

Tourism Development: Getting Better Results from Regionalization

An Example from Oneida County

Tourists typically are attracted to an area or region rather than a specific location. Unfortunately, many tourist bureaus or local chambers of commerce promote specific municipalities which are defined arbitrarily and have little meaning to tourists. There are economic benefits of a regional approach to attracting tourists as well as various approaches to making it happen.

About This Resource:

Dan Kuzlik, Assistant Professor of Community and Economic Development, facilitated a six month process to assist Oneida County to form the Oneida County Tourism Council. As a standing committee of the Oneida County Board of Supervisors, the Council uses a regional approach in its efforts to attract tourists to their area of the Northwoods. The Council not only reaches beyond the boundaries of area tourist bureaus and chambers of commerce, but also crosses county lines to leverage tourist development resources during these times when tourism development resources are scarce.

Putting it to Work in Your Community:

In this roundtable session, Dan will identify the facilitation process used to form the Oneida County Tourism Council and will identify members of the council to demonstrate how this is a regional approach to tourism development. Additionally, Dan will share the 10 Lessons of Regional Partnerships developed by Lyn Pilch of the Pilch and Barnet marketing and public relations firm that has contracted with the Oneida County Tourism Council to advise the council and to place tourism ads in various media.

Regional Groups Represented on the Oneida County Tourism Council:

- UW-Extension / Oneida County
- Tomahawk Chamber of Commerce
- International Trade, Business and Economic Development Council (ITBEC)
- Minocqua, Arbor Vitae Woodruff Area Chamber of Commerce
- Three Lakes Information Bureau
- Pelican Lake Chamber of Commerce
- Hazelhurst Information Bureau
- City of Rhinelander
- Lake Tomahawk Information Bureau
- St. Germaine Chamber of Commerce
- Wisconsin Department of Tourism
- Rhinelander Area Chamber of Commerce
- Oneida County Board of Supervisors
- Town of Pelican

For More Information:

<http://www.co.oneida.wi.gov/county/app/docs/oneida/200803121558021433974.pdf>

<http://www.oneidacountywi.com/>

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Photo source: Rhinelander Chamber

