciding with peak tourism seasons. This chart shows the importance of visitor spending on the Oneida County's tax revenues.



General merchandise spending is also impacted by tourism. The increase in general merchandise tax collection follows the increase in travelers during the pandemic.



Amusement, gaming and recreation business sales tax collection increases 2019 to 2021 further demonstrates traveler spending impact on Oneida County in tourism dominated industries.

**Industry Filter**

713 - Amusement, Gambling, and Recreation Industries

**County Filter**

Oneida

County	Industry	Taxable Sales			Y/Y Growth		
		2019	2020	2021	2019	2020	2021
Oneida	713 - Amusement, Gambling, and Recreation Industries	20,906,953	21,239,646	30,884,293		1.6%	45.4%
<b>Grand Total</b>		20,906,953	21,239,646	30,884,293		1.6%	45.4%



Finally, food service and drinking establishment sales tax collections further show the importance travel spending has on the overall financial health of Oneida County and its businesses.

**Industry Filter**

722 - Food Services and Drinking Places

**County Filter**

Oneida

County	Industry	Taxable Sales			Y/Y Growth		
		2019	2020	2021	2019	2020	2021
Oneida	722 - Food Services and Drinking Places	70,994,051	62,483,022	77,987,088	-12.0%		24.8%
<b>Grand Total</b>		70,994,051	62,483,022	77,987,088	-12.0%		24.8%

Tourism promotion is a net revenue generator, not a cost to the taxpayer. Providing adequate funding to bring visitors to Oneida County is a major opportunity both to stimulate the economy and increase market share from those who don't invest in promoting their tourism businesses and travel assets. It also is an essential component to the health of small businesses that are impacted by travel spending—which in Oneida County—represents the majority of businesses.