



WISCONSIN
— DEPARTMENT OF TOURISM —



ANNUAL REPORT

FISCAL YEAR 2022

SURGING BACK



VISION: We believe in the **power of exploration and travel**

MISSION: **Inspire travelers** to experience Wisconsin

View the full strategic plan [here](#).

ABOUT US

Wisconsin Council on Tourism

The 21 members of the Wisconsin Council on Tourism advise the Secretary of the Department on matters related to tourism. For a full list of current members of the Wisconsin Council on Tourism, please visit [our website](#).

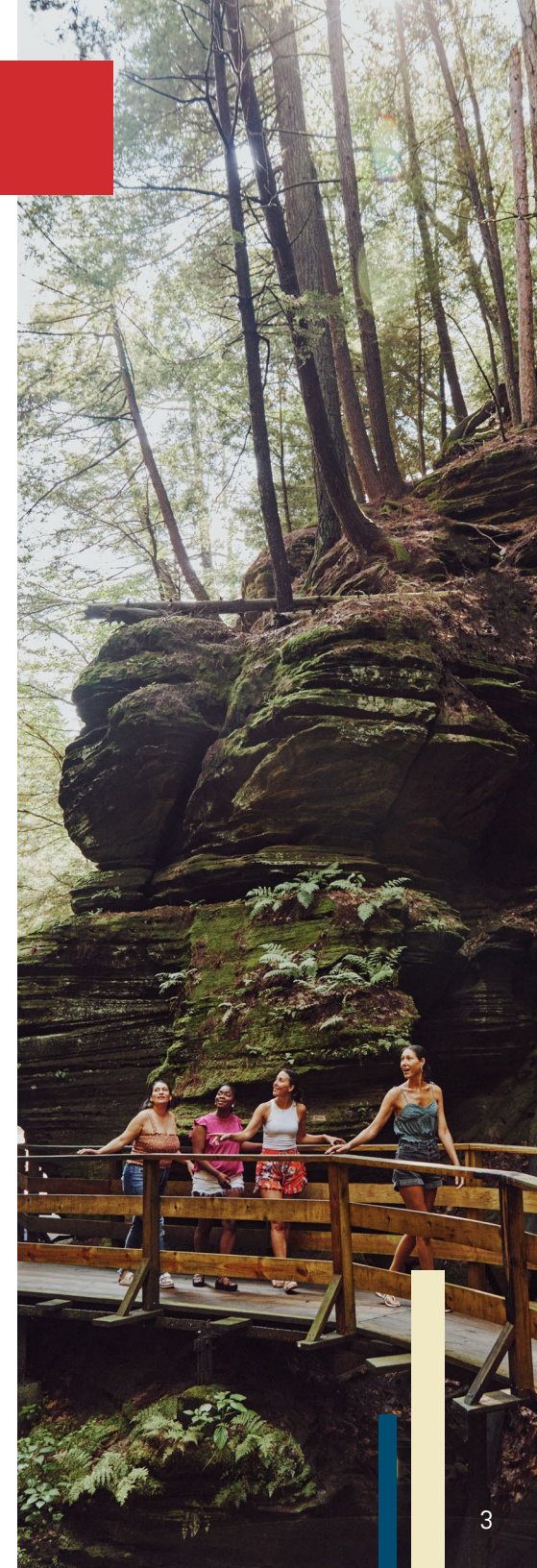
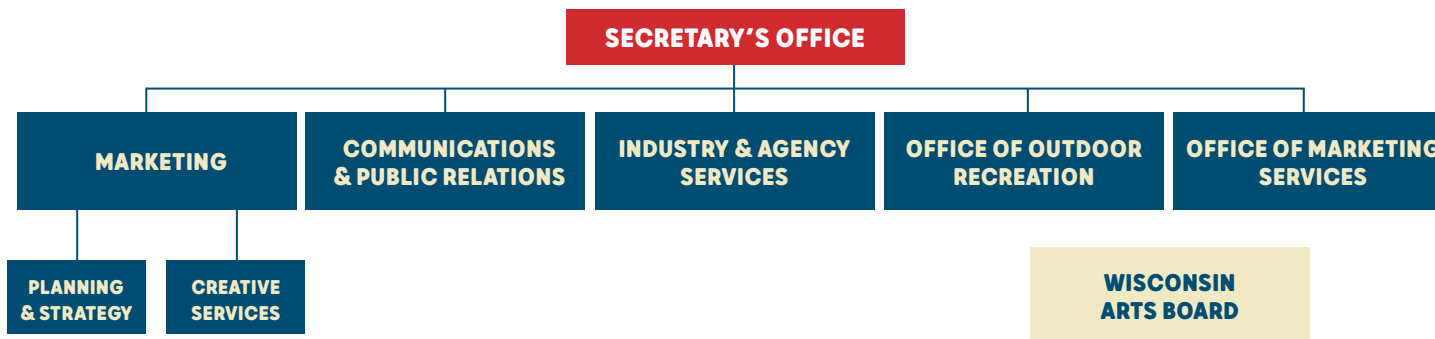
Tourism Committees

Seven committees advise the agency in supporting the Wisconsin Department of Tourism's strategic plan.

- [Marketing Committee](#)
- [Tourist Information Center Grant Committee](#)
- [Joint Effort Marketing Grant Committee](#)
- [Outdoor Recreation Committee](#)
- [Meetings & Conventions Committee](#)
- [Diversity, Equity, Accessibility & Inclusion Committee](#)
- [Sports Marketing Committee](#)

Staff

The Wisconsin Department of Tourism has position authority for 27 full-time staff, in addition to varying numbers of project positions and LTEs. The Wisconsin Arts Board employs 4 full-time staff. For a full list of current staff members, please visit our [staff directory](#).



AWARDS

Top 25 Most Extraordinary Minds in Hospitality Sales, Marketing and Revenue Optimization

Hospitality Sales and Marketing Association International (HSMAI)

Mary Monroe Brown, Director of the Wisconsin Office of Outdoor Recreation

Gold Award, PR - Special Event category

HSMAI Adrian Awards

Travel Wisconsin and TURNER for Wonder of Wisconsin Media Experience

Gold Award, PR - Feature Placement Online category

HSMAI Adrian Awards

Travel Wisconsin and TURNER for online feature in [Condé Nast Traveler](#)

Silver Award, PR - Feature Placement Print - Consumer Magazine/ Newspaper category

HSMAI Adrian Awards

Travel Wisconsin and TURNER for print feature in [The Washington Post](#)

Bronze Award, PR - Influencer Marketing category

HSMAI Adrian Awards

Travel Wisconsin and TURNER for Wonder of Wisconsin Ambassador Challenge



FROM TOURISM SECRETARY-DESIGNEE ANNE SAYERS



Despite ongoing uncertainties around the pandemic and economy, travel sentiment remained strong throughout the year. The Wisconsin Department of Tourism seized the moment using smart, data-driven campaigns powered by deep investment to reach more travelers than ever before. Historic investments were amplified with world-class public relations, the entrepreneurial advancements of the Office of Outdoor Recreation and unwavering attention to leveraging our industry's shared voice through partner relations.

Positive travel intentions met head on by our strategic marketing efforts translated to real trips and dollars in our economy. Tourism surged back during 2021 with double-digit economic impact growth in every single one of Wisconsin's 72 counties.

While we are encouraged by the tremendous growth in fiscal year 2022, we remain mindful that tourism's ongoing recovery will act as a dial, not a switch. That is to say - we are recovering, but we have not yet fully recovered. Hotels and restaurants still grapple with slim profit margins and workforce challenges, urban areas that depend on large events still strive to bounce back, and the slow recovery of the arts continues.

Nevertheless, I can safely say that our partners are more determined than ever. Wisconsin's tourism industry is tough as nails, never wavering from our commitment to innovation and hospitality. It's a winning formula that buoyed us through the choppiest of waters. With the worst of it now behind us, we are laser focused on doing what we do best: showing travelers that we have exactly what they want - opportunities to share moments of joy with friends and family in the perfect place for making lasting memories. We will deliver on that promise for our travelers, and as we do, we are pleased to deliver economic benefits to all sectors of the tourism industry that have ripple effects beyond tourism in every corner of the state. Thank you for supporting this critical driver of Wisconsin's economy.

Safe travels and happy trails,

A handwritten signature in black ink that reads "Anne N. Sayers". The signature is written in a cursive, flowing style.

Secretary-designee Anne Sayers

ECONOMIC IMPACT

The Department of Tourism is Wisconsin's smallest cabinet agency, making up just one half of one percent of the state budget and one half of one percent of the state workforce, yet its economic impact is tremendous. In 2021, Wisconsin hosted more than 102.3 million visitor trips, resulting in \$20.9 billion total business sales and supported more than 169,000 jobs. Every Wisconsin county saw double-digit growth in economic impact over 2020, showcasing the power of tourism as a major economic driver.



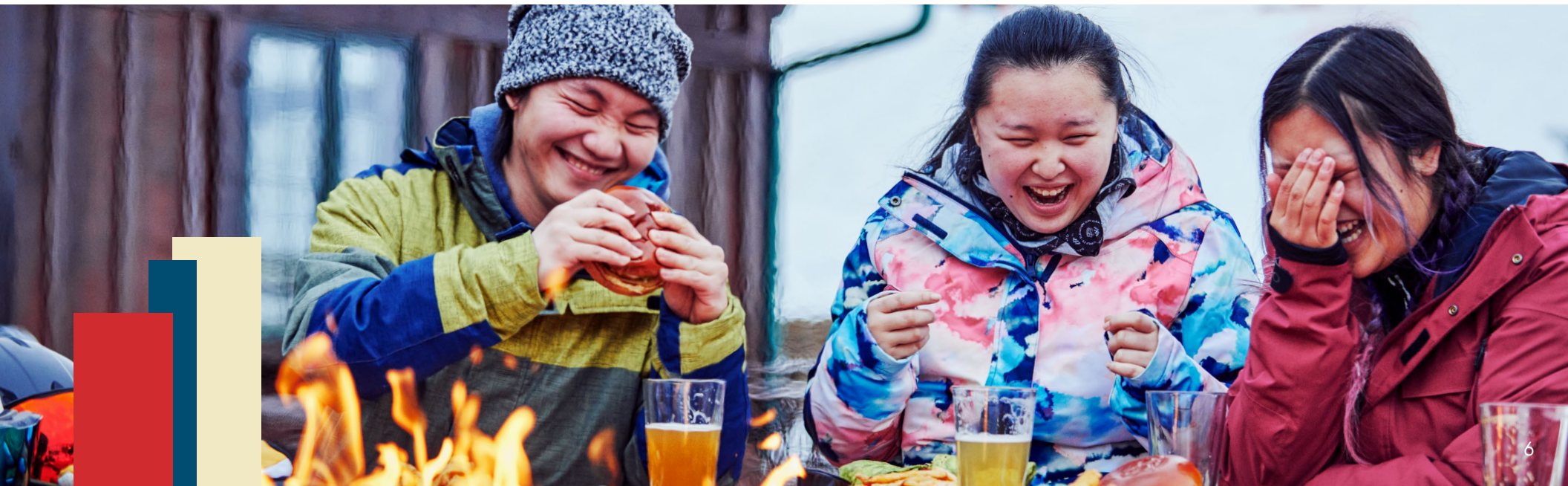
\$20.9 billion
total business sales



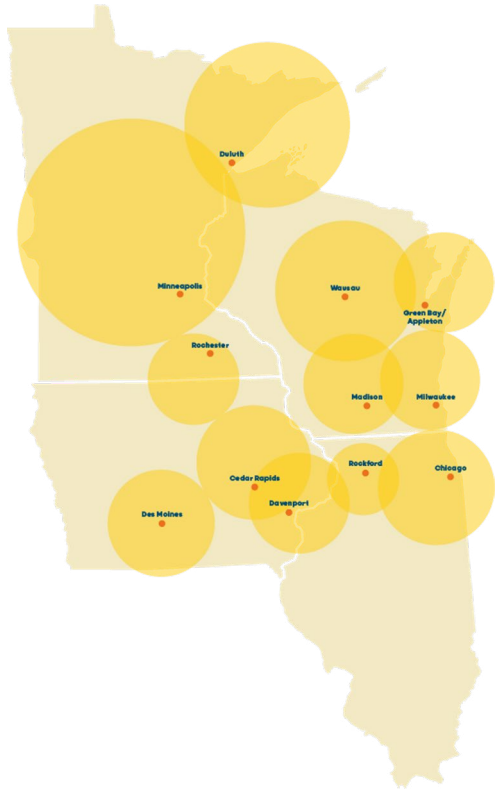
102.3 million
visitor trips



169,000
jobs



MARKETING



Data continues to inform every aspect of the Travel Wisconsin marketing strategy. Again, the Department of Tourism selected advertising audiences and markets based on the [Propensity to Visit Model](#). This proprietary model evaluates the highest value of visit by considering demographic and geographic attributes, prior travel behavior, psychographic measures related to travel and personal values from consumers nationwide. The model guided the advertising strategy to reach 12 markets (twice as many as Wisconsin tourism’s record-setting year of 2019), including Chicago, Minneapolis, Milwaukee, Madison, Green Bay, Cedar Rapids, Duluth, Rochester, Davenport, Des Moines, Rockford and Wausau. Additionally, a deeper investment translated to a deeper reach season after season. In fact, the advertising spend for the 2022 winter campaign was more than the last six winters combined!

The 2022 campaign took Travel Wisconsin’s data-driven approach to new heights by using groundbreaking neuroscience research to observe the attentional, emotional and cognitive responses of travelers towards the summer TV commercial. This research revealed how motivating the ad was, if audiences processed the information and whether the ad was emotionally engaging. This extra layer of insight helps ensure advertising dollars are working as hard as possible to make the most impact.

In addition to seasonal campaigns, special campaigns based on short-term initiatives captivated travelers throughout the year. The popular Fall Color Report and Wisconsin Snow Report continued to serve as valuable resources to help travelers plan their adventures. The “Crown the Curd” competition engaged fans while uplifting the restaurant industry with nominations spotlighting restaurants from every corner of the state. Fans voted for the best curds, inspiring travelers to go taste for themselves. And with more than 1,800 events on TravelWisconsin.com, a special summer events campaign showed off Wisconsin’s spirited nature while playing a key role in providing the information event-seekers need to do their planning.

Travel Wisconsin also capitalized on big moments by running its 30-second television commercial in key markets during the 2021 NBA Finals and NFL playoffs. Professional sports play an integral role in driving economic impact and using the moments when all eyes are on Wisconsin raises awareness and creates a positive perception of Wisconsin - beyond our world-class sports - in the mind of potential travelers.



MARKETING KEY METRICS

FY 2022

659.5 million

Advertising impressions

9.25 million

Web sessions

7.33 million

Social media reach
(Facebook and Instagram)



CO-OP PROGRAM

The Travel Wisconsin co-op continues to evolve annually to elevate the Wisconsin brand and engage partners big and small across the state in shared vision and goals. This collaborative approach provides strategic and affordable opportunities to help industry partners engage and attract more visitors in order to drive economic impact. Options range in cost from free to \$10,000-plus, depending on the partner's budget. The 2022 co-op included 151 partnerships with a spend of \$373,200 by partners.



Travel Wisconsin with Hayward Lakes Visitor and Convention Bureau, Sawyer County, WI USA. Sponsored · Keepin' it reel in Hayward Lakes!

Fishing at Hayward Lakes – Hayward Lakes [Learn more](#)

Fishing in the Hayward Lakes Area The Hayward ...

HAYWARDLAKES.COM

The image shows a woman in a blue cap and white jacket holding a large fish on a boat. The boat has 'SHIMANO' written on it. The background is a lake and trees.

[View this email in your browser >](#)



EXPERIENCE WINTER MAGIC IN THE FOX CITIES

Step by step. Snowy crunch by crunch. Getting out in winter brings people together, and the Appleton area does winter refreshingly well. While here, spark cozy hot cocoa moments, explore the outdoors and discover unexpected treasures along the way. The Fox Cities invites you — enjoy before winter melts away!

[EXPLORE WINTER IN FOX CITIES](#)



EXPLORE A WINTER WONDERLAND

First stop: the [Heckrodt Wetland Reserve](#). In winter, this place is transformed into a snowy playground. When snow conditions are good, rent snowshoes from the Nature Center — staff will even help get first-timers started. The deer in the reserve are used to people, so there's a good chance you'll see some!



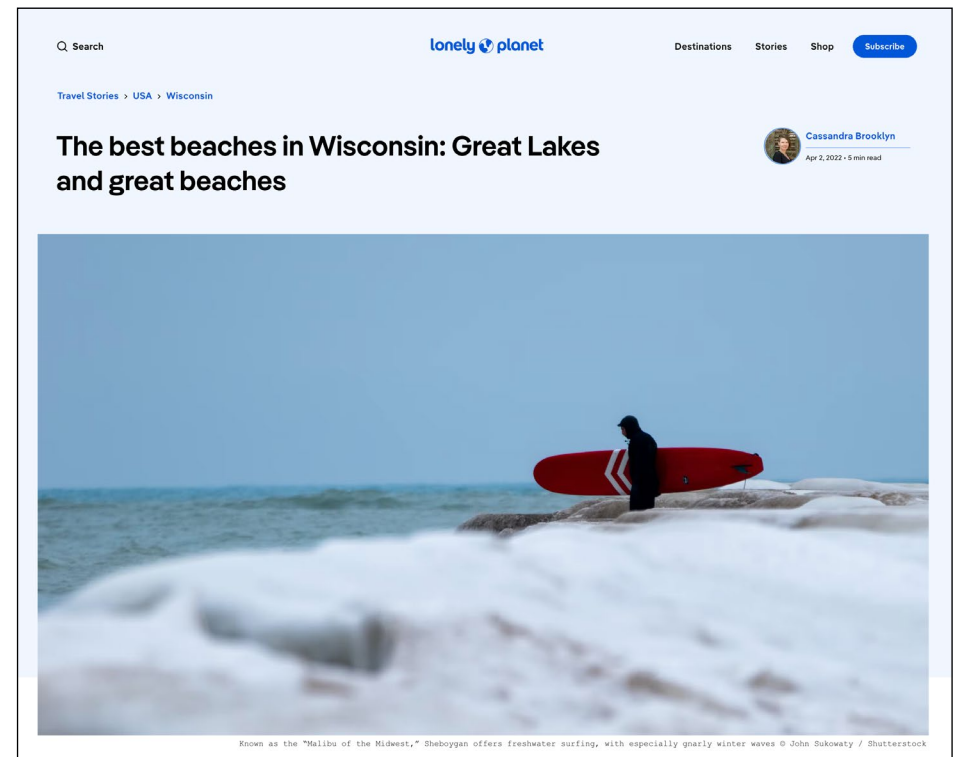
DISCOVER UNEXPECTED BEAUTY

Head indoors to explore the awe-inspiring [Bergstrom-Mahler Museum of Glass](#). Marvel at intricate art, including including the world's largest collection of luxury glass paperweights. Each is like a small window to another world. And if the timing's right, sign the family up for a glass craft-making class — they're designed for all ages, toddlers and up.

PUBLIC RELATIONS

Travel Wisconsin's public relations campaigns complement marketing by bringing the Wisconsin brand promise to life while reaching new audiences. The third-party validation made possible by public relations builds brand awareness, improves perception and extends the brand's reach, beyond what's feasible within the advertising budget. This happens through a continuous cycle of identifying key media contacts, building relationships and proactively pitching unique Wisconsin stories. This fiscal year coverage included *Forbes*, *Food & Wine*, *The New York Times*, *The Wall Street Journal*, *Travel + Leisure*, *Chicago Magazine*, *Condé Nast Traveler* and more. Small group familiarization trips returned, while Wisconsin continued to host individual journalist trips as well. During the fiscal year, Milwaukee hosted North America's largest network of freelance travel writers, and Travel Wisconsin worked with our partners to host many of those writers on group media trips. The team also attended both in-person and virtual deskside visits to engage with writers, keep Wisconsin top-of-mind for future stories and inspire travel writers to visit Wisconsin to uncover additional story ideas.

In addition to working with in-state, regional and national media, Travel Wisconsin continued to capitalize on the growing value of content creators as an effective way to leverage third-party credibility and tell authentic stories. A recommendation from a well-vetted content creator is like a recommendation from a trusted friend. Consistent engagement with our creator content shows people are learning something new about Wisconsin that makes them want to plan a trip here.



PUBLIC RELATIONS KEY METRICS

FY 2022 KEY PR METRICS

548
stories

4.2 billion
impressions

42
virtual or in-market
media engaged (desk
sides, hosting)



THE WALL STREET JOURNAL. *The New York Times*
Forbes **FOOD & WINE** TRAVEL+LEISURE
CHICAGO ^{Condé Nast} **Traveler**

The image is a screenshot of a travel article. The top part shows a map of Chicago with a location pin for "Bronzeville" in Milwaukee. Below the map is a photograph of a bronze statue of a man in a suit, seen from behind, looking towards a street scene with buildings and trees. The text below the photo reads: "With thriving businesses and the reopening of a noted museum, a Black district offers a sense of renewal". To the right of the photo is a globe icon and a "See List" button. Below the globe, there is a paragraph of text: "At times overshadowed by its namesake neighborhood in Chicago, Milwaukee's Bronzeville district is again distinguishing itself as a center of African American culture. From 1910 to the 1950s, the area buzzed with Black-owned businesses, but it was decimated by 'urban renewal' projects that razed thriving Black neighborhoods across America. Today's Bronzeville is supported by about \$400 million of redevelopment funds from organizations like the Historic King Drive BID, P3 Development Group and Maures Development Group (all led by people of color). Symbolic of this reinvigoration is the reopening this year of America's Black Holocaust Museum. Founded in 1988 by Dr. James Cameron, the only known survivor of a lynching, the museum attracted visitors from around the world before closing in 2008 when it lost funding during the recession. On Feb. 25, the museum will reopen in a 10,000-square-foot space that takes visitors on a journey through more than 4,500 years of African and African American history. Nearby, businesses like Gee's Clippers (a barbershop housed in a 1930s bank) and the Bronzeville Collective (a retail space featuring local Black brands) elevate African American artistry, while the newly opened Maranta Plant Shop, Sam's Place Jazz Cafe and soon-to-open Niche Book Bar prove that Bronzeville is back. — Shayla Martin". At the bottom right, it says "Kevin Miyazaki for The New York Times".

PUBLIC RELATIONS KEY METRICS

FY 2022 KEY CONTENT CREATOR METRICS

Regional and national content creators

17

content creator visits

1.7 million

content creator impressions

7%

engagement rate
(2% industry standard)

In-state campaign

26

content creator visits

290,000

content creator impressions

29.71%

engagement rate
(2% industry standard)



INDUSTRY RELATIONS

Travel Wisconsin is pleased to serve as extended teammates to our many tourism partners through industry relations programs. These programs provide the two-way street needed for the industry to share their on-the-ground experience with Travel Wisconsin and for the Travel Wisconsin team, in turn, to provide relevant support to partners. That powerful feedback loop informed the variety of resources and tools provided to the industry, including economic impact data, travel sentiment research, customized trainings and assessments, access to state and federal grant opportunities and more. In fiscal year 2022 alone, the team of four Regional Tourism Specialists completed nearly 2,000 engagements, both virtually and in-person.

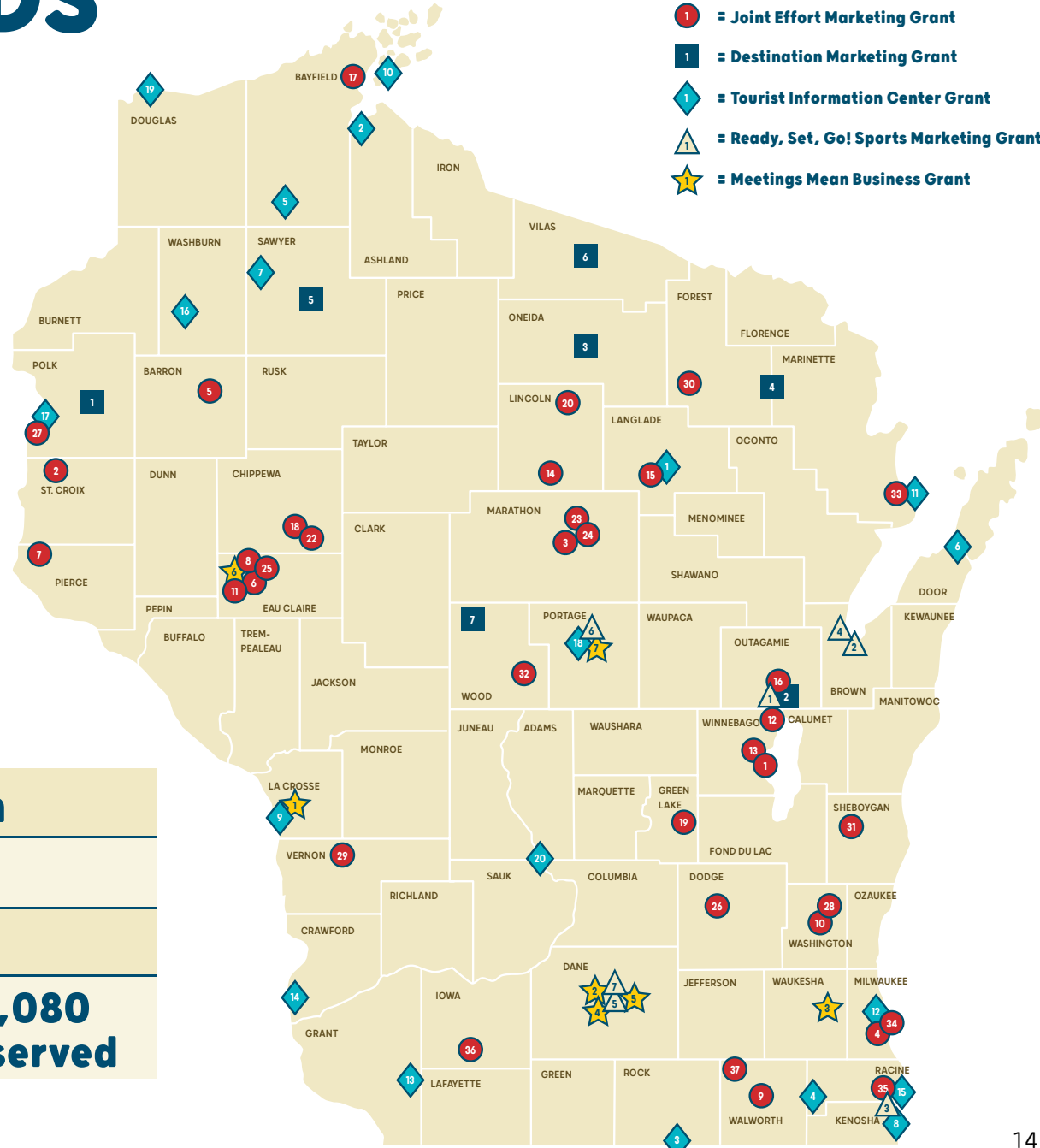


The Wisconsin Governor's Conference on Tourism (WIGCOT) is a marquee annual event that connects industry partners, provides expert-led training and shares the excitement (and strategy) of the Travel Wisconsin campaigns. This fiscal year saw the return of the in-person conference at the Monona Terrace in Madison with more than 450 attendees.

FY 2022 GRANT AWARDS

Click [here](#) to view all grant reports in detail.

- 1 = Joint Effort Marketing Grant
- 1 = Destination Marketing Grant
- 1 = Tourist Information Center Grant
- 1 = Ready, Set, Go! Sports Marketing Grant
- ★ = Meetings Mean Business Grant



	GRANTS AWARDED	ESTIMATED ROI
JEM	\$1,130,000	\$39 million
RSG	\$102,762	\$14 million
MMB	\$117,238	\$5 million
TIC	\$160,000	Around 224,080 customers served

WISCONSIN OFFICE OF OUTDOOR RECREATION

Outdoor recreation is not only one of the top reasons for visiting Wisconsin, it's also big business. As the central hub for the state's \$7.8 billion outdoor industry, the Wisconsin Office of Outdoor Recreation is drawing essential links between the places, activities and the business of outdoor recreation to advance the industry.

The instrumental work of the Office provides resources, tools and connections to support the efforts of partners - destinations, businesses, manufacturers, guides and nonprofits.

Toolkits and collaborative activations

Bringing cross-industry and agency partners together to collaborate resulted in the [#AdventureWithCare campaign poster](#), the [WiBike Community Toolkit](#) and the [Look-for-Local initiative](#) at Canoecopia.

Outdoor Business Directory

A first of its kind resource, the directory grew its listings by 17%, proving it's a valuable tool for businesses and organizations to connect.

Educational webinars and panels

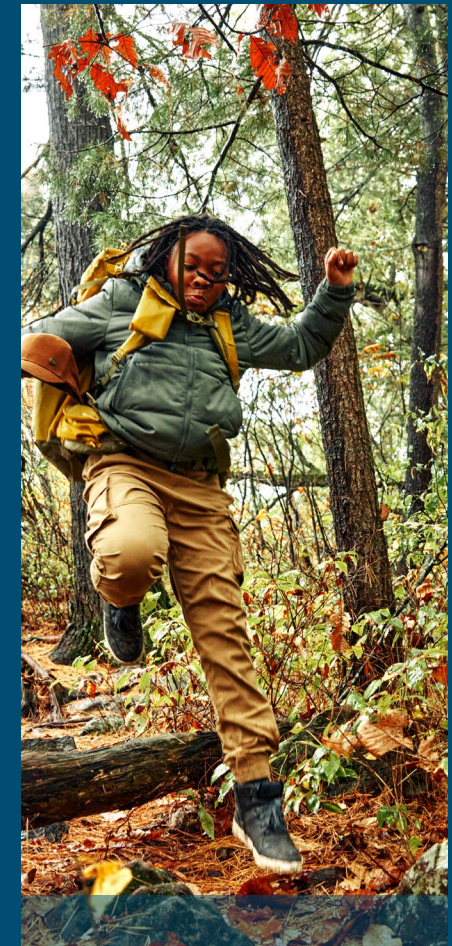
Reaching the industry through on-demand webinars, conference panels and speaking engagements, the Office brings relevant education to stakeholders.

Wisconsin Trail Report

In just its second season, the report had a 56% increase in pageviews, confirming that the tool is helping residents and visitors plan out time on the trails.

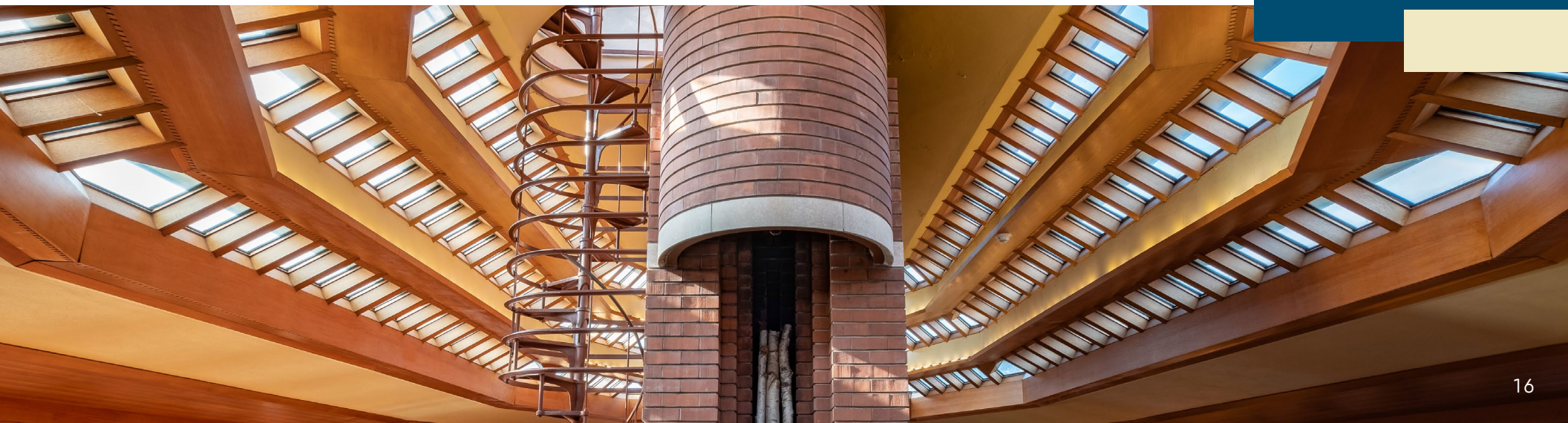
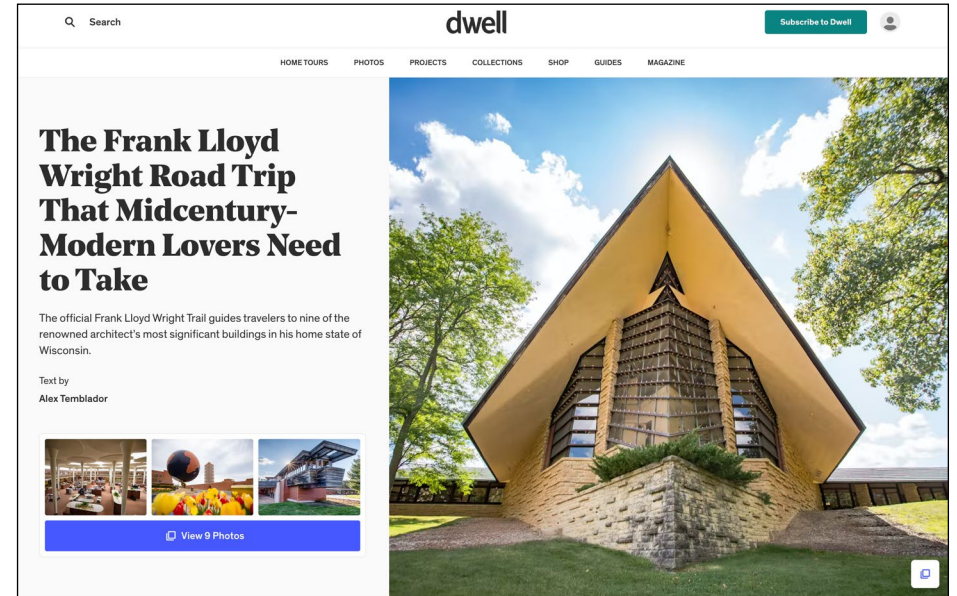
Backpacker Get Out More TV

For a second year, a Wisconsin episode was the only Midwest location and a top performer in the series, featuring tourism partners and outdoor businesses to highlight the state as a top outdoor recreation destination.



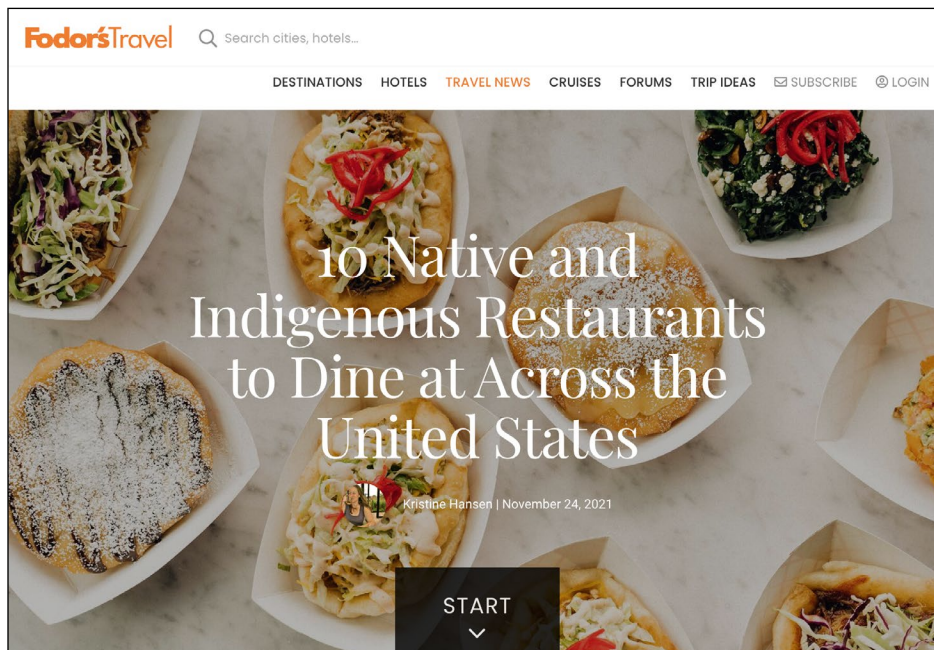
FRANK LLOYD WRIGHT TRAIL

Since its launch in 2017, the Frank Lloyd Wright Trail has garnered worldwide media coverage and drawn travelers from near and far. The Frank Lloyd Wright Trail is a valuable storytelling opportunity for Travel Wisconsin. This year, it was featured in four social media posts, our official travel guide, four TravelWisconsin.com articles and 10 earned media placements in outlets including [Dwell](#), [Thrillist](#), [TripSavvy](#), [Condé Nast Traveler](#) and more.



TRIBAL TOURISM

The Department of Tourism is proud to help travelers experience the distinct traditions and learn about the cultural heritage of Wisconsin's 11 federally recognized tribal nations. Native culture is woven into the fabric of our state and provides incredible experiences for travelers to enjoy. A few promotion examples include, eight social media posts, inclusion in our official travel guide, four TravelWisconsin.com articles and 10 earned media placements in outlets including [Fortune](#), [Fodors](#) and [Madison Magazine](#).



OFFICE OF MARKETING SERVICES



The Office of Marketing Services provides marketing consultation services to other agencies, councils, commissions and boards in Wisconsin state government. Through the office, agencies can access skilled staff and resources to help bring big ideas to life, whether the event includes hundreds of in-person attendees or the technology needed for a virtual conference.

Projects supported by the Office of Marketing Services in FY 2022 included:

2021 Society of American Travel Writers Reception

2021 & 2022 Governor's Cyber Security Summit

2021 & 2022 Governor's Conference on Highway Safety

2021 Statewide Procurement Virtual Conference

2021 & 2022 Wisconsin Fall Conference on Tourism

Department of Tourism Co-op Advertising Program

Department of Tourism Meetings & Conventions Marketing Project Management

Department of Tourism Sports Marketing Project Management

2022 & 2023 Wisconsin Governor's Conference on Tourism

2022 & 2023 Governor's Conference on Emergency Management & Homeland Security

Department of Safety & Professional Services LicenseE logo & Digital Media Kit



DEPARTMENT OF TOURISM BUDGET



In FY2022, the Department of Tourism had \$12,827,335.11 of receipts, \$6,004,446.10 of authorized General-Purpose Revenue (GPR), and \$1,603,500.00 of authorized Segregated Fund Revenue (SEG) for a total available amount to spend of \$20,435,281.21.

In FY2022, Tourism had total expenses of \$20,237,954.20, which included \$4,507,366.22 of Federal expenses.

CONTACT INFORMATION



Wisconsin Department of Tourism

3319 W Beltline Hwy | PO Box 8690

Madison, WI 53708-8690

(800) 432-8747

Travel Wisconsin Social Media



Tourism Industry Social Media



The Wisconsin Department of Tourism would like to thank decision makers, agency partners, members of the Wisconsin Council on Tourism, committee members and industry stakeholders for supporting our mission to inspire travelers to experience Wisconsin.



WISCONSIN

— DEPARTMENT OF TOURISM —



ANNUAL REPORT

FISCAL YEAR 2023

RECORD- BREAKING



VISION:

Grow our economic impact at a higher rate than our competitors

MISSION:

Inspire travelers to experience Wisconsin

View the full strategic plan [here](#).

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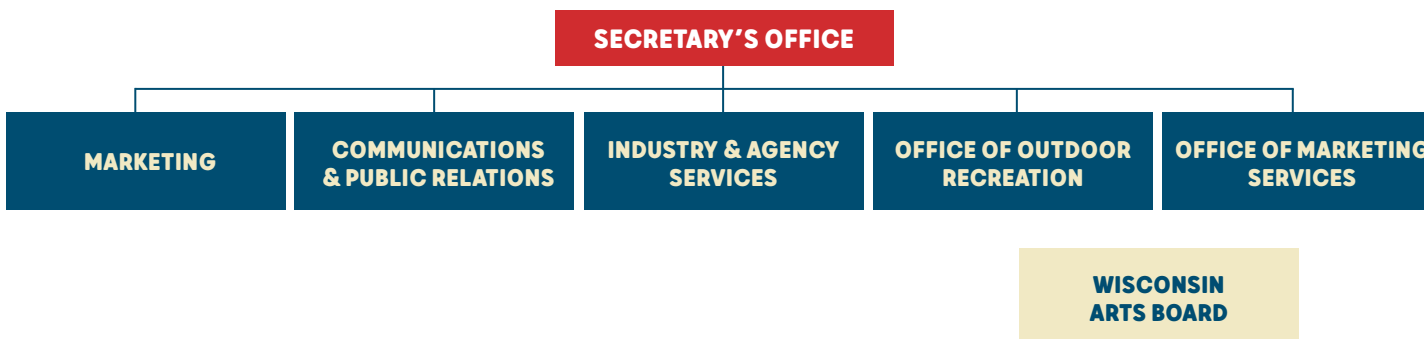
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- [Sports Marketing Committee](#)

Staff

The Wisconsin Department of Tourism has position authority for 27 full time staff and a varying number of project positions. The Wisconsin Arts Board employs four staff. For a full list of current staff members, please visit our [staff directory](#). The Department has aligned its workforce and staffing arrangements and policies with DOA's "Anywhere in Wisconsin" vision beginning in 2021. This has expanded state job opportunities to residents throughout the state who possess Tourism expertise, increased productivity and employee satisfaction.



AWARDS

Top 25 Most Extraordinary Minds in Hospitality Sales, Marketing and Revenue Optimization

Hospitality Sales and Marketing Association International (HSMAI)

Shane Brossard, Chief Marketing Officer



ESTO Mercury Award, Printed Collateral Materials

U. S. Travel Association

Wisconsin Travel Guide



Bronze Award, PR - Feature Placement Online

HSMAI Adrian Awards

For online article in [Lonely Planet](https://www.lonelyplanet.com/us/travel-guides/wisconsin/hikes-beers-and-cheese-the-best-things-to-do-in-wisconsin)



FROM TOURISM SECRETARY ANNE SAYERS



Wisconsin is having a moment. A big moment. In just the past fiscal year, we've hosted the Fat Bike World Championships and the U.S. Senior Open, Milwaukee was named one of National Geographic's best places to visit in 2023, Appleton's Mile of Music festival was featured in Rolling Stone and the list goes on and on.

We seized this moment with big ideas, big plans and big goals and the results are, well, big. Wisconsin's record-breaking tourism economic impact in 2022 generated \$23.7 billion, surpassing the previous record of \$22.2 billion set in 2019. All 72 counties experienced an increase in total tourism economic impact compared to 2021.

This success is thanks to the unwavering commitment of so many, starting with our industry partners, from destination marketing organizations to business owners, our incredible frontline hospitality workers, and everyone in between. I'm so appreciative that Governor Evers remains tourism's biggest advocate. No one loves to #TravelWI more, and his genuine support of our industry always shines. I also want to thank the incredible bipartisan group of elected officials, without whose support, none of our work would be possible. Finally, I want to recognize the hardworking staff of the Department of Tourism. While they're committed to leading with data-driven strategy, I can also confirm the team leads with heart. We love our state. We love our industry. And we are honored to be charged with promoting Wisconsin as the perfect place for travelers to share moments of joy with friends and family.

Thank you to all who support this critical driver of Wisconsin's economy.

Take care and happy trails,

A handwritten signature in black ink that reads "Anne N. Sayers".

Secretary Anne Sayers



2022 ECONOMIC IMPACT

The Department of Tourism is Wisconsin's smallest cabinet agency, with a base budget of less than \$17 million out of Wisconsin's \$89 billion budget, yet its economic impact is tremendous. Wisconsin tourism's record-breaking \$23.7 billion economic impact in 2022 demonstrates an incredible return on investment for Wisconsin. Every Wisconsin county saw growth in economic impact over 2021, showcasing the power of tourism as a significant economic driver in every corner of our state.

The record-breaking year was fueled by a record number of overnight trips, an important factor given that overnight visitors spend nearly three times as much as day visitors. By convincing more visitors to stay the night so they could add more activities to their itinerary, Wisconsin tourism delivered a deeper economic impact than ever before. This data also shows that despite economic factors, travelers are still prioritizing travel and when they do, they're choosing Wisconsin.



\$23.7 billion
total business sales



111.1 million
visitor trips



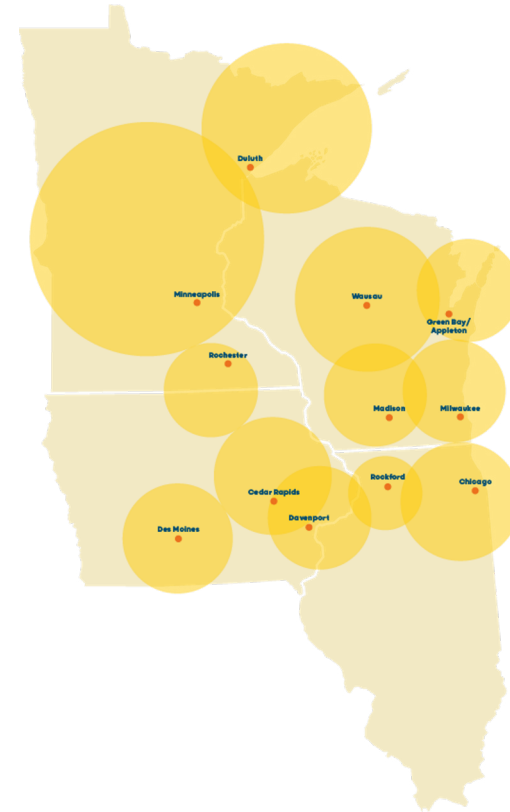
174,000
jobs



MARKETING

Travel Wisconsin's campaigns continued to champion the brand idea of "Here's to Those Who Wisconsin," highlighting Wisconsin's celebratory spirit and unforgettable experiences. Maintaining the brand idea - in combination with advertising in the same 12 markets identified in the [Propensity to Visit Model](#) since March 2021 - intentionally builds consistency across seasons and reinforces Wisconsin as a preferred vacation destination. Season after season, learnings inform optimizations to maximize investment.

In addition to the brand campaigns, seasonal events campaigns showed off Wisconsin's spirited nature while providing the information event-seekers need to do their planning. The popular Fall Color Report and Wisconsin Snow Report also continued to serve as valuable resources to help travelers plan their adventures. And for the first time, we fully integrated the official Wisconsin Highway Map with Travel Wisconsin's brand to drive visitation to [TravelWisconsin.com](#), so travelers are right where they need to be to gain travel inspiration statewide. The map highlights a shortlist of [Wonders of Wisconsin](#), a crowdsourced list of some of the most unforgettable and awe-inspiring places to visit throughout the state. The map also marks the Wisconsin Welcome Centers for the very first time.



FISCAL YEAR 2023 KEY METRICS

848.1 million

Advertising impressions

9.4 million

Web sessions

93.6 million

Social media reach (*Facebook and Instagram*)



PUBLIC RELATIONS

Travel Wisconsin's public relations campaigns complemented marketing campaigns by building brand awareness, improving perception and extending the brand's reach beyond the advertising budget. This happens through a continuous cycle of identifying key media contacts, building relationships and proactively pitching unique stories. Wisconsin hosted individual journalists, small group familiarization trips and one large group familiarization trip to showcase Wisconsin's tourism offering firsthand. The team also attended in-person and virtual deskside visits to engage with writers and inspire them to visit Wisconsin to discover deeper opportunities for storytelling.

Travel Wisconsin continued to capitalize on the growing value of content creators as an effective way to leverage third-party credibility and tell authentic stories. Consistent engagement with creator content showed people are learning new things about Wisconsin that inspire their trip planning.

FISCAL YEAR 2023 KEY PR METRICS

658

Stories

3.7 billion

Impressions

48

Virtual or in-person deskside appointments

42

Media visits

FISCAL YEAR 2023 KEY CONTENT CREATOR METRICS

17

Content creator visits

1.9 million

Content creator impressions

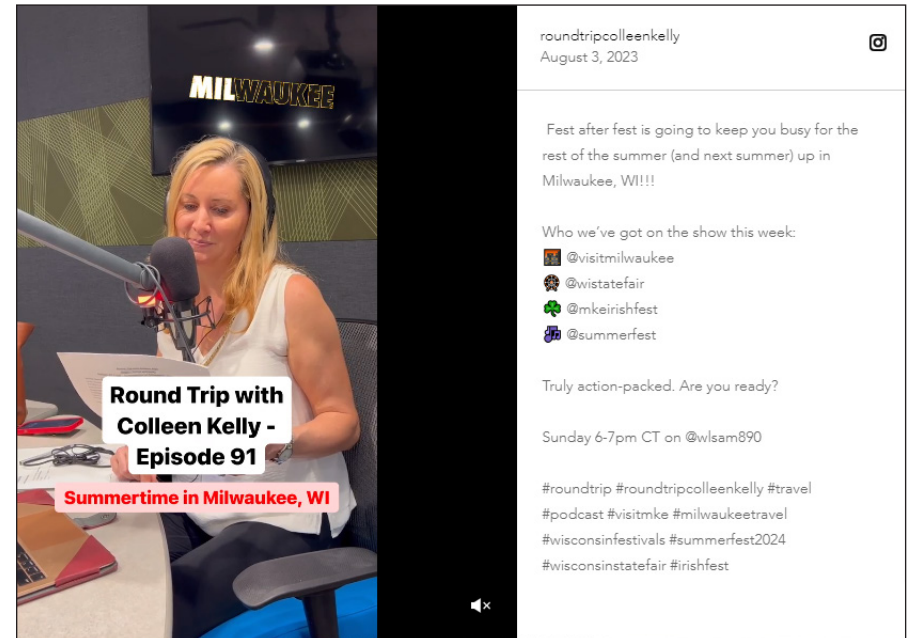
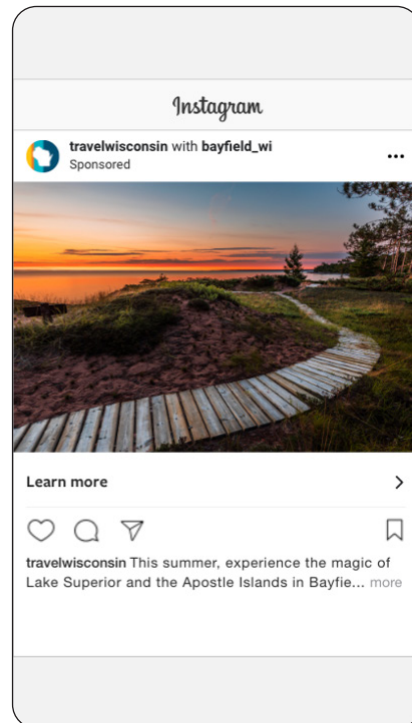
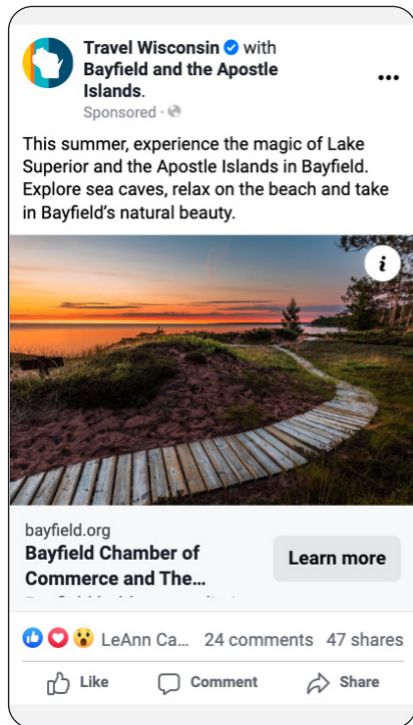
10%

Engagement rate (1.8% industry standard)



CO-OP PROGRAM

The Travel Wisconsin Co-op evolves each year to meet the needs of both partners and our consumers while delivering the greatest economic impact possible. Annual programs are designed to engage partners big and small across the state in shared vision and goals. The Co-op gives partners opportunities to stretch their dollars further, try new promotional tactics and programs, and to amplify their promotional strategies that would otherwise be budgetarily unattainable. The 2023 Co-op included 94 partnerships with an investment of \$203,140 by partners.



INDUSTRY RELATIONS

Travel Wisconsin's industry relations programs provide the collaborative communication needed for the industry to share their on-the-ground experience with us and for Travel Wisconsin to provide relevant support. Each week, the industry relations team engaged our many tourism partners with our toolkit of resources, including grant programs, website listings, email newsletters, webinars and our refreshed Travel Green program. In fiscal year 2023, almost 300 partners took the Travel Green pledge. Additionally, the industry team recruited and coordinated 175 fall color and snow reporters to maintain the popular, consumer-facing seasonal reports on TravelWisconsin.com.

To improve the traveler experience, the six Wisconsin Welcome Centers were refreshed to reflect the Travel Wisconsin brand and modernized with new literature racks, signage and video screens. The Wisconsin Welcome Centers saw over 181,000 visitors in fiscal year 2023.

The Industry Relations team engaged consumers, the media, domestic and international tour operators, meeting/convention/sports planners, and tourism businesses at consumer and business-to-business trade shows. Our industry team participated in three consumer events alongside 49 of our partners. Additionally, we participated in five business-to-business trade shows, where we held 76 appointments with 22 partners.

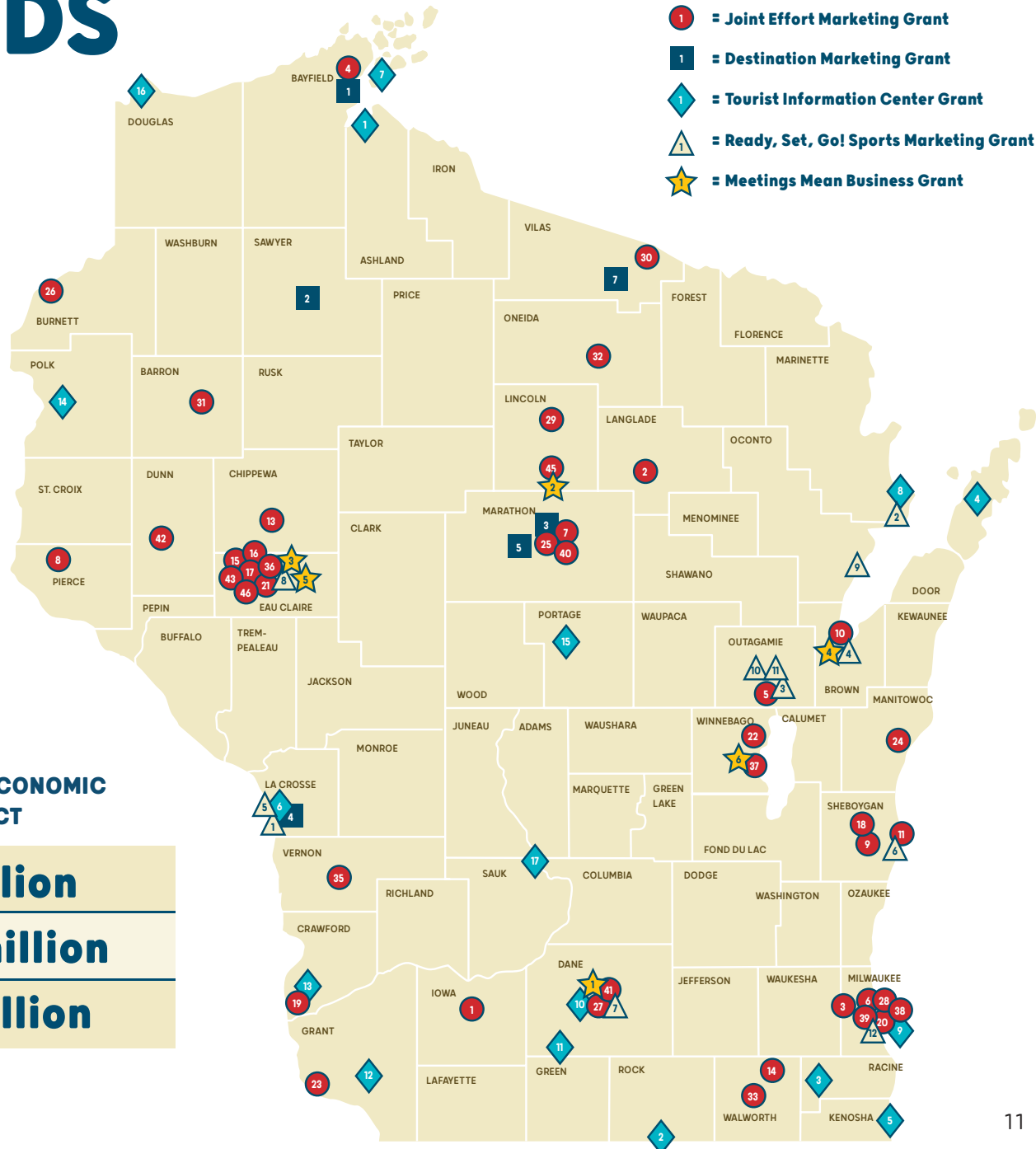
The Wisconsin Governor's Conference on Tourism (WIGCOT) is an annual event that connects industry partners, provides expert-led training and shares the excitement and strategy of Travel Wisconsin campaigns. This year's conference at the KI Center in Green Bay saw more than 700 registered attendees, more breakout sessions covering a wider breadth of topics than ever before and a record number of nominees for the Governor's Tourism Awards (73!).



FISCAL YEAR 2023

GRANT AWARDS

Click [here](#) to view all grant reports in detail. The map notes where the grant recipient is located; however, economic impact and reach of each project extends well beyond the community and county. This remains one of the Department's most popular industry programs.



**GRANT AWARD AMOUNTS
(FISCAL YEAR 2023)**

**ESTIMATED ECONOMIC
IMPACT**

JEM	\$1,143,869	\$42 million
RSG	\$128,051⁵⁰	\$13.5 million
MMB	\$103,371	\$4.3 million

WISCONSIN OFFICE OF OUTDOOR RECREATION

The Office of Outdoor Recreation continues to provide trusted resources, tools and connections to grow the economic impact of the outdoor recreation industry by supporting the efforts of partners - destinations, businesses, manufacturers, guides and nonprofits.

Wisconsin Outdoor Recreation Inventory

This innovative new tool stores information about recreation sites for 12 outdoor activities in a single place, whether the sites are managed at the federal, state or local level or by nonprofits. For the first time, this data is available to download and will help businesses and communities realize projects to promote recreation destinations, inform infrastructure priorities, secure funding and more.

Workforce attraction tool

In consultation with the Wisconsin Economic Development Corporation, the Office published a 16-page tool highlighting Wisconsin's outdoor recreation offerings, lifestyle and industry to assist employers in their talent recruitment efforts. The customizable tool was downloaded by more than 100 businesses from all sectors, with more than 600 individual copies distributed.

Toolkits & collaborative activations

Bringing cross-industry and agency partners together to collaborate resulted in the first-ever Wisconsin Healthy Communities Summit and a second year of the Look-for-Local initiative at Canoeecopia.

Wisconsin Trail Report

In its third season, the report had an 832% increase in pageviews, confirming that the tool is helping residents and visitors plan time on trails.

Outdoor Business Directory

Another first-of-its-kind resource, the directory grew its listings by 16%, proving it's a valuable tool for businesses and organizations to connect.

Wisconsin Outside

A monthly staple for the industry, the newsletter open rate grew 42% and continues to deliver news and resources while amplifying the innovations advancing outdoor recreation.

Educational webinars and panels

Reaching the industry through on-demand webinars, conference panels and speaking engagements, the Office brings relevant education to stakeholders. The Office hosted two webinars for over 130 people, which was viewed over 190 times on YouTube.



FRANK LLOYD WRIGHT TRAIL

Since its launch in 2017, the Frank Lloyd Wright Trail has garnered worldwide media coverage and attracted travelers from near and far. The Frank Lloyd Wright Trail is a valuable storytelling opportunity for Travel Wisconsin. Taliesin, which is Wisconsin's only UNESCO World Heritage site open to the public, is a highlight of the fall ad campaign. The trail is mentioned in social media posts, our official travel guide, 30 TravelWisconsin.com articles and six earned media placements in [New York Times](#), [Toronto Star](#) and [WTMJ](#).

» TORONTO STAR «

For architecture enthusiasts, Wisconsin is arguably the best place to understand Frank Lloyd Wright's legacy

America's most famous architect lived in Madison from ages 11 to 20, and built Taliesin — his primary home for 48 years — in nearby Spring Green.

By Lucas Aykroyd Special to the Star



TRIBAL TOURISM

The Department of Tourism is proud to help travelers experience the distinct traditions and cultural heritage of Wisconsin's 11 federally recognized tribal nations. Native culture is woven into the fabric of our state and provides incredible experiences for travelers to enjoy. A few promotion examples include five social media posts, inclusion in our official travel guide, advertorials in the Traveler magazine, 11 TravelWisconsin.com articles and 22 earned media placements in outlets including [Thrillist](#), [Condé Nast Traveler](#), [Round Trip with Colleen Kelly](#) and [WUWM](#).

WUWM 89.7
MILWAUKEE'S **MP1**


♥ Donate

Ways to infuse Native American culture into a Wisconsin winter getaway

WUWM 89.7 FM | By [Becky Mortensen](#)

Published November 18, 2022 at 2:02 PM CST

▶ LISTEN • 13:05




thrillist

SUBSCRIBE

For Some Native Farmers, Agriculture Is a Form of Resistance

In different corners of America, Indigenous communities reclaim culinary heritage and identity.

By [Emily Saladino](#)
Published on 11/16/2022 at 3:00 PM



Corn and sunflowers at Ukwakthwa | Photo by Emily Saladino



OFFICE OF MARKETING SERVICES



The Office of Marketing Services provides marketing consultation services to other agencies, councils, commissions and boards in Wisconsin state government. Through the office, agencies can access skilled staff and resources to help bring big ideas to life.

Projects supported by the Office of Marketing Services in fiscal year 2023 include:

August 2022 Governor's Conference on Highway Safety

October 2022 Crime Lab Symposium

October 2022 Governor's Cyber Security Summit

October 2022 Women in Cybersecurity

November 2022 Wisconsin Fall Conference on Tourism

February 2023 Statewide Procurement Virtual Conference

February 2023 Department of Transportation Disadvantaged Business Enterprise Conference

March 2023 Governor's Conference on Emergency Management & Homeland Security

March 2023 Wisconsin Governor's Conference on Tourism

Department of Tourism Meetings & Conventions Marketing Project Management

Department of Tourism Sports Marketing Project Management

Department of Veterans Affairs - Marketing and Website - Consultant

Department of Health Services - Adult Protective Services Public Awareness Campaign - Consultant

Department of Workforce Development - Job Center Brand Project - Consultant



DEPARTMENT OF TOURISM **BUDGET**



In fiscal year 2023, the Department of Tourism had receipts from state and one-time federal sources of \$23,534,699.88. In fiscal year 2023, Tourism had total expenses of \$23,934,579.54, which included \$5,894,756.79 of federal expenses. Excess expenses over the available amount to spend resulted from revenues collected in prior years and the related expenses recorded later in fiscal year 2023.

CONTACT INFORMATION



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Madison, WI 53708-8690

(608) 266-2161

Travel Wisconsin Social Media

 [Instagram.com/TravelWisconsin](https://www.instagram.com/TravelWisconsin)

 [Twitter.com/TravelWI](https://twitter.com/TravelWI)

 [Facebook.com/TravelWisconsin](https://www.facebook.com/TravelWisconsin)

 [Pinterest.com/TravelWisconsin](https://www.pinterest.com/TravelWisconsin)

Tourism Industry Social Media

 [LinkedIn.com/TravelWisconsin](https://www.linkedin.com/TravelWisconsin)

The Wisconsin Department of Tourism would like to thank decision makers, agency partners, Wisconsin Council on Tourism members, committee members and industry stakeholders for supporting our mission to inspire visitors to experience Wisconsin.



PROGRAMS, GOALS, OBJECTIVES AND ACTIVITIES

Program 1: Tourism Development and Promotion

Goal: Enhance the tourism value to Wisconsin by growing visitor spending and tourism jobs.

Objective/Activity: Produce and execute marketing campaigns and earned media exposure that reaches the target audience with an effective on-brand message to travel to Wisconsin.

Goal: Increase the amount of tax revenues generated by traveler spending in Wisconsin.

Objective/Activity: Continue to use all earned, owned, and paid channels to market Wisconsin to first-time and repeat visitors.

Goal: Enhance the perception of Wisconsin to visitors and prospective visitors.

Objective/Activity: To communicate with visitors and prospective visitors utilizing effective branded messaging.

Goal: Uplift the outdoor recreation industry to realize the full potential of the outdoor recreation economy through the Office of Outdoor Recreation.

Objective/Activity: Align Wisconsin's outdoor recreation industry to help Wisconsin claim its identity as a top outdoor recreation state for residents, visitors, and businesses.

Program 3: Support of Arts Projects

Goal: Reduce the applicant, staff, peer review and board time necessary to process grants.

Objective/Activity: Develop a process that balances the work necessary to receive a grant with the amount an applicant might expect to receive.

Objective/Activity: Reduce paperwork and required supplemental materials. Obtain technological solutions, where appropriate and available.

Note: Program 1 and 3 are referenced under Wisconsin Department of Tourism Statute 20.380. The statute does not include a second program. The goals, objectives and activities have been revised since the last reporting period.