

WISCONSIN DEPARTMENT OF TOURISM REGIONAL TOURISM SPECIALIST REGIONS

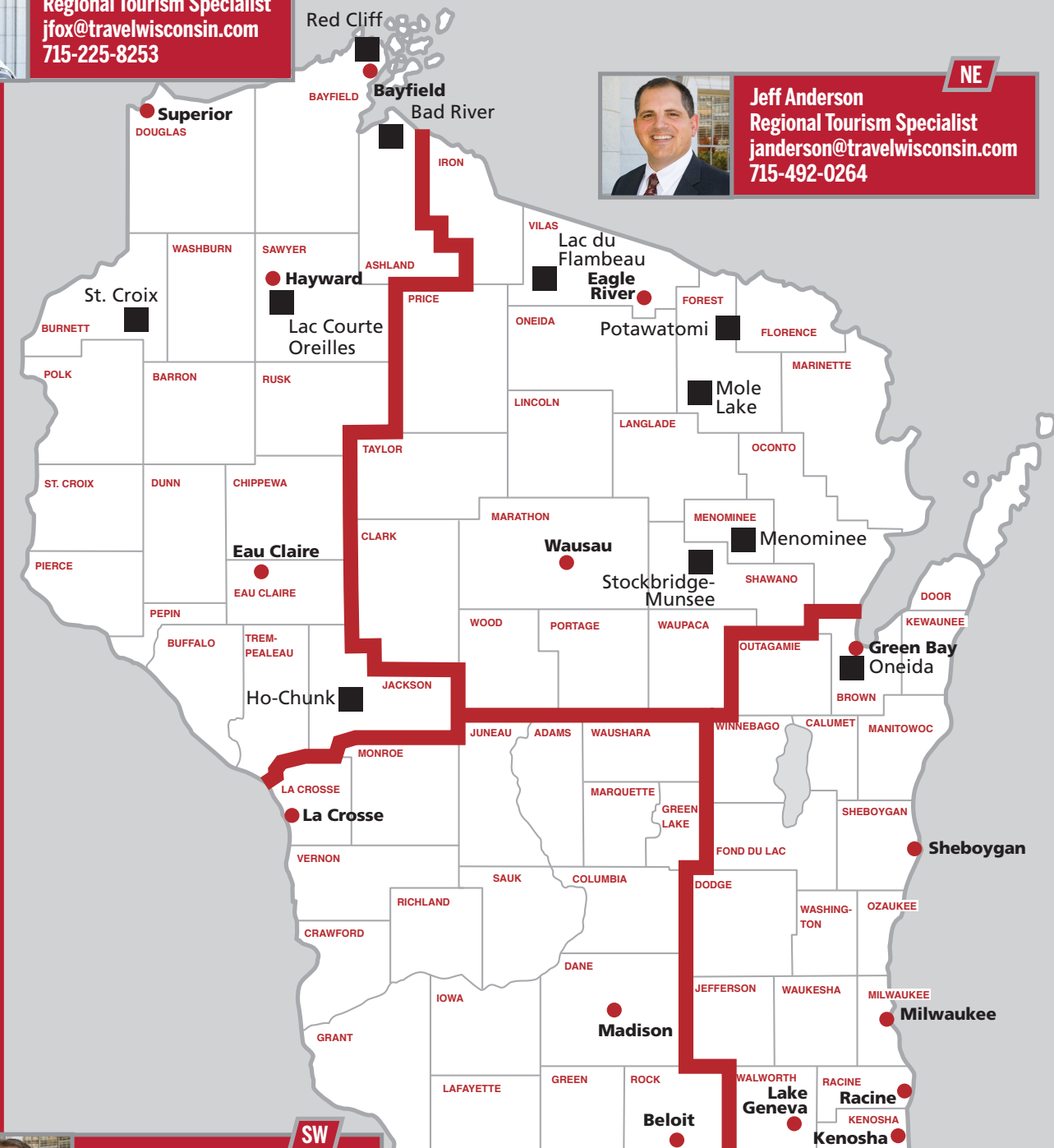
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■ = Native American Tribal Headquarters

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MARKETING RESOURCES

GRANT PROGRAMS

- Joint Effort Marketing (JEM): Categories include new and existing events, sales promotion, destination marketing and One-Time-One-of-A-Kind.
- Ready, Set, Go! (RSG) Sports Marketing: This grant program helps destinations with up-front funds to secure competitive events.
- Tourism Information Center (TIC): This grant program is designed to assist non-profits in this role with their operating expenses.
- Meetings Mean Business (MMB): This grant program is designed to assist Wisconsin destinations with financial assistance for facility costs or host destination expenses and to help Wisconsin destinations in their efforts to attract regional and national meetings or conventions.

COMMUNICATION SERVICES

- Communications staff works with the media, the general public, diverse and niche audiences to promote Wisconsin travel opportunity and reinforce the state's brand of fun. The communications team provides public relations and marketing guidance and media lists to the tourism industry.

WEB MARKETING

- The tourism database (also known as the Extranet) is a free marketing resource for tourism industry partners. The data feeds content on TravelWisconsin.com and the iPhone and Android apps. It is the source of the Fall Color and Snow Conditions reports. The data is considered when planning publications, weekly radio spots, PR/news stories and to visitors who call 800-432-TRIP.

PUBLICATIONS DEVELOPMENT

- All Department publications – printed and online – are generated from current data in the Department's database. To be sure that your business or destination is included in these publications, first verify that your information is complete and accurate in our database. You can add to or update that database at anytime by tourinfo@travelwisconsin.com. Please include photos to enhance your listing.

RESEARCH

- The department coordinates a variety of marketing and economic impact research programs. This body of work includes primary research and the interpretation/application of pertinent secondary data.

CO-OP ADVERTISING

- The Co-op Advertising Program is based on industry input coupled with the latest trends in paid advertising. The Department regularly reviews and adds offerings to the mix. Promote your latest events, packages and deals through the co-op email program.

TRAVEL GREEN WISCONSIN

- Travel Green Wisconsin certifies tourism businesses that have made a commitment to reducing their environmental impact. Travel Green Wisconsin provides a point of differentiation that aligns with the state's overall tourism promise of stewardship.

CUSTOMER SERVICE TRAINING

- Exceptional customer service in your destination, business, or region will set you apart from the competition. To help you be the best you can be in all of your interactions, we developed a Customer Service Series. The program is designed in modules and the training is offered as full-day, half-day, or one-hour session. We will customize it to meet your needs.

QUICK REFERENCE GUIDE:

- Consumer website: www.travelwisconsin.com
- Industry site: industry.travelwisconsin.com
- Governor's Conference of Tourism: www.wigcot.org