

August 2024



City of Osseo Dashboard Report



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Eau Claire, WI 54701 715-831.2345

January–August 2024

Website Performance

Visit Eau Claire Marketing Updates

Overall, traffic is up 8.1% YoY for visitosseo.com. When looking at the line chart below, you'll see the June is the first month this year that Visteauclaire.com beat last year's traffic as a whole. This momentum carried into July as well which is expected since summer tends to be the busiest in our area for tourism with all the wonderful events going on. At the end of July, the Visit Eau Claire marketing team was invited to St. Isidore's Dairy Farm in Osseo and learned all about the great things Inga had planned for her farm. Our trip followed with a visit to Burly N Bucks for some wings content as well. The team is actively preparing for the upcoming fall season and getting ready to promote orchards, fall colors, and all the other great things the season brings to our region.

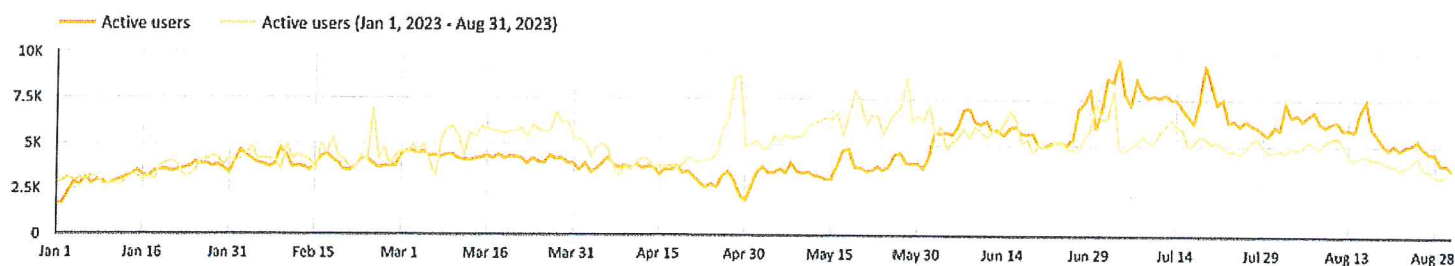
Osseo Website Performance

Metrics compared to January–August 2023

	Page path	Total users ▼	% Δ	Engaged sessions	% Δ	Bounce rate	% Δ	Average session duration	% Δ
1.	/day-trips/osseo-day-trip/	21,562	34.1% ↑	14,687	27.2% ↑	36.09%	5.1% ↑	00:01:26	10.6% ↑
2.	/osseo/	8,593	50.0% ↑	5,486	111.7% ↑	40.22%	-30.1% ↓	00:00:40	-13.3% ↓
3.	/osseo/hotels/stoney-creek-rv-resort/	3,670	-55.2% ↓	2,565	-60.6% ↓	37.73%	39.2% ↑	00:01:07	-13.7% ↓
4.	/osseo/things-to-do/	1,151	-17.9% ↓	1,166	157.4% ↑	4.89%	-93.1% ↓	00:01:57	-16.0% ↓
5.	/osseo/restaurants/	1,108	40.8% ↑	1,039	880.2% ↑	9.89%	-88.7% ↓	00:01:09	0.5% ↑
6.	/listing/the-osseo-nickel-barn-&-coffee-shop/3824/	986	49,200.0% ↑	935	46,650.0% ↑	13.18%	-	00:01:14	-39.5% ↓
7.	/osseo/events/	885	7.3% ↑	878	328.3% ↑	7.87%	-89.7% ↓	00:01:03	6.6% ↑
8.	/events-and-festivals/annual-events/osseo-summer-co...	614	-	649	-	18.26%	-	00:02:19	-
9.	/osseo/hotels/	558	59.9% ↑	552	3,842.9% ↑	7.23%	-92.5% ↓	00:01:17	-17.6% ↓
10.	/event/osseo-ice-fishing-contest/98699/	400	-	243	-	44.39%	-	00:00:32	-

Which days produced the most active users in 2024?

Active users by day compared to January–August 2023



Traffic was down 4.78% in comparison to January–August 2023. August's digital marketing budget was down 19.79% in comparison to August 2023. Year to date, Visit Eau Claire's digital marketing budget is down 43.80% (or 46% if we count what Visit Eau Claire was paying Simpleview for commission costs).

Marketing Snapshot

Find a summary of what Visit Eau Claire content the city of Osseo was featured in during the month of August 2024!

\$5,000 grant



NEW: Reel It In with Scheels: A Guide to Fishing in Eau Claire

Osseo businesses featured: Northwoods Brewpub

[Read The Full Blog Here](#)



NEW: Oktoberfest Events In & Near Eau Claire

Osseo businesses featured: Osseo Nordic Fall Fest (as bonus event)

[Read the Full Blog Here](#)



NEW: Day Trip to Trempealeau County

Osseo businesses featured: Norske Nook, link to Osseo Day Trip page

[Read The Full Page Here](#)



UPDATED: Fall Bucket List

Osseo businesses featured: Osseo Golf Club, Norske Nook

[Read The Full Page Here](#)



UPDATED: Fall Color Routes

Osseo businesses featured: Route to Osseo, Foster's Fireside, McIlquham Orchard, Norske Nook, Osseo Golf Club, The Nickel

[Read The Full Page Here](#)



UPDATED: Apple Orchards

Osseo businesses featured: McIlquham Orchard

[Read The Full Page Here](#)



UPDATED: Dog-Friendly Itinerary

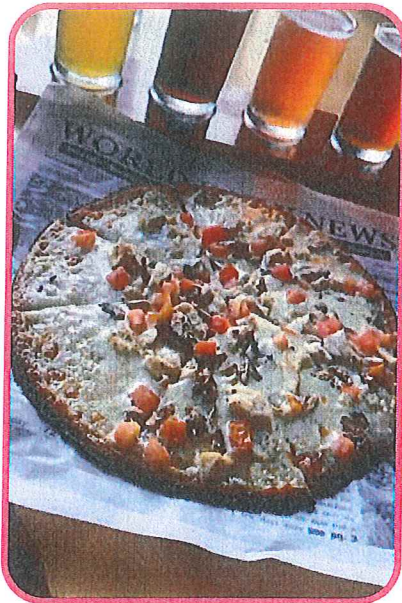
Osseo businesses featured: Foster's Fireside

[Read The Full Page Here](#)

@4 packed bags

Marketing Snapshot (continued)

Find a summary of what Visit Eau Claire content the city of Osseo was featured in during the month of August 2024!



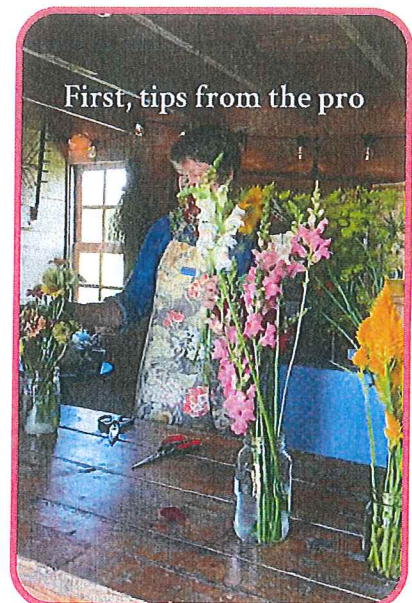
@4PackedBags Influencer Visit Recap

Osseo businesses featured:
Foster's Fireside, Norske Nook,
Osseo Family Restaurant, The
Nickel



September Events

Osseo businesses featured:
Around The Farm Table Makers
Market, Osseo Nordic Fall Fest



Bouquet Making at St. Isidore's Dairy

Osseo businesses featured: St.
Isidore's Dairy Farm

August 1-31, 2024

Facebook Advertising

1

Osseo Homepage

42,413 Impressions
698 Link Clicks

2

Stoney Creek

42,838 Impressions
978 Link Clicks

3

Osseo Day Trip

187,757 Impressions
3,819 Link Clicks

Visit Eau Claire, WI
Sponsored (demo)

Take a short day trip to Osseo, WI for award-winning pie, coffee flights, camping & more. 🍷
➔ Check out more ways to explore Osseo!



[HTTPS://WWW.VISIT EAU CLAIRE, WI/OSSEO/](https://www.visit Eau Claire, WI/OSSEO/)

Explore Osseo, WI | Things to Do | Places to Eat

Welcome to Osseo, Wisconsin! Find places to stay like the Stoney Creek ...

Learn more

Visit Eau Claire, WI
Sponsored (demo)

Stoney Creek RV Resort is your summer getaway oasis. 🌊🏡 Book a weekday campsite, purchase a beach day pass and more in Osseo, WI.



Fun for the Whole
Family

Stoney Creek RV Resor...

Learn more



Epic Swimming Spots
The lake at Stoney Cree...

Learn more

Mini
Stor
Spa

You and 60 others

4 comments 7 shares

Visit Eau Claire, WI
Sponsored (demo)

Take a drive to coffee flights, world-famous pie, alpaca farms, & camping adventure in Osseo, WI ➔ Explore more ways to experience Osseo, WI. 🍷



[VISIT EAU CLAIRE, WI](https://www.visit Eau Claire, WI/)

Take a Day Trip to Osseo, WI

Discover the best things to do in Osseo from the Norse Neck pie to alpa...

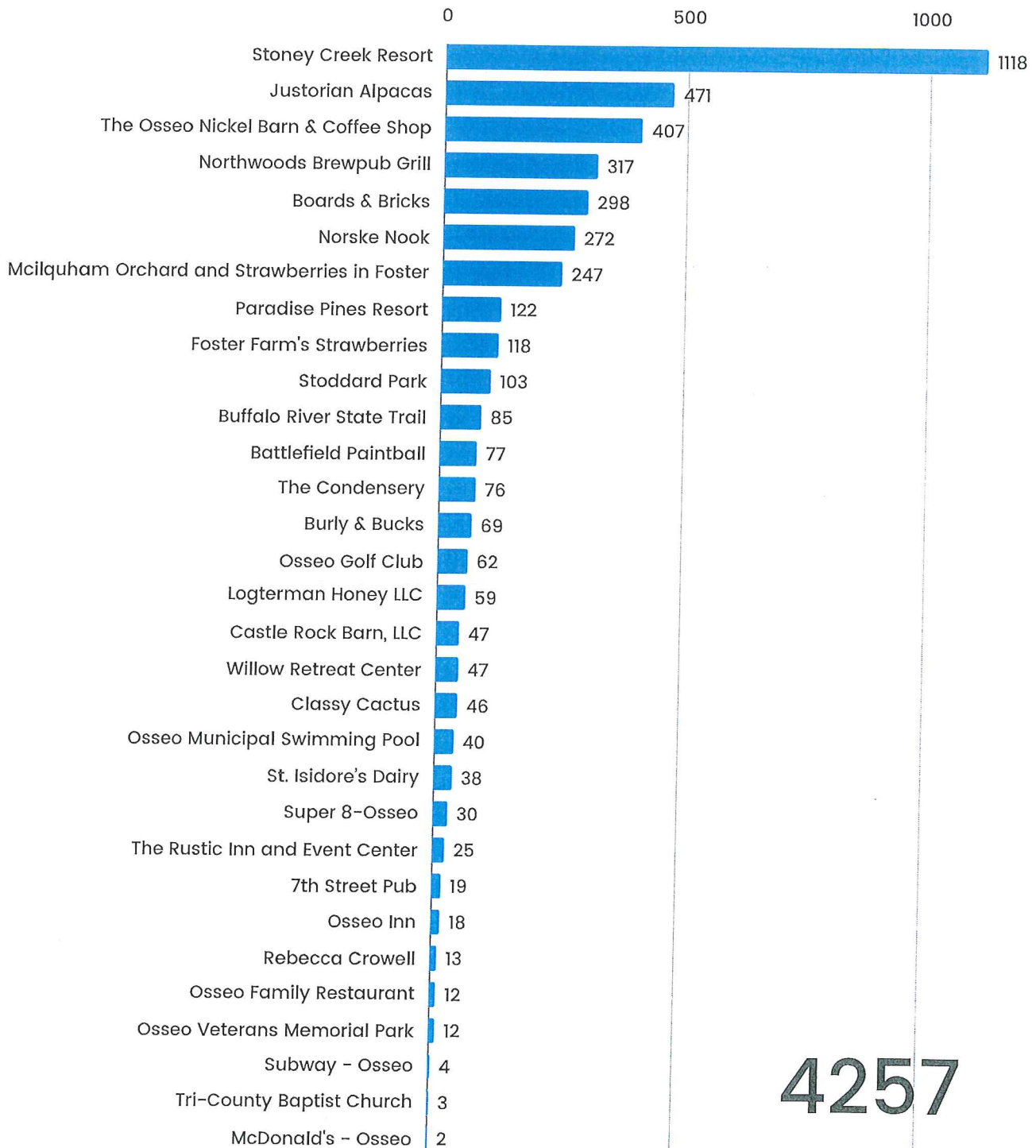
Learn more

VISIT EAU CLAIRE

January-August 2024

Osseo Partner Referrals

Find a summary of how many partner referrals each Osseo business received from the Visit Eau Claire website from January - August 2024.



Development Updates

Find a summary of development related updates for August 2024 listed below!

Outdoors

National Park Service Site Visit

The National Park Service staff from the Rivers, Trails, and Conservation assistance program supporting the RPN project came to our region to do a "site visit". Outdoors Development Manager, Kennedy Domerchie, put together an itinerary of several significant outdoor recreation spots throughout the 8 county region and tagged along with Kenzi leading everyone on the exploration.

Outdoors

USDA Rural Business Development Grant

The USDA Rural Business Development Grant for the RPN project officially began on August 12th. The core planning group met as a team to lay out a work plan to create the regional comprehensive outdoor recreation plan.

Public Art

Sculpture Tour Updates

Preparation for the 2025-26 Sculpture Tour have begun. The development team collaborated with the marketing team to create a new & streamlined digital Call to Artists application form on sculpturetour.org. Likewise, our team has been actively encouraging tour goers to vote for their favorite piece for the People's Choice Award. To incentivize voters, Visit Eau Claire created Sculpture Tour themed stickers. Once someone fills out a voting form, they get an email instructing them to pick up their sticker from the downtown Eau Claire Olson's Ice Cream Parlor. Since the launch of the 2024-25 tour, we've seen nearly 200 votes come through.

Photos from the NPS Site Visit

