



2017 ANNUAL REPORT AND MARKETING INITIATIVES

November 30 – December 1
Heidel House, Green Lake

2017 CIRCLE WISCONSIN BOARD OF DIRECTORS

Eileen Arnold

Casey Ausloos

Laura Bradley

Julie Gerczak

Jamie Haack

Eva Hoey

Mark Horenberger

Cory Mace

Mary Ross

Real Racine

Green Bay Packers

Door County Visitors & Convention Bureau

Green Bay Visitors and Convention Bureau

John Michael Kohler Art Center

Kenosha Visitors and Convention Bureau

Clarion Hotel & Conference Center

North Central Group

Madeline Island Ferry

EXECUTIVE DIRECTOR MESSAGE

Three years! Wow! With the help of Travel Wisconsin and our member partners, quite a bit has been accomplished during this time.

We have continued to grow our membership, increased our visibility locally, nationally and internationally, and created an updated look and feel to our brand, ensuring Wisconsin remains a top destination for tour groups to visit in 2018 and beyond.

Our goals for the coming years include:

- ❖ Increasing group visits through sales missions, personal engagements and targeted print, digital and social advertising and promotions of our brand, partners and the many experiences unique to Wisconsin
- ❖ Engaging with new niche market influencers
- ❖ Continue our existing relationships with operators/planners, while building new partnerships domestically and internationally
- ❖ Continue our upward trend of membership growth and engagement

In 2018, we will celebrate our 5th annual Circle Wisconsin Midwest Marketplace. The marketplace has gained the reputation as one of the best industry events for tour operators/planners to build relationships and itineraries with our members and suppliers from the region.

In 2017, we had a record number of buyers meet with over 90 suppliers, completing over 3,300 appointments generating well in excess of a million dollars in economic development and a wealth of new life-enriching experiences for thousands of travelers.

We will continue to work with our members, partners and Travel Wisconsin to ensure Wisconsin continues to increase market share and enjoys dynamic economic growth from continued participation in the group travel industry.

Thank you for your continued confidence and support.

Wendy Dobrzynski, Executive Director
Kerry Cosgrove, Administrative Assistant

MEMBERSHIP UPDATE

Membership

156 as of 11/27/17

156 effective 1/1/2018

Membership Levels

Premier - \$1,200

Associate - \$500

Non-Profit Museums - \$600

Festivals & Events - \$200

New Membership Packets

2017

The Automobile Gallery
Bavarian Bierhaus
Green Bay Botanical Gardens
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
China Lights Festival
Circus Parade
Woodside Old Towne
Woodside Ranch

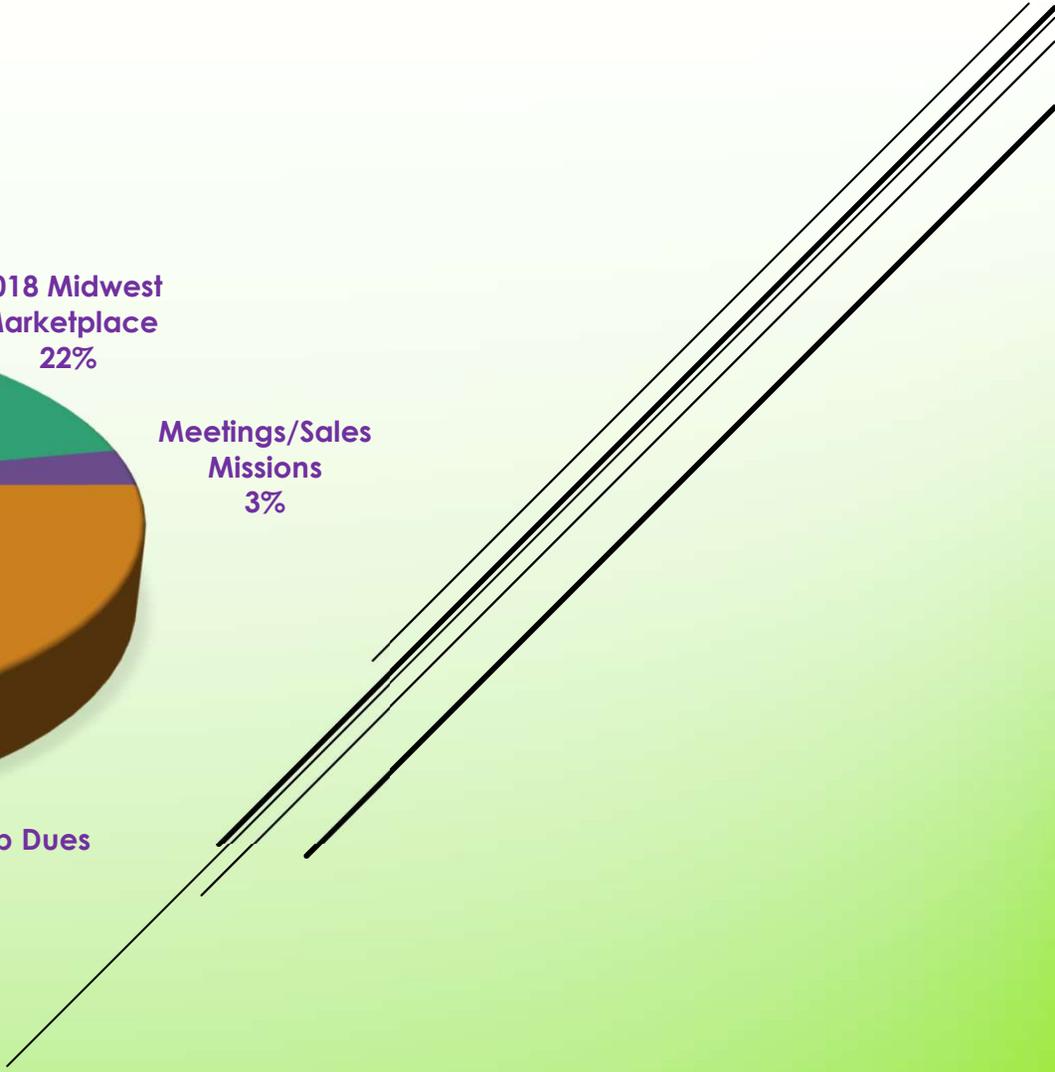
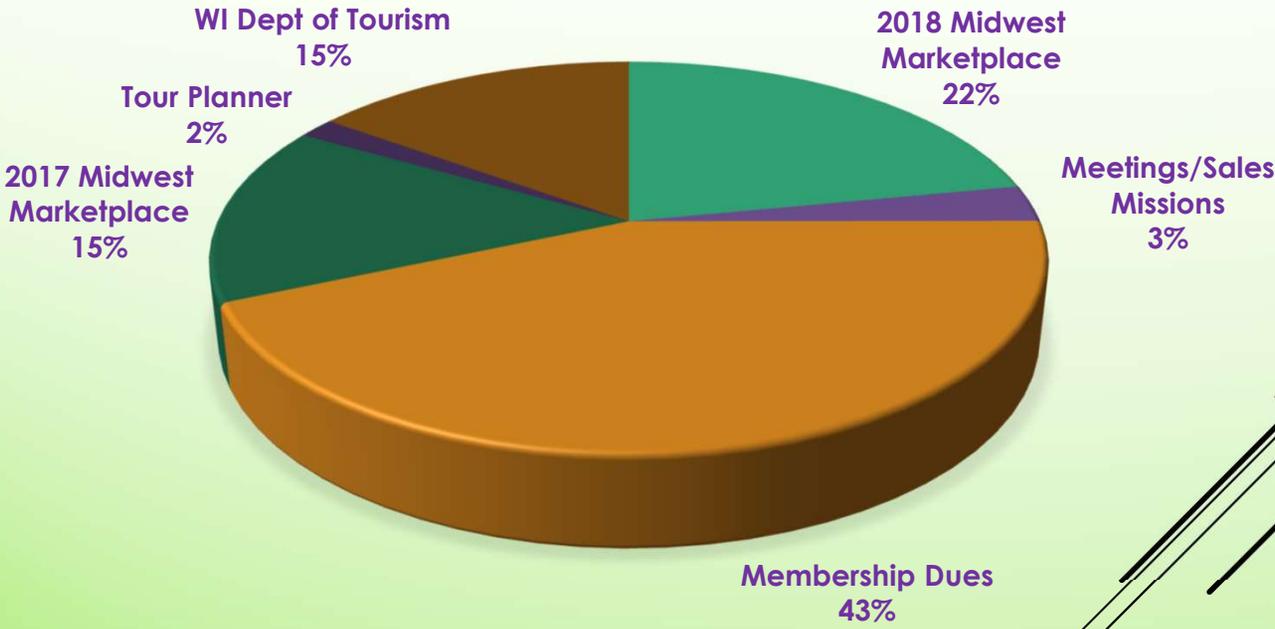
Woodside Wisconsin Dells
Grand Geneva Resort
West Allis Cheese & Sausage Shoppe

2018

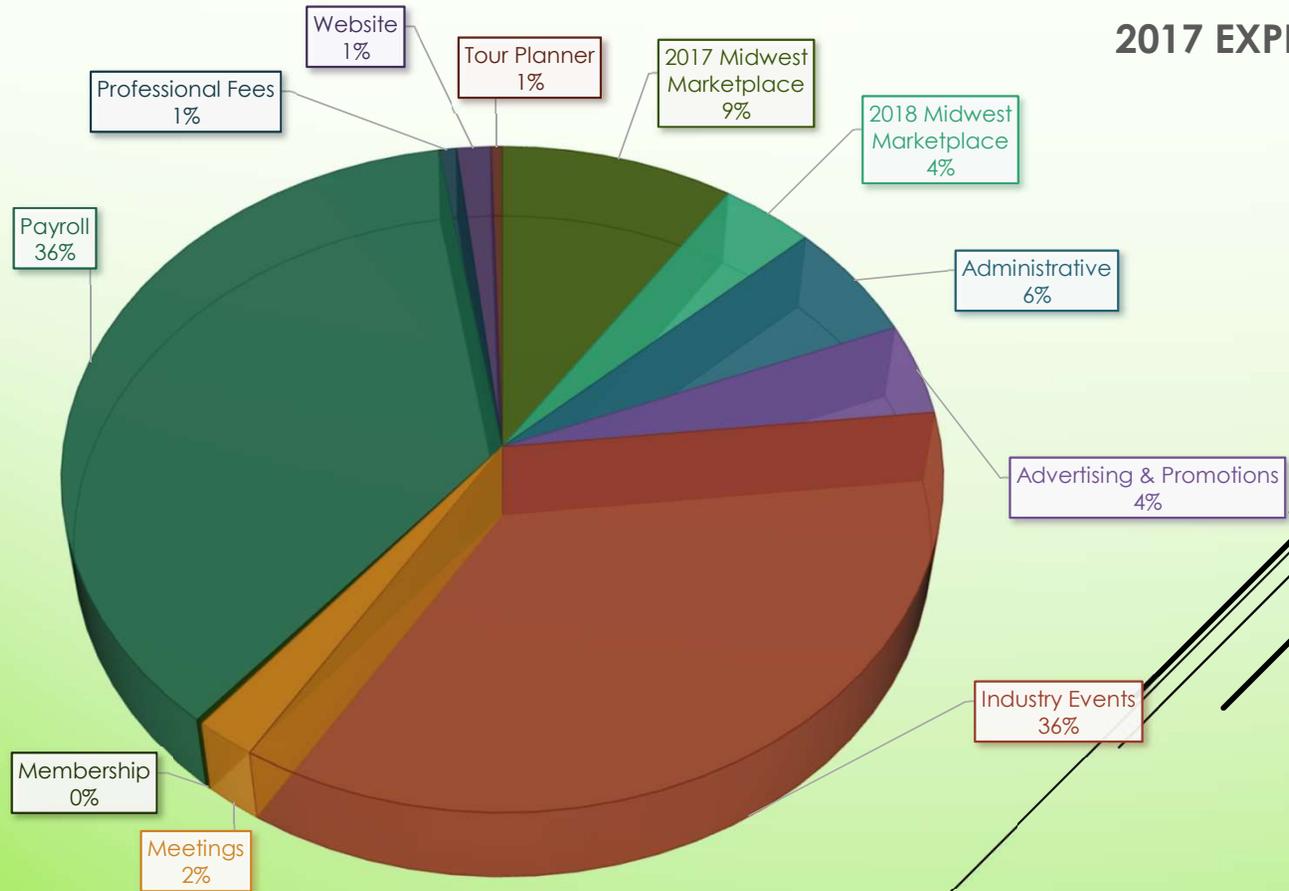
The Ridge Hotel
Stone Harbor
Magnusson Grand Hotel
Down A Country Road
Mt. Horeb Chamber of Commerce

Visit Sheboygan
Yerke's Observatory
The Marcus Center for the Performing Arts

2017 REVENUE



2017 EXPENSES



2017 INDUSTRY EVENTS/CONFERENCES

American Bus Association

National Tour Association

Select Traveler

WI Senior Centers (2 Events)

Illinois Park & Recreation **

Heritage Peer

Trailways

Missouri Bank **

WI Governor's Conference on Tourism

Travel Alliance Partners

International Motorcoach Group

Discover America – Canada – Media
Marketplace

IPW

Great Lakes USA – China Ready

Great Day Group Leader Show

Boomers in Group

WACVB Fall Conference on Tourism

Ontario Motorcoach Association



** NEW

**American Bus Association
Marketplace
2018 Circle Wisconsin Cheese Booth
Cleveland, Ohio**

- ▶ 66 Gallons of Cranberry Juice
- ▶ 1,200 Jelly Belly sample packets
- ▶ 30 Danish Kringles – Racine area bakeries
- ▶ 10 lbs of Country Ovens Chocolate covered Door County Cherries
- ▶ 25 lbs of Mozzarella Whips from Hennings
- ▶ 40 lbs of Cheese Curds from Hennings
- ▶ 235 lbs of assorted Cheeses from Alp & Dell



2017 CONFERENCES/INDUSTRY EVENTS



2018 INDUSTRY EVENTS/CONFERENCES

American Bus Association
Illinois Association of Park Districts
National Tour Association - MKE
Select Traveler
Heritage Peer
WI Governor's Conference on Tourism
WI Senior Centers
Trailways
Missouri Bank
Travel Alliance Partners
Tennessee Motorcoach Association **

International Pow Wow (IPW)
International Motorcoach Group
Going on Faith
Great Day Group Leaders
Ontario Motorcoach Association
WACVB Fall Conference
WH&L Conference
Boomers in Group
National Tour Association
Pennsylvania Motorcoach Association **

** NEW

CIRCLE WISCONSIN'S 2017 MIDWEST MARKETPLACE

April 2 - 4

Radisson Hotel & Conference Center,
Green Bay

One-on-one appointments

34 Buyers from the US

108 Sellers

59 WI & 49 OTHER STATES

39 Sponsors

2 Feature Editorials in Leisure Group Travel

Editorials in E-Newsletters – LGT – Niche Markets

\$58,000 Net Revenue Generated

25% Net Revenue Growth



2018 CIRCLE WISCONSIN MIDWEST MARKETPLACE

April 8 – 10, 2018

Grand Geneva Resort, Walworth County

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

LAUNCHED WWW.MIDWESTMARKETPLACE.ORG IN SEPTEMBER, 2017



MIDWESTMARKETPLACE.ORG

Launched mid August, 2017

2,012 Pageviews as of 11.27.17

225 Pageviews – Tour Operators/Planners

344 Pageviews – Tour Suppliers

4 Advertisers



2017 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 housed on Circle Wisconsin Website
 - Digital Version housed on Leisure Group Travel's website
 - Dedicated e-blast launches the 2017 Circle Wisconsin Tour Planner
 - 12 month e-mail promotions of the Tour Planner and articles to 65k of Premier Travel Medias subscribers to the following niches:
 - Leisure Group Travel
 - Student Travel
 - Religious Travel
 - Reunion Travel
- www.leisuregrouptravel.com
- Addl. 5,000 distributed at a variety of industry events by Circle Wisconsin and Leisure Group Travel



RESULTS FROM PREMIER TRAVEL MEDIA PARTNERSHIP

- ❑ 25,000 PRINT DELIVERIES
 - ❑ 31,139 DIGITAL IMPRESSIONS OF THE TOUR PLANNER & ARTICLES/ITINERARIES WITHIN THE GUIDE
 - ❑ 256 DIGITAL DOWNLOADS AND PAGE FLIP READS OF THE 2017 CIRCLE WISCONSIN TOUR PLANNER
 - ❑ 435 ENGAGEMENTS
 - ❑ 294 LEADS DELIVERED
 - ❑ PREFERED PARTNER PUBLICATION FOR MIDWEST MARKETPLACE
- 

2018 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 Byways
- WI Culture
- WI Urban Adventures

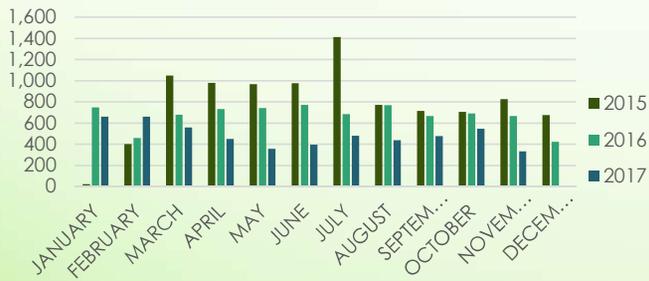
Itineraries



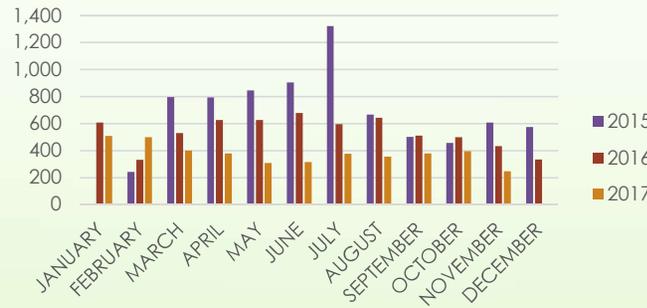
Exceeded Advertising Goals!
6.5% Increase in Advertising

CIRCLE WISCONSIN WEBSITE

Sessions



Users



Pageviews



% of New Sessions



Duration



FACEBOOK TOP POSTS

Post Details

Circle Wisconsin
Published by Wendy Dobrzynski (7) · January 12 · 🌐

It's that time again, the American Bus Association Marketplace. We are packing up the van and heading to Cleveland with our tasty Wisconsin treats. Be sure to stop by and let us know which is your favorite. See you all on Saturday. #abacleveland #circlewisconsin



983 People Reached

41 Reactions, Comments & Shares

26	18	8
Like	On Post	On Shares
7	6	1
Love	On Post	On Shares
3	3	0
Comments	On Post	On Shares
5	3	2
Shares	On Post	On Shares

45 Post Clicks

18	0	27
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0	0	0
Hide Post	Hide All Posts	
0	0	0
Report as Spam	Unlike Page	

Reported stats may be delayed from what appears on posts.

1st Quarter

Post Details

Circle Wisconsin added 10 new photos.
Published by Wendy Dobrzynski (7) · April 2 · Green Bay 🌐

We had a great day first day at the Circle Wisconsin Midwest Marketplace. Thank you to the Green Bay CVB, Radisson Hotel & Conference Center Green Bay/the Oneida Nation, Green Packer Hall of Fame and the Automobile Gallery for a great opening night. And a huge kudos to Jeff Janis #83 of the Green Bay Packers for taking the time sign autographs and pose for pictures with all the attendees.



569 People Reached

25 Reactions, Comments & Shares

20	16	4
Like	On Post	On Shares
2	2	0
Love	On Post	On Shares
0	0	0
Comments	On Post	On Shares
3	2	1
Shares	On Post	On Shares

205 Post Clicks

155	0	50
Photo Views	Link Clicks	Other Clicks

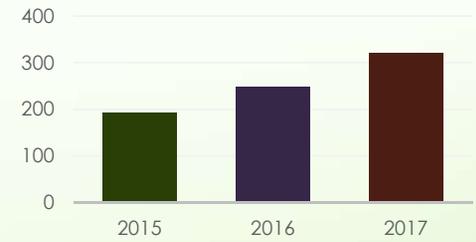
NEGATIVE FEEDBACK

0	0	0
Hide Post	Hide All Posts	
0	0	0
Report as Spam	Unlike Page	

Reported stats may be delayed from what appears on posts.

2nd Quarter

FACEBOOK LIKES



Post Details

Circle Wisconsin added 3 new photos — at Horicon Marsh Boat Tours, Horicon, WI.
Published by Wendy Dobrzynski (7) · July 24 · Horicon 🌐

Today we are highlighting a unique group-friendly experience for our Member Monday - Horicon Marsh Boat Tours, Horicon, WI. Take a leisurely pontoon boat tour of the Horicon Marsh and discover the beauty and natural wonders of the largest freshwater cattail marsh in the United States. Horicon Marsh Boat Tours offers a range of options for motorcoach groups, including a 1-hour narrated Sightseeing tour, a 2-hour Birding Adventure, Sunset Cruise and a combination Sightseeing and Step-on tour. A definite must see when visiting the area!



2,001 People Reached

42 Reactions, Comments & Shares

35	30	5
Like	On Post	On Shares
3	3	0
Love	On Post	On Shares
1	0	1
Comments	On Post	On Shares
3	2	1
Shares	On Post	On Shares

72 Post Clicks

57	0	15
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0	0	0
Hide Post	Hide All Posts	
0	0	0
Report as Spam	Unlike Page	

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

3rd Quarter

Post Details

Circle Wisconsin shared The House on the Rock Attraction's post.
Published by Wendy Dobrzynski (7) · November 13 at 2:27pm · 🌐

So much to see and do for the Holidays in Wisconsin!

The House on the Rock Attraction
November 13 at 9:06am 🌐

Christmas at The House on the Rock starts this Thursday, November 16. For more information visit https://www.thehouseontherock.com/HOTR_Attraction_TicsAndTo...



House on the Rock - Tickets and Tours - Christmas
The Christmas Experience includes the Gatehouse, Original House, Infinity Room, Alex Jordan Center, Mill House, Streets of Yesterday, Heritage of the Sea, Tribute to Nostalgia, Music of Yesterday, Spirit of Aviation and the...

THEHOUSEONTHEROCK.COM

597 People Reached

2 Likes, Comments & Shares

2	2	0
Likes	On Post	On Shares
0	0	0
Comments	On Post	On Shares
0	0	0
Shares	On Post	On Shares

7 Post Clicks

0	1	6
Photo Views	Link Clicks	Other Clicks

NEGATIVE FEEDBACK

0	0	0
Hide Post	Hide All Posts	
0	0	0
Report as Spam	Unlike Page	

Reported stats may be delayed from what appears on posts.

4th Quarter

Initiated Member Mondays beginning of June

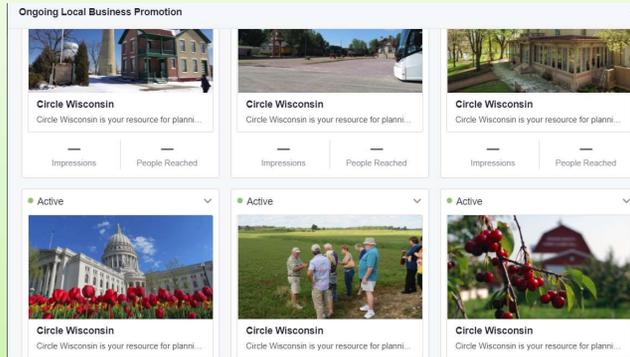
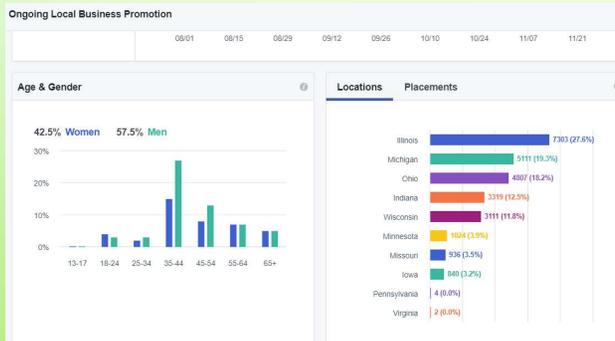
Boosted Horicon Marsh Post for 7 days - \$20.00

Ad Campaign ran July through end of October

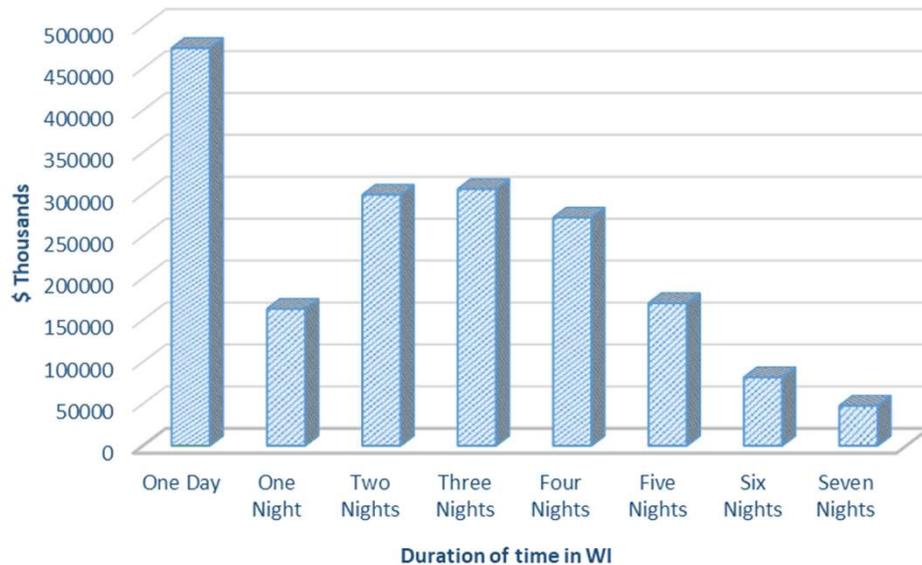
6 ads

39,263 impressions - \$100.00

- Grohmann Museum
- Peninsula Players
- Jelly Belly
- Shrine of Our Lady of Guadalupe
- Dells Boat tours
- Horicon Marsh Tours
- German Fest
- Milwaukee Public Museum
- Lake Geneva Cruise Line
- The Automobile Gallery
- Johnson Creek Premium Outlets
- Apple Holler
- WI Original Ducks
- John Michael Kohler Arts Center
- Charles Allis Art Museum
- Heritage Hill
- Madeline Island Ferry



ROI OF TRACKED 2017 TOURS



Tours researched online - mainly retail, some customized through 9.1.17

Formula

$$\$170 \times 40 = \$6,800/\text{night}$$

$$\$75 \times 40 = \$3,000/\text{day trip}$$

Total of 237 Tours (verified) with an overall Economic impact of

\$1,813,600

to the state of Wisconsin*

Indiana
Illinois
Iowa
Missouri
Minnesota

New York
Nebraska
North Dakota
Pennsylvania
Ohio

South Carolina
Wisconsin
China
Canada

*Data collected from tour itineraries found online or supplied by operators/planners. This does NOT represent all tours that have materialized to the state of Wisconsin in 2017.



DEPARTMENT OF TOURISM TRAVEL WISCONSIN

We continue to work closely with the Wisconsin Department of Tourism on both international and domestic initiatives.

In 2018, Circle Wisconsin and Travel Wisconsin will be partnering to increase marketing efforts through advertising. Print, Digital, Co-op programs and new group tour ad campaign will be introduced.

We value our relationship with Travel Wisconsin and continue to strive to work hand-in-hand to promote Wisconsin as the ideal tour destination.

2018 CIRCLE WISCONSIN BOARD OF DIRECTORS

Eileen Arnold

Laura Bradley

Rich Figueroa

Julie Gerczak

Shelly Harms

Eva Hoey

Mark Horenberger

Cory Mace

Mary Ross

Real Racine **

Door County Visitors & Convention Bureau

Oneida Nation **

Green Bay Visitors and Convention Bureau

Visit Sheboygan **

Kenosha Visitors and Convention Bureau

Clarion Hotel & Conference Center

North Central Group

Madeline Island Ferry

** Newly Elected & Reelected