

# WONDERS OF WISCONSIN TOOLKIT



TRAVEL  
WISCONSIN

# WONDERS OF WISCONSIN

In Wisconsin, there's always more to see. Since its debut in 2023, the Wonders of Wisconsin campaign invites travelers to uncover the unexpected and dive deeper into what makes our state truly one-of-a-kind. This toolkit is designed to help industry partners maximize the impact of the campaign. The following pages will highlight the strategy, share resources, identify promotional opportunities and support efforts to grow the economic impact of tourism through the Wonders of Wisconsin framework.

## ABOUT THE WONDERS

Full of surprises, our state serves as a unique playground for heartwarming moments and heart-pumping adventures. With wonders in every corner of the state, a [consumer landing page](#) serves as central hub to help inspire travelers and promote further exploration.

**1 Apostle Islands National Lakeshore**

BAYFIELD, WI

**2 Taliesin**

SPRING GREEN, WI

**3 Witches Gulch**

WISCONSIN DELLS, WI

**4 Milwaukee Art Museum**

MILWAUKEE, WI

**5 Eagle Tower**

FISH CREEK, WI

**6 Kohler-Andrae State Park**

SHEBOYGAN, WI

**7 Granddadd Bluff**

LA CROSSE, WI

**8 Yerkes Observatory**

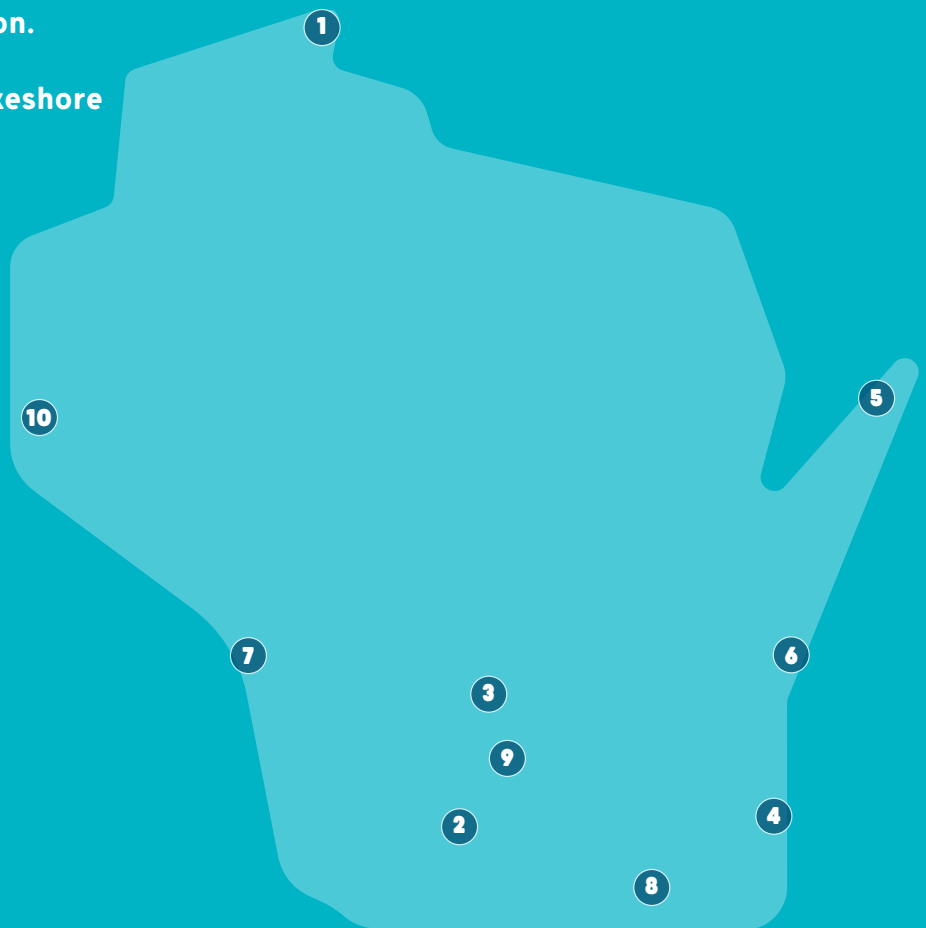
WILLIAMS BAY, WI

**9 Devil's Lake**

BARABOO, WI

**10 Willow Falls**

HUDSON, WI







# THE STRATEGY BEHIND WONDERS OF WISCONSIN

Our goal with Wonders is to promote one-of-a-kind experiences across Wisconsin that inspire travelers to uncover the unexpected experiences that can only be found here. The campaign builds on our statewide marketing strategy. Anchored by a strong digital foundation through social, native and paid search, it layers in new high-impact elements that expand reach and depth.

Our approach to inspiring travelers goes beyond mere advertising; it's about fostering a deep connection with Wisconsin. We invite travelers to envision themselves and their travel partners experiencing the wonders of our state, igniting their imaginations and prompting them to craft their own itineraries. Building on the campaign momentum, and the strong engagement in Madison and Milwaukee last summer, we're expanding with dedicated content pushes in Chicago and Minneapolis. Across all four cities, proven tactics like out-of-home, bus wraps and gas station TV will make a bold impression, amplified by digital placements. These urban hubs are filled with curious travelers and families eager for quick, meaningful getaways and the Wonders campaign is the perfect invitation to discover more of Wisconsin.





# STAY CONNECTED!

We'd love to see how you put these ideas into action! Share examples of your efforts with your [Tourism Development Specialist](#) or reach out with questions along the way.

# INDUSTRY RESOURCES

This toolkit is designed to help you maximize the impact of the Wonders of Wisconsin campaign. Through resource sharing and identifying promotional opportunities, together we'll foster collaborative synergy, amplify Wisconsin's message and support the economic impact of tourism connected to the campaign.

**GET CREATIVE!** Here are some ideas to help get the ideas flowing;

## **Share the landing page**

After launch, share your destination's Wonders of Wisconsin landing page. Consider creating content to share on social media, email, your website and other channels.

## **Create content on your own channels**

Highlight the locations featured near your destination through an article or blog. Create content to encourage visitors to plan a visit to see it for themselves, with local tips and other things to see and do. Consider sharing the created content via email to your opt-in subscribers.

## **Share content on your social media channels**

Share Travel Wisconsin's content featuring your destination's Wonder or create a post using [shared campaign images](#) to help spread the word and link to the Wonders of Wisconsin landing page.

## **Showcase the Wonder in your Visitor Center**

Create materials to highlight your local Wonder and engage with visitors to promote it during conversations. Consider creating a button for staff to wear that reads 'Ask me about our Wonder' or similar.

## **Extend the reach through paid promotion**

Incorporate the promotion into your paid campaigns to leverage the campaign and drive interest to your destination.

## **Share the promotion with your local industry partners**

Create an announcement to your local industry partners and stakeholders to highlight your region's connection to the campaign. Highlight the locations featured in your region and highlight how you plan to leverage the reach (social content, blogs, email, paid support, etc.)

## **Create an itinerary or package featuring your Wonder**

Highlight your local Wonder and bundle lodging, dining and activities as part of a weekend itinerary or getaway package. Coordinate with local partners to expand the reach, offering special offers, drink specials and menu items that pay homage to the Wonder near your destination.