

# WISCONSIN DEPARTMENT OF TOURISM



## MARKETING AND PROGRAMS



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



***Southern Hospitality ?***



# “ Northern Hospitality ! ”



***“WELCOME”***



***“THANK YOU FOR  
BEING HERE TONIGHT”***





# What are your BEST experiences?



# What are your WORST experiences?



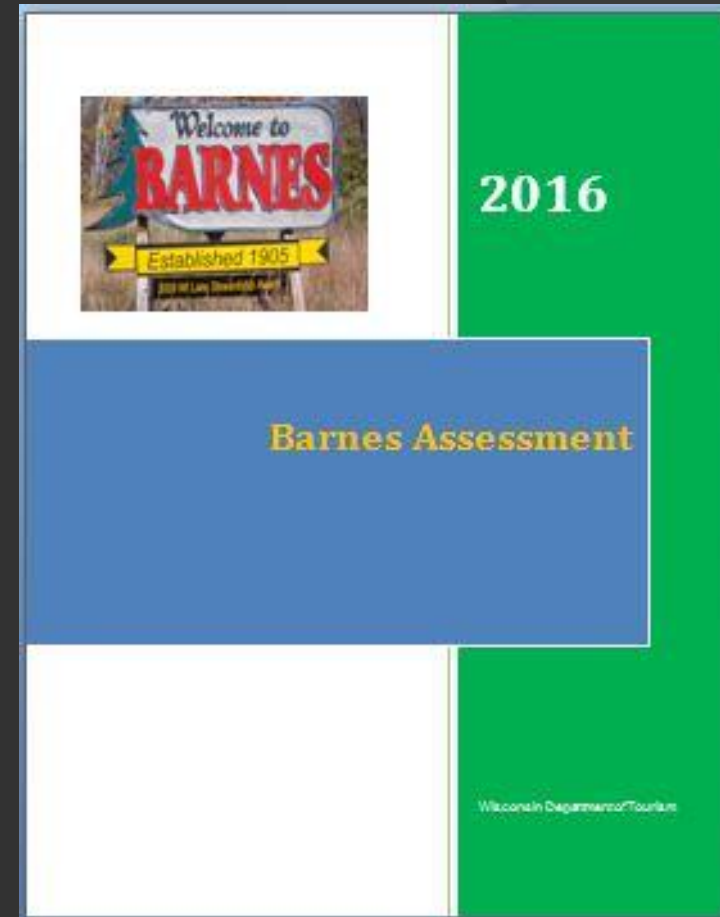


- ◉ CUSTOMER SERVICE PROGRAM
- ◉ COMMUNITY TOURISM ASSESSMENT
- ◉ GRANT PROGRAMS
- ◉ COMMUNICATION SERVICES
- ◉ WEB and TRADITIONAL MARKETING
- ◉ PUBLICATIONS DEVELOPMENT
- ◉ RESEARCH
- ◉ CO-OP ADVERTISING
- ◉ TRAVEL GREEN WISCONSIN



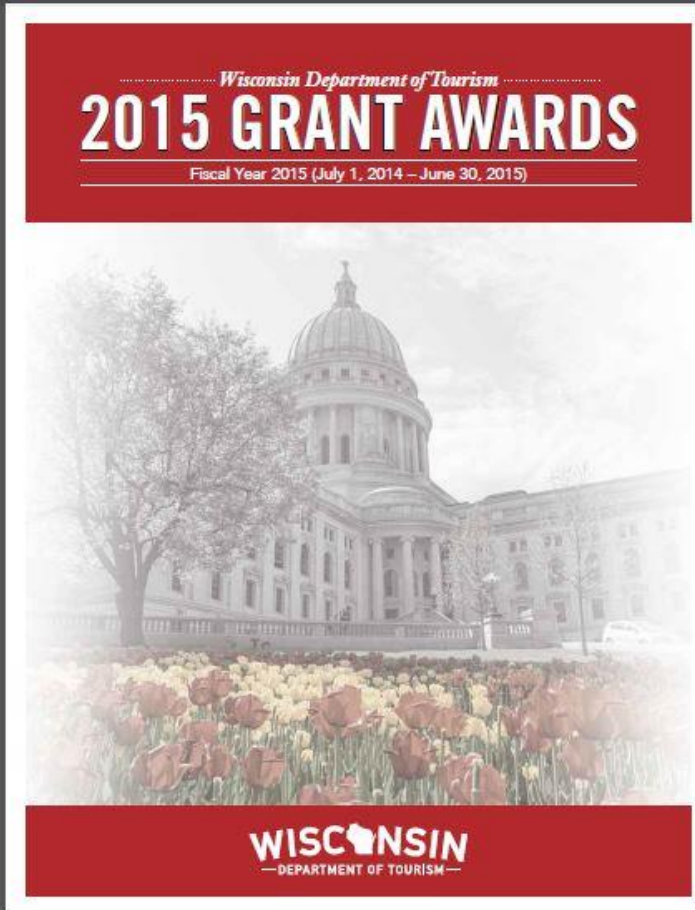
# DEPARTMENT PROGRAMS: **TOURISM ASSESSMENT**

- **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**

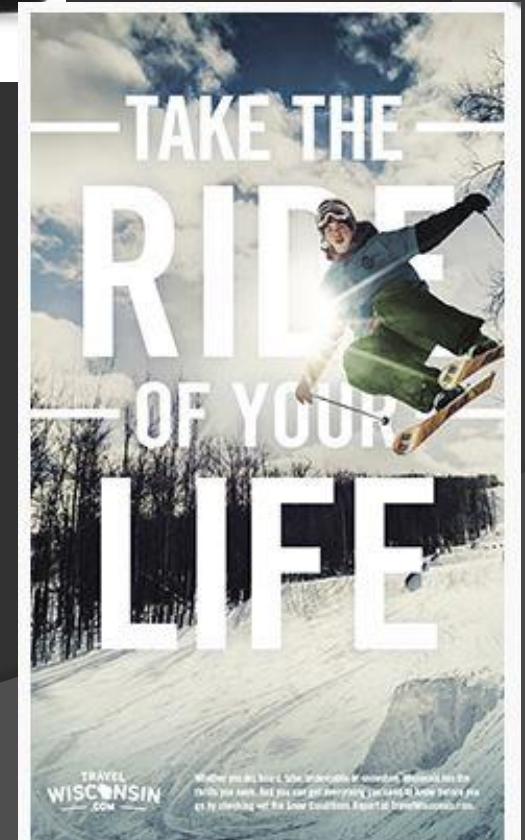
- ◉ **WORK WITH THE MEDIA TO PROMOTE WISCONSIN TRAVEL OPPORTUNITIES**
- ◉ **PROVIDES PUBLIC RELATIONS AND MARKETING GUIDANCE**
- ◉ **MANAGES MEDIA INQUIRIES ABOUT SPECIFIC TRAVEL/TOURISM TOPICS**
- ◉ **MAINTAINS MEDIA CONTACT LISTS**





# DEPARTMENT PROGRAMS: **WEB** and **TRADITIONAL MARKETING**

- **THE TOURISM DATABASE IS A FREE MARKETING RESOURCE**
- **TravelWisconsin.com**  
***FALL COLOR & SNOW REPORTS***
- **SOCIAL AND DIGITAL MEDIA, MOBILE APP**
- **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**

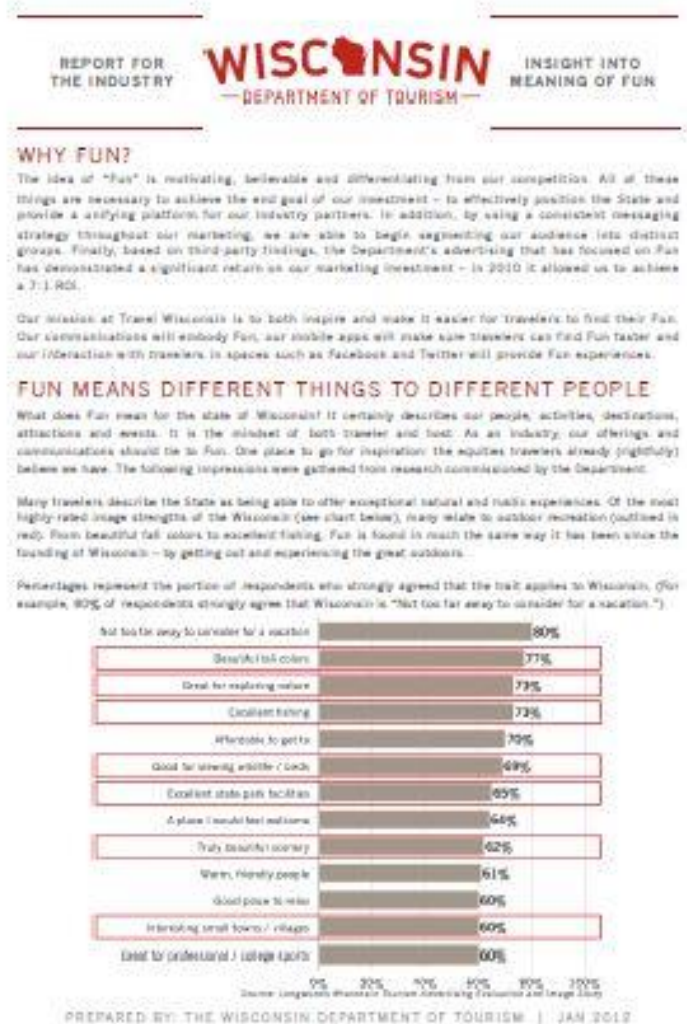


# DEPARTMENT PROGRAMS: RESEARCH

## ◉ ECONOMIC IMPACT

## ◉ MARKET RESEARCH

## ◉ DEPARTMENT METRICS





# 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](http://www.industry.travelwisconsin.com)
- SIGN UP FOR TRAVEL WISCONSIN NEWS

### ⦿ CONSUMER SITE:

- [www.TravelWisconsin.com](http://www.TravelWisconsin.com)

### ⦿ GOVERNOR'S CONFERENCE ON TOURISM:

- [WWW.WIGCOT.ORG](http://WWW.WIGCOT.ORG)
- March 13-15, Ho-Chunk Wisconsin Dells



**Thank You For Your Time Today !!**



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