WISCONSIN DEPARTMENT OF TOURISM



MARKETING AND PROGRAMS





IF WE DO NOT BRING THE
BUSINESSES AND TRAVELERS
TO WISCONSIN,
SOMEONE WILL BRING THEM





TO THEIRS.....



"Northern Hospitality!"









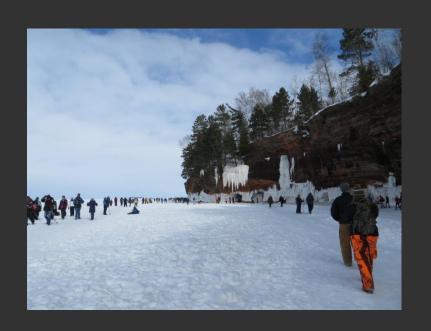
"WELCOME"



"THANK YOU FOR BEING HERE TONIGHT"



What are your BEST experiences?







What are your WORST experiences?



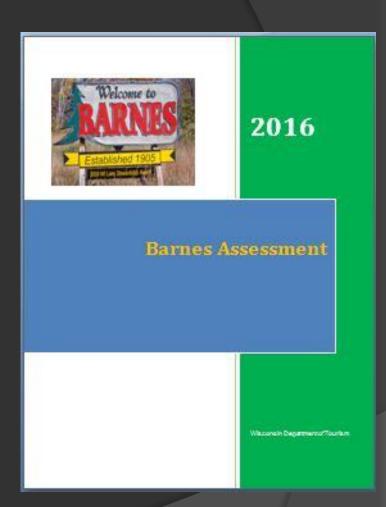




- CUSTOMER SERVICE PROGRAM
- COMMUNITY TOURISM ASSESSMENT
- GRANT PROGRAMS
- COMMUNICATION SERVICES
- WEB and TRADITIONAL MARKETING
- PUBLICATIONS DEVELOPMENT
- RESEARCH
- O CO-OP ADVERTISING
- TRAVEL GREEN WISCONSIN

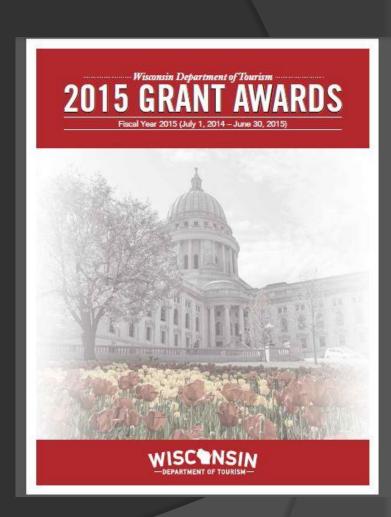
DEPARTMENT PROGRAMS: TOURISM ASSESSMENT

- Communities that believe they can compete for visitors should be commended for the vision to diversify their economies
- The Travel and Tourism industry is one of the fastest growing industries, in terms of job growth, in the new economy. And, these are jobs that can very rarely be exported outside the borders of the Badger State, much less the nation



DEPARTMENT PROGRAMS: GRANT PROGRAMS

- JOINT EFFORT MARKETING (JEM):
 - NEW AND EXISTING EVENTS
 - SALES PROMOTION
 - DESTINATION MARKETING
- READY, SET, GO! (RSG)
- TOURISM INFORMATION CENTER (TIC)
- MEETINGS MEAN BUSINESS (MMB)



DEPARTMENT PROGRAMS: COMMUNICATION SERVICES

- WORK WITH THE MEDIA TO PROMOTE WISCONSIN TRAVEL OPPORTUNITES
- PROVIDES PUBLIC RELATIONS AND MARKETING GUIDANCE
- MANAGES MEDIA INQUIRIES ABOUT SPECIFIC TRAVEL/TOURISM TOPICS
- MAINTAINS MEDIA CONTACT LISTS





DEPARTMENT PROGRAMS: WEB and TRADITIONAL MARKETING

THE TOURISM DATABASE IS A FREE MARKETING RESOURCE

TravelWisconsin.comFALL COLOR & SNOW REPORTS

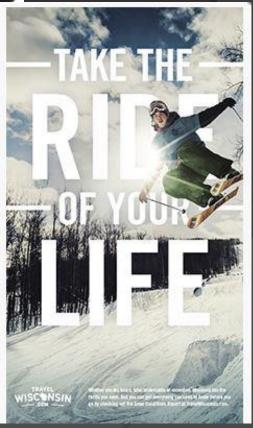


 WRN WEEKLY RADIO SPOTS, SATELITE RADIO, TELEVISION, PRINT MEDIA



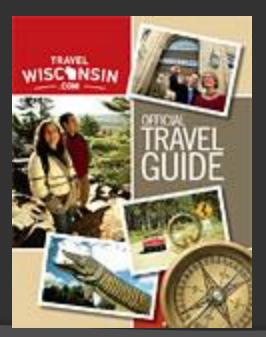


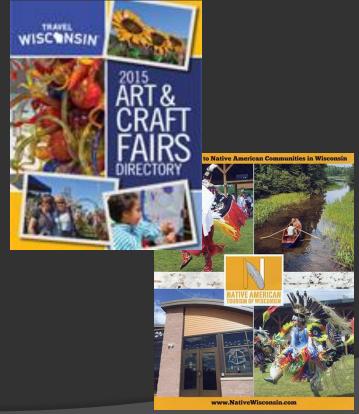




DEPARTMENT PROGRAMS: PUBLICATIONS DEVELOPMENT

ALL PUBLICATIONS – PRINTED AND ONLINE – ARE GENERATED FROM CURRENT DATA IN THE DEPARTMENT'S DATABASE







DEPARTMENT PROGRAMS: RESEARCH

ECONOMIC IMPACT

MARKET RESEARCH

DEPARTMENT METRICS

REPORT FOR THE INDUSTRY



INSIGHT INTO

WHY FUN?

The idea of "Pus" is motivating, believable and differentiating from our competition All of these things are necessary to antieve the end goal of our insectment - to effectively position the State and provide a analysing platform for our industry partners, in addition, by using a consistent nessaging strategy throughout our numbering, we are able to begin argumenting our audience into distinct groups. Finally, based on third party findings, the Department's advertising that has focused on flar has decreased a significant retain on our marketing investment - in 2010 it allowed us to achieve a 7.1.80%.

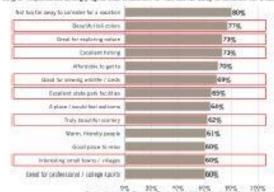
Our mission at Travel Wissionsis is to both inapire and make it easier for travelers to find their Fair. Our destinations will enbody Fair, our mission apps will make som travelers can find Fair harder our inferentials with travelers, in society such as facebook and frettler will provide Fair experiences.

FUN MEANS DIFFERENT THINGS TO DIFFERENT PEOPLE

What does for mean for the state of Wisconsin! It certainly describes not people, activities, destinations, attractions and exents. It is the inhabit of both traveler and foot. As an industry, one otherings and convenionations should be a few. One place to go for inspiration the equities travelers already spiritually believe on have. The following impressions were gathered from research commissional by the Captureland.

Many travelers describe the State as being able to offer exceptional natural and mails experiences. Of the most lightly rated image strengths of the Wiscomin (see shart below), many relate to carbon recreation (outlined in red). From beautiful fail solons to excellent failing. Fun is found in much the same way it has been since the founding of Wiscomin—by getting out and experiencing the great outdoors.

Percentages represent the portion of respondents who strongly agreed that the truit applies to Wissonsin, (for example, 80% of respondents strongly agree that Wissonsin's "Not too far away to consider for a vacation.")



PREPARED BY: THE WISCONSIN DEPARTMENT OF TOURISM | JAN 2011

DEPARTMENT PROGRAMS: CO-OP ADVERTISING

- SOCIAL MEDIA PROGRAM
- ONLINE DISPLAY BANNER PROGRAM
- PACKAGES AND DEALS ON TW.COM
- E-MAIL BLAST PROGRAM
- PRINT PROGRAM
- NEW TRAVEL GUIDE



DEPARTMENT PROGRAMS: TRAVEL GREEN WISCONSIN

- Voluntary, affordable certification
- Evaluate operations, set goals, and take specific actions towards environmental, social, and economic sustainability
- Fee of \$95. Renewals occur every other year, for a flat fee of \$75



DEPARTMENT PROGRAMS: WEBSITES

- INDUSTRY SITE:
 - www.industry.travelwisconsin.com
 - SIGN UP FOR TRAVEL WISCONSIN NEWS

- OCONSUMER SITE:
 - www.TravelWisconsin.com
- GOVERNOR'S CONFERENCE ON TOURISM:
 - WWW.WIGCOT.ORG
 - March 13-15, Ho-Chunk Wisconsin Dells

Thank You For Your Time Today!!



Andrew "Drew" Nussbaum

Andrew.Nussbaum@travelwisconsin.com