

## What is the Oneida County Tourism Council?

**Goal:** To increase revenue and visitor spending throughout Oneida County

**Members:** Directors of Oneida County destination marketing organizations, supervisors from Oneida County Board

**Funded by:** Oneida County

**Promotes:** Businesses, attractions, and outdoor recreation in Oneida County

## How do we promote Oneida County?



### Social media

- Facebook @OneidaCountyWI
- Instagram/Instagram Stories @oneidacountywi
- Pinterest @oneidacounty
- Social media advertising



### 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
- Integrated website accessibility tools and highlighted businesses accessibility features
- Includes information on recreational activities, trail maps/descriptions & more



### E-newsletters

- Monthly e-newsletters about topics of interest – recreation, dining, relaxation & more
- E-newsletters drive traffic to website and encourage participation in giveaways
- Also participate in Wisconsin Travel Best Bets cooperative marketing effort – multiple destinations highlighted on website, social media, e-newsletters, and promotions



### Meetings

- Oneida County Tourism Council Board meets bi-monthly via Zoom and in-person meeting hosted by communities on a rotating schedule
- Oneida County Tourism Council marketing committee meets monthly to discuss initiatives and facilitate marketing efforts



### 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.



### Grants

- Research and execute tourism-related grant opportunities including two JEM grants secured 2023-2024



### 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



### Fulfillment

- New fulfillment piece (trails guide with updated maps) being produced in 2024
- Respond to questions submitted over social media platforms & email



### Partnership organizations

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