

November 9, 2021



Dear Tourism Partner,

After much consideration, the Ashland County Tourism committee decided to move forward with a re-print of our Ashland County Visitor Guide. In light of COVID-19 and the natural ability to social distance outdoors, visitors are continuing to show interest in our area. This edition will have an area dedicated to safety measures taken to make certain our travelers and residents are safe and comfortable. We are not going to date the publication this year. We have not increased our prices in respect to many of our businesses that have felt the hardships from the pandemic.

Tourism economic impact in Ashland County reached 35million dollars in 2019. Tourism dollars are typically “fresh” dollars that come in from other areas and instill new money into our local economies. Ashland County has so much to offer from the beautiful waterfalls in southern Ashland county to the pristine beauty of Lake Superior in northern Ashland county. The vibrant murals numbering nearly 30 in the county can be seen from Butternut all the way to Madeline Island and offer the traveler something to do regardless of the weather! This year we introduced a new Ashland County “Inland Lake” brochure.

Because we see a diverse market of travelers in terms of age and gender in our county, we use all platforms of media for marketing and advertising. From Billboards to print to television and a host of digital, social media, and direct mail. We find that traveler’s still want that paper visitor guide in their hands for convenience. The Ashland County visitor and ACTIVITY guide is just that... A visitor guide with itineraries for each community listed for ease in making travel plans to Ashland County.

The Ashland County Visitor and Activity Guide are the Fulfillment Piece that we use to mail to people that have seen our marketing and are interested in spending time with us! We use 5-star marketing to help distribute the guides to several areas in Wisconsin and Minnesota, and the Wisconsin Information Centers house our guides as well.

Enclosed is a copy of the ad you placed last year along with an invoice for convenience. Space is limited, so please look over the ad and let us know as soon as possible if you have any changes to your ad. We will always give our veteran advertisers first right of refusal and we thank you so much for your past participation in the guide.

Please email any changes or questions to: officemgr@visitashland.com or call 715-682-2500.

Thank you for your support in marketing Ashland County!

Sincerely,

Ashland County Tourism Committee

Mary McPhetridge, Chairperson, Ashland Area Chamber of Commerce

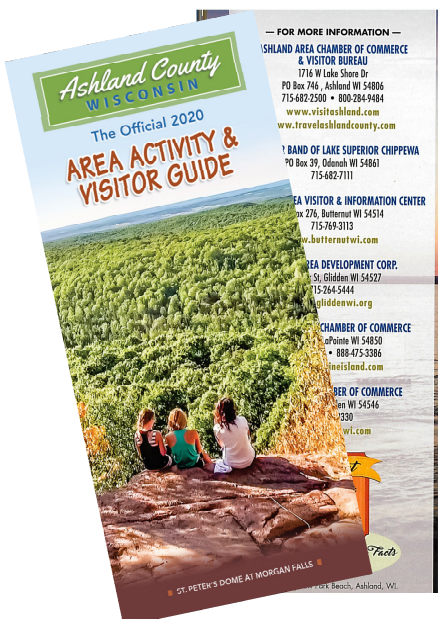
John Whalen, Mellen Chamber of Commerce

Sharon Zanto, Madeline Island Chamber of Commerce

Judy Swander, Glidden Area Development Corporation

Maxine Kilger, Butternut Area Business Alliance

The Ashland County Visitor Guide page size is 7 1/2 x 8 3/4 inches, and then folded in half to fit in brochure racks. At left, the front and back outside cover panels are shown opening up to the “Top 10 Visitor Favorites” page shown out right. We feature both Chequamegon Bay and Chequamegon-Nicolet National Forest as unique regions of Ashland County, promoting the national lakeshore and the state, county and local parks located within these regions.



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