



2016 ANNUAL REPORT AND MARKETING INITIATIVES

December 8 & 9, 2016
Hilton Garden Inn - Middleton

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 Art Center

Menomonee Casino Resort



EXECUTIVE DIRECTOR

It has been exciting this year to see the impact of the branding changes (tour planner, website, logo, and more) that we implemented over the last several years. Our membership continues to grow and expand throughout all regions of the state. The reputation statewide, nationally and globally of Circle Wisconsin has been solidified as the premier destination organization dedicated to the group tour market in Wisconsin.

Our Midwest Marketplace event has proven itself as the regional industry event to attend for tour operators and tour suppliers. The positive feedback and ROI expressed has been outstanding.

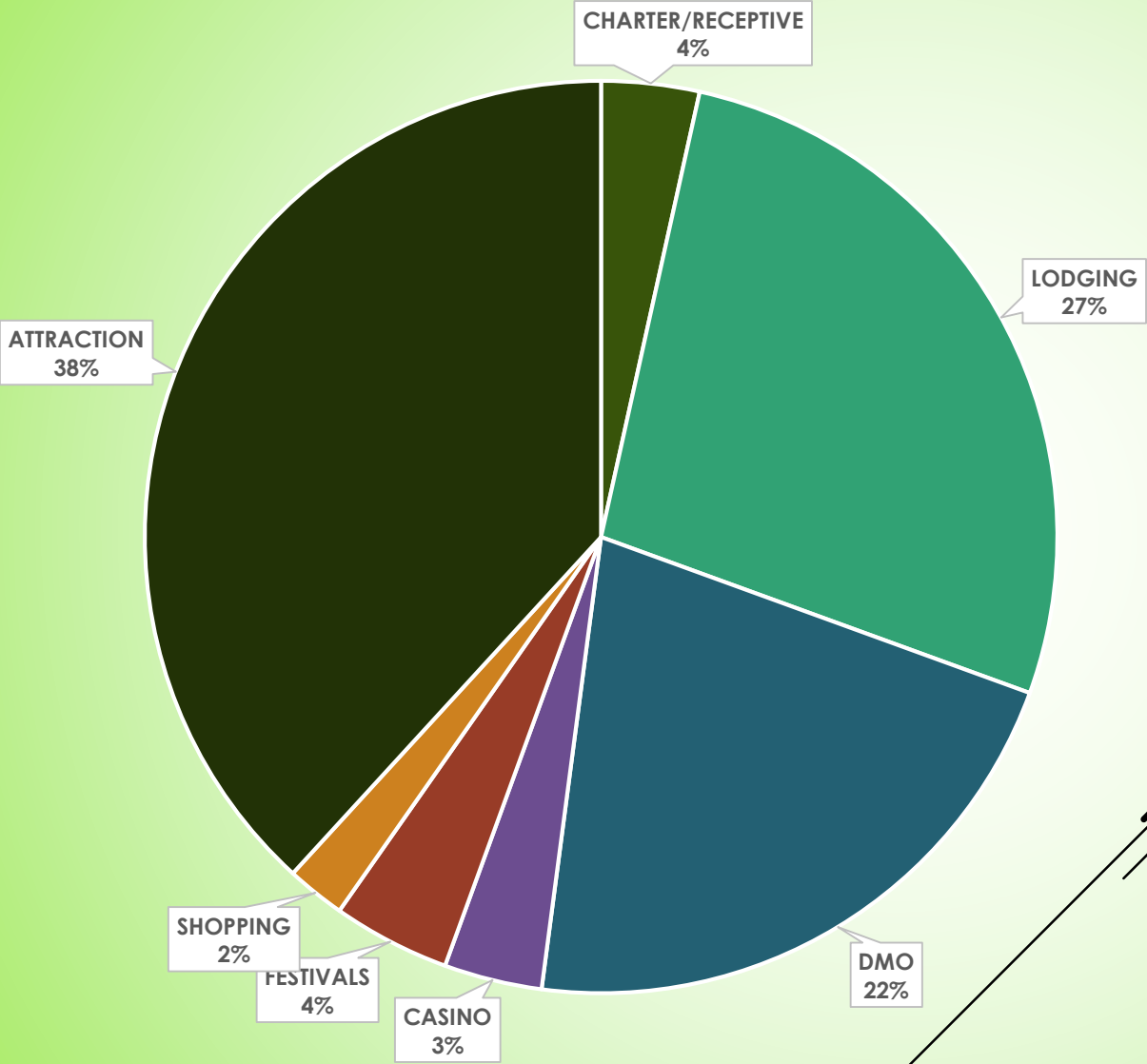
These initiatives, along with you, our fabulous members, are showcasing Wisconsin as one of the top group-friendly destinations.

Thank you for your continued support.

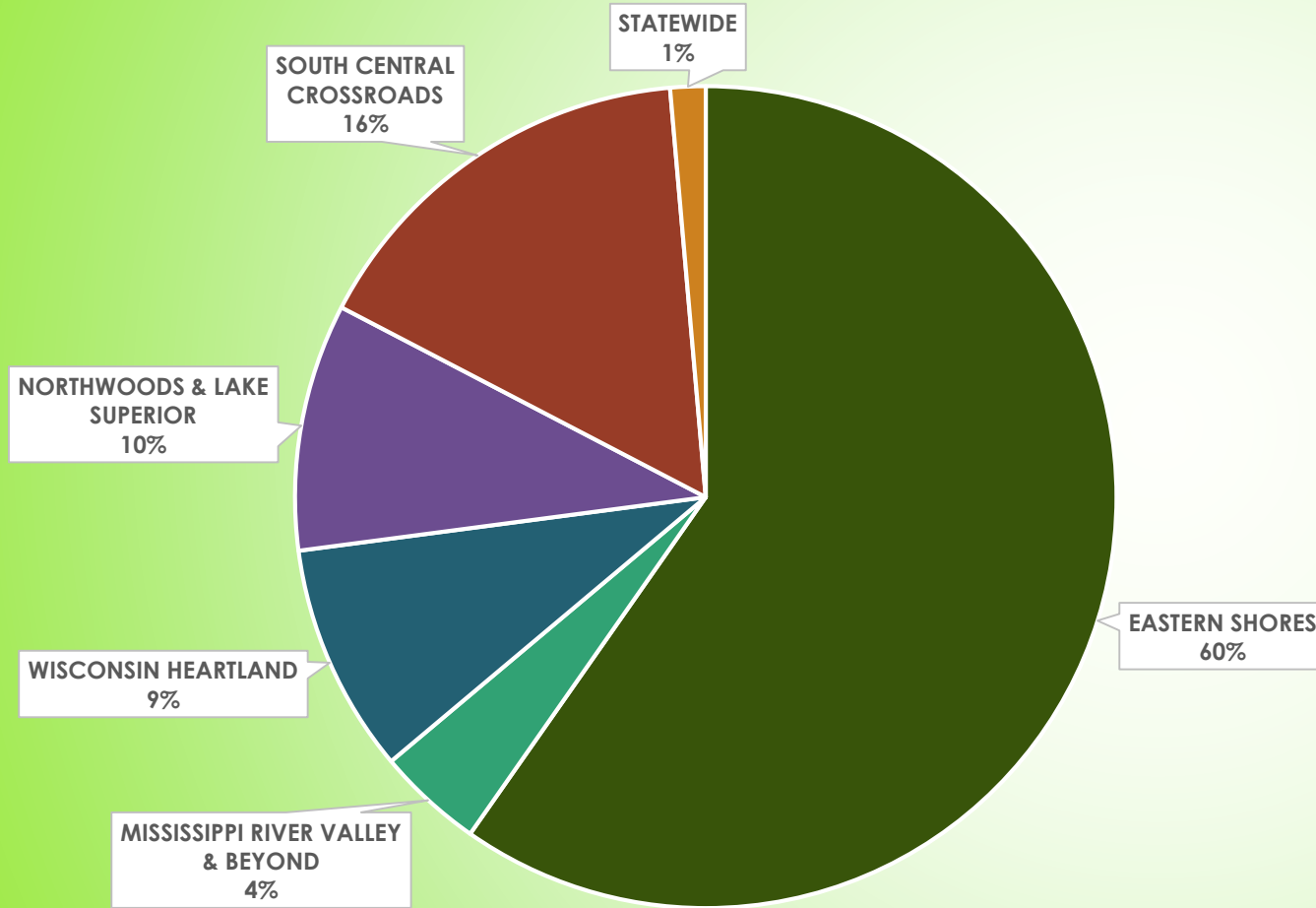
Wendy Dobrzynski, Executive Director
Kerry Cosgrove, Administrative Assistant



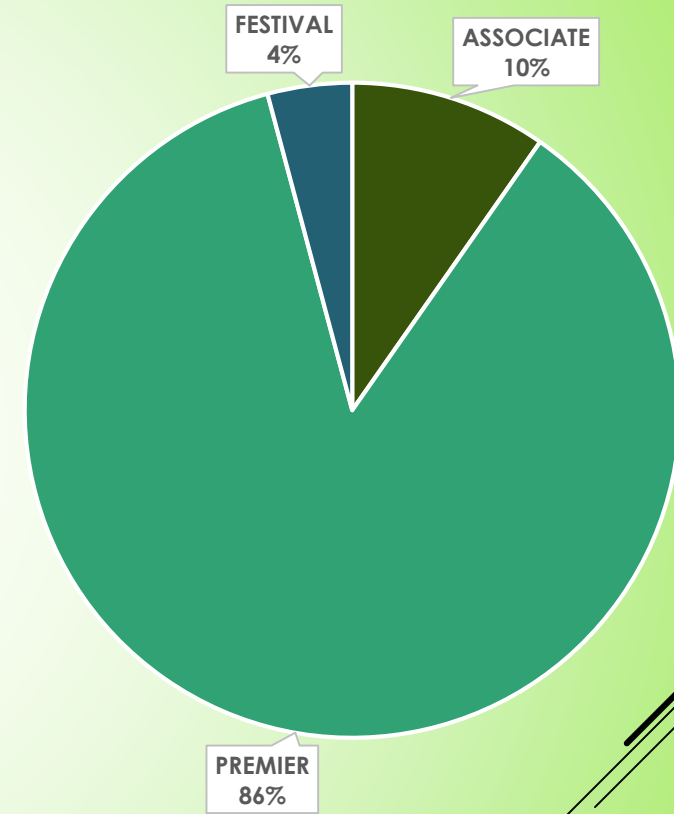
2016 CIRCLE WISCONSIN MEMBERSHIP BY CATEGORY



2016 Circle Wisconsin Membership by Region



2016 Circle Wisconsin Membership by Level



MEMBERSHIP UPDATE

Membership

144 as of 12/2/2016

153 effective 1/1/2017

New Members to date

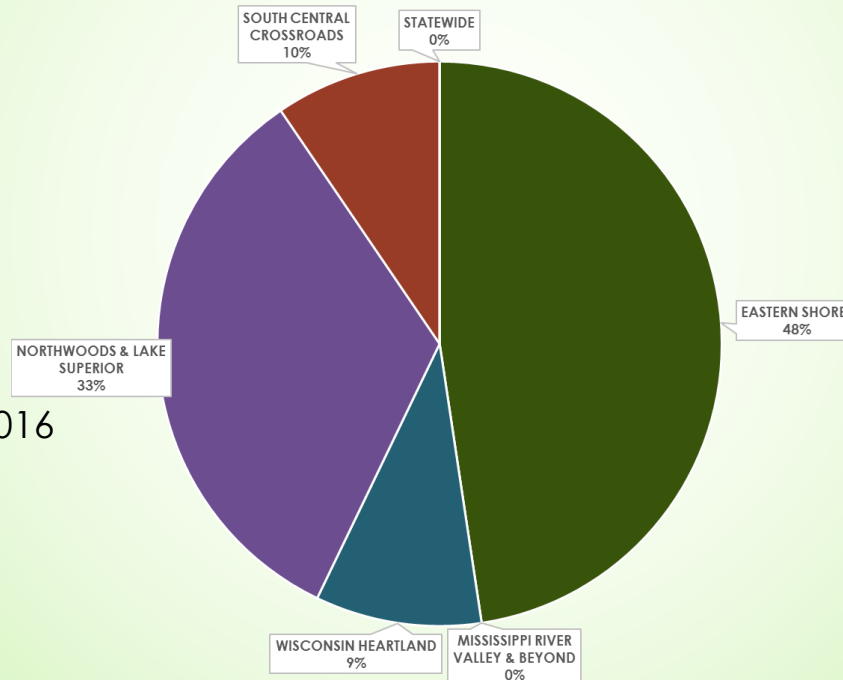
- 8 Attractions
- 2 Casino
- 5 DMO's
- 2 Festivals
- 3 Lodging

* Loss of 11 members in 2016

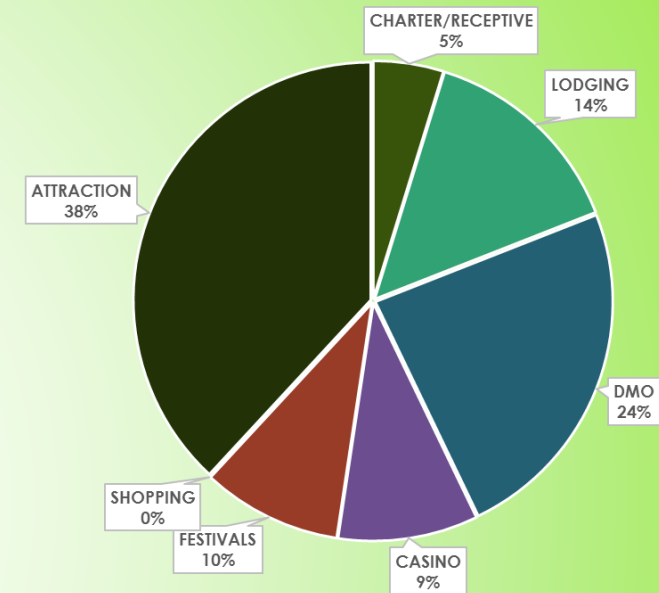
Membership Levels

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

2016 NEW MEMBERS BY REGION



2016 NEW MEMBERS



WELCOME NEW CIRCLE WISCONSIN MEMBERS

2016

Americinn Inn – Wisconsin Dells

Ashland Convention & Visitors Bureau

Boerner Botanical Gardens

Cabin Ridge Rides

German Fest

Hayward Lakes Visitor Bureau

Hilton Garden Inn Park Place

Ho-Chunk Gaming

Hop Head Tours

Jewish Museum of Milwaukee

Lake Geneva Canopy Tours

Legendary Waters

Lodge at Leatham Smith

Making Spirits Bright

Museum of Wisconsin Art

Paine Art Center & Gardens

Pioneer Village Museum

Renard's Cheese

Superior-Douglas Visitors & Convention Bureau

Visit Beloit



2017

The Automobile Gallery

Bavarian Bierhaus

Country Ovens

Wisconsin Cranberry Discovery Center

Ephraim Historical Society

Hurley Chamber of Commerce

Edgewater Hotel

Explore La Crosse

Old World Wisconsin

Radisson – La Crosse

Thunder Valley Inn

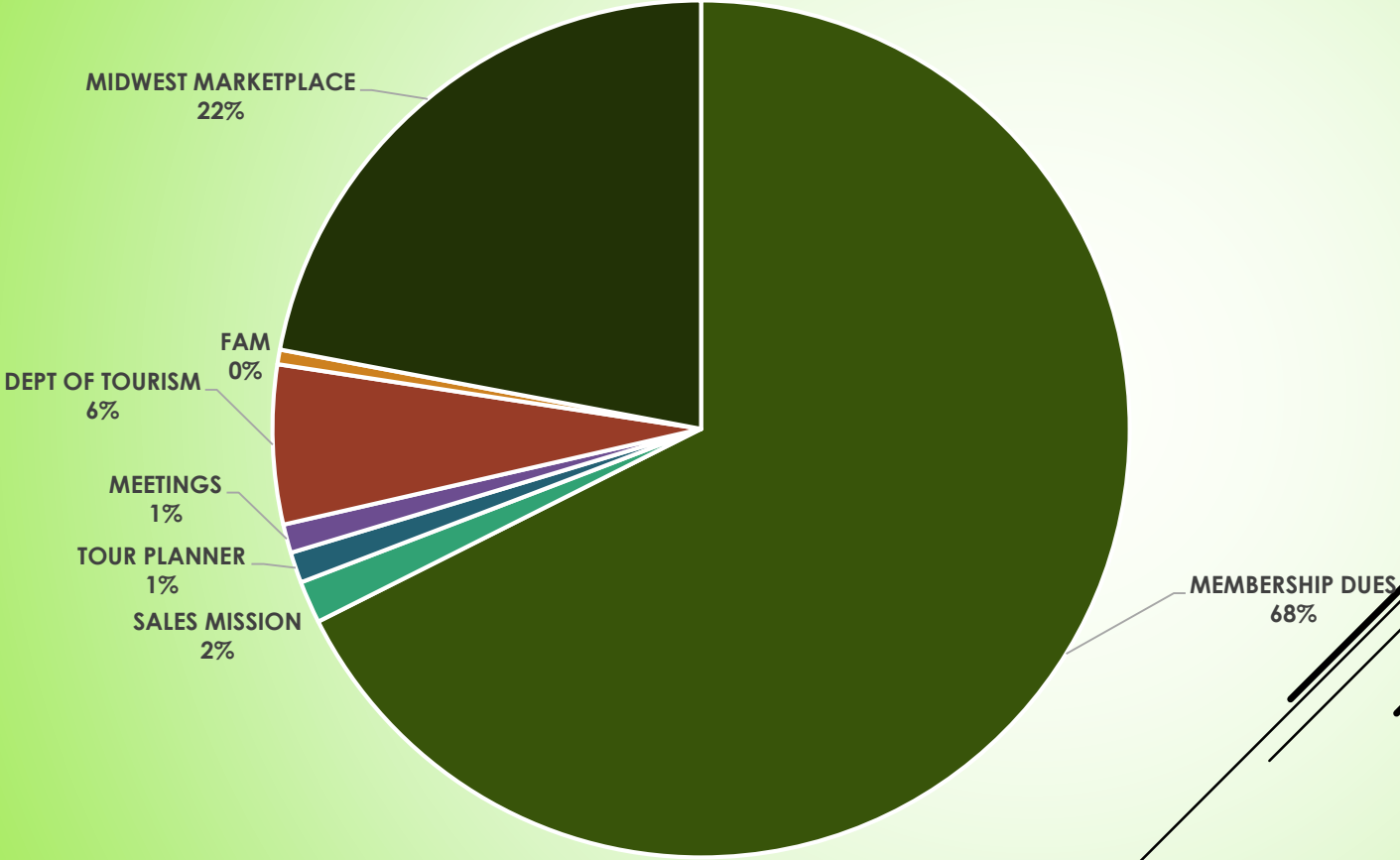
Shawano County Tourism

Shrine of Our Lady of Good Help

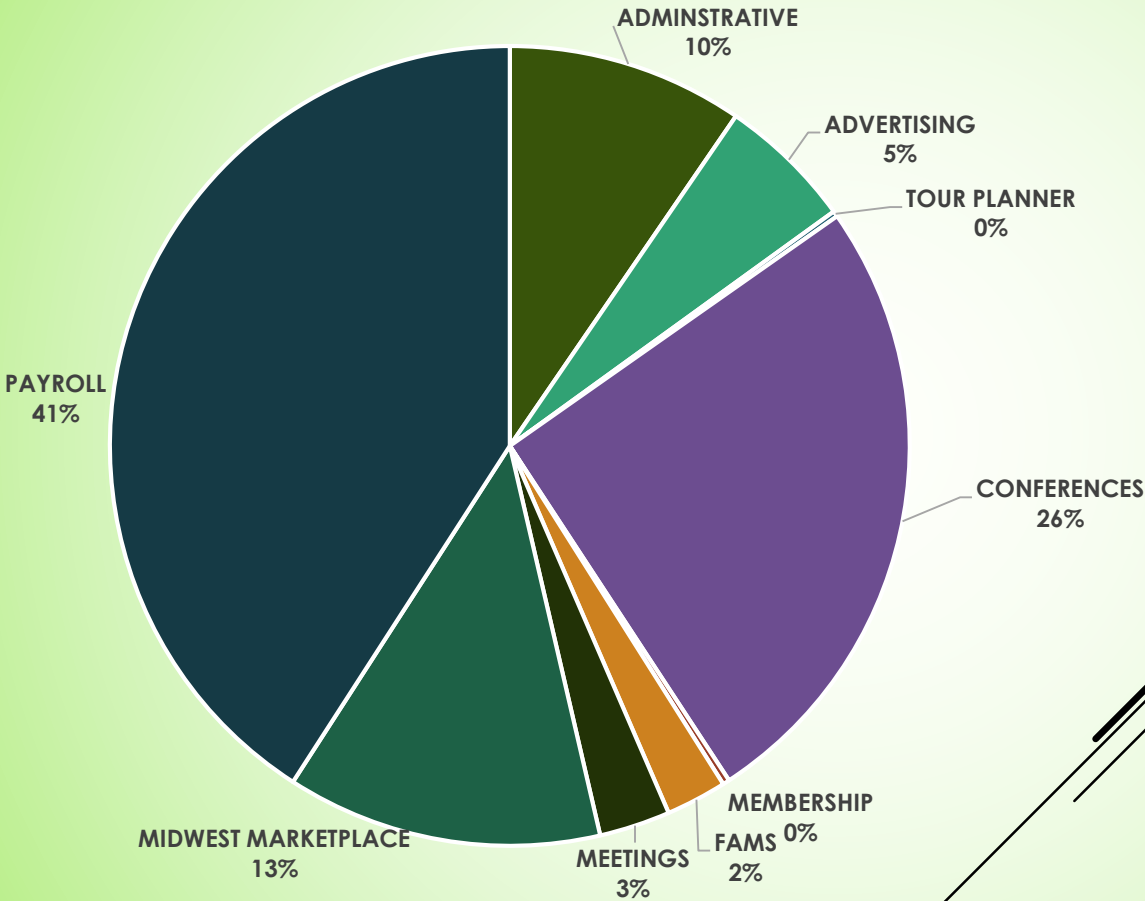
Villa Louis



2016 CIRCLE WISCONSIN REVENUE



2016 CIRCLE WISCONSIN EXPENSES



2016 INDUSTRY EVENTS/CONFERENCES

American Bus Association

National Tour Association

Select Traveler

WI Senior Centers

Heritage Peer

Trailways **

WI Governor's Conference on Tourism

IPW

Travel Alliance Partners

International Motorcoach Group

Discover America – Canada – Media
Marketplace

Great Day Group Leader Show

Boomers in Group

Experience Lab **

WACVB Fall Conference on Tourism

Ontario Motorcoach Association

Wisconsin Hotel & Lodging Association **



** NEW

American Bus Association Marketplace 2016 Circle Wisconsin Cheese Booth



2016 INDUSTRY EVENTS



2017 INDUSTRY EVENTS/CONFERENCES

American Bus Association
Illinois Association of Park Districts **
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/Media Marketplace
Great Day Group Leaders
Ontario Motorcoach Association
WACVB Fall Conference
WH&L Conference
Boomers in Group
National Tour Association

** NEW

2016 CIRCLE WISCONSIN TOUR OPERATOR FAM

Exploring the Wisconsin Heartland - Baraboo, Ripon, Central WI and the Dells



2017 CIRCLE WISCONSIN TOUR OPERATOR FAM
WILL FEATURE OUR MEMBERS IN THE
SOUTH CENTRAL CROSSROAD REGION



AMERICAN BUS ASSOCIATION'S TOP 100

The Great Circus Parade – Baraboo
Warren's Cranberry Festival



CIRCLE WISCONSIN'S 2016 MIDWEST MARKETPLACE

March 17 - 19

Lake Lawn Resort, Delavan

One-on-one appointments

36 Buyers from the US

93 Sellers

59 WI & 34 OTHER STATES

23 Sponsors

2 Feature Editorials in Leisure Group Travel

Editorials in E-Newsletters – LGT – Niche Markets

\$46,000 Net Revenue Generated

140% Net Revenue Growth



2017 CIRCLE WISCONSIN MIDWEST MARKETPLACE

April 2 - 4, 2017

Radisson Conference Center, Green Bay

One-on-One Appointments

Buyers

- Tour Operators

- Bank Travel Leaders

Suppliers

- \$445 Circle Wisconsin Members

- \$595 Non- Circle Wisconsin Members

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



2016 CIRCLE WISCONSIN TOUR PLANNER



2016 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



PREMIER TRAVEL MEDIA PARTNERSHIP

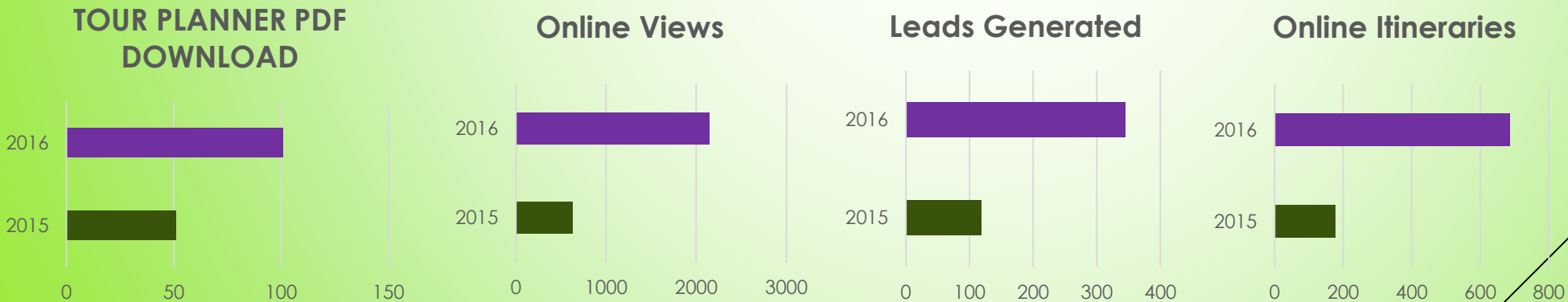
How and where your guide was promoted:

Primary Location: <http://leisuregrouptravel.com/circle-wisconsin-2016-tour-planner/>

- Individual articles and itineraries posted on leisuregrouptravel.com as well

Primary Promotional Vehicles

- Facebook (paid and organic posts for content)
- Twitter (organic posts for content)
- Dedicated e-blast for pdf download to newsletter subscriber base
- Inclusion of Download Module in several InSite Newsletters
- Inclusion of various content pieces from planner in InSite Newsletters
- Internal banner advertisements driving readers to the Primary Location page on the website



2017 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

WI Natural Splendor

WI Main Streets

WI Culinary

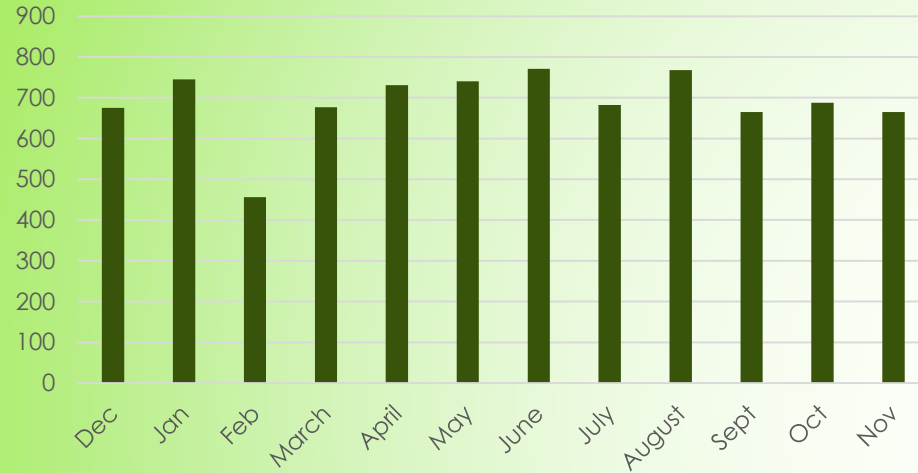
Itineraries



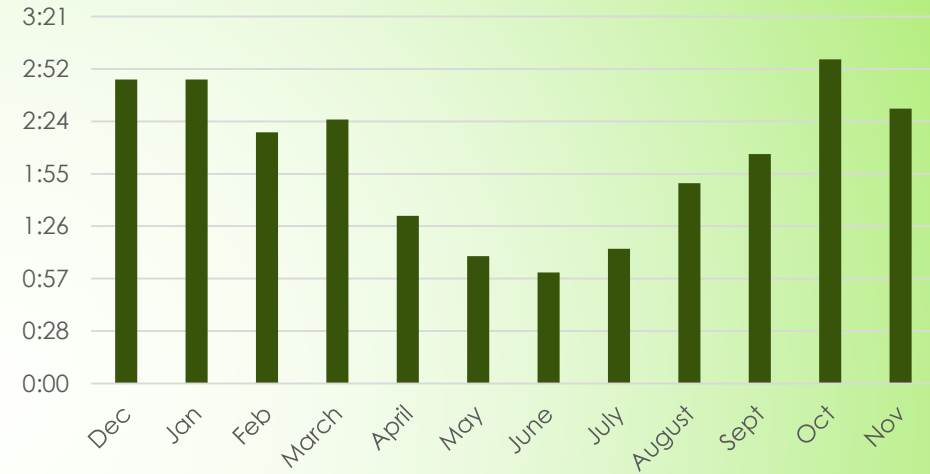
Exceeded Advertising Goals!
15% Increase in Advertising

CIRCLE WISCONSIN WEBSITE

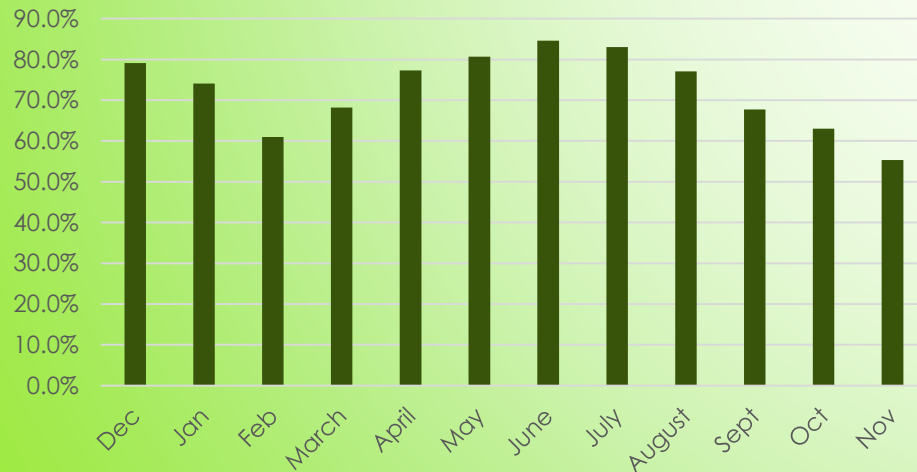
Sessions



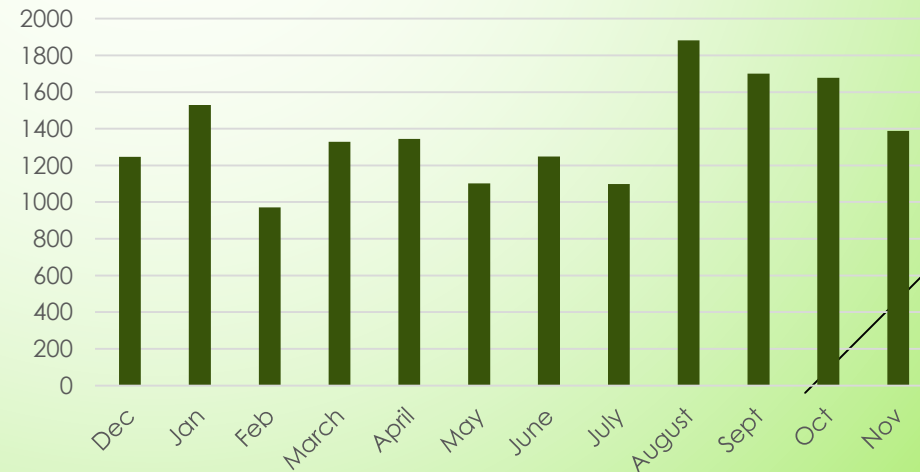
Avg Session Duration



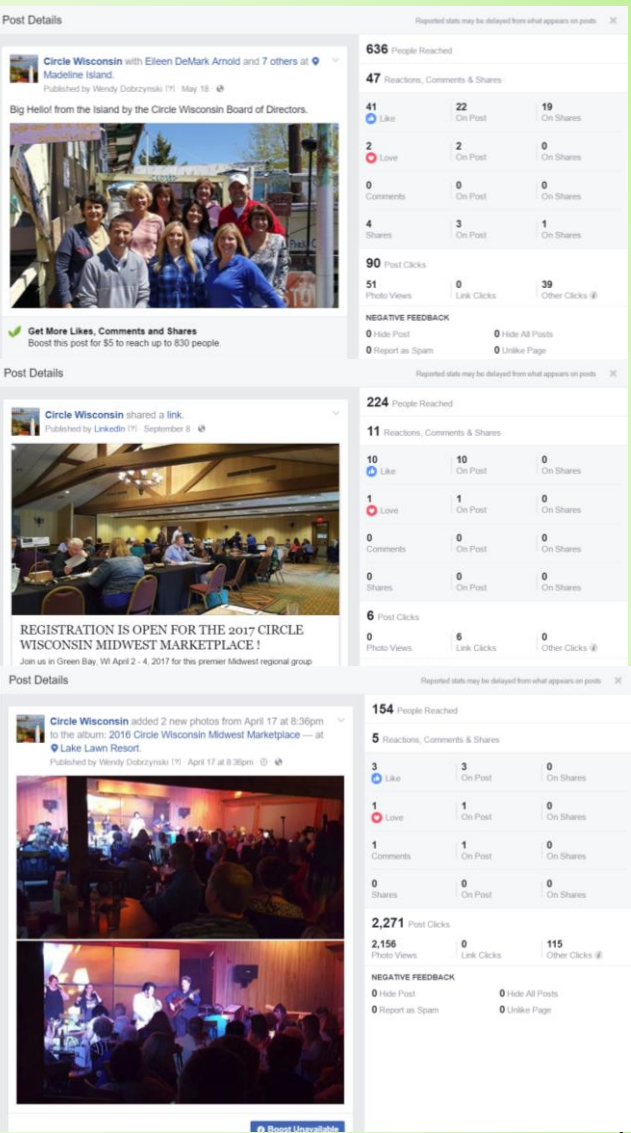
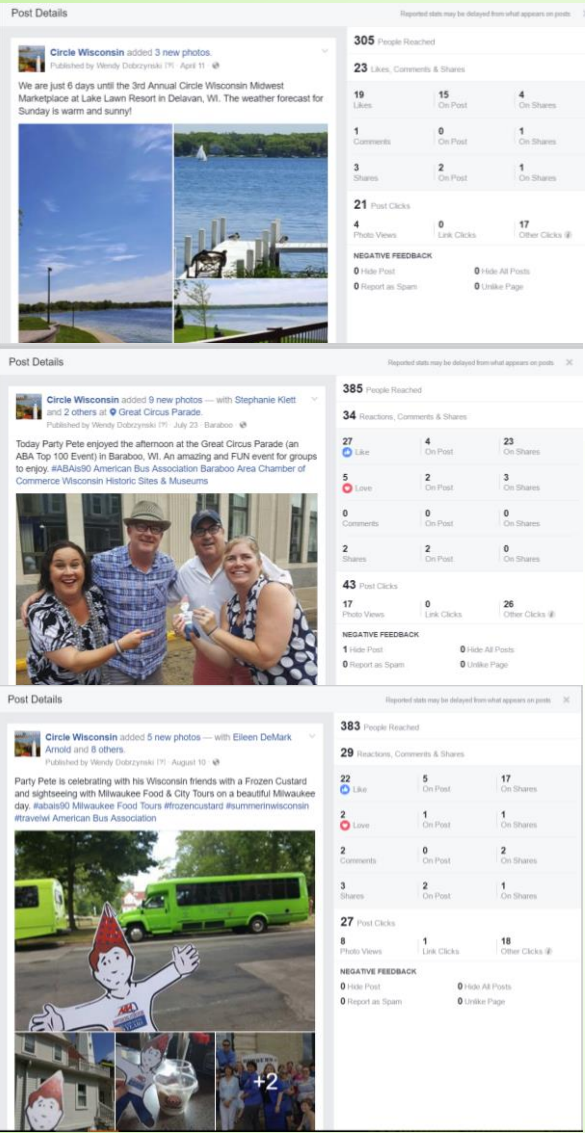
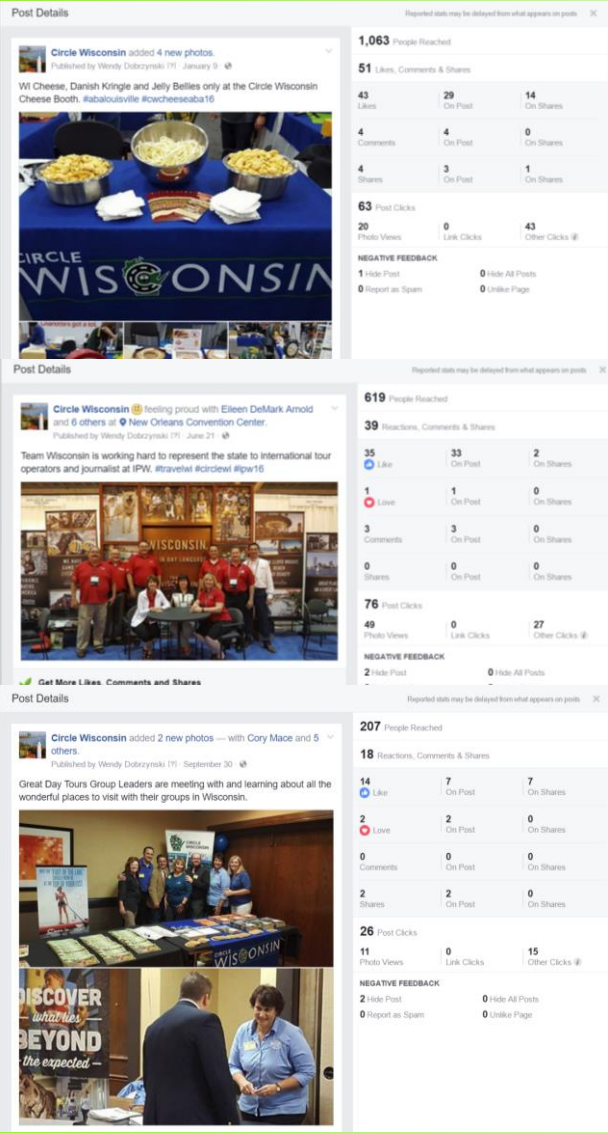
% of New Visitors



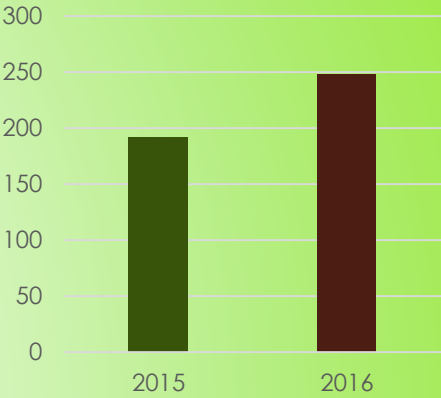
Pageviews



FACEBOOK TOP POSTS



FACEBOOK LIKES





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.