

2018 ANNUAL REPORT

& Governor's Council on Tourism Report



FROM TOURISM SECRETARY STEPHANIE KLETT



Over the last eight years, our marketing campaigns have focused on what makes Wisconsin the top travel destination in the Midwest and that brand identity is FUN. It's a sentiment rooted in our Midwestern hospitality and desire to make sure everyone who visits has a memorable vacation. We know this strategy is working. There were 110 million visits to Wisconsin, and all those travelers had a \$20.6 billion impact on the state's economy and supported more than 195,000 jobs. The fun travelers experience in Wisconsin generates a positive impression of our state, a strong economy and good quality of life.

Every year we challenge ourselves to raise the bar on our marketing efforts and industry programs because tourism is an economic powerhouse in Wisconsin, and 2018 was no exception. The Department took home the tourism industry's highest national honor — the U.S. Travel Association's Mercury Award for "Best Public Relations Campaign" for Wisconsin's Frank Lloyd Wright Trail. The campaign also received a Mercury Award in the "People's Choice" category, as well as a national Silver Anvil Award from the Public Relations Society of America (PRSA).

We launched three unique TV commercials that promoted Wisconsin tourism's brand of fun, the latest featuring Green Bay Packers Hall of Famer Donald Driver. Our team spread friendship, warmth and good cheer through downtown Chicago during Uncle Dan's Thanksgiving Day Parade, which was broadcast nationally on WGN America to 3.6 million viewers, and we produced our second Facebook Live event featuring UW Athletic Director Barry Alvarez and three-time PGA Tour Champion Andy North, among others.

As an industry, we have a lot to be proud of. Our success couldn't come without the partnership of the tourism industry we serve and the work that goes on in all 72 counties to create exciting vacation experiences for our visitors. We look forward to 2019 and a new year of award-winning marketing campaigns, providing top-notch industry programs and, of course, promoting our brand of fun.

Sincerely,

A handwritten signature in black ink that reads "Stephanie Klett". The signature is fluid and cursive.

Stephanie Klett
Secretary

2018: A YEAR OF GROUNDBREAKING ACCOMPLISHMENTS

\$50.8 MILLION IN EARNED MEDIA VALUE



VIDEO CONTENT:
14 million views

Travel Wisconsin pushed out new, fresh video content weekly in 2018.

0.72%
Travel Wisconsin's average video engagement

0.16%
Industry Benchmark for video engagement



FRANK LLOYD WRIGHT TRAIL:

Frank Lloyd Wright Trail earned more than \$6 million in earned media/free press



MARKETING AWARDS:

Celebrated 125 regional, national and international awards since 2011

DEPARTMENT OF TOURISM STAFF



Stephanie Klett



Hilary Igl



Dawn Zanoni



Jeff Anderson



Linda Anderson



Hilary Burg

STEPHANIE KLETT
Secretary

SARAH KLAVAS
Deputy Secretary

SHANE BROSSARD
Director of Marketing
& Advertising

SHELLY HARKINS
Industry & Agency
Services Director

LISA MARSHALL
Communications Director

DAWN ZANONI
Director, Office of
Marketing Services

JEFF ANDERSON
NE Regional Tourism Specialist

LINDA ANDERSON
Marketing Project Manager

HILARY BURG
Writer & Digital Content
Specialist

HILARY IGL
Digital Content Specialist

ALYSSA DREHER
Digital Content Specialist

GEORGIA EISELE
Customer Service

JULIE FOX
NW Regional Tourism Specialist

KYLE GOODMAN
Web & Digital
Marketing Specialist

ALYSSA DREHER
Digital Content Specialist

KRISTINA LEVAN
Public Relations

EMILY LORENZ
Marketing Specialist

CHELSEY BENCE
Executive Staff Assistant

DREW NUSSBAUM
SW Regional Tourism Specialist

HEIDI SCHULTZ
Grants Coordinator

DAVID SPIEGELBERG
SE Regional Tourism Specialist

DEB ZICKERT
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CARISSA BRZEZINSKI
Social Media Coordinator

JONATHAN ECKELBERG
Senior Communications Specialist



Sarah Klavas



Alyssa Dreher



Jonathan Eckleberg



Georgia Eisele



Julie Fox



Kyle Goodman



Shane Brossard



Shelly Harkins



Kristina Levan



Emily Lorenz



Chelsey Bence



Drew Nussbaum



Lisa Marshall



Heidi Schultz



David Spiegelberg



Deb Zickert



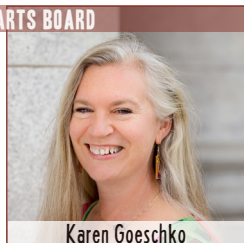
Carissa Brzezinski



George Tzougros



Kaitlyn Berle



Karen Goeschko



Dale Johnson

WISCONSIN ARTS BOARD

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



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.

Following is a list of some of the projects we've worked on in 2018:

2018 & 2019 CYBER SECURITY SUMMIT – Division of Enterprise Technology

2018 & 2019 GOVERNOR'S CONFERENCE ON EMERGENCY MANAGEMENT – Emergency Management

2018 & 2019 GOVERNOR'S CONFERENCE ON TOURISM

2018 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 – Military Affairs

2019 INTERNET CRIMES AGAINST CHILDREN CONFERENCE – Department of Justice

WILD WISCONSIN – Department of Natural Resources

BRANDING FOR THE BUREAU OF CORRECTIONAL ENTERPRISES – Department of Corrections

WEBSITE REDESIGN FOR THE BUREAU OF CORRECTIONAL ENTERPRISES – Department of Corrections

WISCONSIN HISTORICAL SITES MARKETING STRATEGY – Wisconsin Historical Society

INTERNET CRIMES AGAINST CHILDREN – BRAND DEVELOPMENT – Department of Justice

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



Secretary Stephanie Klett
WI Department of Tourism



Cindy Burzinski
Director
Vilas Cty Tourism & Publicity



Paul Cunningham
President
Schreiners's Restaurant



Pete Helland
Co-Owner
Wilderness Hotel and Resort



Senator Janet Bewley
WI State Senate



Representative Travis Tranel
WI State Assembly



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



George Tzougros
Executive Director
Wisconsin Arts Board



Representative Jill Billings
WI State Assembly



Apache Danforth
Tribal Tourism Development Dir



Christian Overland
Director
Wisconsin Historical Society



Mary McPhetridge
Director
Ashland Chamber of Commerce



AJ Frels
Executive Director
La Crosse County Convention
and Visitors Bureau



Michelle Martin
Executive Director
Washburn County Tourism
Association

WALK WITH WALKER 2018

In 2018, the Department continued to partner with the First Lady on her Walk with Walker initiative. These walks, held May through October, helped to promote health and fitness while showcasing Tourism and Wisconsin's beauty.

The 2018 season kicked off with a walk in River Falls and included a tour of the new Falcon Center at UW River Falls. This comprehensive indoor and outdoor facility supports health & human performance studies, Falcon athletics and campus recreation while providing a clean, safe and efficient exercise facilities for students, staff and the community.

June found the walkers at the Namekagon River Visitor Center in Trego walking along the state's only moving National Park, the Namekagon River. Recent floods impacted river levels and provided a powerful backdrop for a wonderful walk along the forested path.

The final walk was held in Fond du Lac. It was the first ever night walk and attendees grabbed their flashlights and walked along Lake Winnebago in Lakeside Park. It was a beautiful fall evening that ended with a celebration of the 70th Walk with Walker.

WINTER OVERVIEW

We attracted visitors this year by continuing to promote one of Wisconsin's most important winter-specific assets: snow. Using cross-channel, real-time, snow-storm-triggered creative, we invited snow lovers of all kinds, from snowmobilers to skiers, to visit Wisconsin during prime snow conditions. However, with limited snowfall this year, we modified the strategy during the campaign and increased efforts around indoor winter activities. And response was extremely positive from our Facebook community — non-snow-storm creative generated visitor interest and was effective in driving people to the website.

We also conducted the Snow Means Go Sweepstakes, the state's first-ever snowmobile giveaway. The sweepstakes not only reinforced Wisconsin's position as a premier snowmobile destination, it also created real engagement including 12,039 sweepstakes entries and 8,006 email sign-ups.

From a public relations perspective, we engaged news outlets with our snowball delivery program, which literally sent snowballs to TV stations in both Wisconsin and Chicago. In total, PR generated more than \$49.7 million in earned media coverage for the state. 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 2017/18.

Enjoy!

CAMPAIGN PERFORMANCE

OBJECTIVES

PRIMARY:
INCREASE OUT-OF-STATE ARRIVALS

SECONDARY:
DRIVE WEB TRAFFIC (AWARENESS)

ANALYSIS

Increased out-of-state arrivals (from paid media)
from 1,205 (FY17) to 1,493 (FY18).

Increased web traffic (sessions from paid media)
from 157,694 (FY17) to 320,849 (FY18).



WINTER HIGHLIGHTS

DISPLAY:

- + LC Trade Desk (LCTD) achieved the same APM as Sojern, while only having half of Sojern's investment. Consider shifting funds from Sojern into LCTD to recognize if LCTD is able to achieve a more efficient APM when they have more share of investment
- + Time on site from paid media channels was 00:00:42, a 0:00:11 increase from 2017

NATIVE:

- + Consider generating additional program efficiencies by managing native placements through the LCTD. Mitigate waste and optimize into top performing native placements based on program KPIs.

PPC:

- + Mobile had the lowest conversion rate at 50% compared to desktop at 64%. Mobile having a lower engagement rate is common, so making sure relevant content loads quickly and is easily to find is key to a good experience.
- + WI typically outperforms out-of-state and this is shown through a higher conversion rate, and low CPA (cost per acquisition[conversion]).



CTR

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

CPC

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

PPC CONVERSION

A metric for consideration determined by time on site great than 2 minutes or viewing more than 2 pages

YOY

Year Over Year — A way to measure progress.

AD GROUPS

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

APM

Arrivals per Thousand- A measurement platform tracking the number of out-of-state visitors.

WINTER HIGHLIGHTS

SOCIAL:

- + Facebook remains the premier channel for generating traffic, engagement and video views.
- + All social content (12/1-3/11) drove 362,174 visits to TW.com, up from 317,644 during Winter FY17, an increase of 14%, demonstrating the importance of continued publishing on Facebook and Twitter.
- + Total social engagement increased to 508,718 overall, a 6% increase YOY. Facebook was responsible for the improvement, indicating the quality of content and effectiveness of paid promotion.
- + Facebook video ads generated 575,530 three-second video views, up 17% from 480,050 last winter, illustrating the positive results of dedicating more resources to video production.
- + Across Facebook, Instagram and Twitter, Travel Wisconsin has 647,448 followers. Most notably, Instagram followers increased to 67,867, an increase of 32%, which was the largest percent growth among competitors

DIGITAL AUDIO DISPLAY:

- + Streaming audio is used for awareness and companion banners are negotiated as added value. As such, the low arrival figure is not of concern.

PR:

- + PR efforts secured more than 495 placements from December 1 - March 18. Major highlights included coverage from ABC News, Apartment Therapy, Associated Press, the Chicago Tribune, Curbed, Milwaukee Journal Sentinel, Metro UK Online and USA Today.
- + To help put the spotlight on winter fun in Wisconsin, the PR team created media kits that included winter story ideas, hot chocolate, Travel Wisconsin branded hats, scarves and mugs and real snowballs. Media were encouraged to share their goodies on social using the hashtag #TravelWI. The media kits were hand delivered to four main markets: Chicago, Green Bay, Madison and Milwaukee. Several media outlets picked up the story and posted about the snowball drop on social media, including Fox 32 in Chicago.

PAID MEDIA SUMMARY

TOTAL ADDED VALUE CONTRIBUTIONS

9,067,194

IMPRESSIONS

\$33.0

VALUE

14%

OF TOTAL INVESTMENT

CHANNELS / SPEND ALLOCATION

65%

DIGITAL

10%

AUDIO

25%

PAID SOCIAL

TOTAL INVESTMENT

\$229.6



SUMMER OVERVIEW



ge • müt • lich • keit

/gə' mōōtlik , kīt/

part of speech: noun

origin: German

definition: friendship, warmth, and good cheer; the feeling travelers experience in Wisconsin

As Wisconsinites, we know the feeling of Gemütlichkeit intimately. We experience it in our everyday lives. But prospective travelers may not be familiar with the feeling, much less the word. So, in Summer 2018, we set out to take ownership of and introduce travelers to a term that describes the warm, welcoming feeling one experiences at every turn in Wisconsin: Gemütlichkeit. With this theme as our guide, we executed a plan that sought to educate our audience on the definition of the term through television, print, digital, and influencers. In addition to some of the more traditional outlets, we also engaged our prospects through two sweepstakes, adding to the buzz. And our efforts had a positive impact: we saw significant increases in measures such as total web traffic, Facebook and Instagram community size, and overall engagement with our social content. For further detail on these and other highlights, just continue reading.

Prost!

CAMPAIGN PERFORMANCE

OBJECTIVES

**PRIMARY:
IMPROVE APM (ARRIVALS PER THOUSAND) YOY**

**SECONDARY:
DRIVE WEB TRAFFIC (AWARENESS)**

**TERTIARY:
BUILD AWARENESS OF GEMUTLICHKEIT**

ANALYSIS

Increased APM by 14.29%, despite YoY spend dropping by 13%.

Increased site visits by 19.89%. According to a YouTube brand lift study, completed videos produced a 50% lift in favorability and 30% lift in recall.

In addition, Organic Search traffic to the website increased 25.6% compared to 2017, which suggests increased awareness in the market that prompted more organic searches about the brand resulting in a 19.89% overall increase in website traffic.

2.09k impressions of the term "Gemutlichkeit", and Google Trends data shows that key markets such as Minnesota, Illinois and Wisconsin showed high search interest.

SUMMER HIGHLIGHTS

DISPLAY:

- + Niche sites delivered the highest APM while programmatic partners delivered the most arrivals.
- + OnMilwaukee had the most engaged users, generating a .40% CTR-- 5x above the industry average of .07%.
- + The Lake Link optimizations proved to be effective, as APM increased 23% from June to July, up from 0.13 to 0.16.
- + Midwest Weekends delivered the highest average time on site of 1:09 per visit, over 2x the campaign average.
- + Updating the Lake Link creative to fishing-focused in order to match site subject matter proved to be effective, as APM increased 23% from June to July, up from 0.13 to 0.16.

PPC:

- + The Summer Paid Search campaigns received 227,025 clicks from 3,404,034 impressions.
- + The CPC in 2018 was 16% lower, and we spent 11% less which allowed us to receive 5% more clicks than 2017. This is due to optimizing by targets instead of Market.
- + Mobile continues to receive the most impressions and traffic, however the Conv Rate is lower than Desktop and Tablets. This is consistent with larger trends of Mobile traffic accounting for over 60% of all searches.

VIDEO:

- + Hulu and JunGroup VCR was driven up by the non-skippable or incentive-based nature of the channel (non-skippable).
- + LCTD Programmatic video drove high volume of arrivals while Exponential programmatic video drove high VCR and APM.
- + JunGroup drove the most engaged viewers with the highest average pages per session and time on site among all video partners.
- + Exponential delivered a 0.60% CTR and 82% VCR, both above the video campaign average.
- + The summer video campaign resulted in a 78% video completion rate.

Chicago: 74% | Milwaukee: 85% | Minneapolis: 81% | St. Louis: 84%

AUDIO DISPLAY:

- + Pandora drove the most arrivals, while Spotify had the highest APM.
- + All placements are added value so performance is a bonus.



PROGRAMMATIC

The process of buying and selling media in an automated fashion through digital platforms. This automated process brings efficiency and effectiveness to the media management.

VCR

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

SUMMER HIGHLIGHTS

PR:

- + PR efforts secured more than 480 placements from April 1 through August 31, 2018. This included statewide and regional print, online and television coverage. Major highlights included coverage from the Associated Press, Reader's Digest, Canadian Traveller and the Chicago Tribune.

NATIVE:

- + Outbrain generated the highest average time on site at 00:53 and the highest average page per session at 1.47.
- + 47% of total campaign clicks were generated by Native placements.
- + All native performed very well with Sojern delivering the second highest APM for all partners - albeit on 1 arrival.

SOCIAL:

- + Facebook engagement increased 24% YOY, including almost 8,000 more shares than during the previous summer.
- + Twitter engagement was lower YOY as a result of sending fewer tweets, but engagement per tweet increased to 19.5.
- + Instagram generated more engagement on eight posts than Twitter had with 188 tweets.
- + Social traffic increased 44% YOY and there were 316,681 out-of-state sessions during Summer FY18, marking the first summer campaign with more non-Wisconsin social traffic than in-state traffic. Session duration remained consistent YOY.

SOCIAL ENGAGEMENT



ENGAGEMENT

657,876

TOTAL ENGAGEMENTS

37,010

TOTAL SHARES

98,665

TOTAL REACTIONS

9,394

TOTAL COMMENTS

512,807

LINK CLICKS

Facebook engagement increased 24% YOY, including almost 8,000 more shares than during the previous summer.



ENGAGEMENT

8,443

TOTAL ENGAGEMENTS

981

TOTAL RETWEETS

2,679

TOTAL LIKES

235

TOTAL REPLIES

4,548

LINK CLICKS

Twitter engagement was lower YOY as a result of sending fewer tweets, but engagement per tweet increased to 19.5.



ENGAGEMENT

10,840

TOTAL ENGAGEMENTS

75

POST COMMENTS

8,777

POST LIKES

1,988

LINK CLICKS

Instagram generated more engagement on eight posts than Twitter had with 188 tweets.

PAID MEDIA SUMMARY

CHANNELS / SPEND ALLOCATION

58%

TV/VIDEO

21%

DIGITAL

12%

AUDIO

6%

PAID SOCIAL

0%

OUTDOOR

2%

PRINT

TOTAL INVESTMENT

\$3,831.9

TOTAL ADDED VALUE CONTRIBUTIONS

45,711,402

IMPRESSIONS

381.1

VALUE

8.40%

OF TOTAL INVESTMENT



FALL OVERVIEW



Fall 2018's marketing efforts attracted visitors to Wisconsin by celebrating two of the state's most iconic offerings: beautiful fall colors and the feeling of Gemütlichkeit that visitors experience while they're here. Through paid, earned, and owned media, we built on the momentum around Gemütlichkeit that was generated in Summer 2018, cementing Wisconsin's connection to the theme. Concurrently, we ensured travelers were inspired by and informed about the continually changing fall foliage by driving online visitors to our Fall Color Report. This fall, the team created a 2019 Beer Media Kit, a comprehensive guide to all things beer in Wisconsin. The kit was shared with beer bloggers, influencers and media outlets around the country to highlight Wisconsin's rich brewing history and leadership in the craft beer industry. These efforts, along with many others, drove healthy arrival numbers from around the region and contributed to continued growth among many of our social communities. Please read on to uncover the many other highlights from Fall 2018.

Enjoy!

CAMPAIGN PERFORMANCE

OBJECTIVES

**PRIMARY:
IMPROVE APM AND
DRIVE WEB TRAFFIC**

ANALYSIS

Organic search increased by 4.38% as did paid search (25.3%) and display (1.19%).

While display increase may not seem substantial, display spend was 41% less in digital and only down 4% in impressions.

APM in web traffic decreased YOY.



FALL HIGHLIGHTS

DISPLAY:

- + Similar to the summer campaign, niche sites drove the highest APM, while programmatic partners drove the most arrivals.
- + Midwest Weekends drove the most engaged visitors, with users spending 1:35 on average on the site—more than 2x the campaign average.
- + Overall, the campaign generated a CTR of 0.16%, 0.9 above the industry average of 0.7. TripAdvisor was a strong contributor generating a 0.47% CTR, more than 6x the industry benchmark.
- + All partners remain in considerations for next fall.

PPC:

- + The Fall Color Campaign keywords generated 54.4% of the paid search arrivals, followed by travel wisconsin 14.3%.
- + As far as sessions, organic search increased by 4.38% as did paid search (25.38%).

AUDIO:

- + APM from audio is up 167% YOY.
- + This may be due, in part, to how Arrivalist and Pandora have been working more closely to improve mobile device tracking within Pandora's app landscape. But more likely due to the fact that in 2017 we did not buy mobile separately like we did in 2018, which means Arrivalist only tracked companion banners in 2017, vs both mobile and companion banners in 2018.

VIDEO:

- + Television represented a larger portion of the budget YOY, at 71%, and total arrivals increased while paid media arrivals decreased (note that television arrivals cannot be tracked at this time)

FALL HIGHLIGHTS

SOCIAL:

- + Total social traffic decreased 33% YOY, with the largest change occurring on Facebook.
- + There were 96,305 fewer sessions from Facebook. While paid ads were less efficient and only saw a decrease of 15,885 link clicks, this indicates that organic Facebook content is the largest source of decreased traffic.
- + 11,483 fewer sessions came from Twitter, resulting from less content being published with web links.

PR:

- + PR efforts secured more than 450 placements from September 1 through November 30, 2018. This included statewide and regional print, online and television coverage. Major highlights included coverage from South China Morning Post, Men's Journal, Chicago Tribune, Travel + Leisure, WGN, Thrillist, and Insider.

NATIVE:

- + Since the objective of native is to drive awareness, sessions and CTR are the main KPIs to measure performance. CTR was .19% and sessions were 27,800.
- + While Outbrain resulted in more web sessions, TripAdvisor generated more arrivals, a higher APM and a higher CTR.

PAID SEARCH:

- + The Fall Paid Search campaigns received 120,664 clicks from 1,303,405 impressions.
- + More traffic was sent to the site due to our optimizations to reduce CPCs, even though we had a smaller budget than last year.
- + Mobile continues to receive the most impressions and clicks, however the Conversion Rate is lower. This is consistent with larger trends of mobile traffic accounting for over 60% of all searches.

SOCIAL ENGAGEMENT



ENGAGEMENT

303,458

TOTAL ENGAGEMENTS

22,952

TOTAL SHARES

82,534

TOTAL REACTIONS

4,308

TOTAL COMMENTS

193,664

LINK CLICKS

Facebook engagement decreased from 612,018 last fall, with largest decrease coming from link clicks, which went from 417,016 to 193,664.



ENGAGEMENT

3,901

TOTAL ENGAGEMENTS

705

TOTAL RETWEETS

1,256

TOTAL LIKES

40

TOTAL REPLIES

1,900

LINK CLICKS

Twitter engagement decreased from 19,716 last fall, with largest decrease coming from link clicks, which went from 13,571 to 1,900.



ENGAGEMENT

N/A

TOTAL ENGAGEMENTS

N/A

POST COMMENTS

N/A

POST LIKES

N/A

LINK CLICKS

Content publishing to begin in winter.

PAID MEDIA SUMMARY

CHANNELS / SPEND ALLOCATION

71%

TV/VIDEO

14%

DIGITAL

9%

AUDIO

7%

PAID SOCIAL

0%

OUTDOOR

0%

PRINT

TOTAL INVESTMENT

\$1,156.6

TOTAL ADDED VALUE CONTRIBUTIONS

20,733,433

IMPRESSIONS

\$238.8

VALUE

20.6%

OF TOTAL INVESTMENT



SWEEPSTAKES & CONTESTS

BADGER BASH ACCOMPLISHMENTS:

FACEBOOK LIVE:

56,473

People Reached

19,683

Views

1.102

Reactions, Comments, Shares

104

Shares

175

Comments

3,738

Post Clicks

1.94%

Engagement Rate

BADGERS AND BIRDIES SWEEPS:

26,534

Page Views

3:50

Time on Site

47%

Bounce Rate

21,025

Emails

BREWERS:

87

Entries

34

Sign Ups

INSTAGRAM STORIES:

74,809

People Reached

Average of 6,234 people per post (exceeded goal of 4,500 per image).

SWEEPSTAKES & CONTESTS



SNOW MEANS GO SWEEPSTAKES/ SNOWMOBILE GIVEAWAY

WEEK	ENTRIES	EMAIL SIGN-UPS	SIGN-UP %
ONE	5,137	3,523	69%
TWO	1,561	1,014	65%
THREE	1,795	1,155	64%
FOUR	1,423	953	67%
FIVE	1,612	1,037	64%
SIX	511	324	63%
TOTAL	12,039	8,006	67%

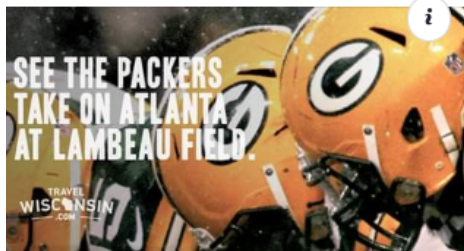
SWEEPSTAKES & CONTESTS

PACKERS DREAM DRAFT SWEEPSTAKES



Hey, Packers fans!

We want you to be at Lambeau Field when the [Green Bay Packers](#) take on Atlanta on December 9. Enter to win MVP treatment with VIP sideline passes, autographed merch and more!



travelwisconsin.com
Win Packers Tickets



Do you want to see the Packers take on Atlanta live at Lambeau Field? Of course you do! We've teamed up with [Travel Wisconsin](#) to give away tickets, autographed merchandise and more.



TRAVELWISCONSIN.COM
Win Packers Tickets from Travel Wisconsin
Enter our Packers Dream Draft Sweeps for tickets,...

21,991
TOTAL SWEEPS ENTRIES

9,212
EMAIL SIGN-UPS

Entries were down from last year's all-time high of 27,304, likely as a result of the Packers not performing as well this year and having a less attractive opponent (Atlanta rather than Minnesota).

10,643
SWEEPS ENTRIES FROM FACEBOOK ADS

\$0.50
COST PER SWEEPS ENTRY

33% of entries were from Wisconsin, which demonstrates the national appeal of the Packers.

19,402
WEB SESSIONS FROM FACEBOOK

16,918
WEB SESSIONS FROM PACKERS SOCIAL

Leveraging the Packers for social posts and ads promotion remains key to success since the Packers drove almost as many web sessions as Travel Wisconsin's owned Facebook posts and ads.

TOP STATES

7,256
Wisconsin

980
Minnesota

906
Iowa

816
Texas

606
Indiana

1,541
Illinois

957
California

824
Michigan

650
Georgia

492
Ohio

EARNED MEDIA HIGHLIGHTS

The PR team secured more than 3,020 placements between January and December 2018. Coverage included everything from local news to international travel stories spanning print, online, TV and radio. Major highlights include coverage from Associated Press, Chicago Tribune, USA Today, Orlando Sentinel, New York Daily News, Travel + Leisure, Travel Channel, The Daily Meal, Sunday Times (UK) and Weixin (China).

Public relations outreach included annual initiatives, such as National Travel & Tourism Week, WIGCOT, group press tours, ongoing pitching efforts, grant check presentations, the Big Bundle Up and the Frank Lloyd Wright Trail. The team continues to host FAM trips for top-tier Instagram influencers as a part of our award-winning social media influencer program. New this year, we pitched stories about Wisconsin's craft beers and brewery experiences. This initiative was inspired by Longwoods International research that showed Wisconsin far surpassed its neighboring states in visitors' perceptions of craft brewery experiences.

The PR team won 13 awards in 2018, including two U.S. Travel Association's Mercury Awards and a national Silver Anvil Award from the Public Relations Society of America (PRSA) for our working promoting Wisconsin's Frank Lloyd Wright Trail.

1.2 BILLION
TOTAL IMPRESSIONS

\$50.8 MILLION
EARNED MEDIA VALUE

*2018 numbers include new online monitoring formulas to better reflect current media trends, benchmarks.

 **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 livelihood, a handful of entrepreneurs have taken a new approach: pizza farms.

BY KAT CRADOCK, SEPTEMBER 20, 2017

Have 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_763f5f27-2d75-5076-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



AAA LIVING

The Wright Way

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

Frank Lloyd Wright's legacy is building the American landscape century after century. To his name are credited 103 houses, 150 years after his birth in 1867, and 1,102,376 square feet of built space.

Fallingwater

Wright's 1936 Fallingwater is a masterpiece of organic architecture. The house is built over a waterfall in southwestern Pennsylvania and is considered one of the greatest works of American architecture.

CHECK THIS: The house features cantilevered rooms that nearly defy gravity. And for those who prefer a more traditional look, Wright designed a nearby house that is built on the side of a hill and is known as the "Wright House."

DO IT: Don't miss the chance to see the world's most famous waterfall from the comfort of your car. The car is built on the side of the waterfall and is known as the "Wright House."

YOU PROBABLY DIDN'T KNOW: Wright's 1936 Fallingwater is a masterpiece of organic architecture. The house is built over a waterfall in southwestern Pennsylvania and is considered one of the greatest works of American architecture.

Tales in West

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Fodor's Travel



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

1918-1919, October 5, 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 to... more >

By BETH J. HARRAZ, 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 "flyover 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 hipsters' money. Not to mention that the farm-to-table cuisine at a restaurant like Rise in Milwaukee is much better than what others...

GOLF ADVISOR

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 move to prepare for its first major, and won't reopen until after that. 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 Neokosa, Sand Valley Golf Resort debuts its new Bill Coore & Ben Cronshaw 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 Ser 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:

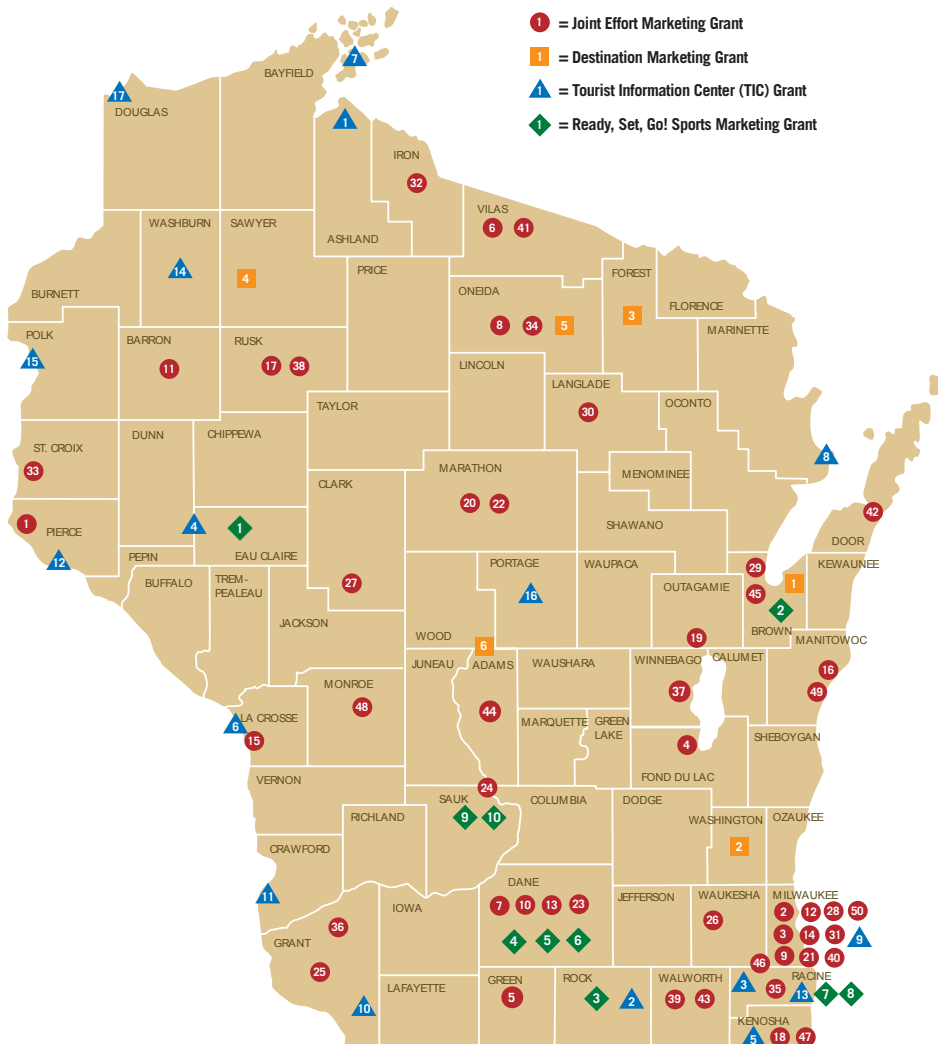
- + Redesigned listing pages, directories and articles enable a better mobile-friendly experience.
- + Time spent reading articles increased by 14% over 2016.
- + New long-form content pages lifted time on site average as much as 99%.
- + Onsite video engagement topped 1 million views.

Email Marketing Improvements:

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

INDUSTRY RELATIONS

GRANT AWARDS (FY18)



GRANTS OVERVIEW (FY18)

\$1,149,127

JEM

EST. ROI

\$74 MILLION

\$65,500

RSG

\$6.88 MILLION

\$78,260

MMB

\$4.26 MILLION

\$156,557

TIC

1 AROUND MILLION CUSTOMERS SERVED

REGIONAL TOURISM SPECIALIST ACCOMPLISHMENTS

CUSTOMER SERVICE TRAINING

97

CUSTOMER SERVICE SESSIONS PROVIDED

3,584

INDIVIDUALS ASSISTED

DESTINATION ASSESSMENTS

8

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

NEW EMPLOYEES AND RESTRUCTURING

The Department hired four new employees in 2018. Chelsey Bence was hired as Executive Staff Assistant in the Office of the Secretary. Carissa Brzezinski was hired as Social Media Coordinator for the Bureau of Marketing and Advertising. Alyssa Dreher and Hilary Igl were hired as Digital Content Specialists for the Bureau of Marketing and Advertising. The Bureau of Customer Service and Technology and the Bureau of Marketing Merged to become the Bureau of Marketing and Advertising, overseen by Shane Brossard.

POLICY & MANAGEMENT CABINET

Three Policy Cabinet initiatives in 2018:

- + Rapid Response to several major flooding events and provided marketing support during height of travel in popular tourism regions.
- + Participated in 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 more than 40 Wright-designed buildings, 11 of which are open to the public. Promoting these structures and the architect himself has been part of the department's marketing plan for years. In 2016, legislation was passed to designate the Frank Lloyd Wright Trail, post signage directing travelers along the 200-mile route and market the nine Wright-designed buildings along the trail. The launch of the Frank Lloyd Wright Trail in 2017 resulted in the department's most successful public relations campaign to date, with worldwide coverage totaling more than \$50 million in earned media.

Last year, we took home six awards for the Frank Lloyd Wright Trail, including the tourism industry's highest national honor – two U.S. Travel Association Mercury Awards in the "Best Public Relations Campaign" and "People's Choice" categories. The campaign also received the Public Relations Society of America's Silver Anvil, the highest recognition for public relations in the country.

The department continued to pitch the Frank Lloyd Wright Trail to national media and promoted trail-related events in news releases and advertorial content. We hosted international travel writers from China, France and the UK, as well as a photographer and Instagram influencer who is working to capture every Frank Lloyd Wright-designed building in the world.



In addition to earned media, the department:

- + Filmed a snackable video at Taliesin as part of the "Find Yourself in a State of Fun" social media series
- + Developed online content for TravelWisconsin.com that was shared with subscribers of our e-newsletters
- + Utilized our social media strategy to promote Frank Lloyd Wright-themed events
- + Deployed a print campaign with ads in tourism publications

FRANK LLOYD WRIGHT TRAIL

Frank Lloyd Wright Trail PR efforts secured over 20 placements in 2018, with a total earned media value of more than \$6 million. Placements included regional, national and international print, online and TV coverage. Major highlights included coverage from WGN, The Austin Chronicle, California Homes and Apartment Therapy.

65 MILLION*
 IMPRESSIONS

*65,949,738

\$6 MILLION*
 EARNED MEDIA VALUE

*\$6,033,054.44

*1,104,874,625



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.

Search

SFAX The Vibe Fr

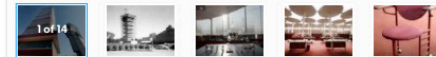
G20 News: It's World at Unpopul

Politics: E Congress Auschwit

Sports: Fc Fav for ar Win



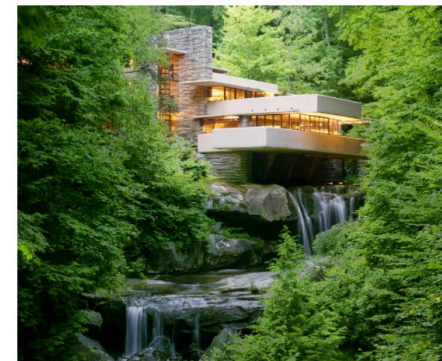
200-mile Frank Lloyd Wright Trail in Wisconsin showcases architect's diverse works in his home state



TRAVEL | UPDATE

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

By NORA WALSH | MAY 25, 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 authorized \$200,000 for tribal marketing and dedicated staff, Jeff Anderson, as the Department's Native American Tourism liaison
- + Awarded a \$39,550 Year 2 Joint Effort Marketing grant to market the Thornberry Creek LPGA Classic in Green Bay
- + Attended the State of the Tribes in Madison
- + Distributed 11,730 Native Wisconsin Guides to state welcome centers, at consumer trade shows, and handled fulfillment for online and over the phone requests at a cost of \$33,430
- + Included a feature article in the Official Wisconsin Travel Guide (200,000 in circulation) at no cost to NATOW
- + Directed that a video and photo shoot be completed representing Native Wisconsin
- + Attended Ho-Chunk Gaming Black River Falls grand opening event
- + Deputy Secretary attended grand reopening of hotel at Ho-Chunk Gaming Wisconsin Dells and spoke at Oneida Nation Long House opening event

NATIVE AMERICAN TOURISM OF WISCONSIN PARTNERSHIP

- + NATOW Executive Director serves on the Governor's Council on Tourism
- + NATOW and Oneida Nation marketing staff attended the IPW international trade show in Denver, CO 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
- + Partner with NATOW for consumer trade shows including complimentary booth space at the Wisconsin State Fair and Milwaukee Journal Sentinel Sport Show.
- + Woodland Sky Dance Company performed on the Travel Wisconsin stage at Wisconsin State Fair

DEPARTMENT OF TOURISM TRIBAL TOURISM LIAISON

- + Attended and participated in meetings with NATOW Tribal Tourism Director and Chair, NATOW Board of Directors, tribal leadership and individual tribal businesses
- + Participated in meetings with GLITC leadership in preparation for transfer of fiduciary responsibility of NATOW from LCO
- + Attended and presented marketing resources at NATOW Conference at LCO
- + Staff participated in Indian Summer Festival Opening Ceremonies

PUBLIC RELATIONS

WRN Radio Weekly Radio Broadcast (airs on 80 stations in Wisconsin) Native American events were mentioned on these broadcasts:

- + June 29-July 1: Oneida Pow-Wow
- + Oct 20-22: Hunting Moon Pow-Wow

CUSTOMER SERVICE TRAINING/ASSESSMENTS

- + Four Tribal Tourism Assessments completed: Sokaogon Chippewa, Forest County Potawatomi, Ho-Chunk Nation and Lac du Flambeau Band of Lake Superior Chippewa
- + Conducted customer service sessions for 873 tribal affiliates at Mole Lake Casino Lodge, North Star Mohican Casino, Stockbridge-Munsee Tribal Government, Menominee Nation and LCO
- + In seven years, 67 customer service sessions have been delivered to 2,754 tribal affiliates



WTMJ620 WEEKLY INTERVIEW ON THE JOHN MERCURE SHOW

Native American attractions were mentioned in these interviews:

- + July 5, 2017: Native American Events
- + May 31, 2018: Native American Resorts (HoChunk Resort, Potawatomi Hotel, Legendary Waters)
- + April 11, 2018: High Cliff State Park petroglyphs and effigy mounds
- + June 20, 2018: Red Cliff Pow-Wow

DESKSIDE MEETINGS

- + Indian Summer Festival and High Cliff State Park featured in a media shared with 22 St. Louis media organizations

CHICAGO DAILY HERALD ADVERTORIAL SUMMER ISSUE

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

MILWAUKEE JOURNAL SENTINEL FUN TIMES

- + July issue marquee article on Wisconsin's Ethnic Heritage featured Native American culture and called out the following:
 - Menominee Nation Contest Pow-Wow
 - Ho-Chunk Pow-Wow
 - The Forest County Potawatomi Cultural Center, Library and Museum
 - Indian Summer Festival
 - Ho-Chunk Pow-Wow — Black River Falls

TRAVELWISCONSIN.COM (ARTICLES AND BLOGS)

- + Dedicated Native Culture Tribal Section
Sessions: 4,107 / Pageviews: 8,603 / Unique Pageviews: 35,956
- + Dedicated Casino and Gaming Section
Sessions: 8,032 / Pageviews: 24,832 / Unique Pageviews: 16,253
- + Article, Blog, and Listing Features
9,397 pageviews of 6 online articles including cultural tours, casinos and gaming, native arts and natural attractions
- + E-mail Communication
 - Native Culture Registered Email Subscriptions: 12,074
 - Casino Registered Email Address Subscriptions: 13,585

MIDWEST LIVING AND CHICAGO DAILY HERALD FALL ADVERTORIALS

High Cliff State Park petroglyphs and effigy mounds

SOCIAL MEDIA FEATURES

Travel Wisconsin's social media following consists of 511,226 Facebook likes, 100,000 Twitter followers and 73,100 Instagram followers and all continue to grow. Facebook and Twitter posts have featured the following topics:

- + "Real Fun: Our Wisconsin Native American Adventure" (Long-form video)
- + November is Native American Heritage Month
- + "You're Invited to a Wisconsin Pow Wow" (Snackable video; featuring Oneida Nation)
- + Exploring Wisconsin's Native American Heritage
- + The Cultural Traditions of Wisconsin's 11 Native Tribes

ETHNIC FESTIVALS NEWS RELEASE

Indian Summer Festival