



October 16, 2017

Scott Neitzel
Secretary
Wisconsin Department of Administration
101 E. Wilson Street
Madison, WI 53702

Dear Secretary Neitzel:

On behalf of the Department of Tourism, it has been a great honor to serve Governor Walker and the people of Wisconsin as Tourism Secretary. Tourism is a \$20 billion industry supporting more than 193,000 jobs for our residents. It's a vital part of our state's economy and quality of life. I'm proud of what our team has accomplished in this last biennium to move Wisconsin forward.

It's my pleasure to provide you with the Department of Tourism 2015-2017 Biennial Report. This letter serves as an addendum to highlight key milestones and promotions, employee hiring and transfers, and human resource initiatives.

1. New employees and transfers

The Department hired two new employees in 2017. Kaitlyn Shanahan was hired as a Marketing Specialist for the Office of Marketing Services and Kyle Goodman was hired for the Web & Digital Marketing Specialist in the Bureau of Customer Service and Technology. In addition, Jonathan Eckelberg accepted an internal transfer for the position of Executive Producer.

2. Flexible Schedules

We have three staff members who benefit from flexible work schedules. Lisa Marshall, Emily Lorenz and Kyle Goodman are working alternative schedules to accommodate commitments and 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.

3. Frank Lloyd Wright Trail

Legislation was passed in fiscal year 2016 to designate and post signage to direct travelers along the Frank Lloyd Wright Trail, a self-guided tour of nine buildings located in southern Wisconsin. Tourism partnered with the Department of Transportation to post 156 directional signs along the 200-mile trail. Our awareness efforts included media pitching, press tours, news releases, ribbon cutting ceremony and a dedicated landing page on TravelWisconsin.com.



Tourism also worked with Discover Wisconsin on a special episode dedicated to the Frank Lloyd Wright Trail. To date, our outreach has generated 476 media placements, resulting in an earned media value of \$36 million.

4. 2016 Economic Impact highlights

Wisconsin's tourism economy reached \$20 billion, up \$700 million from 2015. The total six-year growth of tourism is up more than \$5.2 billion, a 35% increase. Visitor growth topped 107.7 million last year, and international travel increased \$100 million over 2015. Research from Tourism Economics also shows that the tourism industry directly and indirectly supports 193,500 jobs in Wisconsin, a six-year addition of more than 21,500 jobs to the state's total employment.

5. TravelWisconsin.com Metrics

Visitor sessions on TravelWisconsin.com reached an all-time high of 9.1 million, a 26% increase from 2015. Eight of the top 10 all-time traffic days were set in 2016. We also communicated with 151,835 email subscribers, up 48% from 101,955 subscribers in 2015.

6. Noteworthy Promotions

Facebook Live Event from Summerfest. To celebrate the 50th anniversary of Summerfest, the Department produced its first-ever Facebook Live event, hosted by Secretary Klett. The livestream broadcast featured special guests Governor Walker, Country Music star Frankie Ballard and Green Bay Packers announcer Wayne Larrivee. The Milwaukee-based band Eagle Trace and the Summerfest Big Bang Fireworks closed out the broadcast. The online event hit more than 1 million views and received nearly 9,500 reactions, comments and shares.

Supper Club Agency Day. On August 31, Governor Scott Walker joined Tourism Secretary Klett and Cabinet leadership in presenting honorary plaques to winners of the Travel Wisconsin Supper Club Showdown. Governor Walker also declared it "Supper Club Day" throughout Wisconsin to honor the state's iconic supper clubs, their history, and their contributions to the tourism economy.

Fall Advertising at Chicago's Union Station. In September, Tourism unveiled an out-of-home advertising campaign, which included an entire hallway wrapped in a fall theme and a towering 8-foot hourglass dropping leaves as Wisconsin hit peak color. A kick-off event included a live TV interview with Sec. Klett on Fox Chicago and the handing out of Wisconsin tourism guides.

We look forward to the next biennium and the development of cutting-edge marketing campaigns, providing programs for industry growth, and best of all, promoting our brand of fun, as we continue to grow the tourism economy for Wisconsin.

Sincerely,

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

Stephanie Klett
Secretary

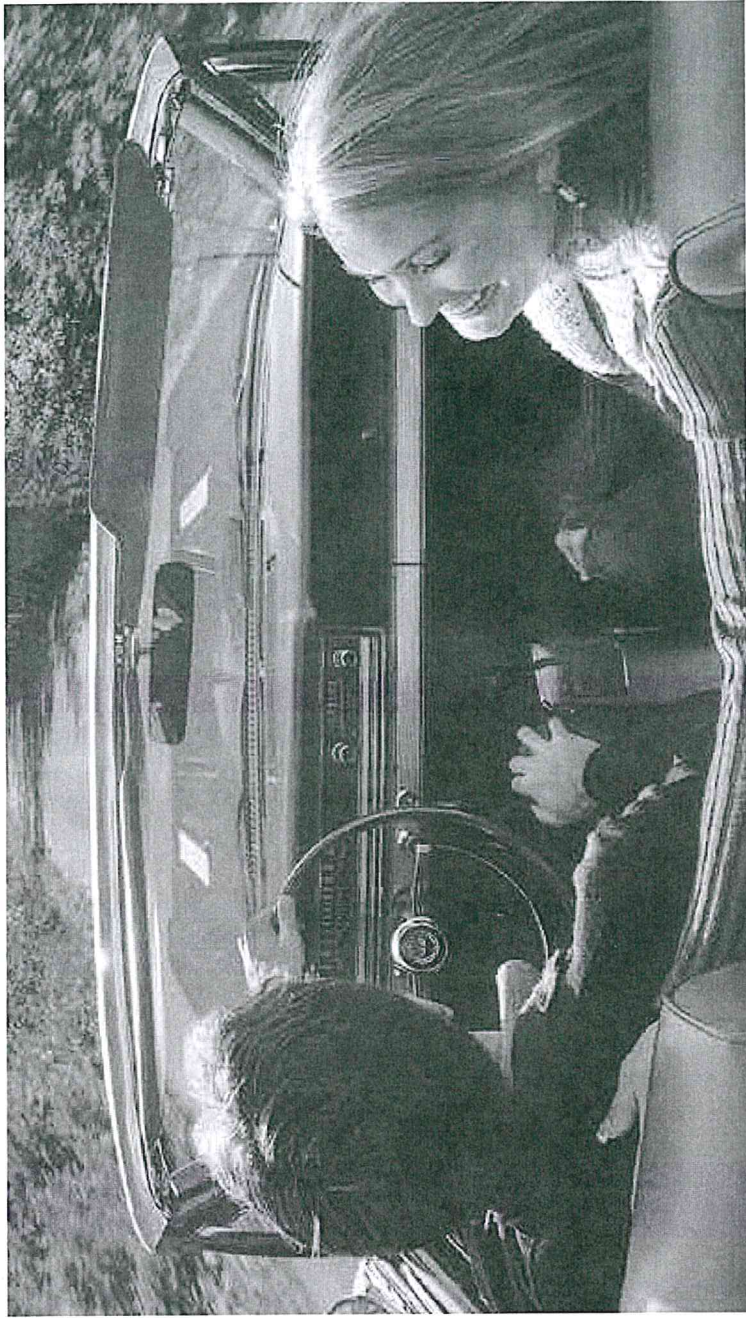
Governor Scott Walker
Secretary Stephanie Klett

201 West Washington Avenue P.O. Box 8690 Madison, WI 53708-8690 Telephone: 608.266.7621 FAX: 608.266.3403

TRAVELWISCONSIN.COM

2016 ANNUAL REPORT

& Governor's Council on Tourism Report



TRAVEL
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.COM





2016: A Year to Celebrate

Wisconsin's Tourism industry is as strong as it has ever been, now employing 192,000 people and generating \$19.3 billion for the economy. In 2016, we took our brand of fun to the next level and made Wisconsin's incredible travel experiences the shining stars of our ad campaigns. The new commercials showcased what is real and playful about Wisconsin with two authentic experiences taking center stage: supper clubs and family/pet travel.

This new approach paid off and the response from consumers was overwhelmingly positive. Visits to TravelWisconsin.com totaled more than 9.1 million, up 26% from the previous year. Website enhancements and an emphasis on providing engaging content, like our Real Fun video series, kept users coming back and clicking through to partner websites.

Ground-breaking initiatives such as the Travel Wisconsin Supper Club Concessions stands in the Kohl Center and Lambeau Field, the launch of the Frank Lloyd Wright Trail and our public relations-led "Wisconsin Weekend in Chicago" helped generate buzz and excitement about the state. In fact, our advertising campaigns, public relations, and website were recognized with 11 regional and national awards for excellence in marketing.

As an industry, we have a lot of reasons to be proud of. New businesses, high profile developments, exciting innovations and the great hospitality travelers count on continue to put Wisconsin on the map as the premier destination for fun in the Midwest. 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 2017 and a new year of developing solid marketing campaigns, providing top-notch industry programs, and best of all, promoting fun.

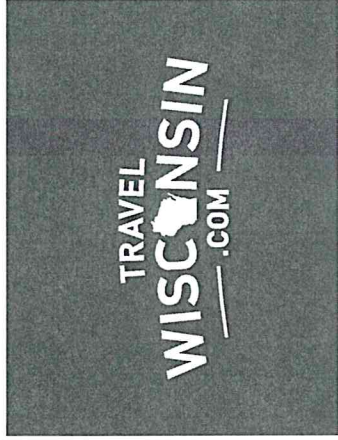
A handwritten signature in black ink that reads "Stephanie Klett". The signature is written in a cursive, flowing style.

Stephanie Klett
Secretary

2016: A YEAR OF GROUNDBREAKING ACCOMPLISHMENTS



**\$80 MILLION
IN EARNED MEDIA VALUE**



**RECORD 9.1 MILLION
VISITS ON
TRAVELWISCONSIN.COM**



**TRAVEL WISCONSIN
SUPPER CLUB AT
THE KOHL CENTER**



**NINE NEW HIRES
& TRANSFERS**



**TRAVEL WISCONSIN
SUPPER CLUB AT
LAMBEAU FIELD**



**10 MILLION VIEWS ON
SUPPER CLUB AND
SUMMER LAKE VIDEOS**

DEPARTMENT OF TOURISM STAFF



Shane Brossard



Jeff Anderson



Georgia Eisele



Charlene Malueg



Derrick Zimmerman



Shelly Harkins



Linda Anderson



Julie Fox



Drew Nussbaum



George Tzougros



Lisa Marshall



Hilary Burg



Rachel Hersberger



Heidi Roekle



Kaitlyn Berle



Joellyn Merz



Brian Chullino



Kristina Levan



David Spiegelberg



Karen Goeschko



Dawn Zanoni



Jonathan Eckleberg



Emily Lorenz



Deb Zickert



Dale Johnson

STEPHANIE KLETT
 Secretary

SARAH KLAVAS
 Deputy Secretary

SHANE BROSSARD
 Marketing Director

SHELLY HARKINS
 Industry & Agency
 Services Director

LISA MARSHALL
 Communications Director

JOELLYN MERZ
 Technology & Customer
 Services Director

DAWN ZANDI
 Director, Office of
 Marketing Services

JEFF ANDERSON
 NE Regional Tourism Specialist

LINDA ANDERSON
 Database Specialist

HILARY BURG
 Office Manager

BRIAN CHULLINO
 Publications &
 Graphic Design

JONATHAN ECKELBERG
 Digital Content Specialist

GEORGIA EISELE
 Customer Service

JULIE FOX
 NW Regional Tourism Specialist

RACHEL HERSBERGER
 Digital Content Specialist

KRISTINA LEVAN
 Public Relations

EMILY LORENZ
 Marketing Specialist

CHARLENE MALUEG
 Executive Staff Assistant

DREW NUSSBAUM
 SW Regional Tourism Specialist

HEIDI ROEKLE
 Grants Coordinator

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



Stephanie Klett



Sarah Klavas

WISCONSIN ARTS BOARD

OMS | Office of Marketing Services

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 2016:

BROADBAND FORWARD! LOGO DEVELOPMENT — Public Service Commission/State Broadband Office

CYBER SECURITY SUMMIT — Dept. of Administration/Division of Enterprise Technology

GOVERNOR'S CONFERENCE ON EMERGENCY MANAGEMENT — Wisconsin Emergency Management

GOVERNOR'S CONFERENCE ON TOURISM 2016

GOVERNOR'S NORTHERN WISCONSIN ECONOMIC DEVELOPMENT SUMMIT

GREAT LAKES WOLF SUMMIT

MOTORCYCLE SAFETY AWARENESS CAMPAIGN — Dept. of Transportation

OFFICE OF ENERGY INNOVATION — LOGO DEVELOPMENT — Public Service Commission

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

STATE BROADBAND OFFICE — REBRANDING/LOGO DEVELOPMENT — Public Service Commission

STATE OF WISCONSIN RECRUITMENT VIDEO — Dept. of Administration/Div. of Personnel Management

WEBSITE DEVELOPMENT FOR STUDENT LOAN REDUCTION/BRANDING — Department of Financial Institutions/Office of Financial Literacy

GOVERNORS COUNCIL ON TOURISM

GOVERNOR'S COUNCIL ON TOURISM + WALK WITH WALKER = 2016 SUCCESS

In 2016, the Governor's Council on Tourism got involved in Walk with Walker as members hosted walks in their communities. Six walks were held during the year; four were planned and led by a council member.

In May, Brian Kelsey of the Peninsula Players Theater showcased Peninsula State Park, Elkhart Lake was the destination for the July walk with hostess Lola Roeh of The Osthoff Resort, and in August, our own Secretary Stephanie Klett demonstrated why she is so proud of Beloit. The Walk with Walker season wrapped up in October in St. Germain with Cindy Burzinski and Penny Wiesmann leading the charge. The other two walks were hosted by the Waupaca Chamber (June) and the Sparta Chamber (September); with each destination exhibiting their own unique personality.

Often combined with FAM tours, visits to businesses, and opportunities for First Lady Tomette Walker to experience tourism firsthand, community members were very proud to welcome Mrs. Walker.



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



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



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



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



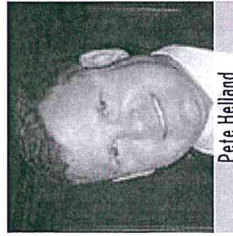
Dr. Ellsworth Brown
Director
Wisconsin Historical Society



Cindy Burzinski
Director
Vilas City Tourism & Publicity
CHAIR - TIC



Paul Cunningham
President
Schreiners' Restaurant



Pete Helland
Co-Owner
Wilderness Hotel and Resort



Senator Janet Bewley
WI State Senate



Secretary Stephanie Klett
WI Department of Tourism



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



Kathy Kopp
Executive Director
Platteville Regional Chamber



Senator Terry Moulton
WI State Senate



Lola Roeh
General Manager
Osthoff Resort & Aspira Spa



Representative Travis Iranel
WI State Assembly



George Zougros
Executive Director
Wisconsin Arts Board



Representative Jili Billings
WI State Assembly



Stacey Watson
CHAIR
MARKETING COMMITTEE

WINTER OVERVIEW

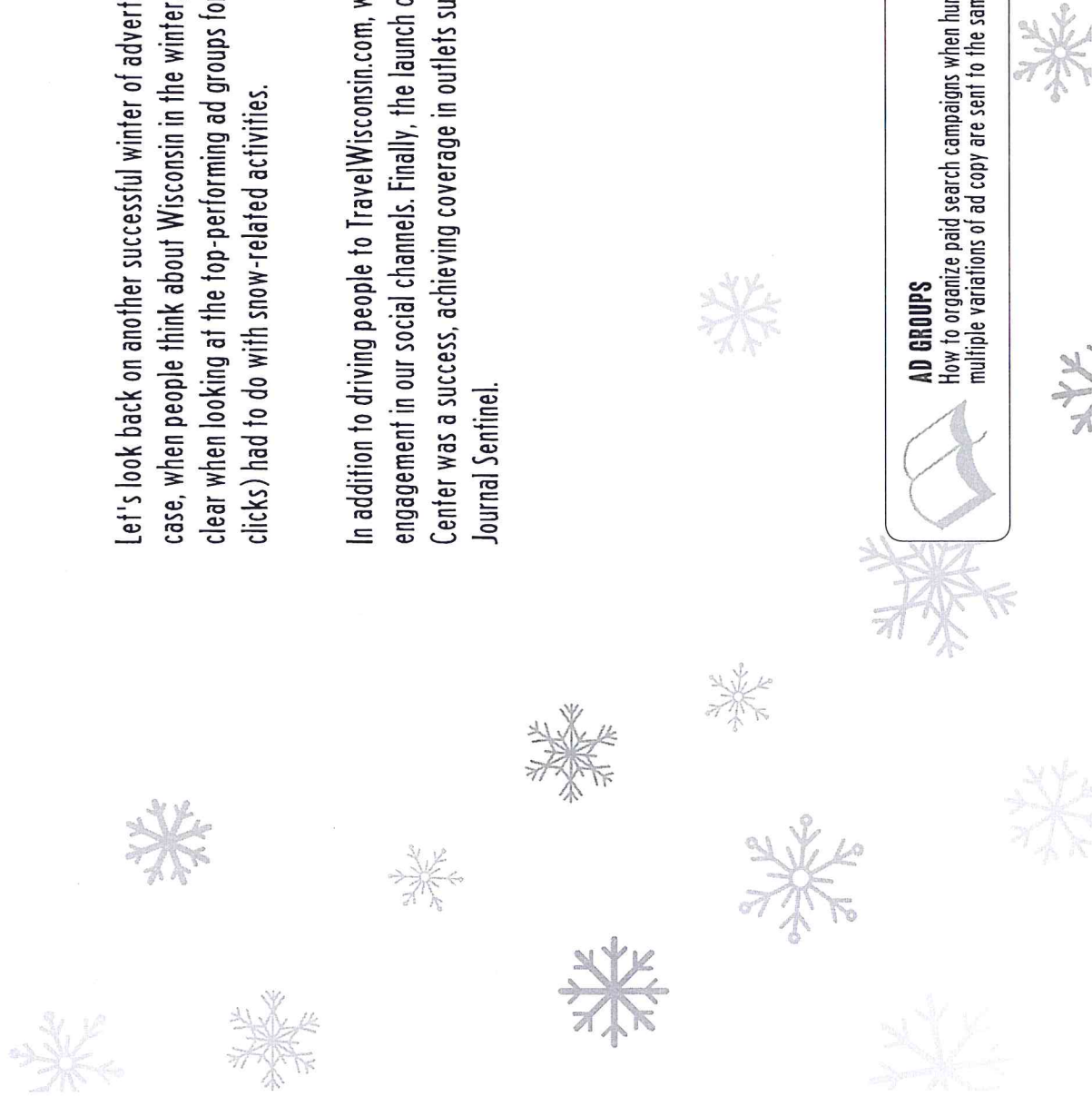
Let's look back on another successful winter of advertising and PR efforts for the State. As is often the case, when people think about Wisconsin in the winter, they think of snow. This came through loud and clear when looking at the top-performing ad groups for the season: three out of the top five ad groups (by clicks) had to do with snow-related activities.

In addition to driving people to TravelWisconsin.com, we continued strong community growth and engagement in our social channels. Finally, the launch of the Travel Wisconsin Supper Club at the UW Kohl Center was a success, achieving coverage in outlets such as the Associated Press and the Milwaukee Journal Sentinel.



AD GROUPS

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



HIGHLIGHTS

DISPLAY:

- + Industry CTR benchmark for display is 0.08%. The FY16 Winter campaign delivered a 0.13% CTR.
- + Last year, the FY15 Winter campaign delivered an overall CTR of 0.17% CTR.
- + The campaign drove 18,666 clicks to the site, and 651,423 completed views.
- + Top performers for FY16 Winter include; LC Trade Desk, UW Sports and Pandora.
- + Industry VCR benchmark for video is 59.32% for videos that are :30 or less.
- + "Airplane" received a 69.77% VCR via the LC Trade Desk, and "Foodie" received a 88.92% VCR with Discover Wisconsin.

SOCIAL:

- + Facebook & Twitter growth have increased Y/Y by 9% and 27%, respectively.
- + Travel Wisconsin is above average for Facebook Page Likes, ranking 2nd out of our 5 competitors.
- + Twitter retweets and likes have both increased Y/Y by 8% and 41%, respectively.

PPC:

- + Majority of clicks from desktop / laptop computers at a \$0.74 CPC, followed by Mobile with a \$0.15 CPC and Tablets with \$0.68 CPC. Overall CPC for the campaign was a low \$0.52.
- + Mobile phones accounted for the second highest number of clicks (35%), on the lowest spend (10%). However, engagement on TW.com was not as strong for mobile devices compared to desktop / laptops and tablets. This is indicated by a lower session duration, fewer pages per visit, and a higher bounce rate.
- + The Top 10 Ad Groups accounted for 87.85% of the clicks on 73.84% of the spend.
- + Paid Search visitors tended to engage better than the site average, with more pages per visit (2.60 PPC, 2.50 Site Avg), a higher session duration (2:43 PPC 2:33 Site Avg) and a lower bounce rate (31.71% PPC, 44.30% Site Avg).
- + Travel Wisconsin tested remarketing lists for search during the FY16 Winter campaign. With the exception of ad position for some of the remarketing ad groups, the targeted remarketing lists performed slightly below the standard campaign ad groups.
- + The site metric comparison YOY appears to tell a negative story. This is due, however, to changes made on TravelWisconsin.com to improve tracking.

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 paid for each click in digital marketing campaigns.



PAID MEDIA SUMMARY

CHANNELS / SPEND ALLOCATION

57% **07%** **09%**

TELEVISION

RADIO

CINEMA

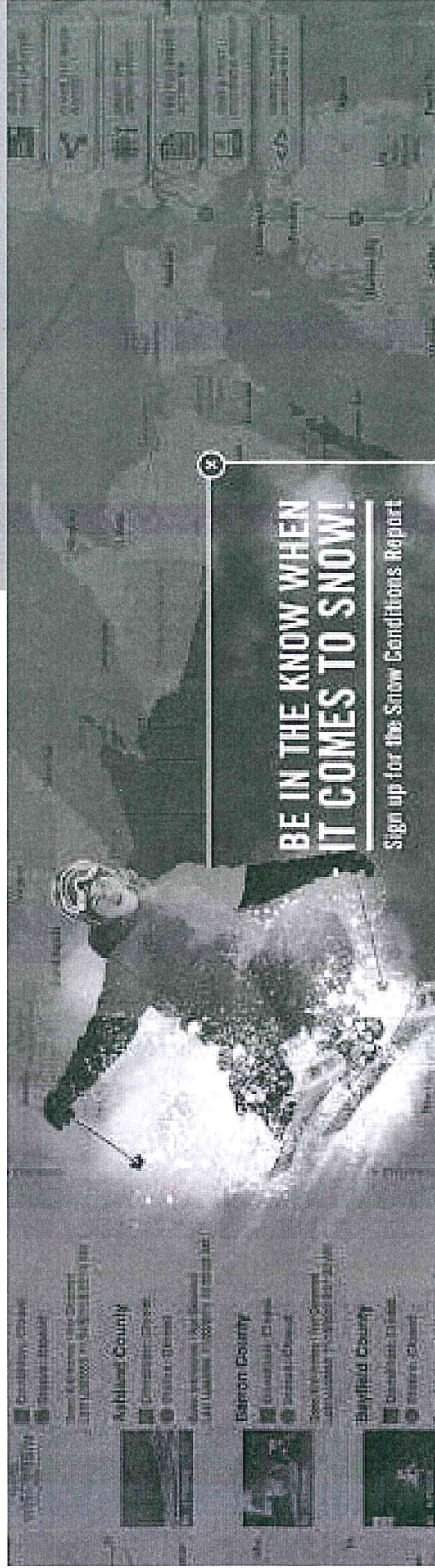
25%

DIGITAL

PRINT

TOTAL INVESTMENT

\$505.8K



**BE IN THE KNOW WHEN
 IT COMES TO SNOW!**

Sign up for the Snow Conditions Report

SUPPER CLUB CONCESSION STAND

On December 11, 2015, the Travel Wisconsin Supper Club Concession Stand was unveiled at the University of Wisconsin-Madison's Kohl Center. The fun, supper club-themed concession stand provided a whole new experience by putting the Wisconsin tourism brand in front of sports fans. With social media, public relations and creative collaborating, this was truly an integrated team effort.

PUBLIC RELATIONS HIGHLIGHTS

Media coverage was fantastic with major highlights including Associated Press, Green Bay Press Gazette, Milwaukee Journal Sentinel, OnMilwaukee.com, Washington Times and Wisconsin State Journal.

19,199,851

IMPRESSIONS

\$835,336

EARNED MEDIA VALUE

Supper club-themed concession stand opens at Kohl Center

AP - *WI State Wire*

Published: Dec 11, 2015

MADISON, Wis. (AP) - Cheese curds, fish fry and open-faced prime rib sandwiches are now available at a supper club-themed concession stand at the Kohl Center.

Gov. Scott Walker and Badgers basketball coach Bo Ryan joined together Friday with state tourism officials, the chef who designed



University of Wisconsin basketball

SOCIAL MEDIA HIGHLIGHTS



2,227

FACEBOOK ACTIONS WERE MADE

This includes post likes, comments, shares, post clicks and page likes from the Travel Wisconsin account.

213

TWITTER ACTIONS WERE MADE

Which includes tweets from Governor Scott Walker and UW-Madison Badgers (This includes clicks anywhere on the tweet, retweets, replies, follows and favorites.)

PUBLIC RELATIONS

PR efforts secured more than 273 placements from December 1, 2015 to February 29, 2016. Major highlights include coverage from AAA Living Magazine, Associated Press, Chicago Tribune, Group Travel Leader, United Airlines: Dossier Magazine, USA Today and Washington Times.

92,656,023

MEDIA IMPRESSIONS

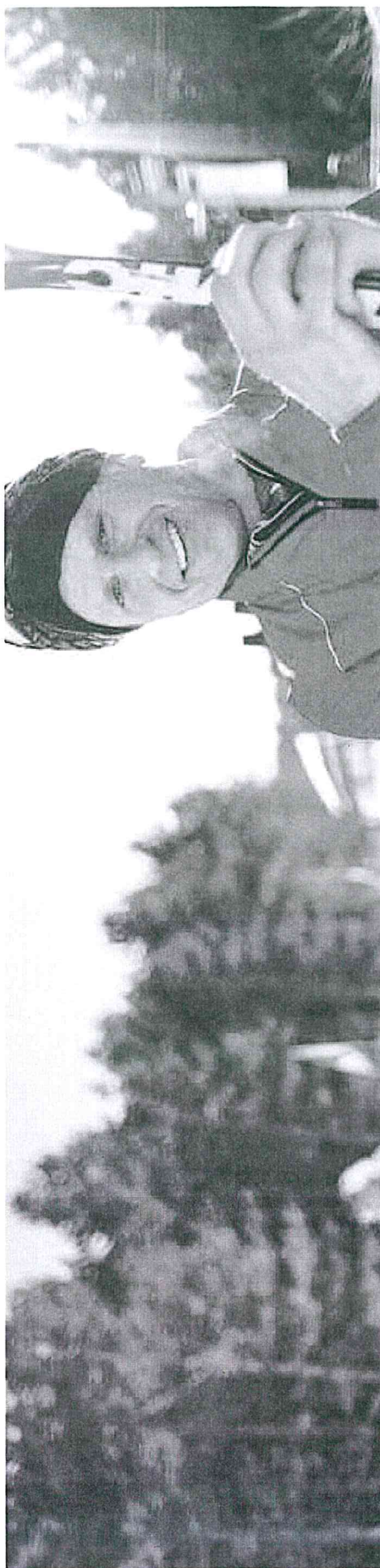
\$3,972,125

EARNED MEDIA VALUE

*These totals include seasonal/campaign-specific clips and do not include tourism business, economic impact, JEM grants, Geiger or Travel Green Wisconsin.

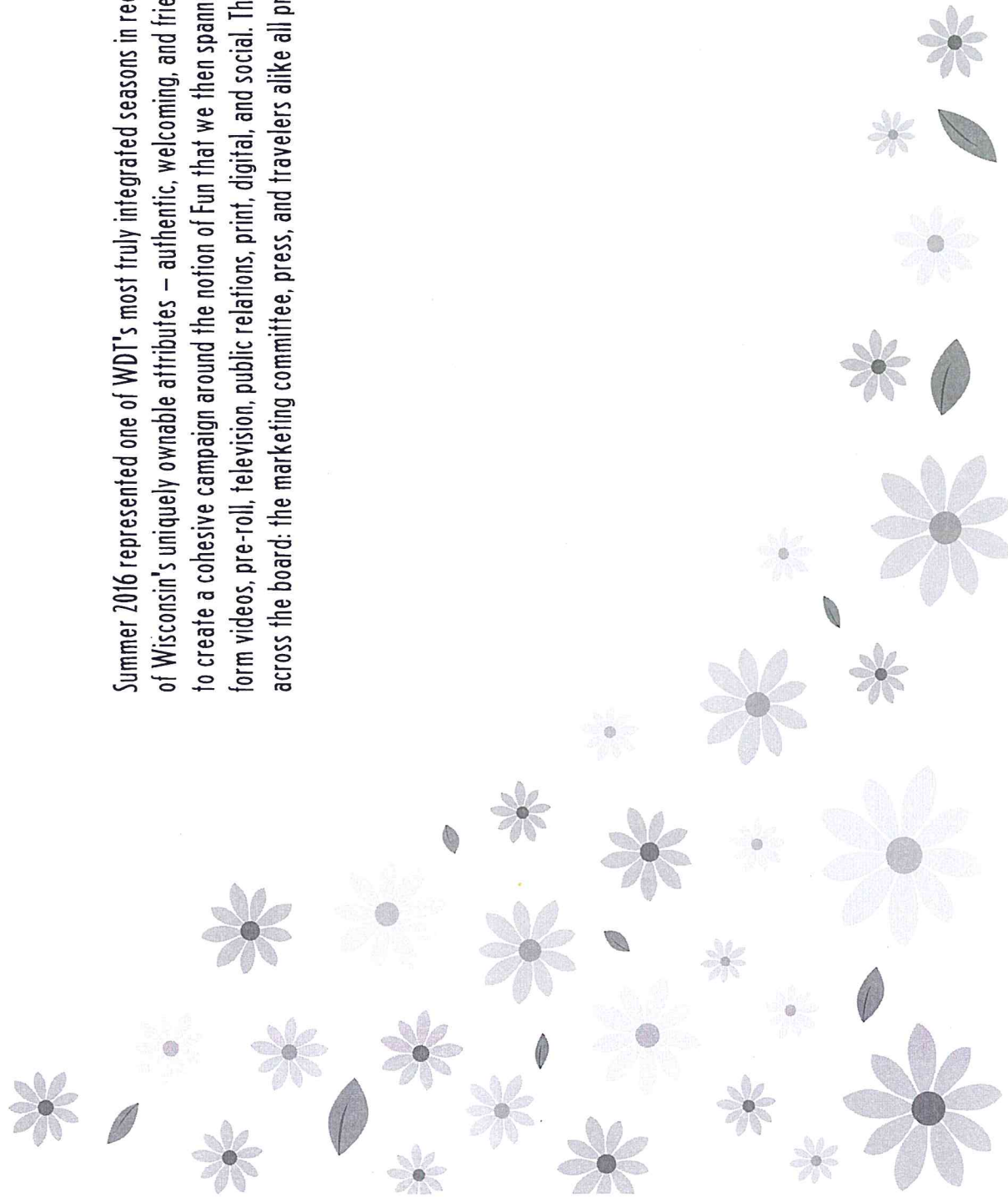
INITIATIVES MENTIONED AND TOTAL PLACEMENTS

Snow Conditions Report	89
Big Bundle Up	81
Concession Stand	55
Consumer Travel	27
Winter Interviews	9
Meet in Wisconsin	2
Camp Wisconsin	1



SUMMER OVERVIEW

Summer 2016 represented one of WDT's most truly integrated seasons in recent memory. By leveraging some of Wisconsin's uniquely ownable attributes — authentic, welcoming, and friendly warm locals — we were able to create a cohesive campaign around the notion of Fun that we then spanned across assets such as long-form videos, pre-roll, television, public relations, print, digital, and social. These concepts were received well across the board: the marketing committee, press, and travelers alike all provided positive feedback.



HIGHLIGHTS

DISPLAY:

- + The industry benchmark for display is 0.07%, the FY16 Summer campaign delivered a CTR of 0.19%, nearly 3x above the industry benchmark
- + onMilwaukee was the top performing display partner, with a very high CTR of nearly 0.30% and a time on site of over 2 minutes
- + Overall, we saw very strong performance from all display partners, generating over 75,000 clicks throughout the campaign

VIDEO:

- + Overall, 78% of all videos served throughout the campaign resulted in a completion. This was well above the benchmark of 62%
- + Tremor was the top performing video vendor, with a very high completion rate of 88%, as well as the highest time on site amongst all video partners. Tremor drove nearly 50% of all video completions during the Summer campaign

PPC:

- + Paid search on Google and Bing delivered 222,071 clicks to TravelWisconsin.com at an overall cost per click of \$0.95. Average ad position (where the ad falls on the page) was in the top 1 or 2 positions
- + Google AdWords was more efficient than Bing at a \$0.90 CPC vs. \$1.14; Chicago had the most expensive click costs and is the most competitive market for tourism category dollars. Wisconsin showed the lowest click cost
- + Smartphones delivered the most clicks across both search engines with 98,160; this is 44.2% of the total campaign clicks (Desktop: 42% and Tablets: 13.7%)

AUDIO:

- + Pandora, Spotify and Triton all performed very similarly, with Spotify generating the highest CTR of 0.13%, and highest time on site of :44 seconds
- + Over 31,000 clicks were driven to the TW.com site as a result of the audio campaign

HIGHLIGHTS

SOCIAL:

- + Social content drove 522,650 visits to TW.com during the Summer FY16 campaign, an increase of 85% Y/Y
- + Travel Wisconsin ranks 2nd out of our 5 competitors in both Facebook page likes and post engagement
- + Travel Wisconsin has 556,261 followers across Facebook, Twitter, Instagram, and Pinterest
- + Facebook & Twitter growth has increased Y/Y by 10% and 14%, respectively
- + Paid social ads generated 32,562,498 impressions across channels
- + Paid video initiatives generated 5,619,791 video views on social channels

NATIVE:

- + The Native portion of the Summer campaign drove over 189k clicks, which was 58% of total clicks across all media types
- + Triplelift was the top performing native partner, delivering a CTR of nearly 1%, and a very high time on site of 1 minute and 26 seconds. Triplelift also had a very low bounce rate of 67%

PR:

- + Media placements have increased by 61% Y/Y
- + Media impressions have increased by 301% Y/Y
- + Majority of clips are from target markets



NATIVE

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

PAID MEDIA SUMMARY

CHANNELS / SPEND ALLOCATION

47%

TELEVISION

09%

RADIO

03%

CINEMA

35%

DIGITAL

03%

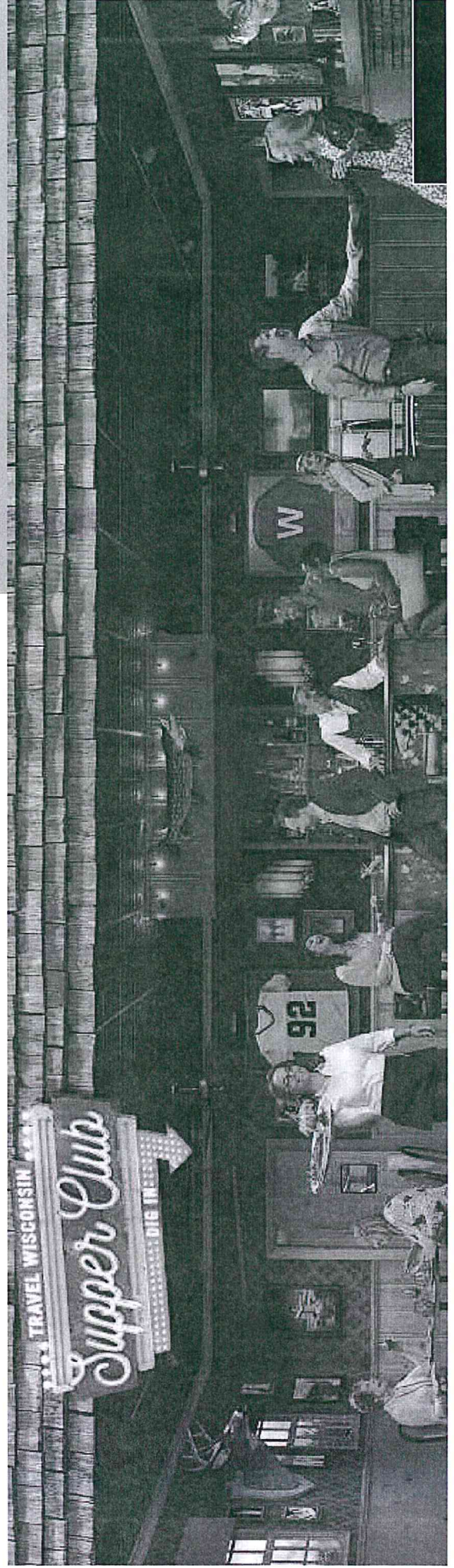
PRINT

02%

OUTDOOR

TOTAL INVESTMENT

\$3,284,400



SUPPER CLUB CONCESSION STAND

On July 29, 2016, the Travel Wisconsin Supper Club Concession Stand was unveiled at Lambeau Field in Green Bay. The fun, supper club-themed concession stand provided a whole new experience by putting the Wisconsin tourism brand in front of Packers fans. With social media, public relations and creative collaborating, this was truly an integrated team effort.

PUBLIC RELATIONS HIGHLIGHTS

Major highlights included USA Today.com, Packers.com, Milwaukee Journal Sentinel and TV station coverage from Green Bay, Madison and Milwaukee.

76,976,722

IMPRESSIONS

*These totals are from July 1 to October 31, 2016.



Wisconsin supper club comes to Lambeau Field



Travel Wisconsin Supper Club Concession Stand at Lambeau Field. Photo by Kristin Koenig for Journal Sentinel. Photo by Kristin Koenig for Journal Sentinel. Photo by Kristin Koenig for Journal Sentinel. Photo by Kristin Koenig for Journal Sentinel. Photo by Kristin Koenig for Journal Sentinel.



Supper club menu comes to Lambeau Field



Travel Wisconsin Supper Club Concession Stand at Lambeau Field. Photo by Kristin Koenig for Journal Sentinel. Photo by Kristin Koenig for Journal Sentinel. Photo by Kristin Koenig for Journal Sentinel. Photo by Kristin Koenig for Journal Sentinel. Photo by Kristin Koenig for Journal Sentinel.

SOCIAL MEDIA HIGHLIGHTS

3,767

FACEBOOK ACTIONS WERE MADE

This includes post likes, comments, shares, post clicks and page likes from the Travel Wisconsin account.

217

TWITTER ACTIONS WERE MADE

This includes clicks anywhere on the tweet, retweets, replies, follows and favorites.

4,353

TOTAL VIEWS OF STEPHANIE KLETT'S FACEBOOK LIVE VIDEO PRESS CONFERENCE



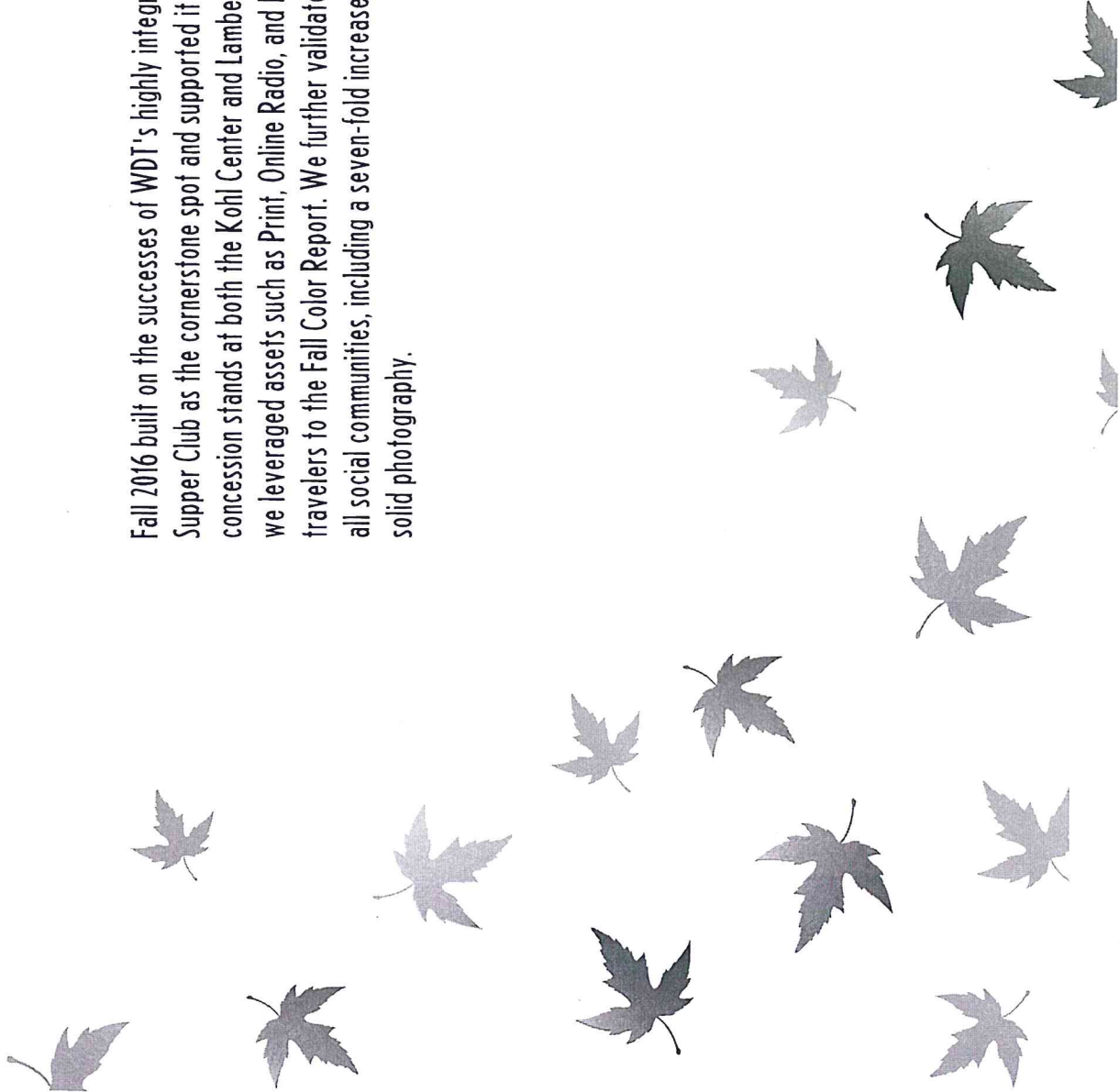
#PHOTOS: @TravelWisconsin brings supper club to @LambeauField fox11online.com/sports/packers ... #Packers



Supper club menu comes to Lambeau Field

FALL OVERVIEW

Fall 2016 built on the successes of WDT's highly integrated Summer campaign. We continued to leverage Supper Club as the cornerstone spot and supported it with Supper Club-themed out-of-home and concession stands at both the Kohl Center and Lambeau Field. Fall foliage also got its time in the spotlight: we leveraged assets such as Print, Online Radio, and PR to help bring our colors to the masses and drive travelers to the Fall Color Report. We further validated our connection with consumers via strong growth in all social communities, including a seven-fold increase in Instagram followers, reinforcing the importance of solid photography.



HIGHLIGHTS

DISPLAY:

- + Overall, the display campaign performed very well, with a CTR of 0.12% and over 16k clicks delivered
- + Niche sites such as Midwest Weekends, The Foliage Network and American Road drove qualified traffic to the TW.com site, resulting in CTRs from 0.7%-1.8%, nearly 10x above the industry average
- + OnMilwaukee was the top performer in regards to the time on site metric, with just under 3 mins per session—almost double the overall average for the fall campaign. OnMilwaukee also delivered over 400 arrivals, and a very high APM of 0.56

VIDEO:

- + The fall campaign generated nearly 2.3 million video views, with a overall completion rate of 72%—a heavy increase from the 45% completion rate from last Fall
- + Exponential was the top performing video partner generating 56% of all completions, as well as and a very high completion rate of 85%, and very low bounce rate of 36%
- + Overall, the video portion of the campaign saw very high time on site metrics, averaging 1 minute and 35 seconds per session

PPC:

- + Paid Search on Google delivered 118,604 clicks to TravelWisconsin.com at an overall cost per click of \$0.59. Click-through rate was 11.26%, 0.11% higher than fall 2015
- + Average ad position (where the ad falls on the page) tended to show at the top of the page with a position of 1.4. The E. Iowa and Chicago campaigns had the highest click costs at \$0.99 and \$0.98 respectively. The Wisconsin campaign showed the lowest cost per click at a very efficient \$0.11 followed by Milwaukee at \$0.34
- + Smartphones delivered the most clicks overall with 62,615 (52.8% of the total). Desktop had 40,759 clicks (34.4%) and Tablets 15,230 clicks (12.8%)

AUDIO:

- + The audio campaign delivered a very high time on site of over 40 seconds, an increase of nearly 10 seconds when compared to last fall
- + Pandora generated over 2k clicks throughout the duration of the campaign

HIGHLIGHTS

SOCIAL:

- + Social content drove 481,079 visits to TW.com during the Fall FY17 campaign, an increase of 213% Y/Y
- + Travel Wisconsin ranked second out of our five competitors in both Facebook page likes and post engagement
- + Travel Wisconsin has 580,532 followers across Facebook, Twitter, Instagram, and Pinterest
- + Facebook and Twitter growth increased Y/Y by 10% and 12%, respectively. Instagram grew 770% to 41,300 followers
- + Paid social ads generated 19,371,800 impressions, up from 1,999,320 during the Fall FY15 campaign
- + Paid video initiative generated 2,574,976 video views on social channels

NATIVE:

- + The Native portion of the Fall campaign generated 60% of all campaign clicks, with Triplelift performing very strong in the click-thru rate metric with an overall CTR of 0.40%
- + TripleLift drove over 100 arrivals throughout the Fall campaign, while Outbrain drove large amounts of traffic to the TW.com site—delivering just under 60k clicks
- + Outbrain exceeded in the pages per visit metric, with nearly 2.5 pages per individual session

PR:

- + Media placements have increased by 23% Y/Y
- + Secured three Associated Press media placements

PAID MEDIA SUMMARY

CHANNELS / SPEND ALLOCATION

48%

TELEVISION

09%

RADIO

03%

CINEMA

35%

DIGITAL

03%

PRINT

02%

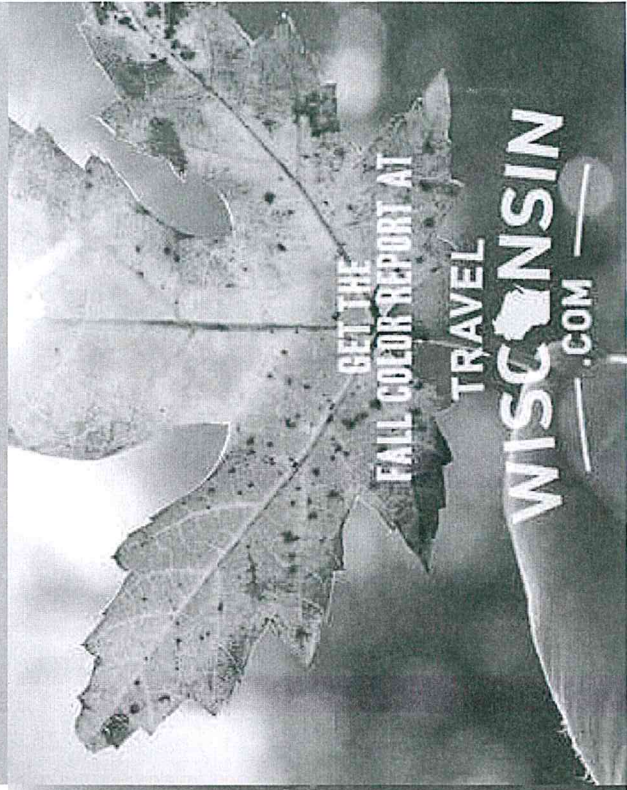
OUTDOOR

TOTAL INVESTMENT

\$886.6K



#TravelWI



GET THE
FALL COVER REPORT AT

TRAVEL

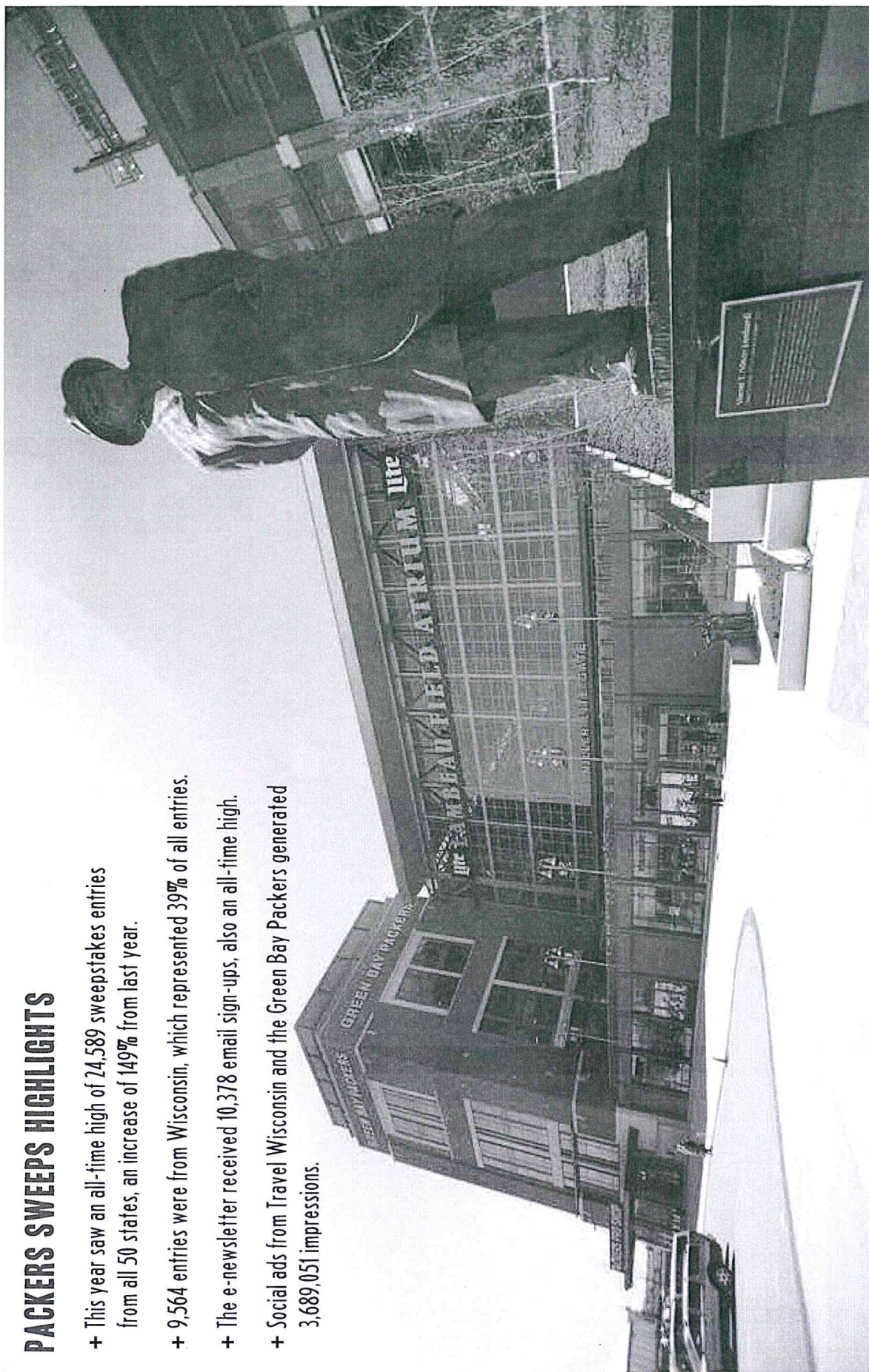
WISCONSIN

.COM

PACKERS SWEEPSTAKES OVERVIEW

PACKERS SWEEPS HIGHLIGHTS

- + This year saw an all-time high of 24,589 sweepstakes entries from all 50 states, an increase of 149% from last year.
- + 9,564 entries were from Wisconsin, which represented 39% of all entries.
- + The e-newsletter received 10,378 email sign-ups, also an all-time high.
- + Social ads from Travel Wisconsin and the Green Bay Packers generated 3,689,051 impressions.



PUBLIC RELATIONS

PR efforts secured more than 576 placements from September 1 to November 30, 2016. This included statewide and regional print, online and television coverage. Major highlights include coverage from ABC News Online, Associated Press, Chicago Tribune, Denver Post, New York Times, USA Today and Yahoo! News.

International highlights include The China Post (China), Motor Magazine German Edition (Germany), Hans Avontuur (Holland) and The Shanghai Daily (China).

614,723,788 **\$31,353,320**

MEDIA IMPRESSIONS **EARNED MEDIA VALUE**

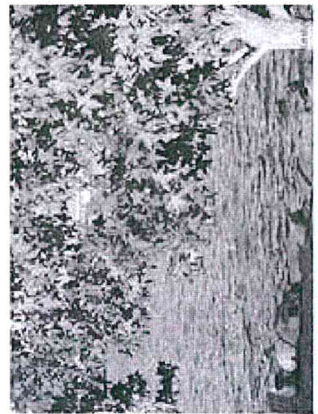
*These totals include seasonal/campaign-specific clips and do not include tourism business, economic impact, JEM grants, Geiger or Travel Green Wisconsin.

INITIATIVES MENTIONED AND TOTAL PLACEMENTS

Consumer Travel	240
Fall Color Report	142
Big Bundle Up	50
Lambeau Field Concession Stand	40
Wisconsin Weekend in Chicago	11
"Real Fun: Our Wisconsin Cabin Story" Video	9
12 Gem Challenge	8
Supper Club Showdown Contest	8
Fall Interviews	5
International	4
Snow Conditions Report	4
Golf FAM	2
Agri-Tourism	1
Summer Campaign TV Spot	1
Walk with Walker	1

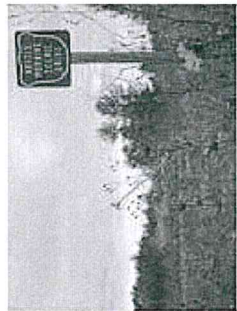


Fall Color Report Returns



WISAU NEWS/TALK 550AM 99.9FM logo

YAHOO!



Signs of the Ice Age in Wisconsin's Kettle Moraine



Northwoods Chambers Join "Big Bundle Up"



The Bundles of Wisconsin are joining in support of the Department of Tourism's annual Big Bundle Up promotion designed to get more winter clothing in here.

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WISCONSIN WEEKEND IN CHICAGO

On September 8, 10 and 11, Travel Wisconsin took over Chicago with "Wisconsin Weekend in Chicago." In keeping with the supper club and Northwoods campaign theme, we worked with Millie's Supper Club, Will's Northwoods Inn and Fatpou Tap Works to bring a little taste of Wisconsin to the Chicago area. Social media, public relations and creative collaborated on these distinctive events to create a truly integrated team effort.

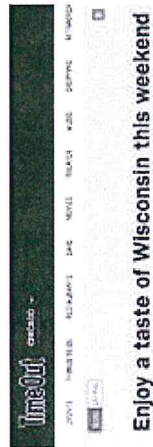
PUBLIC RELATIONS HIGHLIGHTS

Major highlights included Chicago Tribune, Red Eye, Time Out Chicago and live TV interviews with Sec. Kleff on WGN and Fox's Good Day Chicago.

18,112,026

IMPRESSIONS

*These totals are from September 8 to November 30, 2016.



Love thy neighbor with a Wisconsin-themed fest rolling through Chicago



SOCIAL MEDIA HIGHLIGHTS

32,167

FACEBOOK ACTIONS WERE MADE

This includes post likes, comments, shares, post clicks and page likes from Travel Wisconsin account.

3,721

INSTAGRAM ACTIONS WERE MADE

This includes impressions and engagements.

14,223

SNAPCHAT ACTIONS WERE MADE

This includes views and uses.



Great morning as Bill talked "Wisconsin Weekend in Chicago" w/ @NatalieFox32 & @KleffStephanie @fox32news. #TravelWI



EARNED MEDIA VALUE

\$816,688

WTMJ PARTNERSHIP



In January 2016, Travel Wisconsin teamed up with 620 WTMJ for an exciting partnership, debuting the Travel Wisconsin radio show. The show runs from 2-3 p.m. every Saturday, and features interviews with Sec. Stephanie Klett and other prominent figures from around the state. In addition to the Saturday broadcast, Sec. Klett is a guest on the John Mercure Show where she shares travel ideas during a six-minute segment airing every Wednesday during prime drive time. It also was a hugely successful co-op opportunity for tourism partners, allowing eight industry partners to buy a monthly six-minute interview in the show to discuss what makes their destination unique. The show has been renewed for 2017.

2016-17 WISCONSIN TRAVEL GUIDE

While the Dept. of Tourism has produced a Travel Guide for many years, 2016 marked the first year that they opened up space for advertising in the guide for all industry partners. The guide, which was produced by Madden Media, was a huge success, with ad sales far surpassing initial goals and demand for the guide requiring additional print runs. Ad sales will be offered again for the 2018-19 edition, for which planning will begin in mid-2017.



EARNED MEDIA HIGHLIGHTS

The PR team assisted more than 200 journalists in 2016, securing more than 1,800 placements. Coverage included everything from local news to international travel stories encompassing all mediums: print, radio, online and television. Major highlights included coverage from the Associated Press, Chicago Tribune, the New York Times, Washington Post, Redbook Magazine, USA Today, ABC News Online, Fox Chicago, Denver Post, Yahoo! News and international outlets such as The China Post and Shanghai Daily News.

Public relations outreach included solid initiatives, such as National Travel & Tourism Week, WIGCOT, group press tours, ongoing pitching efforts, virtual deskside meetings, grant check presentations and the Big Bundle Up. However, a number of exciting new PR initiatives helped put Wisconsin front and center with the media to boost this year's free press. Wisconsin Weekend in Chicago, the Travel Wisconsin Supper Club Concession Stand at Lambeau Field, Green County Cheese Days Parade, Instagram FAM tours and the dedication of the Frank Lloyd Wright Trail all contributed to generating a buzz about Wisconsin travel and reaching our earned media goals for 2016.

A new Twitter account @WIDeptTourism was established to share Department and state government news and updates of interest to our industry partners and the media.

1.6 BILLION
TOTAL IMPRESSIONS

\$80 MILLION
EARNED MEDIA VALUE



AP Associated Press



The New York Times
NYTIMES.COM

Shanghai Daily
SHANGHAI DAILY

THE DENVER POST

The Washington Post

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 key to success are the organizations and their tourism industry members who roll up their sleeves and work along-side 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 to a website.

CIRCLE WISCONSIN: Motorcoach

GREAT LAKES OF NORTH AMERICA: International

MISSISSIPPI RIVER COUNTRY: International

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

TRAVEL **WISCONSIN** .COM

HIGHLIGHTS

Key Web and Digital Accomplishments:

- + Launched a redesigned Trip Planner and navigation.
- + Integrated user-generated content and a more robust platform to capture user feedback and suggested changes in the CMS.
- + Continued to add to the Real Fun video series and create additional inspirational Trip Ideas pages.

Key Metrics for TravelWisconsin.com and Email Marketing

- + Recorded 9.1 million sessions, up from 7.2 million sessions in 2015 (26% increase).
- + Communicated with 151,835 email subscribers, up from 101,955 in 2015 (49% increase).

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 impact 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 after each event with photos of the event.
2. Invite legislators to the annual Governor's Conference on Tourism (WIGCOT), Tourism Week events and other events in the 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, 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 every 131 state legislators and 11 federal legislators on the first Friday every month.

DEPARTMENT OF TOURISM WORKFORCE DEVELOPMENTS AND CHANGES

NEW HIRES:

- Dawn Zanoni, Director Office of Marketing Services
- Shelly Harkins, Director Bureau of Industry Relations & Agency Services
- Heidi Roekle, Grants Coordinator
- Emily Lorenz, Marketing Specialist
- Julie Fox, Regional Tourism Specialist
- Charlene Malueg, Executive Staff Assistant
- Rachel Hershberger, Digital Content Specialist

TRANSFERS:

- Andrew Nussbaum to Southwest Regional Tourism Specialist
- Derrick Zimmerman to Marketing Bureau

POLICY CABINET

Secretaries from each cabinet level agency have a representative on Governor Walker's Policy Cabinet. The purpose of the Policy Cabinet is to ensure open and regular communication between constituents, agencies and the Governor's Office, be aggressive in pursuing positive changes for Wisconsin and collaborate on job growth opportunities around the state. Secretary Kleff appointed Deputy Klavas as the representative for Department of Tourism. Three major Policy Cabinet initiatives in 2016 included:

- + Secretary, Deputy and RTS participated in three Cabinet on the Road regional outreach sessions which consisted of 8-10 events for Tourism in 5 Southwest Counties, 10 Western Counties, and 8 Northern Counties
- + Provided Tourism Opportunities and Challenges for each of the Governor's Listening Sessions and held Secretary's Listening Sessions in Beloit and Elroy
- + Successfully and rapidly responded to two major flooding events and provided marketing support during the height of travel in popular tourism regions

MANAGEMENT CABINET

Management Cabinet is an assembly of all Cabinet-level Deputy Secretaries and Administrative Managers who meet monthly to review and ensure compliance and understanding on initiatives designed to manage an effective state government system. This includes roll-out of STAR policy, Civil Service Reform, Continuity of Operations (for rapid response to state agency emergency situations), and Lean Government processes among others. Deputy Klavas serves on the Management Cabinet.

EXECUTIVE ORDER 189 - OPEN AND TRANSPARENT GOVERNMENT

EO 189 promotes effective and efficient government and allows citizens of Wisconsin an opportunity to view Cabinet agencies performance goals and measurements. As required of all cabinet level agencies, the Department of Tourism developed a quarterly performance dashboard and publishes it on performance.wi.gov featuring these goals and measures:

- + Increase the economic impact of visitor spending
- + Generate earned media
- + Increase spending from international markets
- + Increase impact of meetings, conventions and sporting events
- + Engage fans on TW Facebook page
- + Increase visits to TW.com
- + Deliver Customer Service Training
- + Conduct Community Assessments
- + Reduce grant preparation time for applicants

EO 189 also redefines access to public records. The Department of Tourism reformed numerous policies, designed tracking tools and is in full compliance with standards and expectations set by the Department of Administration and Governor's Office.

STATE TRANSFORMING AGENCY RESOURCES (STAR) & SHARED SERVICES

STAR is the enterprise-wide project to implement Peoplesoft software in Wisconsin State Government. Its' purpose is to consolidate multiple outdated systems into one system and require all state agencies to use it. STAR consists of three parts: Financial Management, Human Capital Management, and Procurement, all of which were rolled out and implemented in full during 2016. The Wisconsin Department of Tourism transitioned completely to this system for all three parts of our operational structure. The project was led by Deputy Sarah Klavas, Joellyn Merz and Shelly Harkins.

The Shared Services model of State Government was implemented fully at the Department of Tourism. It is intended to streamline common core processes with the hope that it will lead to consistent service excellence and budget savings. To that end, the Department of Administration, utilizing the STAR platform, administers human resources and payroll services, finance services, budget and procurement functions, and information technology services for the Department of Tourism. We pay an annual assessment.

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 requirements. The Secretary's Office provided guidance and counsel for the changes at the Chief Executive Officer level.

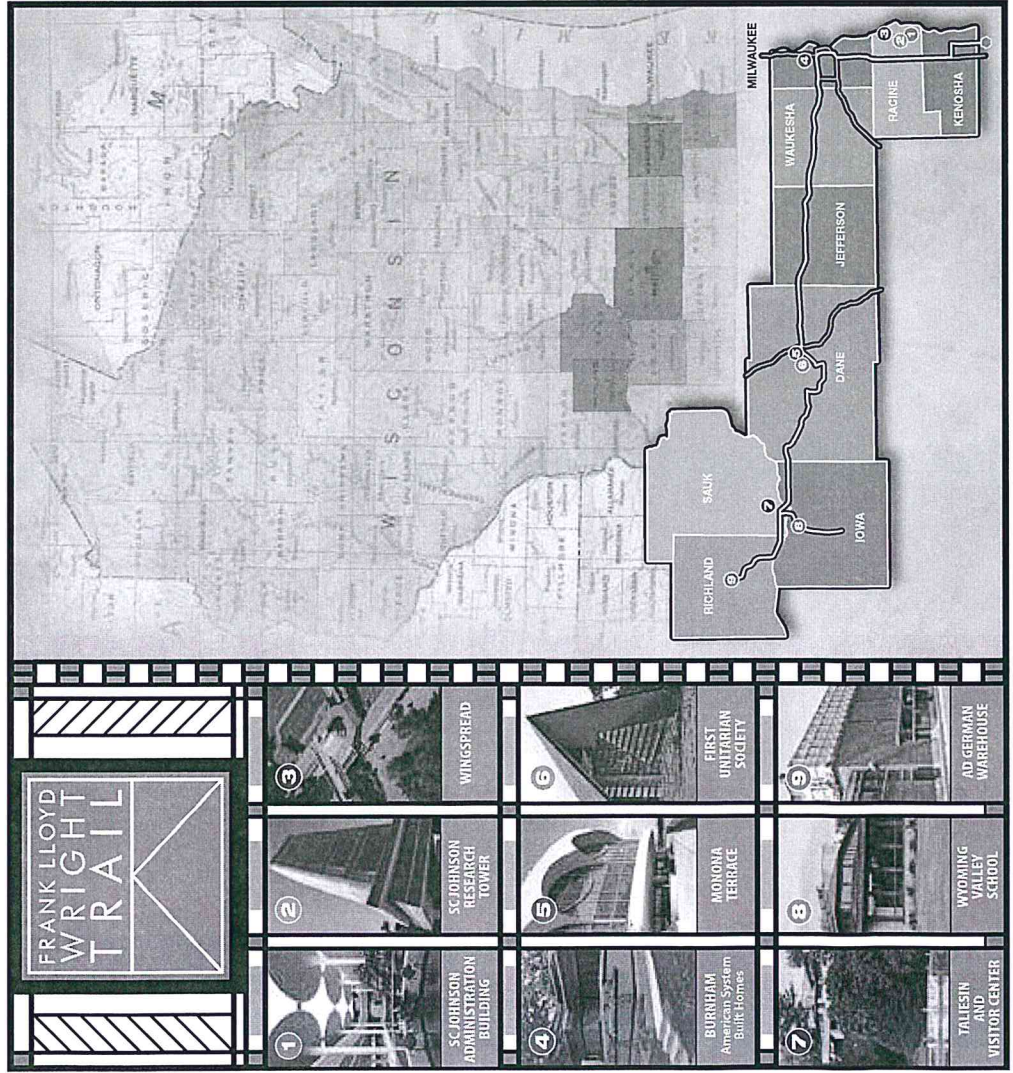
FRANK LLOYD WRIGHT TRAIL

Born and raised in Wisconsin, Frank Lloyd Wright (FLW) 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.

This year, legislation was passed to designate and post signage directing travelers to the Frank Lloyd Wright Trail (FLWT) which covers a nearly 200 mile route in southern Wisconsin. The law also directed the Wisconsin Department of Tourism to pay up to \$50,000 for the trail marker signage, promote the trail and to submit a full report of marketing efforts for the trail in its annual report.

The legislation and bill authors designated the route after conducting listening sessions, beginning in Kenosha County and progressing into Racine County to include SC Johnson Administration Building, SC Johnson Research Tower and Wingspread. The route also incorporates Burnham American System Built Homes in Milwaukee, Monona Terrace Community and Convention Center, First Unitarian Society Meeting House in Madison, Taliesin and the Frank Lloyd Wright Visitor Center, Wyoming Valley School Cultural Arts Center in Spring Green, and AD German Warehouse in Richland Center.

The Department of Tourism is working with its agencies of record Laughlin-Constable and Ascedia to develop a full strategic marketing plan that employs all of Tourism's marketing channels, from advertising and digital marketing efforts to public relations and social media outreach, along with elevated exposure and placement on TravelWisconsin.com.



FRANK LLOYD WRIGHT TRAIL - CONTINUED

Here are specific Department of Tourism marketing initiatives for FLWT during 2016:

- + Developed and chaired a steering committee for route signage planning and brand development
- + Developed a marketing plan that integrates with Department of Tourism promotional campaigns and the 150th birthday of FLW
- + Domestic and international media pitches to generate earned media
- + Created logo mark, graphic standards and trail map (created and donated with full usage rights to the state by S.C. Johnson Wax)
- + Dedication event for trail markers placement
- + Created and launched a TravelWisconsin.com micro-site and populated with numerous photographs, stories and other content
- + Promoted on WTMJ radio and on the 70+ stations of the Wisconsin Radio Network
- + Promoted on Facebook and Twitter

