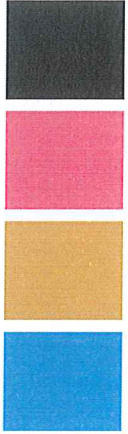


September 2024



City of Osseo Dashboard Report



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

January–September 2024

Website Performance

Visit Eau Claire Marketing Updates

Overall, Osseo content on Visiteauclaire.com is up 29.2% YoY, and the Osseo day trip and microsite pages continue to be up in traffic. The Osseo Nordic Fall Fest also played a key role in driving traffic to Osseo content with 108,292 impressions and 4,730 link clicks from Facebook advertising. The Visit Eau Claire team also photographed the Osseo Nordic Fall Fest event and acquired a collection of photos to promote the event in future years. Visit Eau Claire is going to continue promoting Osseo as a fall destination through October in time for orchard season, fall color peaks, and more!

Osseo Website Performance

Metrics compared to January–September 2023

	Page path	Total users ▼	% Δ	Engaged sessions	% Δ	Bounce rate	% Δ	Average session duration	% Δ
1.	/day-trips/osseo-day-trip/	26,972	56.2% ↑	17,802	43.1% ↑	38.61%	12.0% ↑	00:01:23	6.3% ↑
2.	/osseo/	8,893	36.5% ↑	5,740	82.2% ↑	39.64%	-27.3% ↓	00:00:40	-12.9% ↓
3.	/event/osseo-nordic-fall-fest/100365/	4,359	-	2,673	-	43.43%	-	00:00:38	-
4.	/osseo/hotels/stoney-creek-rv-resort/	3,728	-54.7% ↓	2,617	-59.8% ↓	37.65%	38.6% ↑	00:01:07	-14.5% ↓
5.	/osseo/things-to-do/	1,238	-24.1% ↓	1,258	105.6% ↑	4.98%	-92.4% ↓	00:01:55	-13.6% ↓
6.	/osseo/restaurants/	1,180	35.6% ↑	1,107	570.9% ↑	9.63%	-88.3% ↓	00:01:11	1.4% ↑
7.	/osseo/events/	1,063	13.4% ↑	1,059	271.6% ↑	7.43%	-89.6% ↓	00:00:59	4.3% ↑
8.	/listing/the-osseo-nickel-barn-&-coffee-shop/3824/	1,056	26,300.0% ↑	1,005	25,025.0% ↑	13.21%	-	00:01:18	-4.0% ↓
9.	/events-and-festivals/annual-events/osseo-summer-con...	696	-	732	-	18.58%	-	00:02:11	-
10.	/osseo/hotels/	627	66.3% ↑	620	1,778.8% ↑	7.05%	-92.3% ↓	00:01:16	-16.5% ↓

Which days produced the most active users in 2024?

Active users by day compared to January–September 2023



Traffic was down 1.06%% in comparison to January–September 2023. September's digital marketing budget was up 11% in comparison to September 2023. Year to date, Visit Eau Claire's digital marketing budget is down 40.48% (or 42.67% 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 September 2024!



NEW: Take Your Lunch Break: Best Places for Lunch in Eau Claire

Osseo businesses featured: Burly N' Bucks

[Read The Full Blog Here](#)



NEW: Sip the Season: Must-Try Fall Drinks from Eau Claire Coffee Shops

Osseo businesses featured: Osseo Nickel Barn

[Read The Full Page Here](#)



UPDATED: Places to Get Soup in Eau Claire

Osseo businesses featured: Norske Nook

[Read The Full Page Here](#)



UPDATED: Eau Claire Itinerary for Grandparents & Grandchildren

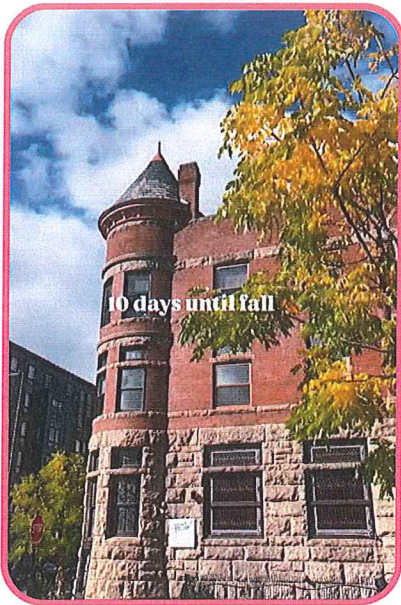
Osseo businesses featured: Norske Nook, Stoney Creek RV Resort, Summer music events, Osseo Sculpture, McIlquham Orchard

[Read The Full Page Here](#)

Marketing Snapshot

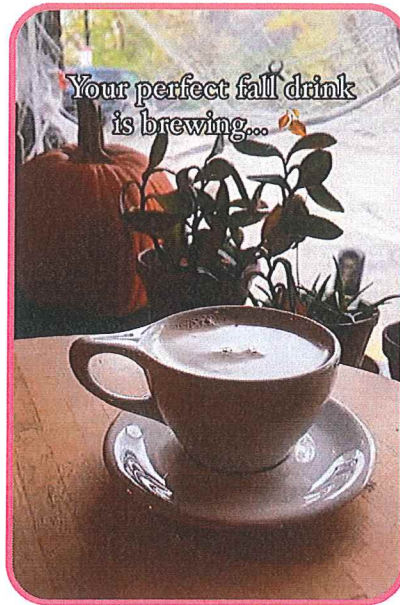
(continued)

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



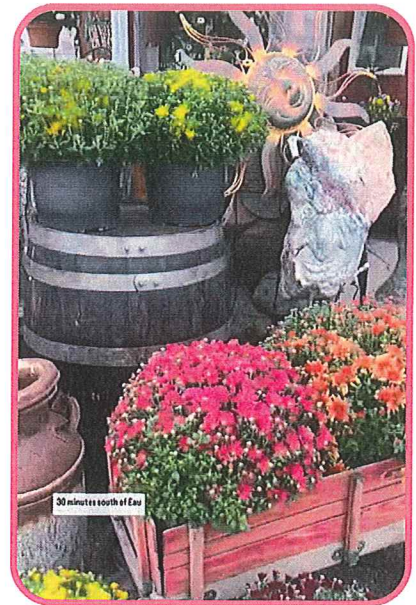
10 Days Until Fall Instagram Reel

Osseo businesses featured:
Norske Nook



Fall Coffee Drinks Instagram Reel

Osseo businesses featured: Osseo
Nickel Barn



Osseo Reel by @wisconsin_coddwomple (Share to Instagram Story)

Osseo businesses featured: Osseo
Nickel Barn, Northwoods Brewpub,
Norske Nook

Other Marketing Updates

- Justorian Alpaca Farm featured in October Events Instagram Reel
- Around the Farm Table Makers Market and Osseo Nordic Fall Fest featured on Weekly Events Story on Instagram
- Photographed the Osseo Nordic Fall Fest Event



September 1-30, 2024

Facebook Advertising

1

Osseo Homepage

4,458 Impressions
64 Link Clicks

2

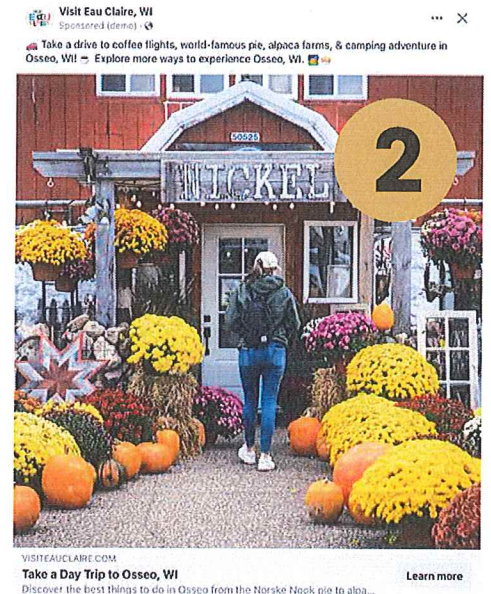
Osseo Day Trip

286,157 Impressions
5,928 Link Clicks

3

Osseo Nordic Fall Fest 2024

108,292 Impressions
4,730 Link Clicks

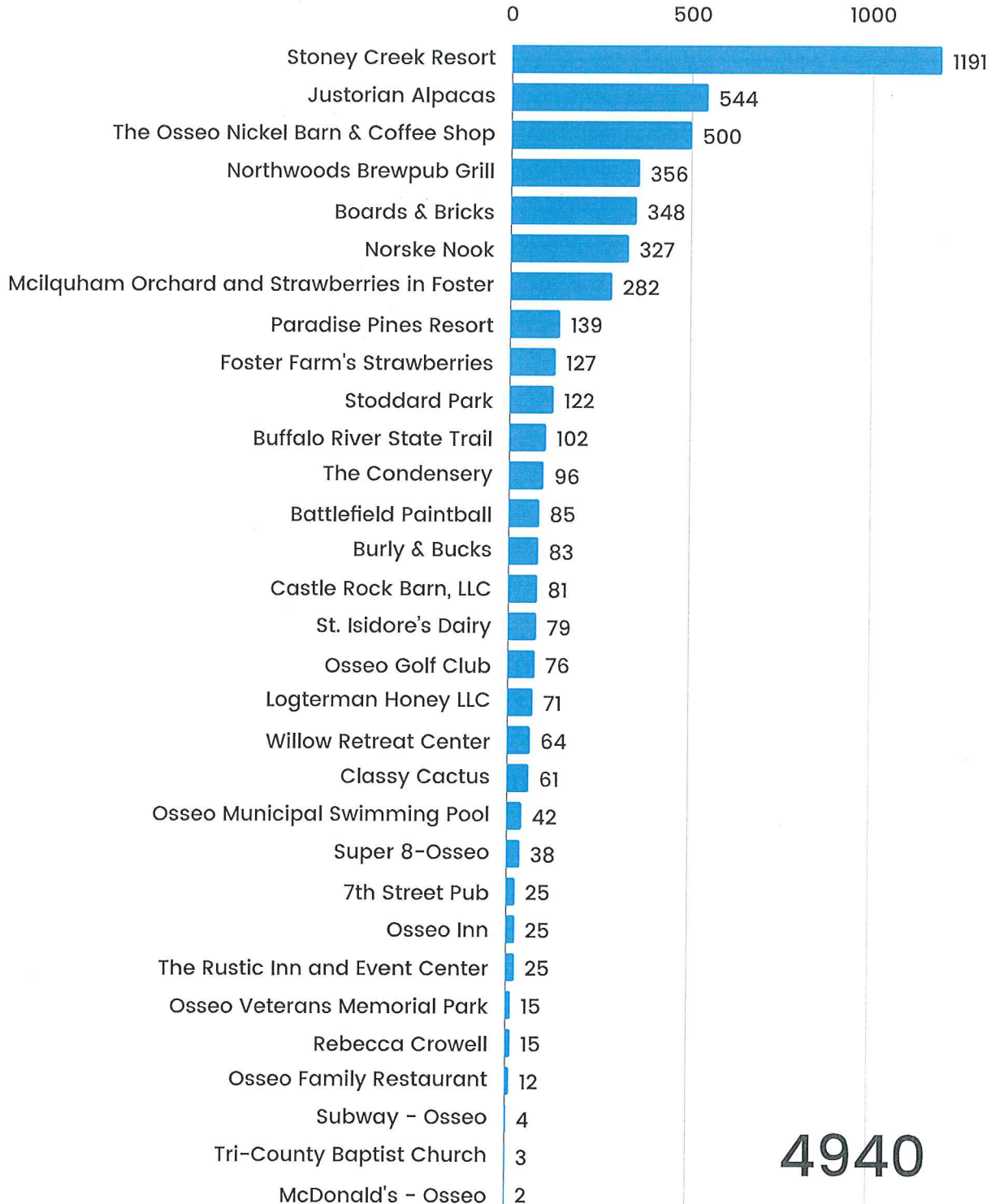


VISIT EAU CLAIRE

January-September 2024

Osseo Partner Referrals

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



4940