



2015 ANNUAL REPORT AND MARKETING INITIATIVES

December 10 & 11, 2015
Ambassador Hotel

2016 CIRCLE WISCONSIN BOARD OF DIRECTORS

Eileen Arnold

Casey Ausloos

Laura Bradley

Julie Gerczak

Eva Hoey

Cory Mace

Mary Ross

Amanda Salazar

Christy Stueber

Real Racine

Green Bay Packers

Door County Visitors & Convention Bureau

Green Bay Visitors and Convention Bureau

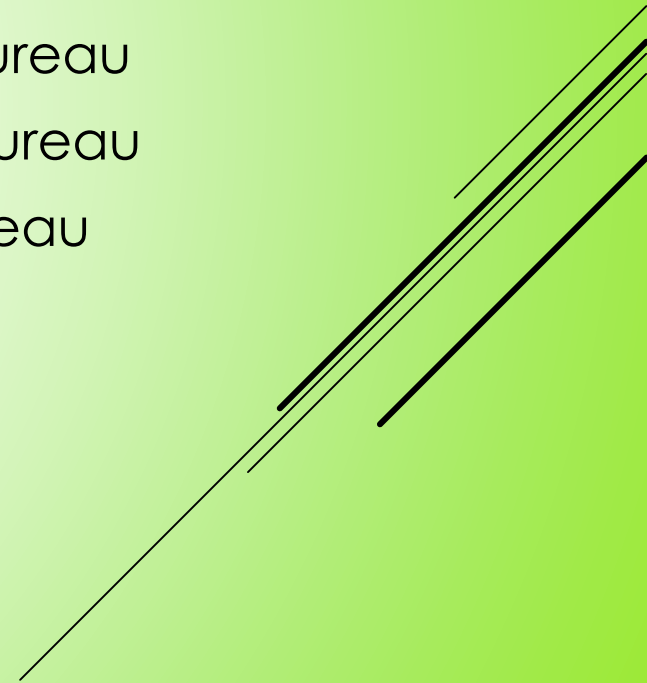
Kenosha Visitors and Convention Bureau

North Central Group

Madeline Island Ferry

John Michael Kohler Arts Center

Menominee Casino Resort



EXECUTIVE DIRECTOR

This past year we have launched new endeavors with the redesigned tour planner, logo and a new website. These were some major changes to the look and feel of our organization and without everyone's support, would not have been as successful.

I have toured the state extensively this past year to reconnect with our membership. This has allowed me and the organization to enhance and create new relationships with our members, state associations and prospective members.

2015 was an eventful, enlightening and enjoyable year representing all of you as a part of Circle Wisconsin. I look forward to 2016!

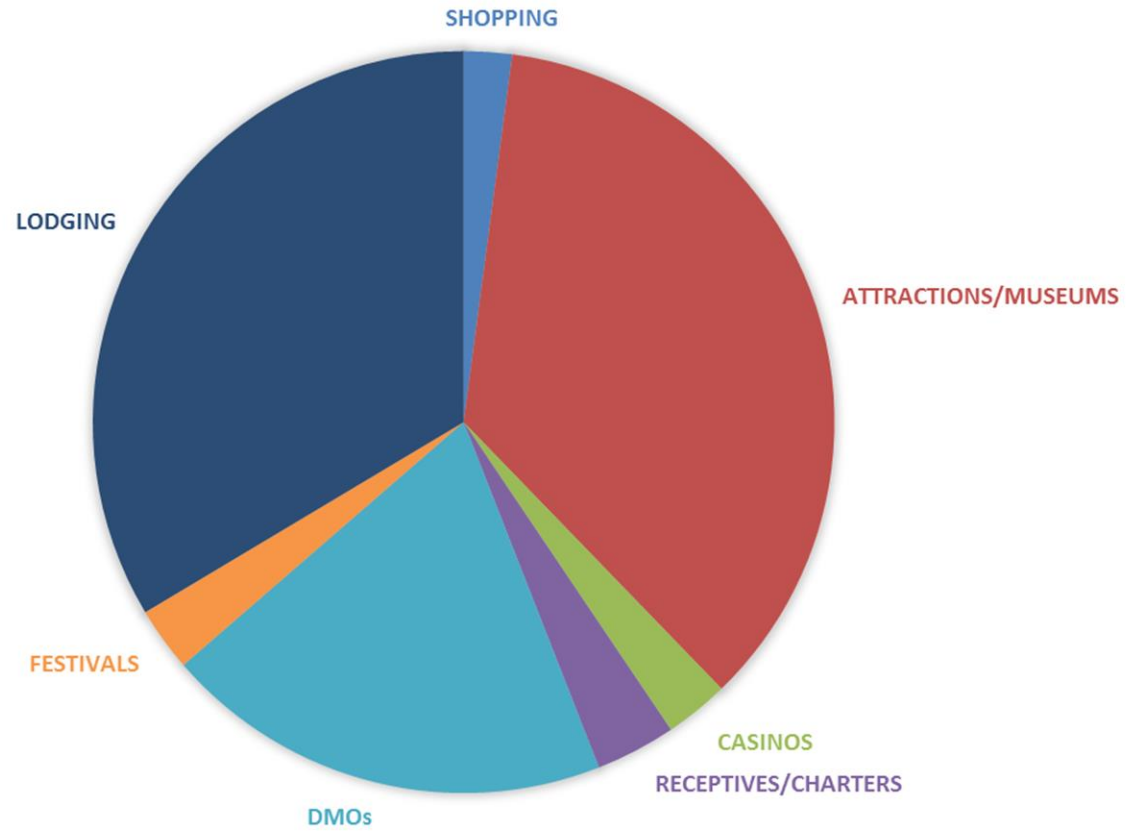
I LOVE WISCONSIN and I have so much more to see and learn about this great state!

Wendy Dobrzynski, Executive Director

Kerry Cosgrove, Administrative Assistant



2016 MEMBERSHIP



16% GROWTH IN MEMBERSHIP FROM
NOVEMBER 2014

MEMBERSHIP UPDATE

Membership

143 as of 12/11/2015

New Members to date

- 17 Attractions
- 1 Casino
- 6 DMO's
- 3 Entertainment
- 2 Festivals
- 7 Lodging

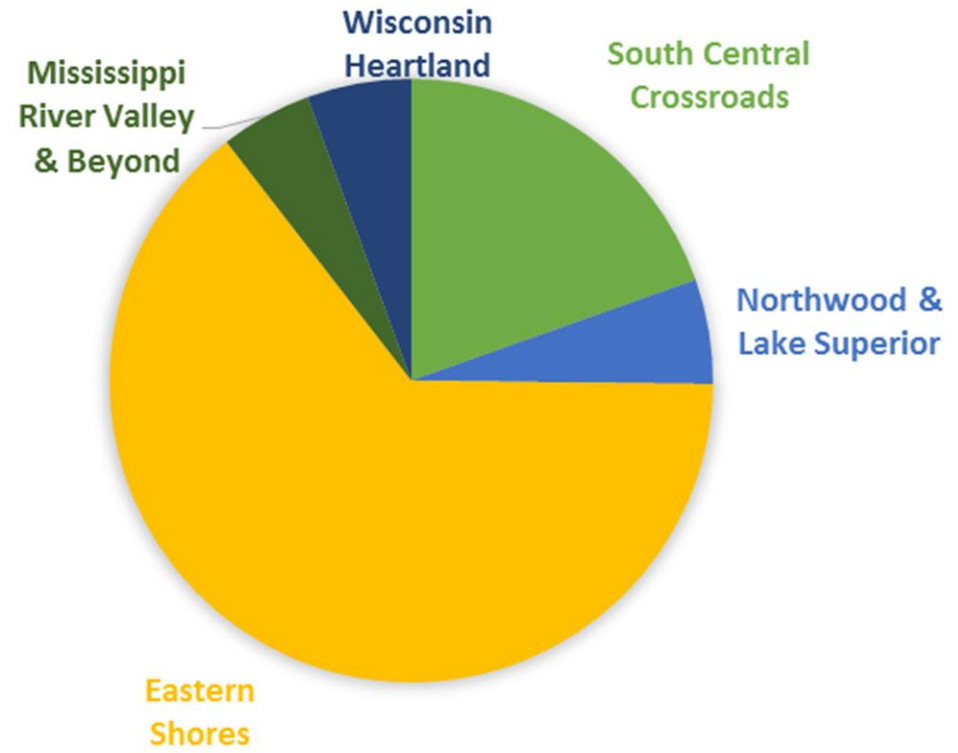
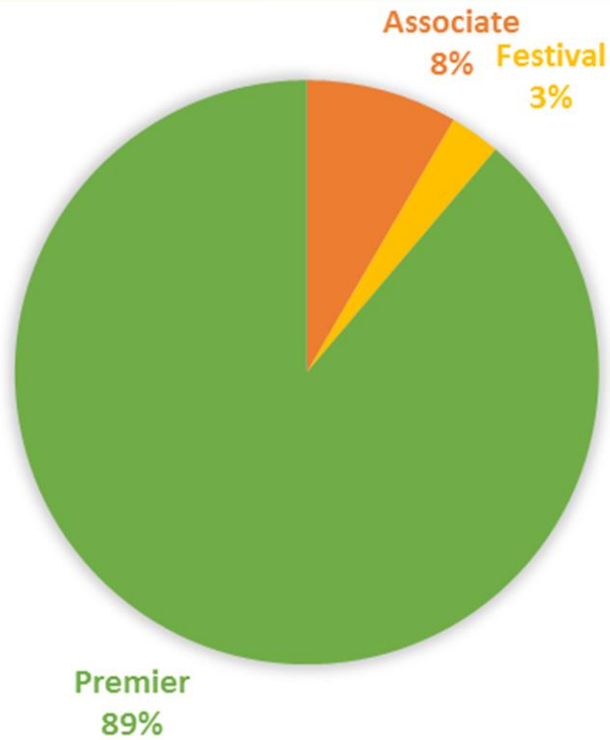
* Loss of 13 members in 2015

Membership Levels

- Premier - \$1,200
- Associate - \$500
- Non-Profit Museums - \$600
- Festivals & Events - \$200



Membership by Level



Membership by Region

WELCOME NEW CIRCLE WISCONSIN MEMBERS

Best Christkindlmarket Milwaukee

Lakefront Brewery – upgraded to Premier

VISIT Eau Claire

Skylight Music Theatre

Shrine of Our Lady of Guadalupe

Fox Cities CVB

SC Johnson

Charles Allis Museum

Villa Terrace

Wade House Historic Site

Greater Madison Convention & Visitors Bureau

Birch Creek Music Performance Center

Best Western Tomah Hotel

Christmas House Bed and Breakfast

Door Peninsula Winery

Edelweiss – MKE River Boat Cruises

Holiday Inn Express & Suites - Madison Central

Lake Lawn Resort

National Railroad Museum

Pabst Mansion

Palace Theater – upgraded to Premier

Racine Art Museum

Wild Eagle Lodge

Holiday Inn Express & Suites – Fond du Lac

Visit Washington County

Boerner Botanical Gardens

Milwaukee Jewish Museum

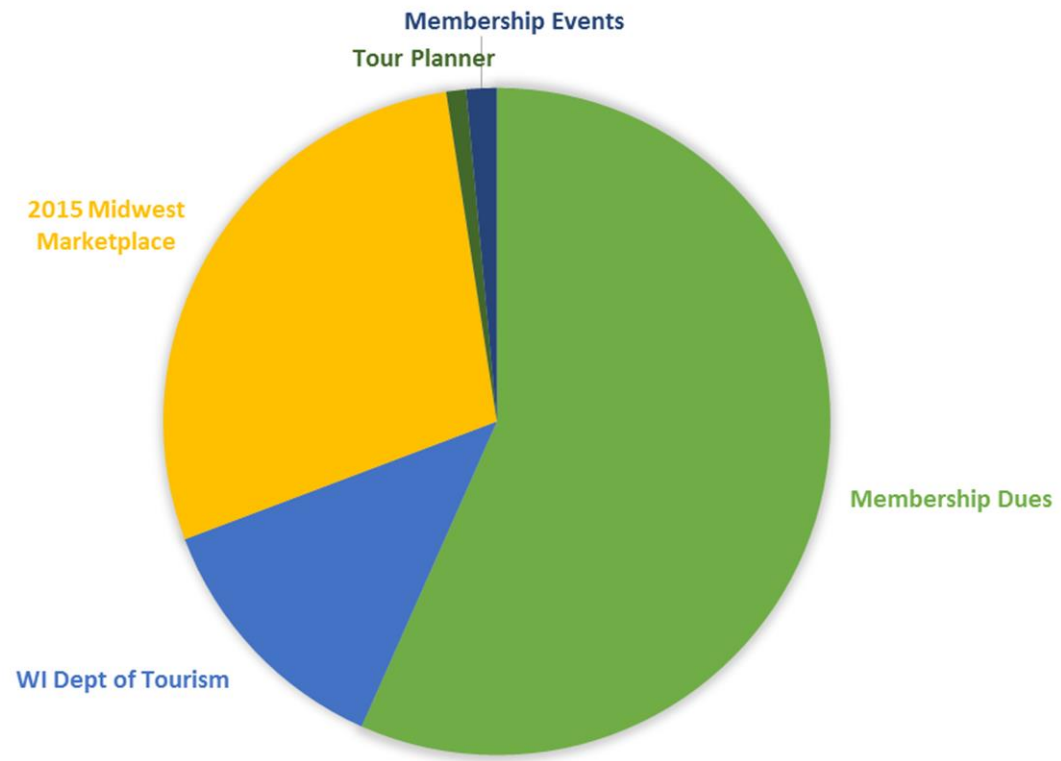
Northpoint Lighthouse

Museum of Wisconsin Art

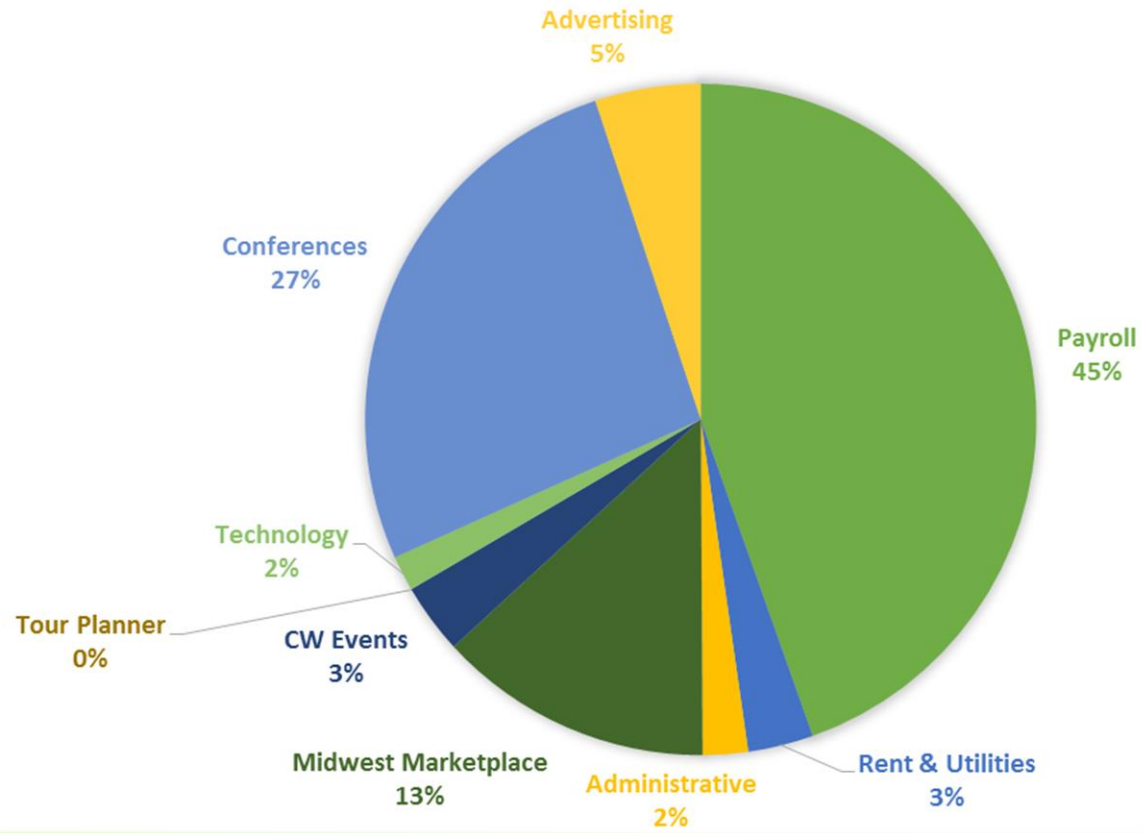
Ashland Chamber

Legendary Waters Resort Casino

CIRCLE WISCONSIN REVENUE SOURCES



CIRCLE WISCONSIN EXPENSES



2015 INDUSTRY EVENTS/CONFERENCES

American Bus Association

National Tour Association

Select Traveler*

WI Senior Centers **

Heritage Peer

WI Governor's Conference on Tourism

IPW

Travel Alliance Partners

Sponsored Registration

International Motorcoach Group

Going on Faith* – Sponsorship only

Travel Xchange

Vancouver & Toronto

Great Day Group Leader Show **

WI/MN Senior Centers **

Boomers in Group*

WACVB Fall Conference on Tourism

Ontario Motorcoach Association

** NEW

*Sponsorship allowed CW to provide a 2015 Tour Planner to all Tour Planners/Bankers in attendance at each show

ABA 2015 Cheese Booth





2016 INDUSTRY EVENTS/CONFERENCES

American Bus Association
National Tour Association
Select Traveler
Heritage Peer
WI Governor's Conference on Tourism
WI Senior Centers
Trailways **
Missouri Bank **

Travel Alliance Partners
International Pow Wow (IPW)
International Motorcoach Association
Going on Faith
Travel Xchange
Great Day Group Leaders
Ontario Motorcoach Association
Boomers in Group
USTOA**

** NEW

CIRCLE WISCONSIN'S 2015 MIDWEST MARKETPLACE

March 29 – 31ST

Middleton & Monona Terrace

One-on-one appointments

32 Buyers from the US

76 of Sellers

50 WI & 26 OTHER STATES

19 Sponsors

2 Feature Editorials in Leisure Group Travel

Editorials in E-Newsletters – LGT – Niche Markets

\$33,000 Net Revenue Generated

120% Net Revenue Growth



**Big Thank you to
Middleton Tourism
Commission**

2016 CIRCLE WISCONSIN MIDWEST MARKETPLACE

April 17 – 19, 2016

Lake Lawn Resort, Delavan

One-on-One Appointments

Buyers

Tour Operators

Bank Travel Leaders

Suppliers

\$395 Circle Wisconsin Members

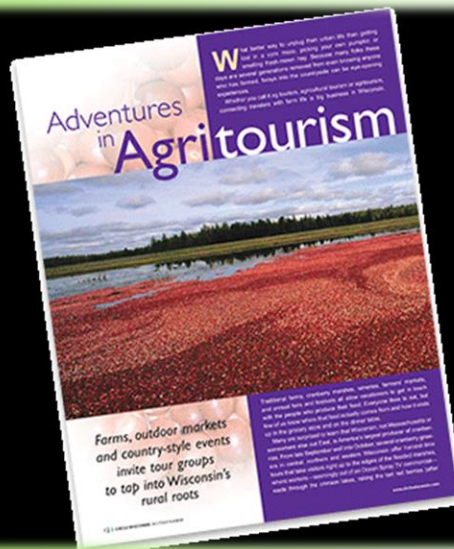
\$495 Non- Circle Wisconsin Members

Wisconsin, Illinois, Minnesota, Michigan,
Iowa, Indiana, North & South Dakota



2015 CIRCLE WISCONSIN TOUR PLANNER

Thank you for embracing the changes that we made to the annual tour planner. The Planner was extremely successful and noticed positively by the industry.



2015 TOUR PLANNER DISTRIBUTION, REACH & EXPOSURE

- Mailed in February
 - Wrapped with the February Edition of Leisure Group Travel to over 20,000 Tour Operators/Planners throughout the US & Canada
- Digital Version on Circle Wisconsin Website (over 600 views)
- Digital Version on Leisure Group Travel's website
- Feature editorial on various E-Newsletter's published by Leisure Group Travel – Insights E-newsletter for each niche market (70,000 subscribers)
 - Leisure Group Travel
 - Student Travel
 - Religious Travel
 - Reunion Travel
- Distributed at a variety of industry events by Circle Wisconsin and Leisure Group Travel

www.leisuregrouptravel.com

2016 CIRCLE WISCONSIN TOUR PLANNER

Membership Listing

- Full-color Logo

- 50 word description w/ contact info

- 20,000+ distribution

- Poly wrapped with February edition of Leisure Group Travel

- Debut at the American Bus Association

Digital Planner

- Circle Wisconsin Website

- Leisure Group Travel Website

5 Regions

- Eastern Shores

- Mississippi River Valley

- Northwoods & Lake Superior

- Wisconsin Heartland

- South Central Crossroads

Editorial

- Lighthouses & Waterways

- Arts & Architecture

- Holidays in Wisconsin

Itineraries

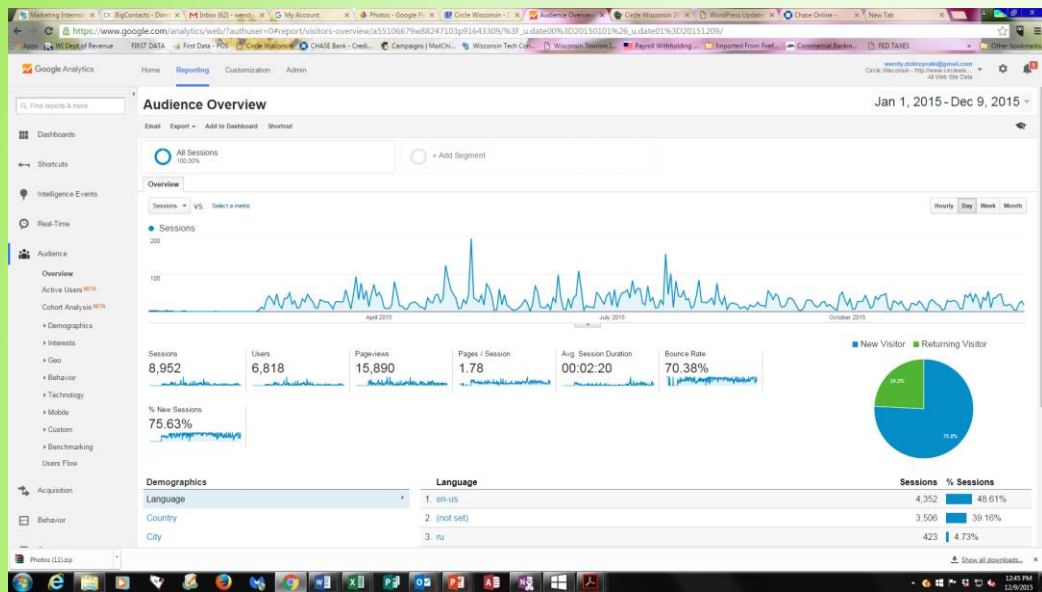
- Exceeded Advertising Goals!

- 28% Increase in Advertising

- Increase from 60 to 68 pages



CIRCLE WISCONSIN WEBSITE & SOCIAL MEDIA



Total Page Likes as of Today: 192



MEMBERSHIP COMMUNICATION

Bi-Monthly E-Newsletters

New Members

Sales Leads/Prospects

Updates

Trends

Announcements

IMPORTANT CIRCLE WISCONSIN UPDATES AND NEWS [View this email in your browser](#)

CIRCLE WISCONSIN

From Wendy's Desk

We are happy (and a bit sad) to announce the retirement of our long time friend and colleague,

Jackie Brisko

After ten years as the Director of Audience Development at The Fireside, as of June 12th, Jackie Brisko has retired from The Fireside. Jackie wants you to know that it has been a pleasure working with Circle Wisconsin and all of its members throughout the years to help promote tourism to the wonderful State of Wisconsin and all the fun that we have to offer. If you have any questions regarding groups visiting The Fireside Jean Flynn, Group Sales Manager, is your main contact.



If you want to send Jackie any wishes for a happy retirement you can email her at jbrisko11@gmail.com or send them to Circle Wisconsin and we will get them to her as she is in the transition of moving back to Racine.

Jackie has been a well-respected



DEPARTMENT OF TOURISM

Our relationship with the Wisconsin Department of Tourism continues to prosper. We are working closely with Travel Wisconsin on both international and domestic initiatives.

Feedback from Stephanie Klett, Secretary of Tourism and Sarah Klavas, Deputy Secretary has been very encouraging and complimentary of the direction our organization has been going.

The reputation and recognition of Circle Wisconsin is hitting new heights in the state as well as nationally.

THANK YOU FOR
YOUR
CONTINUED
SUPPORT!

