



January 2025

CITY OF OSSEO DASHBOARD REPORT



128 Graham Avenue VisitEauClaire.com
Ste. 234 @visiteauclaire
Eau Claire, WI 54701 715-831.2345

WEBSITE PERFORMANCE

Visit Eau Claire Marketing Updates

In January 2025, Visit Eau Claire successfully generated over **2,000 active users** engaging with Osseo-related content on visiteauclaire.com. The Osseo Day Trip page was the top-performing page for the month, with a remarkable **63% increase** in active users compared to January 2024. Additionally, the Stoney Creek Resort page on visitosseo.com saw positive engagement trends, with a **26% increase in engaged sessions and a 55% decrease in bounce rate**. These metrics suggest that families and potential visitors are actively engaging with the content and planning their summer getaways well in advance.

The YR 2 How Do You Winter campaign, which launched in December 2024, continued throughout January and will run through March. Despite minimal snowfall this season, Visit Eau Claire has implemented creative strategies to showcase the region's winter offerings, ensuring there are still plenty of activities for visitors to enjoy, even without ideal snow conditions for outdoor recreation like snowmobiling. Additionally, the campaign is designed to impact future decision-making for travelers seeking winter getaway options, further enhancing the long-term appeal of Eau Claire and its surrounding areas.

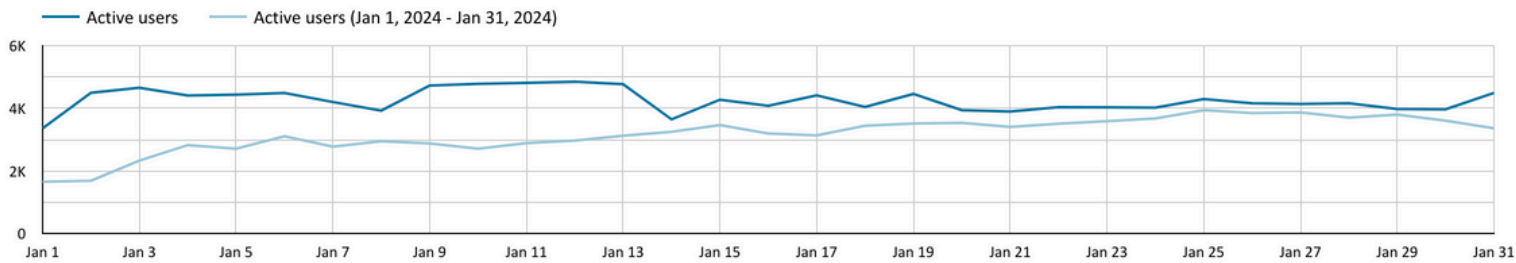
Osseo Website Performance - Top 10 Links

Sorted by Active Users (January 2025)

Page path and screen class		↓ Active users	Engaged sessions	Average session duration	Bounce rate
Totals		2,158	1,082	52s	54.5%
1	/day-trips/osseo-day-trip/	1,897	861	46s	58.6%
2	/osseo/	142	106	50s	31.2%
3	/osseo/hotels/stoney-creek-rv-resort/	30	29	2m 46s	14.7%
4	/osseo/things-to-do/	29	29	1m 17s	9.4%
5	/listing/the-osseo-nickel-barn-&-coffee-shop/3824/	27	26	1m 21s	13.3%
6	/osseo/events/	27	26	1m 42s	7.1%
7	/event/osseo-ice-fishing-contest/101212/	26	20	43s	28.6%
8	/osseo/restaurants/	26	26	1m 23s	3.7%
9	/osseo/hotels/	19	19	1m 36s	0.0%
10	/events-and-festivals/annual-events/osseo-summer-concert-series/	11	11	25s	8.3%

Which days produced the most active users in 2025?

Active users by day compared to January 2024



Traffic is up 38.3% in comparison to January 1-31, 2024. January's digital marketing budget was up 118.46% in comparison to January 2024. This surge is largely attributed to the YR 2 How Do You Winter JEM Grant awarded to Visit Eau Claire by Travel Wisconsin. This grant doubled the total digital promotional budget for the How Do You Winter campaign, increasing from \$30,000 in 2024 to \$60,000 in 2025.



MARKETING HIGHLIGHTS

Find a summary of what Visit Eau Claire content the city of Osseo was featured in January 2025.

Web Content (Linked)

- [Valentine's Day in Eau Claire](#)
 - Foster's Fireside
 - Northwoods Brew Pub
- [Best Cheat Day Eats in Eau Claire](#)
 - Norske Nook
- [Wisconsin Cheese & Food Itinerary](#)
 - Foster's Fireside
 - Osseo Nickel Barn
- [Galentine's Day in Eau Claire: Things to Do with Friends](#)
 - Northwoods Brew Pub
- [Book Your Stay in Eau Claire: The Gateway to the 2025 Draft in Green Bay, WI](#)
 - Osseo Day Trip Page
- [Romantic Getaway Itinerary](#)
 - Foster's Fireside
- [Where to Buy Valentine's Day Flowers and Gifts in Eau Claire](#)
 - Colby's Florist
 - Norske Nook
- [Top Spots to Play Winter Kubb in Eau Claire](#)
 - Stoddard Park
- [Find the Best Fish Fry in Eau Claire](#)
 - Burly N Bucks
 - Norske Nook
- [Pizza Restaurants in Eau Claire, WI](#)
 - Foster's Fireside
- [Best Old Fashioned in Eau Claire](#)
 - Foster's Fireside

Social Media Content

- [Where to Go When It's A Cheat Day \(Reel & TikTok\)](#)
 - Norske Nook

CATCH OUR LATEST POSTS –
FOLLOW US @VISITEAUCLAIRE!



INSTAGRAM



TIKTOK

Facebook Advertising Analytics

Ad Set Name	Results	Impressions	Post engagements
Osseo - Things to Do	2,213 Link clicks	89,216	2,504
Total results 1 / 1 row displayed	2,213 Link clicks	89,216 Total	2,504 Total

OSSEO PARTNER REFERRALS

Find a summary of how many partner referrals each Osseo business received from the Visit Eau Claire website from January 1-31, 2025. So far this year, Visit Eau Claire has generated **216** partner referrals to Osseo businesses.

