

Travel Wisconsin is proud to offer a variety of resources to support your efforts to grow the economic impact of tourism.



Free Promotional Opportunities

Travel Wisconsin News: Sign up for this weekly email communication which provides updates from the Department of Tourism Secretary Anne Sayers. Also, follow us on [LinkedIn](#).

The Scoop and Hot Leads: Sign up for these industry public relations emails, which provide tips and opportunities to contribute story ideas to national travel writers.

Listings on TravelWisconsin.com: Include and update your listings for tourism attractions, events, businesses and organizations on our consumer website, TravelWisconsin.com. With millions of visits per year, this free resource can inspire visitors to come to your destination.

Travel Green: Take the Travel Green pledge to demonstrate a commitment to sustainability and help travelers find sustainable travel options on TravelWisconsin.com.

Resources and Tools



Here's To Those Who Wisconsin Toolkit: Use this toolkit for ideas and resources to leverage the Travel Wisconsin brand idea in your promotions.

Industry Presentations: Request one of our industry presentations:

- The Travel Wisconsin Industry Resources Toolkit Overview
- The Economic Impact and Power of Tourism
- Grants Program

industry.travelwisconsin.com: Visit our industry website for additional information about our brand and programs, including seasonal campaigns, webinars, events listings, widgets, WIGCOT and more.

Paid Promotional Opportunities

Co-op Program: Buy into our Co-op program and help your promotional dollars go further. The Co-op program includes special offers and deals, email marketing, social media ads, media familiarization trips and more.

The Travel Guide and Wisconsin Traveler seasonal magazines: Buy an advertorial in our publications to highlight your destination or attraction.

Grant Opportunities

Grants: The Department of Tourism distributes over \$1 million in grants annually, to help partners stretch their budgets and drive tourism spending. Eligible projects include events, sales promotions, and destination marketing research and campaigns. Funding is also available for visitor information centers, sporting events and meeting and convention development initiatives.



Make an appointment with your **Tourism Development Specialist** to learn more about how to use Travel Wisconsin's resources to promote tourism and drive economic impact in your community.

HERE'S TO
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TO DISCOVER
THE UNEXPECTED IN
WISCONSIN

