

# 2017 ANNUAL REPORT

& Governor's Council on Tourism Report



# FROM TOURISM SECRETARY STEPHANIE KLETT



## 2017: A Year to Celebrate

When you're having fun, we're having fun. This theme, from our 2017 advertising campaign, reflects the value we place on visitors. It's a sentiment deeply rooted in our Midwestern hospitality and sincere desire to make sure everyone has a memorable vacation. But fun is also big business. The millions of people who traveled to and within Wisconsin last year made a \$20 billion impact and supported more than 193,000 jobs. The fun that travelers get in Wisconsin results in a strong economy and quality of life.

The Department of Tourism's marketing efforts and industry programs help keep the tourism economy running. I'm proud of the innovative and award-winning work accomplished during the year. We took full advantage of social media trends by producing a Facebook Live broadcast from Summerfest viewed by over one million people. We leveraged international buzz surrounding Frank Lloyd Wright's 150th birthday to promote the launch of the Frank Lloyd Wright Trail. The phenomenon of iconic Wisconsin Supper Clubs continues to resonate with travelers. Thank you, Governor Walker, for proclaiming the first Supper Club Day in Wisconsin. Our team also unveiled a spectacular out-of-home installation that wrapped an entire hallway in Chicago's Union Station with a fall theme and a towering 8-foot hourglass dropping leaves as Wisconsin hit peak color.

We look forward to 2018 as we remain committed to developing cutting-edge marketing campaigns, implementing industry programs, and best of all, promoting our brand of fun.

A handwritten signature in black ink that reads "Stephanie Klett". The signature is written in a cursive, flowing style.

Stephanie Klett  
Secretary

# 2017: A YEAR OF GROUNDBREAKING ACCOMPLISHMENTS



**\$143 MILLION  
IN EARNED MEDIA VALUE**

**VIDEO CONTENT:  
1.012 million views**



**FACEBOOK LIVE FROM  
SUMMERFEST:**

More than 1 million views and  
received nearly 9,500 reactions,  
comments and shares



**SUPPER CLUB DAY:**

Governor Walker proclaims  
August 31st as “Supper Club Day”  
throughout Wisconsin to honor the  
state’s iconic supper clubs



**FALL TAKEOVER OF  
CHICAGO’S UNION STATION:**

An entire hallway wrapped in a  
fall theme and a towering 8-foot  
hourglass dropping leaves as  
Wisconsin hit peak color



**FRANK LLOYD  
WRIGHT TRAIL:**

Posted 156 directional signs along  
the 200-mile trail, a self-guided  
tour of nine buildings in southern  
Wisconsin, and earned nearly \$51  
million in free press



**MARKETING AWARDS:**

Celebrated 104 regional, national  
and international awards since 2011

# DEPARTMENT OF TOURISM STAFF



Stephanie Kleff



Joellyn Merz



Dawn Zanoni



Jeff Anderson



Linda Anderson



Hilary Burg

**STEPHANIE KLETT**  
Secretary

**SARAH KLAVAS**  
Deputy Secretary

**SHANE BROSSARD**  
Marketing Director

**SHELLY HARKINS**  
Industry & Agency  
Services Director

**LISA MARSHALL**  
Communications Director

**JOELLYN MERZ**  
Technology & Customer  
Services Director

**DAWN ZANONI**  
Director, Office of  
Marketing Services

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NE Regional Tourism Specialist

**LINDA ANDERSON**  
Marketing Project Manager

**HILARY BURG**  
Writer &  
Digital Content Specialist

**JONATHAN ECKELBERG**  
Digital Content Specialist

**GEORGIA EISELE**  
Customer Service

**JULIE FOX**  
NW Regional Tourism Specialist

**KYLE GOODMAN**  
Web & Digital  
Marketing Specialist

**RACHEL HERSHBERGER**  
Digital Content Specialist

**KRISTINA LEVAN**  
Public Relations

**EMILY LORENZ**  
Marketing Specialist

**CHARLENE MALUEG**  
Executive Staff Assistant

**DREW NUSSBAUM**  
SW Regional Tourism Specialist

**HEIDI SCHULTZ**  
Grants Coordinator

**CAITLIN SHANAHAN**  
Marketing Specialist

**DAVID SPIEGELBERG**  
SE Regional Tourism Specialist

**DEB ZICKERT**  
Customer Service

**DERRICK ZIMMERMAN**  
Social Media Coordinator

## WI ARTS BOARD

**GEORGE TZOUGROS**  
Executive Director

**KAITLYN BERLE**  
Folk & Traditional  
Arts Specialist

**KAREN GOESCHKO**  
Asst. Director for  
Programs & Services

**DALE JOHNSON**  
Grants & Information  
Specialist



Sarah Klavas



Rachel Hershberger



Jonathan Eckleberg



Georgia Eisele



Julie Fox



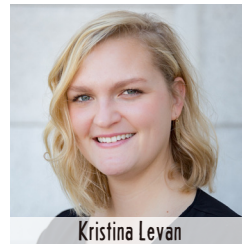
Kyle Goodman



Shane Brossard



Shelly Harkins



Kristina Levan



Emily Lorenz



Charlene Malueg



Drew Nussbaum



Lisa Marshall



Heidi Schultz



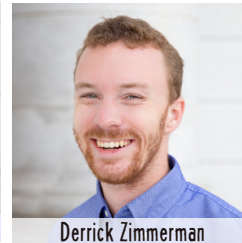
Caitlin Shanahan



David Spiegelberg



Deb Zickert



Derrick Zimmerman



George Tzougros



Kaitlyn Berle



Karen Goeschko



Dale Johnson

## WISCONSIN ARTS BOARD



The Office of Marketing Services (OMS) provides marketing consultation services to other agencies of Wisconsin State Government. Through our office, agencies can access skilled staff and resources to help bring those big ideas to life. Our target customers are all agencies, councils, commissions and boards of Wisconsin State Government.

To help manage the projects that the OMS has taken on, Caitlin Shanahan, a Marketing Specialist, was hired under the direction of the Director, Dawn Zanoni. Following is a list of some of the projects we've worked on in 2017:

**2017 & 2018 CYBER SECURITY SUMMIT** – Division of Enterprise Technology

**2017 & 2018 GOVERNOR'S CONFERENCE ON EMERGENCY MANAGEMENT** – Emergency Management

**2017 & 2018 GOVERNOR'S CONFERENCE ON TOURISM**

**2017 GOVERNOR'S NORTHERN ECONOMIC & COMMUNITY DEVELOPMENT SUMMIT**

**2018 ASLCS PROFESSIONAL DEVELOPMENT SEMINAR**

**2018 ADJUTANTS GENERALS OF THE UNITED STATES CONFERENCE (AGAUS)** – Military Affairs

**2018 WINGA/WNGEA ANNUAL CONFERENCE** – Serve Wisconsin

**BRANDING FOR THE BUREAU OF CORRECTIONAL ENTERPRISES** – Dept. of Corrections

**LIFESTYLE & TALENT RECRUITMENT MARKETING** – Asset Development - WEDC

**LOOK FORWARD TO YOUR FUTURE COLLEGE & CAREER READINESS GUIDE** – Dept. of Financial Institutions

**RECRUITMENT VIDEOS FOR WISCONSIN'S CHILD WELFARE SYSTEM** – Dept. of Children and Families/Division of Safety and Permanence

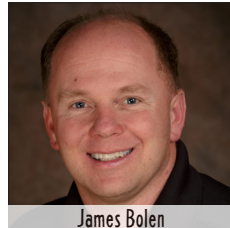
# GOVERNOR'S COUNCIL ON TOURISM



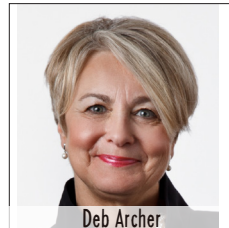
Paul Upchurch  
President & CEO  
VISIT Milwaukee  
(Council Chair)  
**CHAIR - JEM**



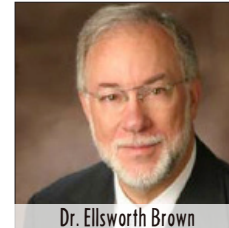
Brian Kelsey  
Managing Director  
Peninsula Players Theatre  
(Council Vice Chair)



James Bolen  
Executive Director  
Cable Area Chamber  
(Council Secretary)  
**CHAIR - SPORTS**



Deb Archer  
President & CEO  
Greater Madison CVB  
**CHAIR - M&C**



Dr. Ellsworth Brown  
Director  
Wisconsin Historical Society



Cindy Burzinski  
Director  
Vilas Cty Tourism & Publicity  
**CHAIR - TIC**



Paul Cunningham  
President  
Schreiners's Restaurant



Pete Helland  
Co-Owner  
Wilderness Hotel and Resort



Senator Janet Bewley  
WI State Senate



Secretary Stephanie Klett  
WI Department of Tourism



Joe Klimczak  
General Manager  
Cave of the Mounds  
**CHAIR - TRAVEL GREEN**



Kathy Kopp  
Executive Director  
Platteville Regional Chamber



Senator Terry Moulton  
WI State Senate



Lola Roeh  
General Manager  
Osthoff Resort & Aspira Spa



Representative Travis Tranel  
WI State Assembly



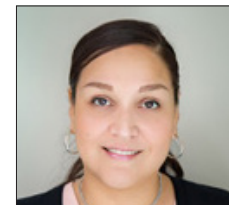
George Tzougros  
Executive Director  
Wisconsin Arts Board



Representative Jill Billings  
WI State Assembly



Stacey Watson  
**CHAIR**  
**MARKETING COMMITTEE**



Apache Danforth  
Tribal Tourism Development Dir

## GOVERNOR'S COUNCIL ON TOURISM

### + WALK WITH WALKER

### = 2017 SUCCESS

In 2017, the Governor's Council on Tourism continued involvement in Walk with Walker as members hosted walks in their communities. Five walks were held during the year; two planned and led by council members.

In May, numerous partners in and around Port Washington showcased the combination of small town charm and maritime history. Governor Walker and First Lady Tonette Walker kicked off the event in Veteran's Memorial Park. The Walk With Walker route then flanked the shores of Lake Michigan and the Port Washington Marina before ending with a walk through town.

Council member Kathy Kopp and civic organizations of the Platteville Regional Chamber of Commerce illuminated an otherwise rainy day in June with a walk on the Roundtree Branch Trail. The Travel Wisconsin Welcome Center served as both the launch and the wrap site for the walk with beautiful Katy's Garden as the backdrop.

The New Holstein Kiwanis Park was the site for the July walk. Participants joined local Veterans for posting of the colors and then were treated to a tutorial on prairie grasses and plants to be discovered along the route. The addition of seasonal flowers and the meticulous grounds made this walk unique and special.

The last two walks of the year were hosted in Wisconsin's Northwoods - Presque Isle in August and Cable in October. Both were representative of Wisconsin's abundant natural resources - lakes, trails and outdoor recreation at its finest. The October walk was hosted by Council member James Bolen.

Often combined with FAM tours and visits to businesses, First Lady Tonette Walker experienced Wisconsin tourism first-hand with the community proudly on display.

# WINTER OVERVIEW

Winter 2016/17 provided an opportunity to conduct some industry-leading initiatives. From cross-channel, real-time, weather-triggered creative to Instagram influencer FAM tours, Wisconsin leveraged new media, strategies and technology to bring the brand to our audiences in meaningful ways. Not only are these new tactics downright cool, they garner real engagement from real people. For example, in addition to the brand's highest-engaging Winter social campaign to date, we partnered with influencers such as the beloved Loki the Wolfdog to get more eyes on Travel Wisconsin's owned social channels. We also continued to see exceptional growth in our social channels, continued above-average click-throughs in media such as banners and online radio, and, most importantly, arrivals that could be directly attributed to these efforts. The following provides additional detail and many other highlights from Winter 2016/17.

Enjoy!



#### **AD GROUPS**

How to organize paid search campaigns when hundreds of keywords and multiple variations of ad copy are sent to the same URL.

# HIGHLIGHTS

## DISPLAY:

- + OnMilwaukee delivered a very high average time on site of 1 minute per visit — 2x above the campaign average.
- + 50% of campaign clicks were generated by Weatherbug placements.
- + The LC Trading Desk and OnMilwaukee both delivered low bounce rates, at 72% and 62% respectively.
- + Overall, the display campaign generated a CTR of 0.22%, over 3x above the industry average.

## VIDEO:

- + Wisconsin (excluding Milwaukee) tended to show more engaged viewers, with more people reaching each of the completion points.
- + Wisconsin (excluding Milwaukee) had the lowest cost per view (CPV) at \$0.11.
- + YouTube delivered nearly 800 clicks throughout the campaign.

## PPC:

- + Winter 2017 ran on Google in WDT's three major markets: Chicago, Minneapolis-St. Paul and Milwaukee.
- + There were a total 29,941 clicks at an 8.47% CTR and an average click cost of \$0.59.
- + CPC was slightly up from the year prior (+\$0.07) and total investment compared to 2016 was down 40%.
- + Smartphones saw the highest number of searches (62% of the total searches for the campaign). This is in line with Google's claim that 60% of all searches now occur on smartphones.
- + Smartphones led all performance metrics in terms of number of clicks, lowest CPC, and the highest click-through rate. However, in viewing Travel Wisconsin's analytics, smartphone users were not as engaged as tablet or desktop users, spending less time on site and viewing fewer pages per visit.



**YOY**  
 Year Over Year — A way to measure progress.

**CTR**  
 Click-Through Rate — The percentage of people who click on your ad after seeing it.  
 CTR = Clicks/Impressions.

**VCR**  
 Video Completion Rate — The number of completed views of an ad or video compared to the number of impressions.

**CPC**  
 Cost Per Click — The actual cost paid for each click in digital marketing campaigns.



# HIGHLIGHTS

## SOCIAL:

- + Social content drove 317,644 visits to TW.com during the Winter FY17 campaign, up from 283,710 during Winter FY16, an increase of 12% YOY.
- + Across all social channels, Travel Wisconsin has 602,336 followers and engagement grew 30% YOY, increasing to 160,370 overall.
- + Facebook and Twitter communities grew YOY by 10% and 11%, respectively. Instagram grew 255% to 51,497 followers.
- + Paid social ads generated 7,861,086 impressions, up from 6,309,979, an increase of 25% YOY.
- + Paid video ads generated 480,050 video views, including 188,891 views of the Summer FY17 TV spots during WIGCOT.

## DIGITAL AUDIO DISPLAY:

- + Pandora accounted for a total of 60 arrivals, and saw an arrival per thousand (APM) of 0.07% — over 2x above the industry standard.
- + Compared to the FY16 winter campaign, Pandora saw an increase in pages per visit (PPV) from 1.07 to 1.30.
- + All impressions received were added value / no cost.

## NATIVE:

- + TripleLift generated an overall time on site of nearly :50 seconds, well above the campaign average.
- + Over 9,000 clicks were generated, with a very high CTR of 0.77%.
- + 32% of total campaign clicks were generated by Native placements.

## PR:

- + Overall media impressions have increased by 1,240% YOY.
- + Media placements have increased by 153% YOY.
- + International media coverage included Canada, India, New Zealand, Singapore, Taiwan and United Arab Emirates.

# PAID MEDIA SUMMARY

## CHANNELS / SPEND ALLOCATION

**46%**

DIGITAL

**11%**

RADIO

**30%**

OUTDOOR

**13%**

PAID SOCIAL

## TOTAL INVESTMENT

**\$223.7K**



# SUMMER OVERVIEW



Summer 2017 centered around the notion of creating lifelong memories in Wisconsin. Leveraging the Thompson family's time-honored traditions in Wisconsin, we developed creative for all of our touchpoints that celebrated quintessential Wisconsin fun! We used this campaign to tap into a brand new market for Wisconsin: St. Louis. In addition, we began promoting the newly-designated Frank Lloyd Wright Trail. By tapping into the PR team, we secured hundreds of high-profile placements around the Trail, including USA Today, New York Times and Interior Design Magazine. This coverage allowed us to reach audiences with whom we would not normally have the opportunity to talk to. These and many other highlights from Summer 2017 are captured in the pages to come.

Enjoy!

# HIGHLIGHTS

## DISPLAY:

- + The industry success benchmark for display banners is a CTR of 0.07% — the Summer '17 campaign as a whole delivered nearly 79k clicks, and a total CTR of 0.09%.
- + TripAdvisor was the top performing vendor, delivering over 5,300 clicks, a high CTR of 0.14% and a very high average time on site of 2 minutes and 24 seconds.
- + The LC Trading Desk also performed very well, generating 33% of the total display clicks.

## VIDEO:

- + Hulu and Amobee both performed well above the industry video completion benchmark of 61%, while generating 40% of all campaign video completions.
- + Hulu produced an exceptional average time on site of over 4 minutes per visit.
- + The video campaign delivered a VCR of 64%, above the benchmark for success.

## PPC:

- + Summer 2017 ran on Google and Bing in Chicago, Minneapolis-St. Paul, Milwaukee, Quad Cities, St Louis, Cedar Rapids and in Wisconsin.
- + There were a total 162,495 clicks at a 7.66% CTR and an average click cost of \$1.00.
- + CPC was slightly up from the year prior (+\$0.06) and total investment compared to 2016 was only 4.7% less.
- + Smartphones saw the highest number of searches (61% of the total searches for the campaign).
- + Smartphones led all performance metrics in terms of clicks, lowest CPC and the highest click-through rate again. However, in viewing Travel Wisconsin's analytics, smartphone users were not as engaged as tablet or desktop users, spending half the time on site and viewing fewer pages per visit.

# HIGHLIGHTS

## SOCIAL:

- + Social content drove 443,881 visits to TW.com during the Summer FY17 campaign, including 203,659 out-of-state visits.
- + All Facebook advertising drove 666,278 pageviews on TW.com at a cost of \$0.16 per pageview.
- + Travel Wisconsin Snapchat geofilters over the 4th of July weekend were used 394,159 times, including the July 1st Summer Vibes filter, which has become Travel Wisconsin's most shared creative piece of all time, with over 114,000 uses.
- + Summer campaign social ads generated 33,603,792 impressions and 2,714,172 video views.
- + Across all social channels, Travel Wisconsin has the second largest following among competitors, with 626,922 followers.

## NATIVE:

- + Native placements delivered over 184k clicks, resulting in 55% of all clicks for the Summer campaign.
- + TripleLift generated the highest CTR of 0.69%, well above the benchmark of 0.4%.
- + Outbrain drove mass traffic to the site, and held a high time on site of over 1 minute.

## PR:

- + Secured more than 281 Frank Lloyd Wright Trail media placements with 735 million media impressions and \$51 million in earned media value.
- + Instagram FAM influencer Kat Carney's photo of Bayfield was featured in National Geographic, five months after her Bayfield trip.
- + Secured 14 more international clips YOY.



### NATIVE

A form of paid advertising where the ad looks and feels like content.

# PAID MEDIA SUMMARY

## CHANNELS / SPEND ALLOCATION

**52%**

TV

**2%**

CINEMA

**7%**

RADIO

**33%**

DIGITAL

**3%**

SOCIAL

**2%**

OUTDOOR

**1%**

PRINT

## TOTAL INVESTMENT

**\$4,528.6K**



# FALL OVERVIEW

Fall is fleeting. The dazzling display of colors put on by Mother Nature only lasts a few weeks. With this in mind, the Fall 2017 campaign centered around creating a sense of urgency among potential visitors. From the spectacular hourglass installation in Union Station to headlines such as “See the Fall Leaves Before the Leaves Fall,” the intent of our communications was to convey the short-lived nature of the season. We also introduced Selfie Stands, which encouraged continued user generated content and provided a sense of discovery for park visitors lucky enough to find them. Through PR efforts such as Wisconsin Weekend in Chicago and Instagram FAM trips with @itsalovelylife and @thecitysidewalks, we were able to create additional buzz around the state. All in all, our efforts were a huge success. For more detailed highlights, read on.

Enjoy!

# HIGHLIGHTS

## DISPLAY:

- + Display placements delivered an overall CTR 2.5x above the industry benchmark, generating a total CTR of 0.18%.
- + RoadTrippers delivered the highest CTR of 0.39% and over 7,300 clicks.
- + The LC Trading Desk delivered the most clicks throughout the Fall campaign, accounting for 40% of all display clicks.
- + Sojern and the LC Trading Desk were the top performers in regard to arrivals, generating 297 & 289 arrivals respectively.
- + The 2017 Fall campaign delivered nearly 2,000 more Arrivals compared to last year, and a more efficient APM by 0.08%.

## VIDEO:

- + Exponential and Jun Group delivered nearly 650k completed video views.
- + Both vendors generated impressive time on site metrics, with Jun Group averaging a time on site over 3 minutes — the highest of any vendor for the Fall campaign.
- + Jun Group also delivered a very high CTR of 2.83%, the highest of any vendor.

## PPC:

- + Paid Search on Google delivered 103,235 clicks to TravelWisconsin.com at an overall cost per click of \$0.66. Click-through Rate was 10.98%.
- + Average ad position (where the ad falls on the page) was 1.6, so the search ads tended to show at the very top of the page.
- + The Wisconsin and Milwaukee campaigns had the highest click-through rates (32%, 14%) and average lowest cost per click (\$0.24, \$0.61). The St. Louis campaign continues to have the most expensive CPCs (\$1.34) and has lowest click-through rate (3.19%).
- + Smartphones delivered the most clicks overall with 64,795 (63% of the total). Desktop had 28,152 clicks (27%) and Tablets 10,288 clicks (10%).

## AUDIO:

- + The Pandora campaign delivered over 1,500 clicks, and a CTR right at industry average.
- + Pandora users spend 37 seconds per visit to TW.com and averaged 1.4 pages per visit.
- + Pandora delivered 50 arrivals throughout the campaign and an APM of 0.03%.



# HIGHLIGHTS

## SOCIAL:

- + Social content drove 515,124 visits to TW.com during the Fall FY18 campaign, a 7% increase YOY.
- + Paid social ads generated 12,942,560 impressions and video ads generated 2,016,512 video views.
- + Travel Wisconsin has 634,080 followers across Facebook, Twitter and Instagram, which ranks second among competitors.
- + Instagram gained almost as many followers YOY as Facebook, despite minimal advertising, which indicates the channel's strong potential for future growth and engagement.
- + Over 150 posts were shared from the Selfie Stands and Union Station Hourglass, demonstrating how out-of-home creative can pay off in the social space.

## NATIVE:

- + Native placements with Outbrain were purchased on a cost-per-click to maximize efficiencies — generating nearly 25k clicks throughout the campaign.
- + Outbrain delivered a very high time on site, averaging just under 1 minute per site visit.
- + Native placements generated a high APM of 0.32.

## PR:

- + AP pickup of FLW Trail in Chicago Biennium Story.
- + Live interview with Sec. Klett on FOX Chicago at Union Station.
- + Travel Channel takeover with @Roamaroo Instagram FAM to Door Co.

# PAID MEDIA SUMMARY

## CHANNELS / SPEND ALLOCATION

**56%**

TELEVISION

**14%**

RADIO

**04%**

PAID SOCIAL

**20%**

DIGITAL

**03%**

PRINT

**04%**

OUTDOOR

## TOTAL INVESTMENT

**\$1,310.8K**



# PACKERS SWEEPSTAKES

## PACKERS SWEEPS HIGHLIGHTS

- + This year saw an all-time high of 27,304 sweepstakes entries from all 50 states, an increase of 11% from last year.
- + 41% of entries signed up for the e-newsletter, 11,319 total sign-ups, an all-time high.
- + Social ads from Travel Wisconsin and the Green Bay Packers generated 2,645,578 impressions and 26,154 link clicks.



## PROMOTED POST ADS

Travel Wisconsin with Green Bay Packers.  
Published by Wisconsin Department of Tourism (7) · October 4 · Paid ·

Calling all Packers fans! We want you to be at Lambeau Field when the Packers take on Minnesota, so we've teamed up with the Green Bay Packers to give away tickets, pregame sideline passes, autographed merchandise and more!

Enter to Win Packers Tickets  
Want the MVP treatment at a Packers home game this season? Enter our Packers Dream Draft Sweeps for tickets, sideline passes and more!  
TRAVELWISCONSIN.COM

758,786  
IMPRESSIONS

14,532  
LINK CLICKS

1.92%  
CLICK-THROUGH RATE

\$0.25  
COST PER  
LINK CLICK

18,613  
TOTAL  
ENGAGEMENTS



## PROMOTED TWEET ADS

Travel Wisconsin @TravelWI

Don't miss your chance to win @Packers tickets, sideline passes, autographed merchandise & more!

113,072  
IMPRESSIONS

639  
LINK CLICKS

0.57%  
CLICK-THROUGH RATE

\$0.65  
COST PER  
LINK CLICK



## GREEN BAY PACKERS SOCIAL ADS

Green Bay Packers with Travel Wisconsin.  
October 3 · Paid ·

Do you want to see the Packers take on Minnesota live at Lambeau? Of course you do! We've teamed up with Travel Wisconsin to give away tickets, pregame sideline passes, autographed merchandise and more.

Win Packers Tickets from Travel Wisconsin  
Enter the Packers Dream Draft Sweeps today.  
TRAVELWISCONSIN.COM [Learn More](#)

1,773,720  
IMPRESSIONS

10,983  
LINK CLICKS

19,809  
TOTAL ENGAGEMENTS

# EARNED MEDIA HIGHLIGHTS

The PR team secured more than 2,300 placements in 2017, which resulted in our second-highest earned media value since 2011. Coverage included everything from local news to international travel stories in print, radio, online and TV. Major highlights included coverage from the Associated Press, Atlanta Journal-Constitution, The Daily Meal, FOX Sports, Los Angeles Times, Parade Magazine, Saveur, St. Louis Post-Dispatch, USA Today, U.S. News & World Report and Travel Channel. International highlights included Great Lakes Guide Book (Germany), Gulf News (United Arab Emirates), Standard (China), Taiwan News and Telegraph (UK).

Public relations outreach included legacy initiatives, such as National Travel & Tourism Week, WIGCOT, group press tours, ongoing pitching efforts, grant check presentations and The Big Bundle Up. Several exciting new initiatives resulted in significant media coverage, including promoting the new Selfie Stands in Wisconsin State Parks, Frank Lloyd Wright Trail, life-size fall hourglass in Chicago's Union Station and the Fall Drives Showdown. The team also hosted FAM trips for top-tier social media influencers and conducted desk-side meetings in St. Louis.

The PR team won 8 awards in 2017, including the Best in Show Paragon Award from the Public Relations Society of America's Southeastern Chapter.

**3.2 BILLION**  
TOTAL IMPRESSIONS

**\$143 MILLION**  
EARNED MEDIA VALUE

 **Associated Press**



**The Daily Telegraph**

 **USA TODAY**

**travel**  
CHANNEL

**ST. LOUIS POST-DISPATCH**

**SAVEUR**

# EARNED MEDIA HIGHLIGHTS

## SAVEUR



### CAN PIZZA NIGHT SAVE THE MIDWEST'S SMALL FARMS?

As Big Ag and international competition threaten rural Wisconsin's breadbasket, a handful of entrepreneurs have taken a new approach: pizza farms.

BY KAT CRADOCK SEPTEMBER 20, 2017

**H**ave you been to a pizza farm? It sounds like the stuff of dreams: a place where rows of flowering vines unfurl to reveal the heartland's annual pizza harvest. Pies ready to be plucked, stacked, and shipped to pizzerias across the country. "When it comes to pizza," they'd say, "it's always freshest at the source."

## ST. LOUIS POST-DISPATCH

### TRAVEL

[http://www.stltoday.com/travel/milwaukee-more-than-just-beer-here/article\\_763f527-2d75-5076-be8a-c0452673aac9.html](http://www.stltoday.com/travel/milwaukee-more-than-just-beer-here/article_763f527-2d75-5076-be8a-c0452673aac9.html)

### Milwaukee: More than just beer here

By Amy Bertrand • St. Louis Post-Dispatch Oct 20, 2017



Views of Milwaukee's downtown can be seen during a Milwaukee Boat Line Cocktail Sightseeing Tour of the Milwaukee city's Lake Michigan Harbor. MUST CREDIT: Photo for The Washington Post by Gary Porter



## AALIVING

### The Wright Way

June marks noted architect Frank Lloyd Wright's 150th birthday

#### Fallingwater

[Mil. Bus. Traveler's Guide]

BY JEFFREY M. HARRIS

BY JEFFREY M. HARRIS

BY JEFFREY M. HARRIS

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BY JEFFREY M. HARRIS

BY JEFFREY M. HARRIS

## Fodor's Travel



### This Frank Lloyd Wright Tour Is an Architecture Devotee's Dream Come True

100 Ball | October 3, 2017

START

## The Washington Times

### The Rust Belt: Not just a political force-but a destination

Foreign travelers want to see real America!



This Sept. 23, 2016 file photo shows the Milwaukee Art Museum in Wisconsin. The building was designed by architect Santiago Calatrava and is located on the Lake Michigan waterfront. Depending on your vantage point, it looks like a ship about... more >

BY BETH J. HARAZZ - Associated Press - Friday, December 30, 2016

Here's why tourists should take the Rust Belt as seriously as politicians: Because the food, art and sightseeing in "Flavor country" is well worth your precious vacation days - not to mention cheaper than in trendier destinations.

In the last two years, I've visited Michigan, Indiana, Ohio and Wisconsin, sampling art museums, historic sites, architecture, hipster neighborhoods, ethnic culture and great food. I was mostly in big cities but I was also able to enjoy botanical gardens, hiking and biking trails along with spectacular Great Lakes waterfronts.

I live in Brooklyn, New York, but I can honestly say that neighborhoods like Fountain Square in Indianapolis and Midtown in Detroit give my home turf a run for the hipster's money. Not to mention that the farm-to-table cuisine at a restaurant like Roast in Milwaukee is much better than what others

**USA TODAY**

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50 state road trip: Beautiful small towns in each state

Seven B. Barnes, Special for USA TODAY 7:46 a.m. 17 Jan. 17, 2017

30 Photos

Pictureque small towns in every state

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## GOLFADVISOR

### The 10 best golf destinations to visit in 2017: Nos. 5-1

#### 1. Wisconsin



Erin Hills

Playing Erin Hills, site of the 2017 U.S. Open - isn't an option - at least before the U.S. Open. In an unprecedented they closed later to prepare for its first major, and wont reopen until after play. That said, Wisconsin is a deeper with bucket-list golf. Bring your GPS to explore a few back roads for golf's version of American Pickle Wisconsin is set to boom as the Midwest's next hot golf destination.

In remote Nekeosa, Sand Valley Golf Resort debuts its new Bill Coore & Ben Crenshaw this spring, and a Dan Kidd course is on pace to open in 2018. In keeping with the out-of-the-way-but-worth-it theme, check out Sea Stevens Point - redesigned by original architect Robert Trent Jones Jr. and reopened in 2015 - and the cele

## WORKING TOGETHER TO ENCOURAGE INTEREST IN WISCONSIN

Partnerships make it possible to invest in market segments: sports, meetings and conventions, international visitation and motor coach visits to Wisconsin. The keys to success are the organizations and their tourism industry members who roll up their sleeves and work alongside the Department of Tourism and the Governor's Council on Tourism. Without exception, building relationships with buyers and planners create the core components of the strategy. This is accomplished through a presence at shows, sponsorships and with targeted digital media buys that drive traffic to a website.

**CIRCLE WISCONSIN:** Motorcoach

**GREAT LAKES OF NORTH AMERICA:** International

**MISSISSIPPI RIVER COUNTRY:** International

**WISCONSIN ASSOCIATION OF CONVENTION  
& VISITOR BUREAUS:** Meetings, Conventions and Sports

### TRAVEL **WISCONSIN** HIGHLIGHTS .COM

#### Website Enhancements and Video Content Accomplishments:

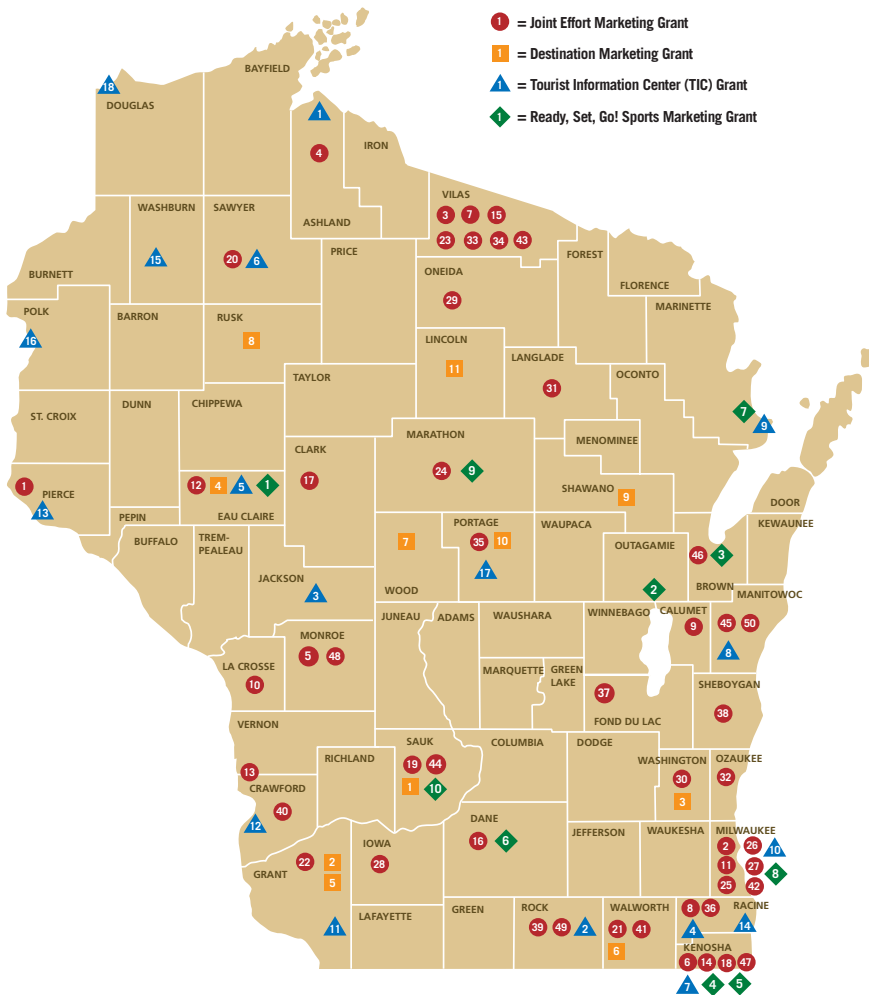
- + Redesigned listing pages, directories and articles enable a better mobile-friendly experience.
- + Time spent reading articles increased by 14% over 2016.
- + New long-form content pages lifted time on site average as much as 99%.
- + Onsite video engagement topped 1 million views.

#### Email Marketing Improvements:

- + Newsletters were redesigned to incorporate trends and user personas data.
- + Communicated with 172,888 email subscribers, nearly 22,000 more than the previous year.

# INDUSTRY RELATIONS

## FY17 GRANT AWARDS



### GRANTS OVERVIEW (FY17)

**\$1,131,103**

JEM

### EST. ROI

**\$34 MILLION**

**\$109,600**

RSG

**\$33 MILLION**

**\$35,000**

MMB

**\$2.36 MILLION**

**\$160,000**

TIC

**1 AROUND  
MILLION  
CUSTOMERS SERVED**

## REGIONAL TOURISM SPECIALIST ACCOMPLISHMENTS

CUSTOMER SERVICE TRAINING

**93**

CUSTOMER SERVICE SESSIONS PROVIDED

**2,657**

INDIVIDUALS ASSISTED

DESTINATION ASSESSMENTS

**7**

ASSESSMENTS COMPLETED

# LEGISLATIVE RELATIONS

## OBJECTIVE:

Communicate weekly with legislators about how the Department is promoting tourism assets in their districts by showing specific ways we generate a return on the marketing investment.

## STRATEGIES:

- + Segment the legislators by each of the 4 Regional Tourism Specialist (RTS) regions. RTS contacts and distributes relevant information to ensure legislators actively participate with the tourism team in the most visible and purposeful department initiatives.
- + Inform legislators on the economic impact of tourism at the state and local levels.
- + Identify needs of the tourism industry and related legislation and/or regulation that could help meet those needs.
- + Outreach and feedback from the tourism industry, partners and stakeholders on proposed legislation that impacts tourism marketing.

## SUCCESS MEASUREMENTS:

- + Distribution of relevant communications with legislators on tourism marketing and events in their legislative districts.
- + Number of grant presentations attended by legislators.
- + Number of legislators who attend WIGCOT.
- + Number of publications distributed directly to legislative offices.
- + Open rate of monthly e-blasts sent to all 131 state legislators and 11 federal legislators on the first Friday every month.

## TACTICS:

1. Notify legislators when a grant is awarded in their region. Invite legislator to the grant award presentation and include them in the photo. Follow up with photos after each event.
2. Invite legislators to the annual Governor's Conference on Tourism (WIGCOT), Tourism Week events and other events in their district. Secretary and Deputy acknowledge legislators in remarks.
3. Through weekly or bi-weekly emails, RTS's provide legislators pertinent samples of work including videos, television and radio commercials and radio content from weekly broadcasts on WTMJ Radio and Wisconsin Radio Network so they are aware of tourism events, articles and radio features in their respective legislative district .
4. Madison staff conducts outreach to each legislative office in the Capitol and provides seasonal publications.
5. Secretary's Office delivers monthly e-blast to all legislators that feature one significant milestone, accomplishment or information.
6. Provide economic data and research; customizing reports as requested and provide contact person for day-to-day communication.



## DEPARTMENT OF TOURISM WORKFORCE DEVELOPMENTS AND CHANGES

### TWO NEW EMPLOYEES AND THREE INTERNAL TRANSFERS

The Department hired two new employees in 2017. Caitlin Shanahan was hired as a Marketing Specialist for the Office of Marketing Services and Kyle Goodman was hired for the Web & Digital Marketing Specialist position in the Bureau of Customer Service and Technology. In addition, Hilary Burg accepted an internal transfer to Staff Writer, Jonathan Eckelberg to the position of Executive Producer, and Linda Anderson to Marketing Project Manager.

### FLEXIBLE SCHEDULES

We have four staff members who benefit from flexible work schedules. Lisa Marshall, Heidi Schultz, Emily Lorenz and Kyle Goodman are working alternative schedules to accommodate family commitments or responsibilities outside of work. Under Supervisory approval, Department of Tourism staff members set their own work hours with a start and end time between 7:00 a.m. and 5:00 p.m. with flexibility regarding the length of lunch hour.

## POLICY & MANAGEMENT CABINET

Three Policy Cabinet initiatives in 2017:

- + Rapid Response to several major flooding events and provided marketing support during height of travel in popular tourism regions.
- + Participated in Cabinet on the Road, Small Business and Northern Economic Development and Community Summits and Agency Day.
- + Developed Talent Attraction Workgroup.



## TALIESIN PRESERVATION BOARD OF TRUSTEES

Deputy Secretary Sarah Klavas serves as Governor Walker's appointee on the Taliesin Preservation Board of Trustees. In this capacity, Klavas works with other board members to tell the story of Wright's legacy at this estate while encouraging visitors to experience the cultural, architectural and environmental attributes. Klavas is a member of the marketing and branding subcommittee.

## WISCONSIN STATE FAIR PARK BOARD (WSFPB)

WSFPB is attached to the Department of Tourism for administrative purposes. The Secretary and Deputy serve on the Board of Directors, the Deputy chairs the Marketing Committee and both are active in planning the 11-day Fair. You'll find them on-site during the Fair for numerous special events and judging activities. The Secretary's Office provided guidance and counsel for the strategic planning process for the Marketing Committee by developing the process, facilitating the sessions and ensuring incorporation into the communications, sponsorship and marketing practices and plans.

# FRANK LLOYD WRIGHT TRAIL

Born and raised in Wisconsin, Frank Lloyd Wright is widely regarded as America's greatest architect. Wisconsin is home to 41 Wright-designed buildings, the greatest collection of FLW sites anywhere in the world. Promoting these structures and the architect himself has been part of the department's marketing plan for years. Last year, legislation was passed to designate, post signage directing travelers to the Frank Lloyd Wright Trail (FLWT) and market the nearly 200-mile route in southern Wisconsin.

A Frank Lloyd Wright Trail media kit was created that included a fact sheet with information about the trail, an itinerary for each of the stops and nearby attractions, and talking points.

Twenty-one long lead travel, architecture and history publications, as well as short lead media, including top national daily newspapers and newspapers in cities with other renowned Frank Lloyd Wright buildings, were pitched.

A news release was distributed in April that highlighted events across the state tied to the anniversary of Frank Lloyd Wright's birthday. The news release promoted a wide variety of events hosted by trail sites. It was distributed to our statewide and regional media lists, as well as to all the national media we pitched.

A press conference was hosted on May 10 during National Tourism Week at SC Johnson, one of the trail sites. It was strongly attended by Milwaukee media, with FOX posting the entire press conference video to its website.



As with any solid branding strategy, public relations is the cornerstone and we did that in spades! In addition to earned media, the department:

- + Designed a new section of [travelwisconsin.com](http://travelwisconsin.com)
- + Launched a successful social media strategy
- + Filmed and produced a 30-minute television show hosted by Secretary Stephanie Klett
- + Developed an experience itinerary and presented to international travel writers and tour operators at World Travel Market in the United Kingdom and ITB in Germany. Both are the largest of their kind travel shows in the respective countries
- + Developed a print campaign and placed ad in multiple tourism publications

# FRANK LLOYD WRIGHT TRAIL

Frank Lloyd Wright Trail PR efforts secured 547 placements in 2017 with a total earned media value of \$51 million. Placements included statewide, regional, national and international print, online and TV coverage. Major highlights included coverage from the Associated Press, CNN, Fodor's Travel, HGTV, Interior Design Magazine, LonelyPlanet.com, New York Times, USA Today and Washington Times.

**1.1 BILLION\***  
IMPRESSIONS

\*1,104,874,625

**\$51 MILLION\***  
EARNED MEDIA VALUE

\*\$50,776,186.06



## Signs go up in Racine marking Frank Lloyd Wright Trail



Print

By - Associated Press - Saturday, April 22, 2017

RACINE, Wis. (AP) - Signs have gone up in Racine to guide visitors to buildings designed by architect [Frank Lloyd Wright](#).

The signs are part of the state-sponsored Frank Lloyd Wright Trail, which highlights [Wright](#)-designed buildings throughout his home state of Wisconsin.

The Racine Journal Times reports (<http://bit.ly/2pPwMkl>) the buildings highlighted in Racine County include the administration building at the global headquarters of the SC Johnson Co., and Wingspread, on Lake Michigan, which was designed as a home for a grandson of the founder of SC Johnson.

[Wright](#), considered America's best-known architect, was born in 1867 in Richland Center.

Wisconsin has 41 [Wright](#)-designed sites in all. The 200-mile self-guided trail was announced last year. The trail signs - inspired by [Wright](#)'s spare, geometric aesthetics and style - are going up in nine counties.

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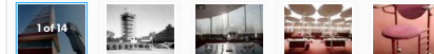
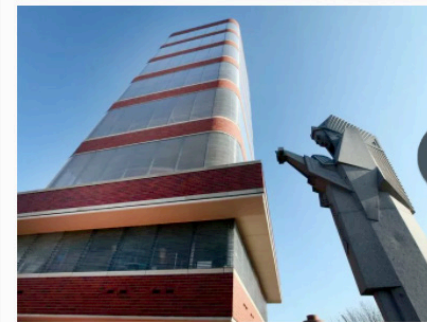
G20 News: It's World at Unpopul

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## 200-mile Frank Lloyd Wright Trail in Wisconsin showcases architect's diverse works in his home state



ARCHIVE

The New York Times

HEADS UP: Natural Wine Movement Finds a Lively Hub in Copenhagen

FOOTSTEPS: Narrower Island, Through an Artist's Eyes

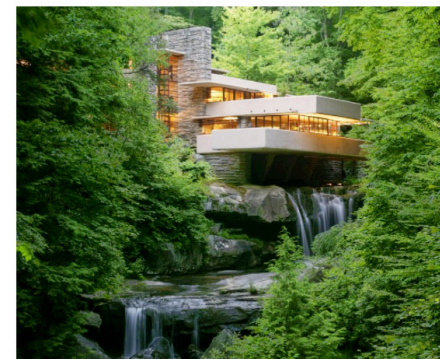
The New Generation of Japanese Accommodations

FOOTSTEPS: Enzo Sauerbren's Michigan

TRAVEL | UPDATE

### For Frank Lloyd Wright's 150th, Tours, Exhibitions and Tattoos

By NORA WALSH | MAY 28, 2017



The Wisconsin Department of Tourism and the Eleven Tribes of Wisconsin have a strategic partnership to market the state's tribal assets. Together we are telling the story about the unique cultural and historic experiences in Wisconsin.

**SECRETARY KLETT AND TRIBAL LEADERSHIP**

- + Secretary authorizes \$200,000 annually for tribal marketing and dedicated staff, Jeff Anderson, as the Department's Native American Tourism Liaison
- + Awarded a \$39,550 Joint Effort Marketing grant to market the Thornberry Creek LPGA Classic in Green Bay
- + Attended the State of the Tribes Address in Madison
- + Hosted Wisconsin Governor's Conference on Tourism (WIGCOT) at Potawatomi in 2017
- + Attended and delivered keynote at NATOW Conference at North Star Mohican Casino Resort
- + Deputy Secretary attended and provided remarks at American Indian Tourism Conference in Green Bay
- + Distributed 16,460 NATOW Travel Guides to state Welcome Centers, at consumer shows, and fulfillment of online and phone requests for a cost of \$46,920
- + Included a print ad in the Travel Guide (200,000 circulation) at no cost to NATOW
- + Directed photo shoots to be completed at George W. Brown Jr. Ojibwe Museum & Cultural Center and Potawatomi Hotel & Casino

**DEPARTMENT OF TOURISM TRIBAL TOURISM LIAISON**

- + Attends and participates in meetings with NATOW Tourism Development Director and Chair, NATOW Board of Directors, tribal leadership and individual tribal businesses on a regular basis
- + Partner with NATOW for consumer trade shows including complimentary booth space at the Minneapolis Home & Garden Show and Wisconsin State Fair
- + Woodland Sky Dance Company performed on the Travel Wisconsin stage at the Wisconsin State Fair
- + Participated in Indian Summer Festival Opening Ceremony
- + Attended and presented at NATOW Conference at North Star Mohican Casino Resort
- + Attended American Indian Tourism Conference in Green Bay
- + Regional staff attended Bad River Manomin Pow-Wow

**NATIVE AMERICAN TOURISM OF WISCONSIN PARTNERSHIP**

- + NATOW Executive Director serves on the Governor's Council on Tourism
- + Department staff attends the NATOW Conference and presents sessions, while numerous tribes financially support WIGCOT
- + Oneida Nation marketing staff attended the IPW international trade show in New Orleans, LA as part of the Wisconsin team promoting the state to the global travel market
- + Oneida Nation marketing staff serve on the International Committee of the Governor's Council on Tourism

**CUSTOMER SERVICE TRAINING/ASSESSMENTS**

- + Sokaogon Chippewa and Forest County Potawatomi Tribal Tourism Assessments in progress. Two tribal assessments completed: Ho-Chunk Nation and Lac du Flambeau Band of Lake Superior Chippewa
- + Conducted customer service sessions for 195 tribal affiliates at Mole Lake Casino Lodge, Ho-Chunk Gaming Nekoosa and Bad River Lodge & Casino
- + In six years, 50 customer service sessions have been delivered to 1,881 tribal affiliates

**PUBLIC RELATIONS**

- WRN Radio Weekly Radio Broadcast (airs on 80 stations in Wisconsin)  
 Native American events were mentioned on these broadcasts:
- + June 30,-July 2: Red Cliff Pow-Wow
  - + July 7-9: Thornberry Creek LPGA Classic at Oneida Golf Course
  - + August 4-6: Menominee Nation Contest Pow-Wow
  - + October 20-22: Hunting Moon Pow-Wow

**Travel Wisconsin** November 6, 2016 · 🌐

November is Native American Heritage Month! Learn more about Wisconsin's 11 sovereign tribal nations.



Experience the Rich Native American Culture of Wisconsin

Wisconsin Native American art and traditions are the heritage of tribes from thousands of years ago. Get a taste of tribal nation culture.

TRAVELWISCONSIN.COM

687 Likes · 5 Comments · 215 Shares

➦ Share

### WTMJ620 WEEKLY INTERVIEW ON THE JOHN MERCURE SHOW

Native American attractions were mentioned in these interviews:

- + October 5, 2016: Wyalusing State Park Native American Burial Grounds
- + January 25: High Cliff State Park Native American Burial Mounds
- + July 5: Waaswaaganing Indian Bowl-Lac du Flambeau, Ho-Chunk Pow Wow – Black River Falls, Oneida Nation Museum-De Pere, Indian Summer Festival-Milwaukee (complete interview on Native American heritage)
- + August 31: Nelson Dewey State Park Native American Burial Grounds

### DEKSIDEE MEETINGS

- + Petroglyphs, pictographs and effigy mounds at High Cliff State Park included in media kit shared with 22 outlets in the St. Louis market

### CHICAGO DAILY HERALD ADVERTORIAL SUMMER ISSUE

- + Red Cliff Pow-Wow
- + Menominee Nation Contest Pow-Wow

### MILWAUKEE JOURNAL SENTINEL FUN TIMES

- + April Fun Times – Golf Issue
  - Thornberry Creek LPGA Classic at Oneida Golf Course in marquee article
  - Council Grounds State Park Native American history in sidebar on 7 Hidden State Parks
- + August Fun Times – (Fall Issue)
  - Effigy Mounds at UW Arboretum in 48 Hours to Explore Madison article
  - Effigy Mounds at High Cliff State Park in sidebar on fall color camping article

### TRAVELWISCONSIN.COM (ARTICLES AND BLOGS)

- + Total Views of Storytelling Video: 110,151  
(Real Fun: Our Wisconsin Native American Adventure)
- + Dedicated Native Culture Tribal Section
  - Sessions: 4,036 / Pageviews: 8,406 / Unique Pageviews: 6,398
- + Dedicated Casino and Gaming Section
  - Sessions: 9,508 / Pageviews: 24,798 / Unique Pageviews: 15,174
- + Article, Blog, and Listing Features
  - 8,046 pageviews of 11 online articles and/or blogs including cultural tours, casinos and gaming, native arts and natural attractions
  - Events at casinos and tribal cultural events
- + E-mail Communication
  - Native Culture Registered Email Subscriptions: 8,443
  - Casino Registered Email Address Subscriptions: 9,581

### SOCIAL MEDIA FEATURES

Travel Wisconsin's social media following consists of 469,715 Facebook likes, 98,294 Twitter followers and 62,637 Instagram followers and both continue to grow. Facebook and Twitter posts have featured the following topics:

- + Experience the Rich Native American Culture of Wisconsin
- + Discover the Cultural Traditions of Wisconsin's 11 Native Tribes
- + Exploring Wisconsin's Native American Heritage
- + Native Wisconsin: 4 Must-Visit Natural Attractions
- + November is Native American Heritage Month
- + Exploring Wisconsin's Native American Heritage