

explore LA CROSSE

La Crosse County Convention and Visitors Bureau Mission Statement

The La Crosse County Convention and Visitors Bureau builds awareness of La Crosse County as a global tourism destination. Increasing revenue and stimulating economic development, enhancing visitor spending and overnight stays, will be realized by promoting leisure travel, conventions, sports, and events while highlighting our region's natural beauty and showcasing the talents of our residents for all La Crosse County communities.



2016 Annual Report

2016 La Crosse County Economic Data

Visitor Spending

Year	Total Spending	State Rank	% Increase
2012	206 Million	12 th	5.79 %
2013	214.4 Million	12 th	4.1 %
2014	223.8 Million	12 th	4.42%
2015	236.1 Million	9 th	5.69%
2016	248.1 Million	9 th	5.05%

Employment

Year	Direct	% Change
2012	2,857	3.66 %
2013	3,997	1.71 %
2014	4,016	.37%
2015	4,122	2.61%
2016	4,274	3.67%

Labor Income

Year	Millions, Direct	% Change
2012	\$47.8	6.52%
2013	\$90.73	1.68 %
2014	\$93.0	3.26%
2015	\$98.9	6.35%
2016	\$106.5	7.62%

Let's Compare La Crosse County to the Rest of the State:

- Wisconsin has 72 counties - La Crosse County ranks 9th
- The average percent increase in visitor spending was 3.28% - La Crosse County had 5.05%
- Only 8 counties showed a higher percent increase in visitor spending
- In the top 10 counties in visitor spending, La Crosse County had the 2nd highest growth rate.
- Only 4 counties had higher growth in Tourism related employment
- In 2015 La Crosse County was only \$200,000 ahead of the #10 ranking county. In 2016, that lead widened to \$5.6 million.



Website Report 2016 vs. 2015

In 2016, Explore La Crosse saw an increase in visitors across the board in terms of engagement, users, pageviews, and sessions. July was a highlight for Explore La Crosse with 80,957 sessions in single 30 day period. Traffic grew organically in 2016 in part due to investments in email marketing, content creation, and digital advertising.

Sessions  37.36% vs 450,146 <u>618,300</u>	Users  33.77% <u>387,260</u> vs 289,497	Pageviews  29.41% <u>1,436,157</u> vs 1,109,799
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Top Acquisition Channels

Organic  62.54% <u>275,106</u> vs 169,258	Email  47.82% <u>101,061</u> vs 68,368	Direct  27.86% <u>99,102</u> vs 77,507
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Devices

Desktop  24.47% <u>289,063</u> vs 232,242	Mobile  60.46% <u>264,290</u> vs 164,703	Tablet  22.08% <u>64,947</u> vs 53,201
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Email Subscriptions

In 2016, Explore La Crosse collected over 72,475 opt in emails and currently sends an ongoing newsletter (every ten days) to over 38,000 subscribers. In total, since 2014 Explore La Crosse has collected over 105,000 opt in emails with 75,514 currently active contacts.



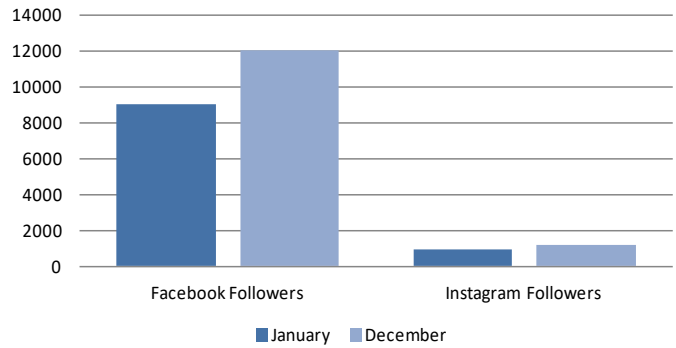
Social Media

In 2016 social media contributed 60,175 sessions with 42,462 being new users. Facebook, Twitter, Pinterest, and Instagram accounted for 58,736 of those sessions.

Between January 2016 to January 2017, Explore La Crosse Facebook “likes” have grown from 9,046 to 12,020, an overall increase of 2,974 followers.

One other notable growth in our social media efforts is Instagram. In 2016, Instagram consisted of 217 posts, 922 followers, and we were following 82 other accounts. To date, Instagram has 266 posts, 1,214 followers, and 190 following, showing a 31.67% increase in followers.

Social Media Growth



Fall Campaign Highlights

“Fall into La Crosse, WI: Hit It!”

In the fall of 2016, Explore La Crosse implemented “Fall into La Crosse : Hit it! “ to educate and inform our target audience about fall activities and experiences in La Crosse, WI. Results included 51,464 pageviews, over 2.2 million impressions and 7,415 opt in emails for future email campaigns.

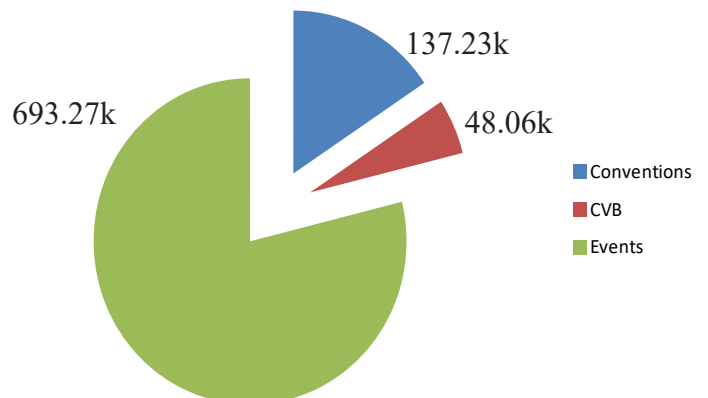


Earned Media

The LCCVB continues to be actively engaged in recruiting and retaining meetings, conferences and events to La Crosse County. With this comes the opportunity to receive additional earned (free) media.

One of our most consistent and popular earned media events each year is the WIAA State Track & Field Meet. The Bassmaster Elite Series was another great earned media source and took place September 9-11. Bassmasters dominated much of our earned media for the 3rd quarter.

Advertising Value Equivalency



Convention & Group Sales Report

The Convention and Group Sales team together added over 160 new accounts to the Explore La Crosse sales pipeline in 2016. They aid in driving economic development in La Crosse County by attracting and securing group overnight travel including corporate conferences, associations, military groups/reunions, fraternal organizations, religious groups, and more. In 2016 we hosted a Fall FAM trip for meeting planners from around the state in conjunction with our Tourism Expo. This was well received and gave planners a chance to see hotels and area attractions firsthand.

Numbers below represent bookings landed in 2016 that will be arriving in La Crosse County through 2022.

Group Sales Report

Total # of Events Booked: **100**
 Total Estimated Room Nights: **6,000**
 Total Estimated Attendance: **9,000**
 Estimated Economic Impact: **\$29.5 Million**

Convention Sales Report

Total # of Events Booked: **70**
 Total Estimated Room Nights: **31,347**
 Total Estimated Attendance: **38,555**
 Estimated Economic Impact: **\$76.4 Million**

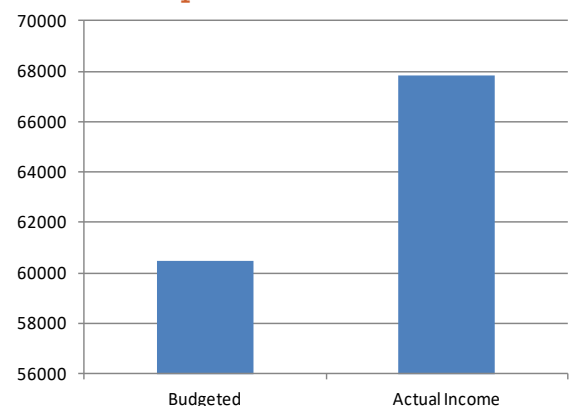
Annual Sales Pipeline



Explore La Crosse Membership

- 92 New Members joined in 2016
- 26 of the new members were through the River of Festivals campaign.
- More than a dozen expired past members re-signed.
- 5 new lodging members: Baymont Inn & Suites, Fairfield Inn & Suites, Home2 Suites, Lake Motel, Stone's Throw Cottage & Monarch Garden.
- 368 total members of Explore La Crosse as of year-end 2016.

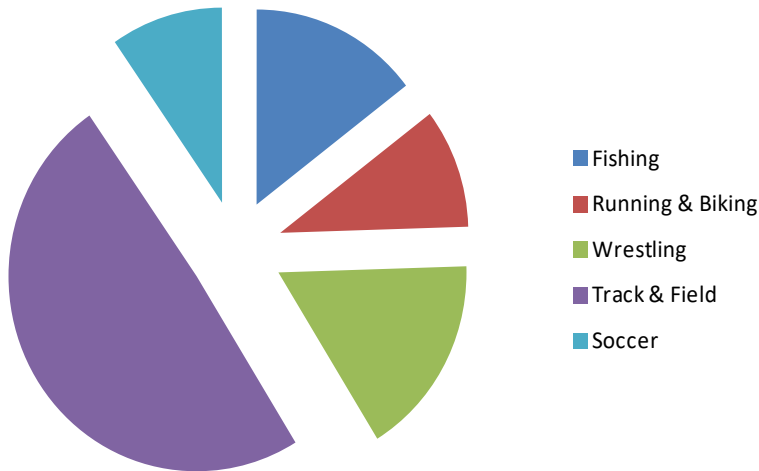
Membership Income 2016



Sporting Events

Explore La Crosse seeks to attract regional, national, and international sporting events as well as to assist in growing new events through our grant program. New sporting events such as the Co-op Credit Union Coulee Cup resulted in 3,000 attendees and an economic impact of \$448,500 while longstanding annual events provide consistent economic impacts. Annually, the WIAA State Track & Field Championships pave the way as the largest sporting event in La Crosse County by attracting approximately 28,000 attendees over two days, resulting in an estimated economic impact of over \$3.5 million.

Using the beautiful natural resources of the region, silent sports and fishing tournaments continue to grow and prosper in La Crosse. For the first time since 2013, we welcomed back the Bassmaster Elite Series in 2016 resulting in an economic impact of \$936,000 for their four-day nationally televised competition. Running and bicycling events such as the La Crosse Area Bicycle Festival, Wisconsin Off Road Series Hixon Forest Epic, La Crosse Omnium and Grandad Half Marathon also continue to grow and contribute to the economic impact of the region.



Running & Biking: La Crosse Area Bicycle Festival, WORS Hixon Forest Epic, La Crosse Omnium / Grandad Half Marathon

Fishing: Bassmaster Elite Series, FLW Bass Fishing League (3 events)

Wrestling: Bi-State Classic, Track Wrestling Preseason Championships, Badgerland Nationals

Track & Field: WIAA State Track & Field Championships, Badger State Games Track & Field

Soccer: Co-op Credit Union Coulee Cup, Honda Motorwerks Tournament, Winter InviteC

Chart based on staple of 5 of the largest sports impact drivers. Numerous other events from curling, skiing, snowboarding, basketball, baseball, and many more are also major economic impact drivers in La Crosse County.



Volunteers & Welcome Center

The I-90 Welcome Center was closed throughout 2016, but we are happy to announce the new building opened for visitors in January, 2017!

Riverside Park Welcome Center

14,113 Visitors

2016 Historic Trolley Tours

- Operated 46 times
- Total Passengers - 899

2016 Dark La Crosse Trolley Tours

- Operated 13 times
- Total Passengers - 328

2016 Big Boat Visits

- 7 American Queen Stops
- 4 Queen of the Mississippi Stops
- 4 America Stops
- 3,337 Passengers Visiting La Crosse
- 115 Volunteer Hours at the Boat Visits



Promotional Grant Program

Explore La Crosse began a new Promotional Grant Program in 2016. Twenty events/festivals applied for grant funding, of which 17 were awarded funds. \$25,300 in grants were awarded in 2016. The grant program focused on aiding new and expanding events/festivals.

Grant Spending 2016

2017 Grants Awarded

