

2017 ANNUAL REPORT

& Governor's Council on Tourism Report



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.



Stephanie Klett
Secretary





\$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 Klett



Joellyn Merz



Dawn Zanoni



Jeff Anderson



Linda Anderson



Hilary Burg



Sarah Klavas



Rachel Hersberger



Jonathan Eckelberg



Georgia Eisele



Julie Fox



Kyle Goodman



Shane Brossard



Shelly Harkins



Kristina Levay



Emily Lorenz



Charlene Malueg



Drew Nussbaum



Lisa Marshall



Heidi Schultz



Caitlin Shanahan



David Spiegelberg



Deb Zickert



Derrick Zimmerman



STEPHANIE KLETT
Secretary



SARAH KLASAS
Deputy Secretary



SHANE BROSSARD
Marketing Director



SHELLY HARKINS
Industry & Agency Services Director



LISA MARSHALL
Communications Director



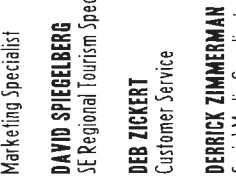
JOELLYN MERZ
Technology & Customer Services Director



RACHEL HERSBERGER
Digital Content Specialist



KRISTINA LEVAY
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



JULIE FOX
NW Regional Tourism Specialist



KYLE GOODMAN
Web & Digital Marketing Specialist



HILARY BURG
Writer & Digital Content Specialist



JONATHAN ECKELBERG
Digital Content Specialist



GEORGIA EISELE
Customer Service



JEFF ANDERSON
NE Regional Tourism Specialist



LINDA ANDERSON
Marketing Project Manager



WISCONSIN ARTS BOARD



KAITLYN BERLE



GEORGE TZOUGROS



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/WINGEA 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

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 Tomette 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 Bolten.

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



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



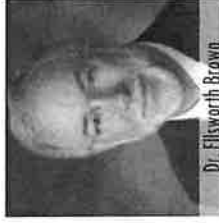
Brian Kelsey
Managing Director
Peninsula Players Theatre
(Council Vice Chair)



James Bolten
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 City 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 Kleih
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



Lois Roeh
General Manager
Osthoff Resort & Aspira Spa



Representative Travis Hanel
WI State Assembly



George Lougras
Executive Director
Wisconsin Arts Board



Representative Jill Billings
WI State Assembly



Stacy Watson
CHAIR
MARKETING COMMITTEE



Dainforth
Apache
Tribal Tourism Development Dir

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.



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 CIR 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% CIR 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.

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 WIGCOI.

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

30%

OUTDOOR

11%

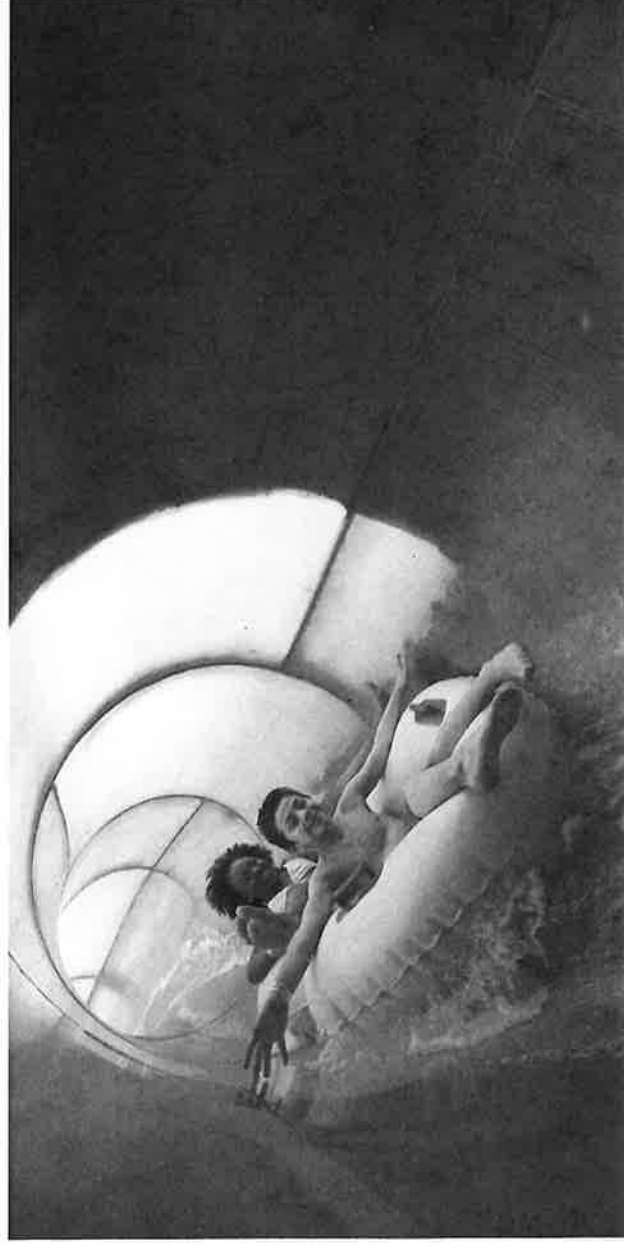
RADIO

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!

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%	2%	7%	33%
TV	CINEMA	RADIO	DIGITAL
3%	2%	1%	
SOCIAL	OUTDOOR	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%.

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%).

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.

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%.

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. Kleff 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

DIGITAL

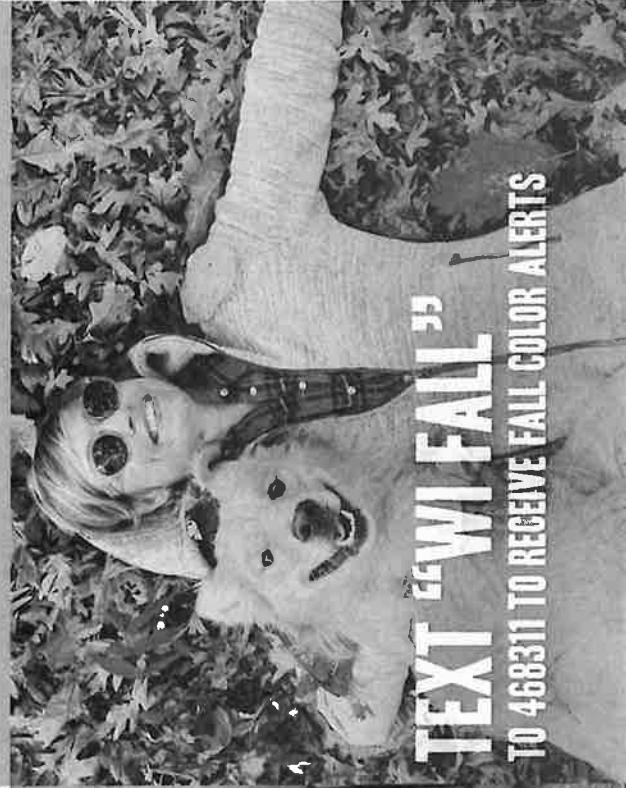
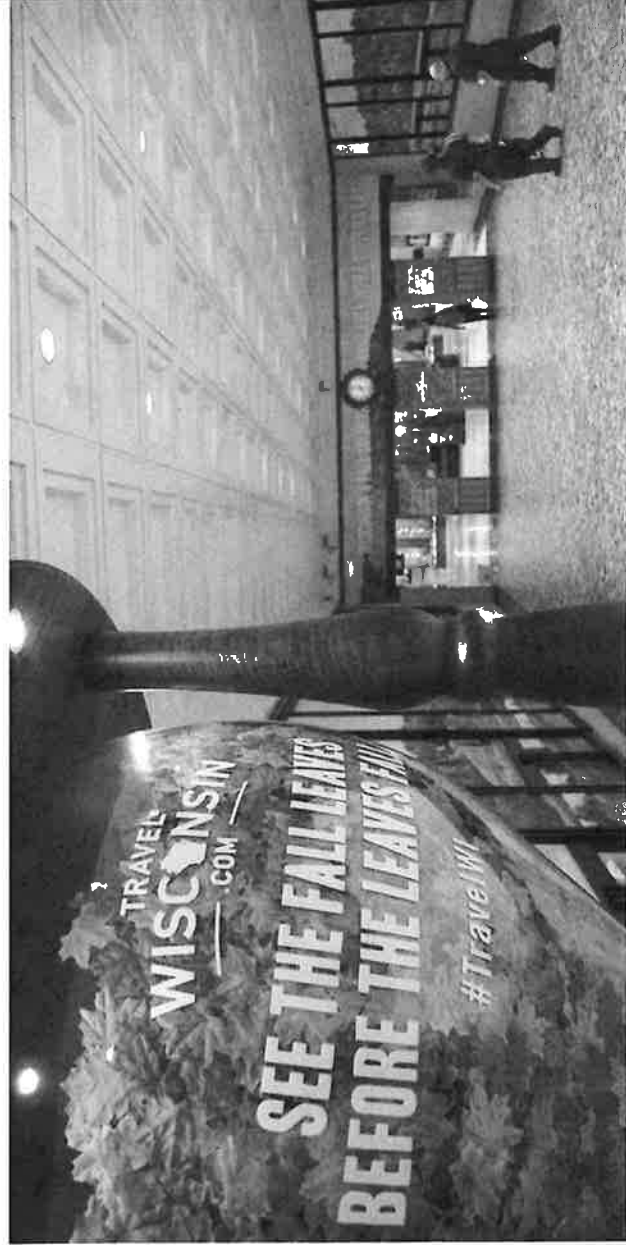
20%

03% PRINT

04% OUTDOOR

TOTAL INVESTMENT

\$1,310.8K



TEXT "WI FALL"
TO 468311 TO RECEIVE FALL COLOR ALERTS

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. Sponsored by Wisconsin Department of Tourism. October 4 - Paid. 10

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, program sideline passes, autographed merchandise and more!

Enter to Win Packers Tickets
Win the MVP award at a Packers home game this season! Enter our Packers Dream Draw contest for tickets, sideline passes and more!



PROMOTED TWEET ADS

Travel Wisconsin @TravelWI

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



GREEN BAY PACKERS SOCIAL ADS

Green Bay Packers with Travel Wisconsin
October 3 - Paid 10

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, program sideline passes, autographed merchandise and more.

Win Packers Tickets from Travel Wisconsin
Enter the Packers Dream Draw Sweepstakes today.

TRAVELWISCONSIN.COM [Learn More](#)

1,773,720
IMPRESSIONS

10,983
LINK CLICKS

19,809
TOTAL ENGAGEMENTS

758,786
IMPRESSIONS

14,532
LINK CLICKS

1.92%
CLICK-THROUGH RATE

\$0.25
COST PER LINK CLICK

18,613
TOTAL ENGAGEMENTS

113,072
IMPRESSIONS

639
LINK CLICKS

0.57%
CLICK-THROUGH RATE

\$0.65
COST PER LINK CLICK

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

AP Associated Press



The Daily Telegraph



ST. LOUIS POST-DISPATCH

SAVEUR

EARNED MEDIA HIGHLIGHTS

SAVEUR



CAN PIZZA NIGHT SAVE THE MIDWEST'S SMALL FARMS?
Midwest farmers are looking for ways to diversify their income. One idea is to host pizza nights at their farms. This article explores the potential of this new business model.

Have you been to a pizza farm? It sounds like the stuff of dreams: a pizza where rows of flowering vines, until to reveal the hand-dyed, annual moza harvest. Pies ready to be picked, stacked, and shipped to pizzerias across the country. "When it comes to pizza," they'd say, "I always freeze at the source."

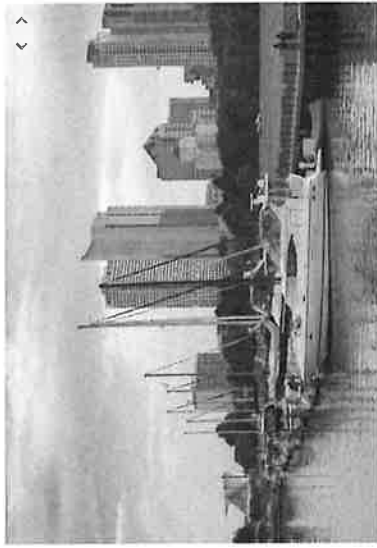
ST. LOUIS POST-DISPATCH

TRAVEL

http://www.stltoday.com/travel/milwaukee-more-than-just-beer-here/article_76318127-2d75-5076-4e5a-00432733ac91.html

Milwaukee: More than just beer here

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



View of Milwaukee's downtown skyline from the scenic Milwaukee Boat Line Coast-to-Coast scenic 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

F

Frank Lloyd Wright was a pioneer in the world of architecture. He designed some of the most famous buildings in the world, including Fallingwater, the Guggenheim Museum in New York City, and the Johnson Wax Building in Racine, Wis. Wright's designs were characterized by their use of natural materials and their integration with the surrounding environment. His work has inspired generations of architects and continues to influence the way we think about buildings today.

Taliesin West

Taliesin West is a collection of buildings designed by Frank Lloyd Wright. It is located in Scottsdale, Ariz. and is a prime example of Wright's Prairie School style. The buildings are characterized by their horizontal lines and their use of natural materials. Taliesin West is a National Historic Landmark and is open to the public for tours.

Fodor's Travel



The Washington Times

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



The Rust Belt is a region in the United States that has long been known for its industrial heritage. However, in recent years, it has emerged as a destination for tourists looking for a different kind of experience. The region offers a mix of history, culture, and natural beauty. From the industrial sites of Detroit to the scenic views of Lake Michigan, there is something for everyone in the Rust Belt.



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

1. Wisconsin



Play it safe this fall with the 2017 U.S. Open, which is expected to be the first major and sport to be held in the fall. Wisconsin is a great destination for golfers looking for a fall getaway. The state offers a variety of golf courses, from challenging links to family-friendly resorts. Wisconsin is also a great destination for golfers looking for a fall getaway. The state offers a variety of golf courses, from challenging links to family-friendly resorts.

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** .COM

Website Enhancements and Video Content Accomplishments:

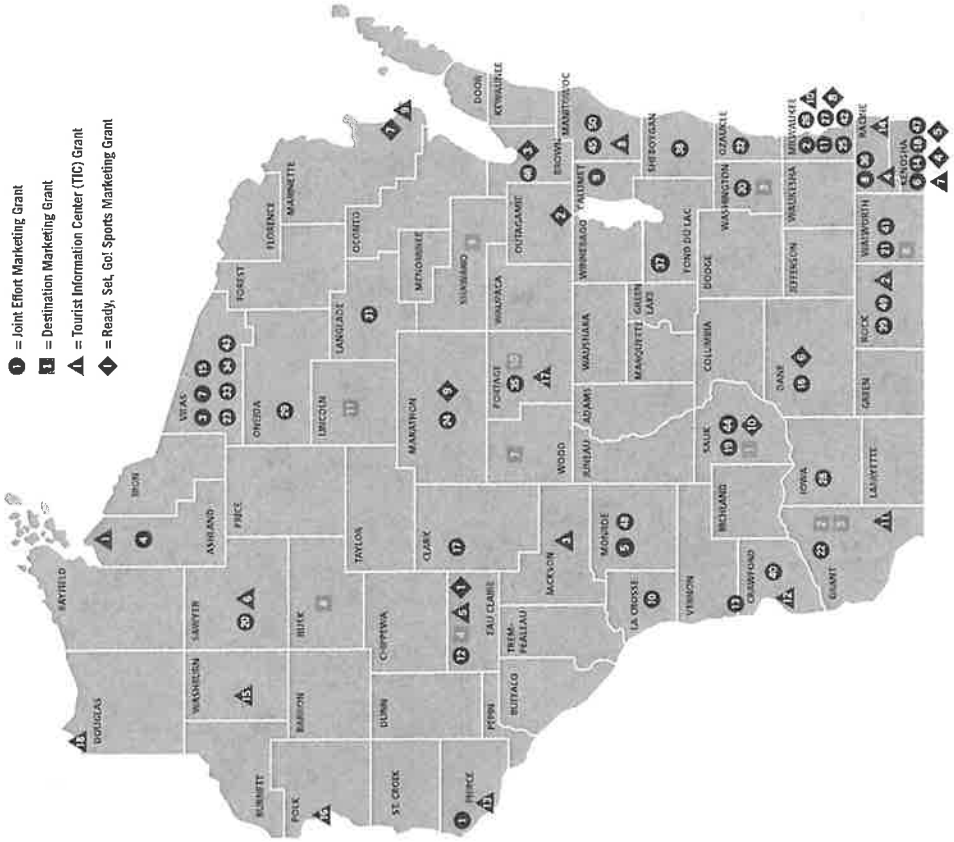
- + Redesigned listing pages, directories and articles enable a better mobile-friendly experience.
- + Time spent reading articles increased by 14% over 2016.
- + New long-form content pages lifted time on site average as much as 99%.
- + Onsite video engagement topped 1 million views.

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

RSE

\$33 MILLION

\$35,000

MMB

\$2.36 MILLION

\$160,000

TIC

**1 AROUND
1 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.

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.

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.

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

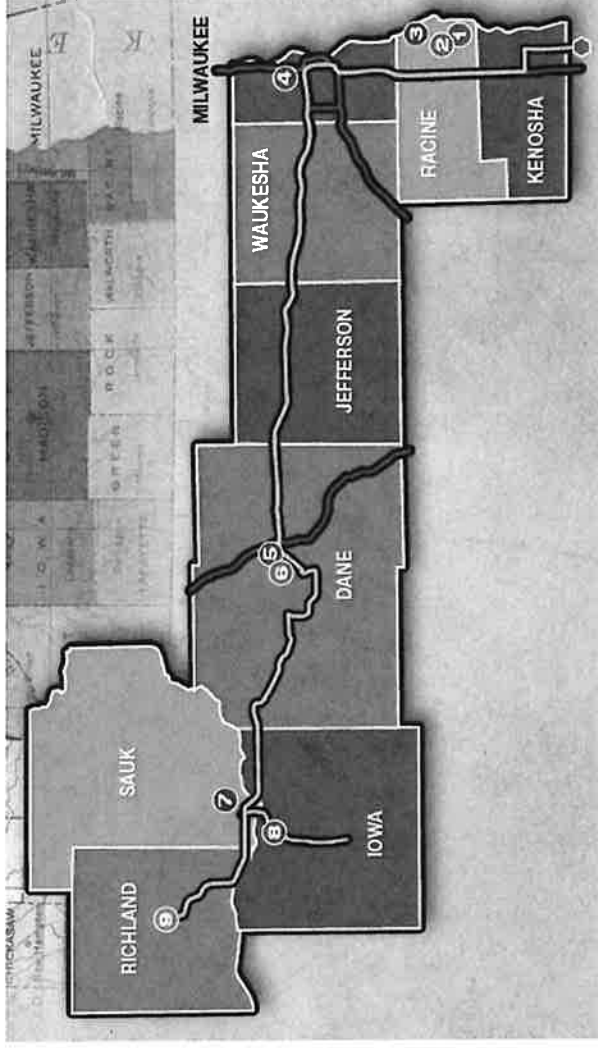
Born and raised in Wisconsin, Frank Lloyd Wright is widely regarded as America's greatest architect. Wisconsin is home to 41 Wright-designed buildings, the greatest collection of FLW sites anywhere in the world. Promoting these structures and the architect himself has been part of the department's marketing 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
- + 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

*1,104,874,675

\$51 MILLION*

EARNED MEDIA VALUE

*\$50,776,186.06

The Washington Times

Signs go up in Racine marking Frank Lloyd Wright Trail



By - Associated Press - Sunday, 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/2pPWNk1>) 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

Print

STAY The Vibe Fr

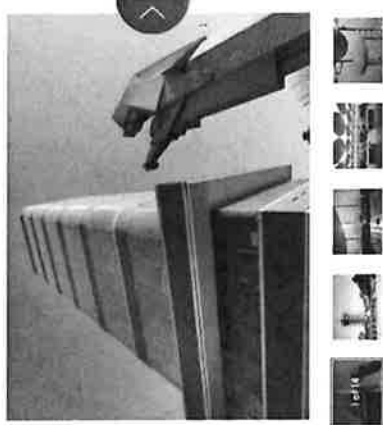
News: It's World at Unpopic

Politics: E Congress Aushwit

Sports: F4 Fav for ar Win

USA TODAY

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



Eye-Seek-Emme

1600 E. ...
The New ...
Through an ...
Architecture

FRANK LLOYD WRIGHT TRAIL

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

PHOTO: WISCONSIN TRAIL



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 Nekooza 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



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



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

DESKSIDE 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

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

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

2018 ANNUAL REPORT

& Governor's Council on Tourism Report





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 \$70.6 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,

Stephanie Klett
Secretary

2018: A YEAR OF GROUNDBREAKING ACCOMPLISHMENTS

\$50.8 MILLION IN EARNED MEDIA VALUE

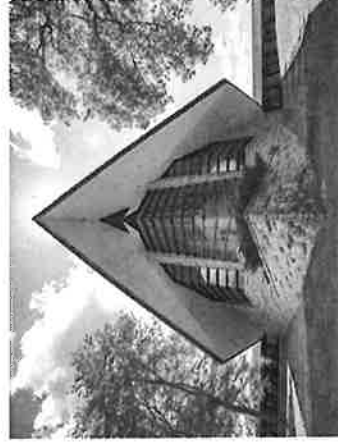


VIDEO CONTENT: 14 million views

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

0.72% 0.16%

Travel Wisconsin's average video engagement for video engagement Industry Benchmark



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



Sarah Klavas



Alyssa Dreher



Jonathan Eckleberg



Georgia Eisele



Julie Fox



Kyle Goodman



Shane Brossard



Shelly Harkins



Kristina Levan



Emily Lorenz



Chelsea Bence



Drew Nussbaum



Lisa Marshall



Heidi Schultz



David Spiegelberg



Deb Zickert



Carissa Brzezinski

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 IGL
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
Customer Service

CARISSA BRZEZINSKI
Social Media Coordinator

JONATHAN ECKLEBERG
Senior Communications Specialist

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

WISCONSIN ARTS BOARD



George Tzougros



Kaitlyn Berle



Karen Goeschko



Dale Johnson



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



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



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



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



Deb Atcher
President & CEO
Greater Madison CVB
CHAIR - M&C



Stephanie Klett
WI Department of Tourism



Cindy Burzinski
Director
Vilas City Tourism & Publicity



Paul Cunningham
President
Schreiner'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
Care of the Mounds
CHAIR - TRAVEL GREEN



Kathy Koop
Executive Director
Platteville Regional Chamber



Senator Terry Meulton
WI State Senate



Lois Roeh
General Manager
Orthoff Resort & Aspira Spa



George Izouros
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 Frejs
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

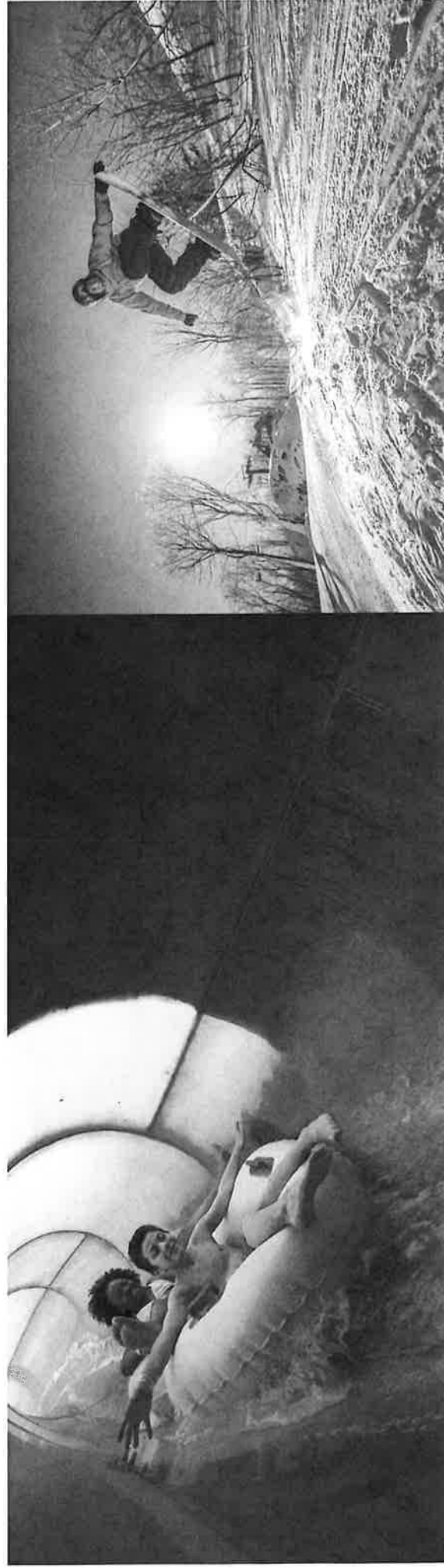
**PRIMARY:
INCREASE OUT-OF-STATE ARRIVALS**

ANALYSIS

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

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

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



WINTER HIGHLIGHTS

DISPLAY:

- + LC Trade Desk (LCD) achieved the same APM as Sojern, while only having half of Sojern's investment. Consider shifting funds from Sojern into LCD to recognize if LCD 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 LCD. 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' mōōtik, 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

ANALYSIS

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

SECONDARY:
DRIVE WEB TRAFFIC (AWARENESS)

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.

TERTIARY:
BUILD AWARENESS OF GEMUTLICHKEIT

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).
- + LCD 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
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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.

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.

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%).

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.

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.

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.

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 617,018 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
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SWEEPSTAKES & CONTESTS

BADGER BASH ACCOMPLISHMENTS:

FACEBOOK LIVE:

56,473 | **19,683** | **1.102**
People Reached | Views | Reactions, Comments, Shares

104 | **175** | **3,738** | **1.94%**
Shares | Comments | Post Clicks | Engagement Rate

BADGERS AND BIRDIES SWEEPS:

26,534 | **3:50**
Page Views | Time on Site

47% | **21,025**
Bounce Rate | Emails

BREWERS:

87 | **34**
Entries | 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

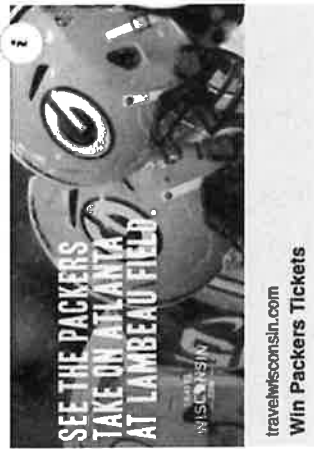
PACKERS DREAM DRAFT SWEEPSTAKES



Travel Wisconsin with Green Bay Packers. Sponsored by

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!



Green Bay Packers with Travel Wisconsin. Paid Partnership

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.



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.

AP Associated Press



The Daily Telegraph

travel
CHANNEL

USA TODAY

ST. LOUIS POST-DISPATCH

SAVEUR

EARNED MEDIA HIGHLIGHTS

SAVEUR



CAN PIZZA NIGHT SAVE THE MIDWEST'S SMALL FARMS?
By Amy Peterson • 5/16/17

Have you been to a pizza farm? It sounds like the stuff of dreams, a place where rows of flowering vines await to reveal the heartiest, annual pizza harvest. Pies ready to be plucked, cracked, and shipped to pizzerias across the country. "When it comes to pizza," Tony'd say, "it's always fresher at the source."

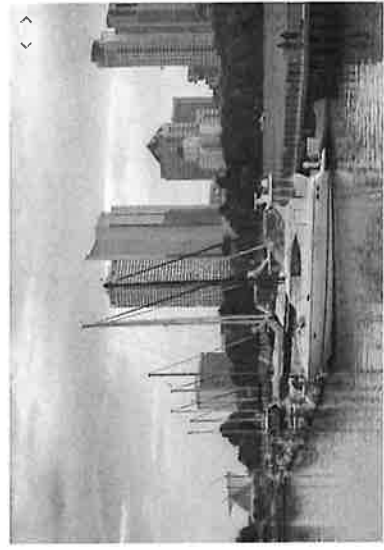
ST. LOUIS POST-DISPATCH

TRAVEL

<http://www.stlopost.com/travel/bellwether-comes-to-the-best-beer-festival-76319127-2017-07-07-wisconsin-60-53273.html>

Milwaukee: More than just beer here

By Amy Peterson • 5/16/17



Views of Milwaukee's downtown can be seen from the Milwaukee Bay Line Canal at the Milwaukee Pier. Photo by Gary Porter



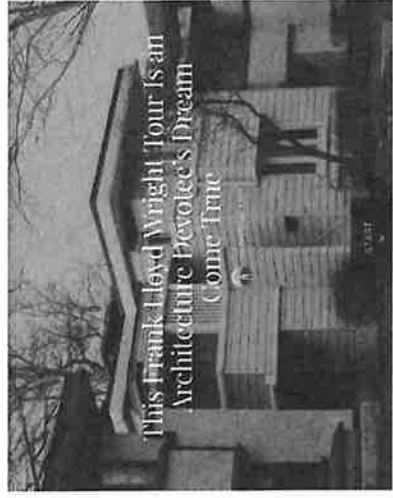
AAA LIVING

The Wright Way

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

Frank Lloyd Wright was a pioneer in the world of architecture. His designs, which blended nature and modernism, have inspired generations of architects and designers. Wright's work is still relevant today, as his emphasis on natural light and ventilation is becoming increasingly important in modern architecture. Wright's designs are still being used in modern architecture, and his influence is still felt in the way we live and work today.

Fodor's Travel



The Washington Times

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



The Rust Belt is no longer just a political force-but a destination. The region is attracting more tourists and investors, and its economy is growing. The Rust Belt is a region of opportunity, and it is time to start seeing it that way.

GOLFADVISOR

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

1. Wisconsin



Play the Clubhouse at the 2017 U.S. Open - with the return of iconic holes and U.S. Open. In 1995, they closed for year repairs for its 18th green and soon reopened with a new look. Wisconsin is a golfer's paradise. It's got it all: Big, beautiful golf courses, a new look for golf's version of American Park, and a new look for the Midwest's best golf destination.



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.

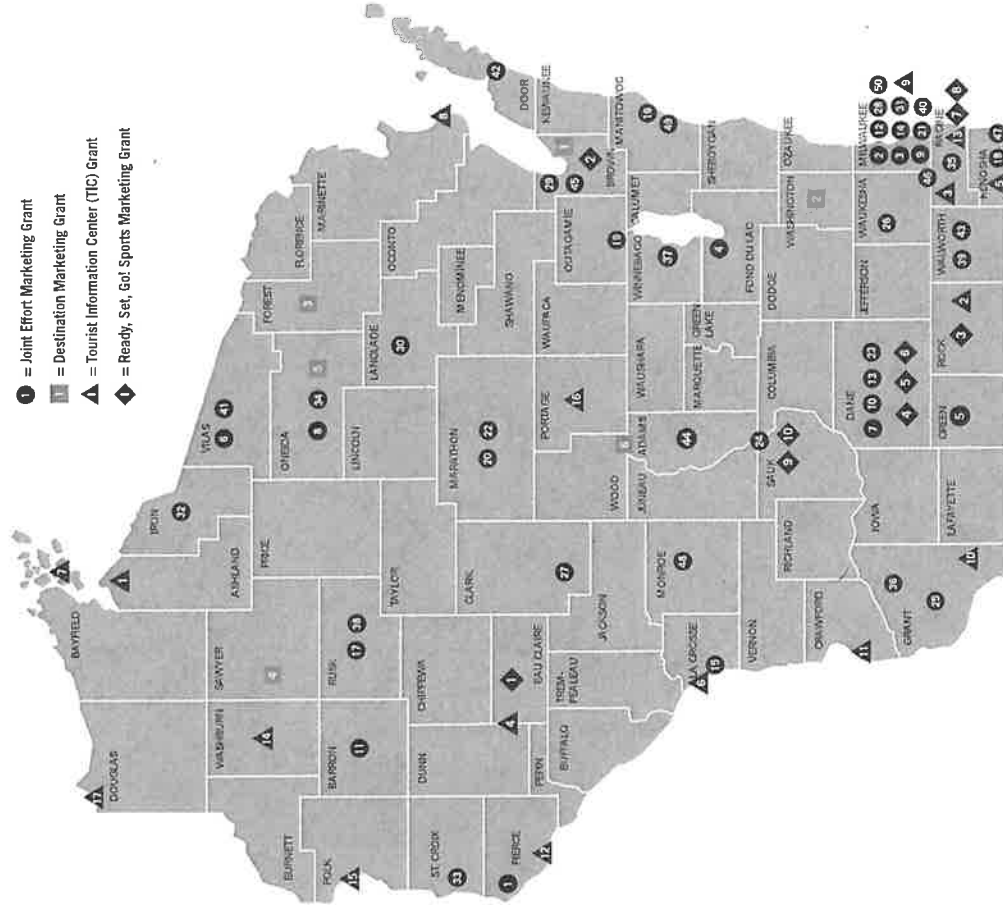
Email Marketing Improvements:

- + 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)

- = Joint Effort Marketing Grant
- = Destination Marketing Grant
- ▲ = Tourist Information Center (TIC) Grant
- ◆ = Ready, Set, Go! Sports Marketing Grant



GRANTS OVERVIEW (FY18) EST. ROI

\$1,149,127
JEM **\$74 MILLION**

\$65,500
RSG **\$6.88 MILLION**

\$78,260
MMB **\$4.26 MILLION**

\$156,557
TIC **1 AROUND 1 MILLION CUSTOMERS SERVED**

REGIONAL TOURISM SPECIALIST ACCOMPLISHMENTS

CUSTOMER SERVICE TRAINING

97

CUSTOMER SERVICE SESSIONS PROVIDED

3,584

INDIVIDUALS ASSISTED

DESTINATION ASSESSMENTS

8

ASSESSMENTS COMPLETED

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.

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.

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.

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)

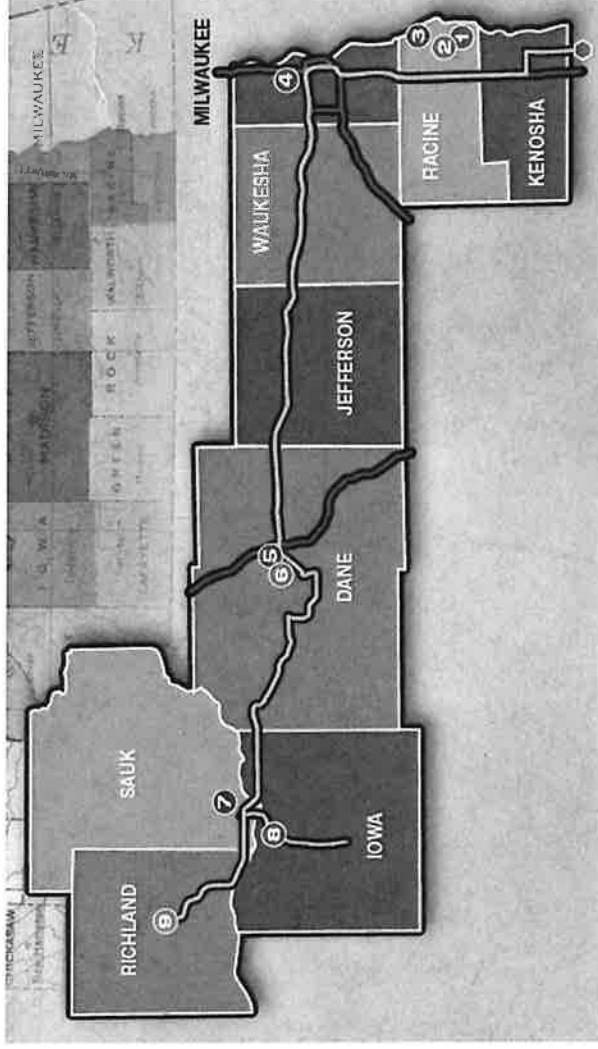
WSFPB is attached to the Department of Tourism for administrative purposes. The Secretary and Deputy serve on the Board of Directors, the Deputy chairs the Marketing Committee and both are active in planning the 11-day Fair. You'll find them on-site during the Fair for numerous special events and judging 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

*1,104,874,675

The Washington Times

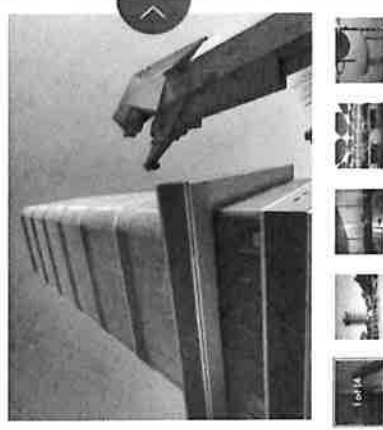
\$6 MILLION*

EARNED MEDIA VALUE

*\$6,033,054.44

USA TODAY

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



Signs go up in Racine marking Frank Lloyd Wright Trail



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/2pPwMk1) 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.



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

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

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

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



November is Native American Heritage Month! Join us in celebrating the cultural traditions of Wisconsin's 11 Native Tribes.



TRAVELWISCONSIN.COM

Exploring Wisconsin's Native American Heritage

The art, traditions and culture of Wisconsin's 11 tribes help make the state...

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

DEKSID 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