

TRAVEL  
**WISCONSIN**



**ELEVATE WISCONSIN'S  
CULINARY CULTURE**



**DATA  
DRIVES  
DINING**

# DELICIOUS DESTINATIONS ARE DRIVING DECISIONS

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- **81% of travelers agree that trying local foods and cuisines is what they look forward to the most.**
- **79% of travelers like to explore new food options they've never had before when traveling.**
- **47% of Millennials have planned an entire trip around visiting a restaurant.**



# POP CULTURE INFLUENCING TRAVEL







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- 70% of millennials say they have been inspired to visit a destination after seeing it in a TV show.
- 40% of travelers say they have been inspired by a celebrity or influencer to visit a specific destination.





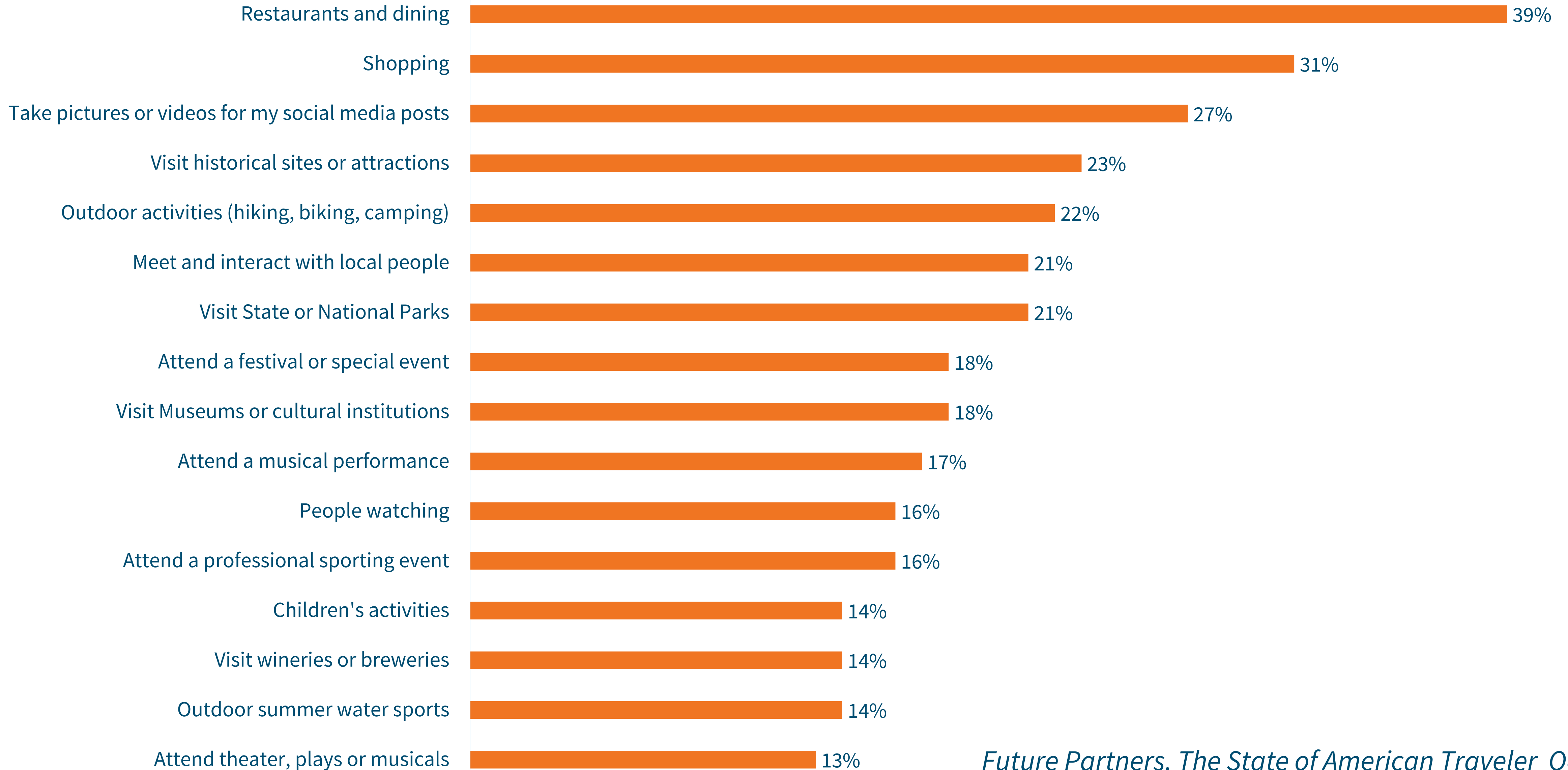
# DINING TYPES ON TRIPS TO WISCONSIN

	Wisconsin	U.S. Norm
 Unique/local food	50%	47%
 Fine/upscale dining	18%	25%
 Street food/food trucks	16%	23%
 Food delivery service (UberEATS, DoorDash, etc.)	14%	21%
 Picnicking	12%	13%
 Gastropubs	11%	10%





# IMPORTANT FACTORS FOR OVERNIGHT TRIPS TO WISCONSIN



# INDUSTRY CHECKLIST



# UPDATE CULINARY LISTINGS ON TW.COM

## COZY INN CHINESE RESTAURANT



Diverse-Owned Business

Asian American and Pacific Islander-Owned Business

Restaurant Type

Asian

Meals Served

Lunch Dinner


Favorite (1)

214 W. Milwaukee Street - Janesville, WI 53548

**Information:** 608-752-4597

Tue-Thurs 11am-9pm, Fri 11am-9:30pm, Sat 1:30pm-9:30pm, Sun 1:30pm-9pm

 [View Map](#)

 [Share](#)

The oldest established Chinese restaurant in Wisconsin and one of the oldest in the country. Established in 1922, Cozy Inn is consistently voted the Best Chinese Food & Favorite Asian Restaurant in the local newspaper's Reader's Choice awards. They offer an extensive menu of Hunan and Cantonese cuisine, and their egg rolls are out of this world! You'll feel as though you've stepped into a different world - and a different time - as you climb the stairs, settle into a private round booth, and are greeted by their friendly staff.



SUBMITTED BY

*Janesville Area Convention & Visitors Bureau*



# WEB LISTING TIPS

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1. Use 2- 5 High-Quality Images that showcase the best of each offering.
2. Use Attention-Grabbing Descriptions of around 300 words that tell travelers what makes your offering worth a visit
3. Use Attribute Information and Join Travel Green to highlight accessibility features, showcase diverse-owned businesses and demonstrate your commitment to sustainability



Find more [listing tips + guides here.](#)





# WHAT'S NEW FOR 2024

- Culinary anniversaries
- New restaurants
- New culinary attractions
- Hidden culinary gems
- Fresh spins on culinary traditions

[Submit ideas here.](#)





# AMPLIFY YOUR CULINARY STORY WITH CO-OP

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- Host a culinary content creator.
- Host an individual FAM.
- Pitch media your culinary story during virtual desksides.

Learn more [about Co-ops here.](#)





# CULINARY SPECIAL OFFERS & DEALS

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- **Share your culinary features through the free special offers co-op program! Participation is free. [Sign up here.](#)**

## Information to include;

- **Offer headline** - be descriptive!
- **Description** - be sure to include offer specifics and instructions on how to access/use the deal, including promo codes, exclusions or black-out dates.
- **Original Price & Deal Price** - offers must include some type of monetary deal (buy 1, get 1, 30% off, free drink with purchase of appetizer, etc.)
- **Date range** - be sure to submit your deal at least two business days before you want it posted, but the earlier the better!
- **Website link** - include a direct link to learn more about the offer. If a direct link is not available, a link to your homepage works, too.
- **Photo** - the photo cannot be a logo or have text overlay.

**Once you've submitted your details, you'll hear from Brianna Woller at Hiebing.**



# BEFORE TOP CHEF

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- **Gather local culinary stories.**
- **Dial-up on hidden gems and emerging offerings.**
- **Refresh your website, articles and assets.**
- **Add culinary to your media kit.**
- **Create itineraries to travel by fork.**







# DURING TOP CHEF

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- **Host a watch party.**
- **Send media mailers + emails.**
- **Pitch your culinary gems to media.**
- **Host a culinary sweepstakes.**
- **Run culinary ads.**



# CHECK LIST

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- ✓ **Update culinary listings and events on [TravelWisconsin.com](https://www.travelwisconsin.com)**
- ✓ **Submit culinary updates for the What's New survey**
- ✓ **Incorporate culinary stories into your marketing and PR strategy**
- ✓ **Sign Up for Co-op programs**
- ✓ **Follow Travel Wisconsin and Bravo on social**
- ✓ **Share your special offer deals**
- ✓ **Promote your destination when Top Chef starts airing**









A photograph of two young women in an orchard. The woman on the left has long, wavy blonde hair and is wearing a denim jacket over an orange top and a patterned scarf. She is smiling and looking towards the other woman. The woman on the right has long brown hair and is wearing a white blouse under a patterned cardigan. She is laughing joyfully with her mouth open, and her hands are raised, holding a red apple on top of her head. The background is a blurred orchard with many trees and red apples. A dark blue horizontal band is overlaid on the top of the image, containing the text 'TRAVEL WISCONSIN'.

TRAVEL  
**WISCONSIN**

**Thank You**