



**TRAVEL
WISCONSIN**

WCPA 2021 ANNUAL MEETING

JULIE FOX

REGIONAL TOURISM SPECIALIST



- Dept of Tourism representative for northwestern 18 counties
- Connect the tourism industry to Dept staff and resources
- Liaison for industry sectors

With RTS David Spiegelberg:

- Wisconsin Harbor Towns
- Cruise the Great Lakes
- Lake Superior Circle Tour
- DOT Scenic Byways Advisory Committee
- NOAA National Marine Sanctuary Steering Committee
- DNR SCORP Committee
- Water Information for a Safe Coast (WISC-Watch)
- Great Lakes USA
- Tourism International Marketing Committee

TOURISM IS VITAL TO WISCONSIN'S ECONOMY

- Wisconsin welcomed 90.7 million visitors
- Employment supported by visitor spending tallied 157,000 jobs in the state
- Visitors generated \$1.2 billion in state and local taxes - equivalent to \$485 in tax savings for every household in Wisconsin
- Average spend: \$71 per day visitor, \$160 per overnight visitor per night

Tourism Economics (2020)



OUTDOOR RECREATION IS A TOP DRIVER OF WISCONSIN'S ECONOMY

- \$1 in every \$40 generated in Wisconsin is from outdoor recreation related activities
- Makes up 2.2% of the state GDP
- Creates 93,000 jobs

Bureau of Economic Analysis (2017)



UNITED STATES - CANADA TRAVEL

Canada

- Canada saw approximately 22 million foreign visitors in 2019 with approximately 15 million of those visitors coming from the United States
- Border reopens Aug 9



Statista.com

United States

- The United States saw approximately 21 million Canadian visitors in 2019
- Border closure extended to Aug 21
- Continued closure costs the U.S. economy \$1.5 billion in potential travel exports each month

HOW HAVE THE CLOSED BORDERS AFFECTED WISCONSIN TOURISM?

- No cruise ship activity on the Great Lakes
- 2020 Season (planned but did not take place)
 - 13 cruise visits June-October 2020
 - 11 turn-arounds, 2 transit
 - 3 vessels new to MKE
 - 4,300 + passengers were expected
- 2021 Season (planned but did not take place)
 - 17 total visits June-October 2021, 5 transit
 - 3 vessels new to MKE



TRAVEL FORECAST

- U.S. domestic leisure spending is projected to be 99% recovered (relative to 2019 levels) in 2022 and 102% in 2023.
- International inbound travel is not expected to fully recover until 2024. International spending is projected to reach just 67% of 2019 levels in 2022 and 87% in 2023. International leisure travel is expected to recover slightly faster than international business travel. U.S. Travel Association
- TravelWisconsin.com website traffic is up more than 20% compared to the all-time record set in 2019.
- Outdoor recreation-related web content is up 21% over 2019, and 28% over last year at this time, indicating summer travels will be outdoors.

Tourism Economics, Simpleview

AD AWARENESS AND VISITATION INCREASE WISCONSIN'S IMAGE



Percent Who Strongly Agree

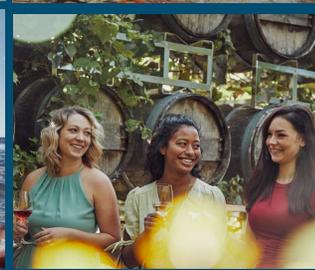
Unaware Aware Unaware + Nonvisitor Aware + Visitor

Longwoods International



WISCONSIN,

WHERE THE UNEXPECTED
IS READY TO BE DISCOVERED



TRAVEL
WISCONSIN

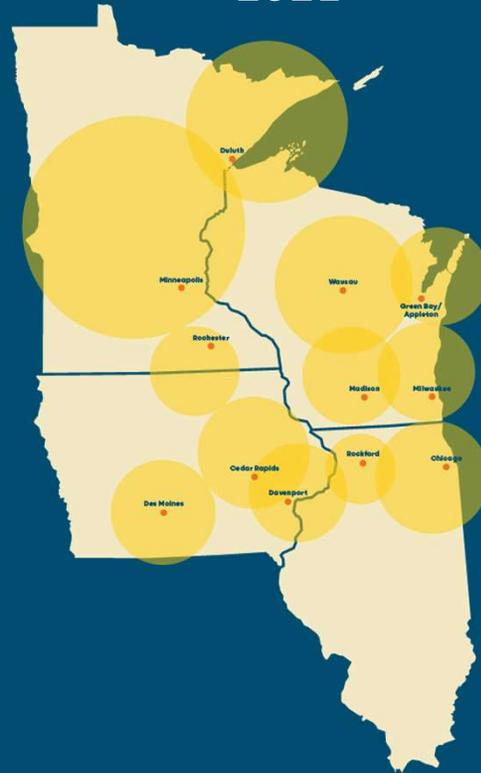


ADVERTISING MARKETS

2021

Out-of-State:

Chicago
Minneapolis
Cedar Rapids
Duluth
Rochester
Davenport
Des Moines
Rockford



In-State:

Milwaukee
Madison
Green Bay
Wausau

TV

CTV / Online
OOH Billboard
Radio
Social
Digital Display
Website

TRAVELWISCONSIN.COM

**New markets since 2019*

PARTNER WITH YOUR LOCAL DMO

- Benefits from Destination Marketing Organization programs are numerous
- Invite DMO staff and members to your business or organization (collaboration and cross promotion)
- Consider Travel Wisconsin Joint Effort Marketing (JEM) grants and opportunities for collaboration



INDUSTRY RESOURCES

INDUSTRY.TRAVELWISCONSIN.COM

Grants



Co-op

- Marketing & PR
- Research



Regional Tourism Specialists



Communication

- Email newsletter
- Social media
- Webinars



WIGCO



Marketing & PR

- Web listings
- Articles



OUTDOORRECREATION.WI.GOV

Resources and Business Directory

Complete the 2021 stakeholder input survey by August 15



**TRAVEL
WISCONSIN**

A stylized landscape graphic featuring a teal-to-orange gradient background. The foreground is a dark blue silhouette of rolling hills with several evergreen trees. The text 'TRAVEL WISCONSIN' is centered in the upper half, with 'WISCONSIN' in a larger font and a white silhouette of the state of Wisconsin replacing the letter 'I'.

THANK YOU