

ANNUAL SUMMIT & REPORT

CIRCLE WISCONSIN

February 10, 2022



A photograph of a white Bilbrey Tours bus parked on a sidewalk next to a modern building with a glass facade. A man in a light blue shirt and dark pants stands near the bus, and two women are walking away from the bus towards the building. The scene is overlaid with a semi-transparent orange rectangle containing text.

2021 IN REVIEW

REBOUND (ISH)

GROUPS SLOWLY START
COMING BACK

Groups from Texas, California and the surrounding states arrive into Wisconsin throughout the year.

CONFERENCES AND SALES CALLS

VIRTUAL EVENTS

Heritage Peer
American Bus Association
Travel Alliance Partners
Ontario Motorcoach Association

IN PERSON

Select Travel
US Travel IPW
CONTACT - National Tour Association
Trex - National Tour Association
International Motorcoach Association

SALES CALLS

Ohio
North Carolina
Virtual Zoom Calls



AMERICAN BUS ASSOCIATION

CHEESE BOOTH

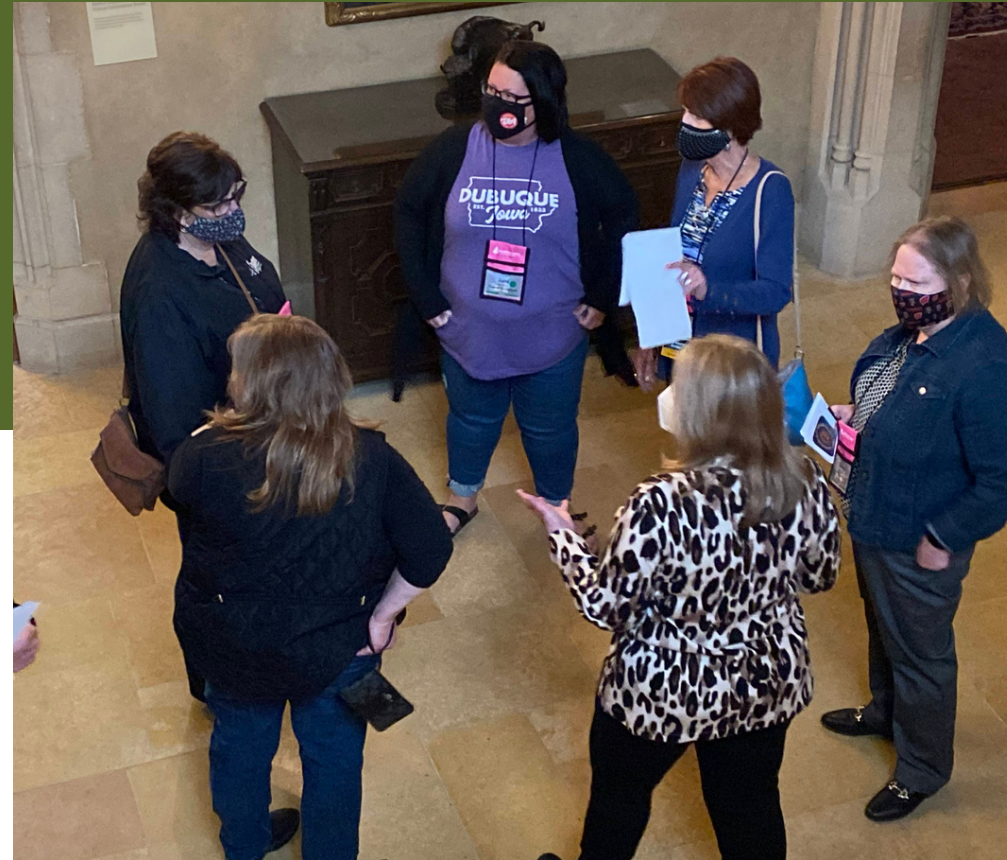
The ABA Marketplace went virtual for 2021. Throughout the first half of 2021, each month virtual appointments were scheduled with tour operators with the main event held virtually in June. To keep Wisconsin top of mind foam "cheese" coasters were mailed to all tour operators taking appointments along with a personalized greeting card.



2021 MIDWEST MARKETPLACE



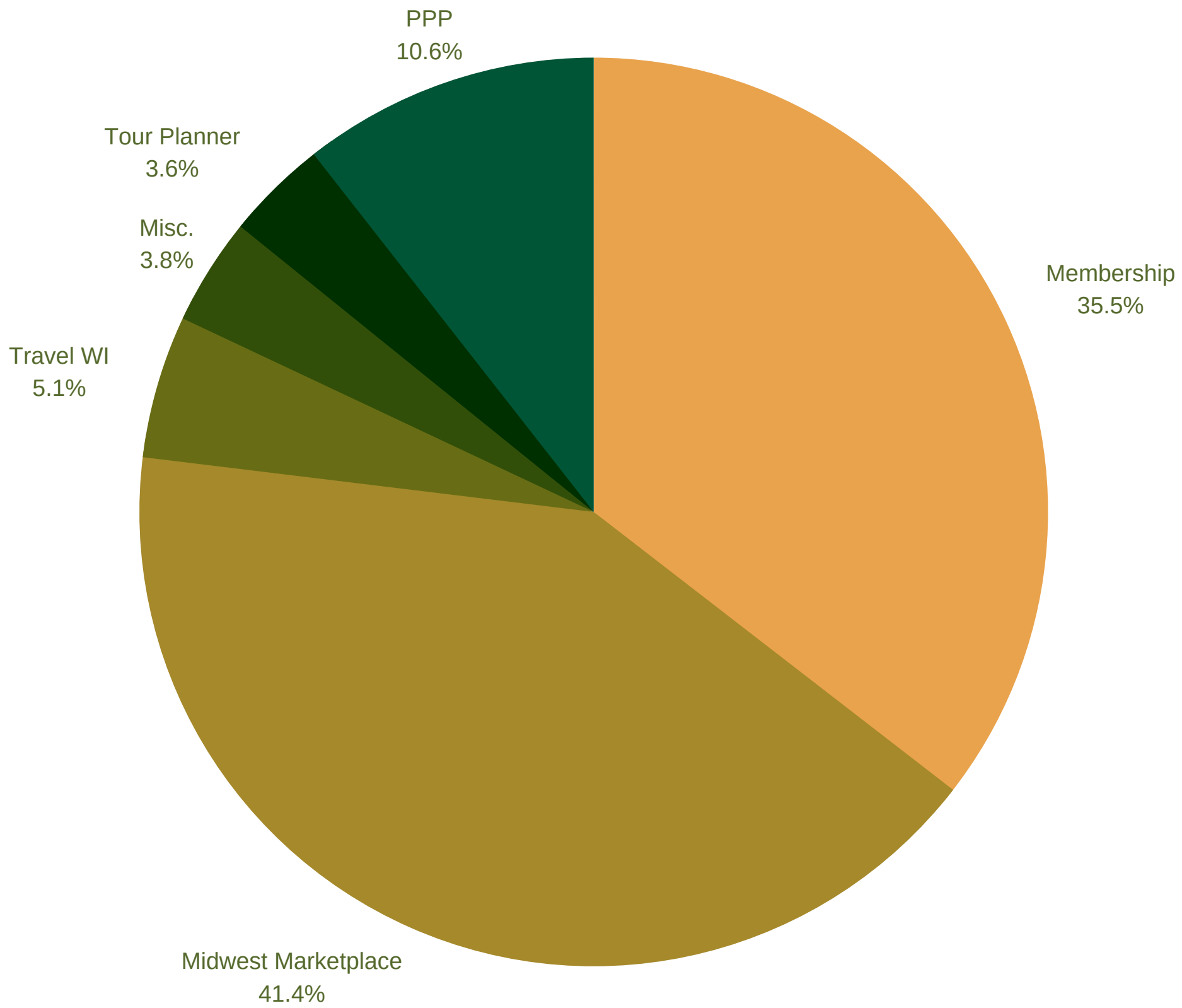
OSHKOSH, WI
APRIL 7 - 9, 2021



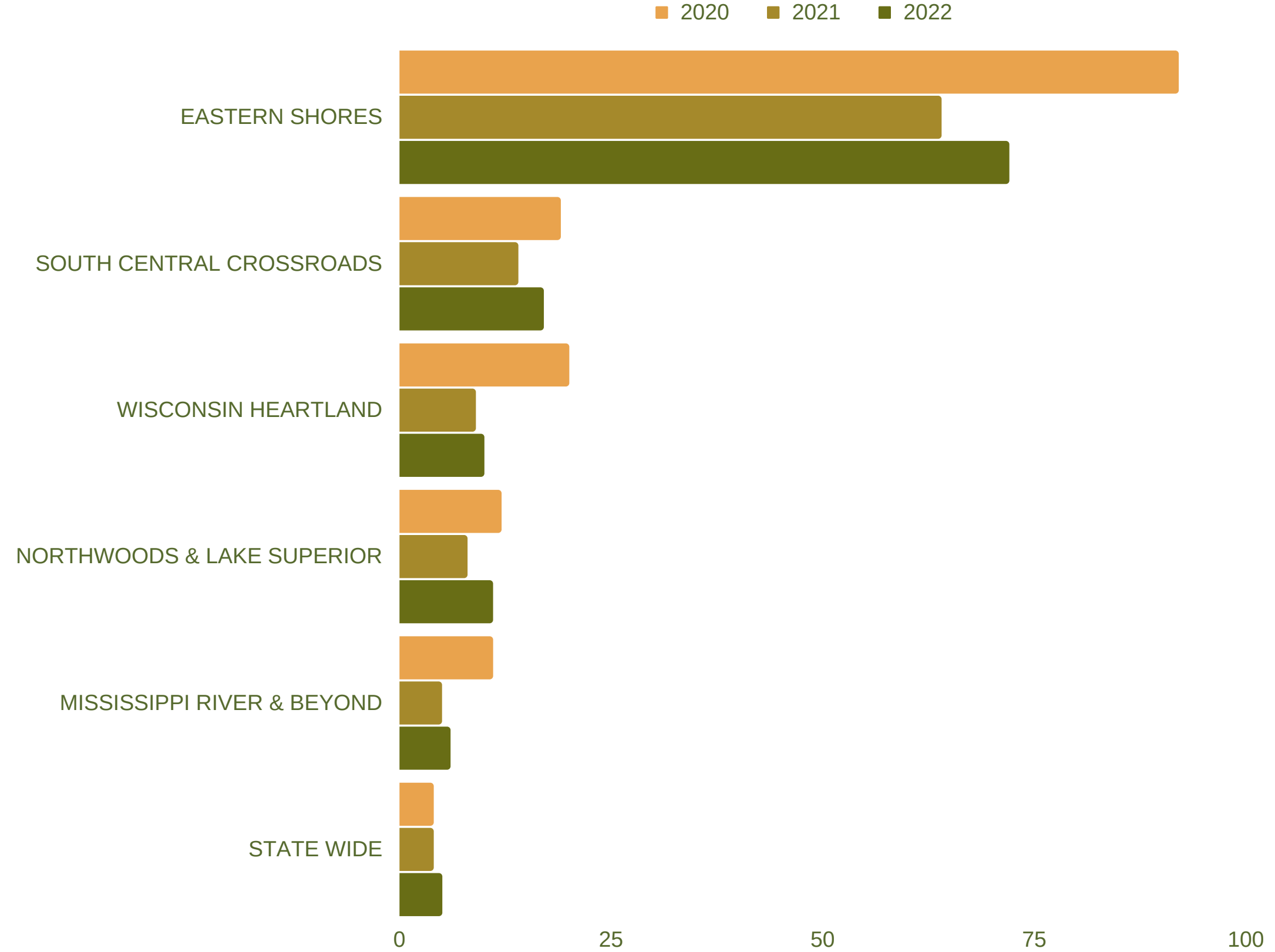
ATTENDEES
36 Tour Operators/Planners
65 Suppliers



APPOINTMENTS
2,340 pre-scheduled six-minute
appoints



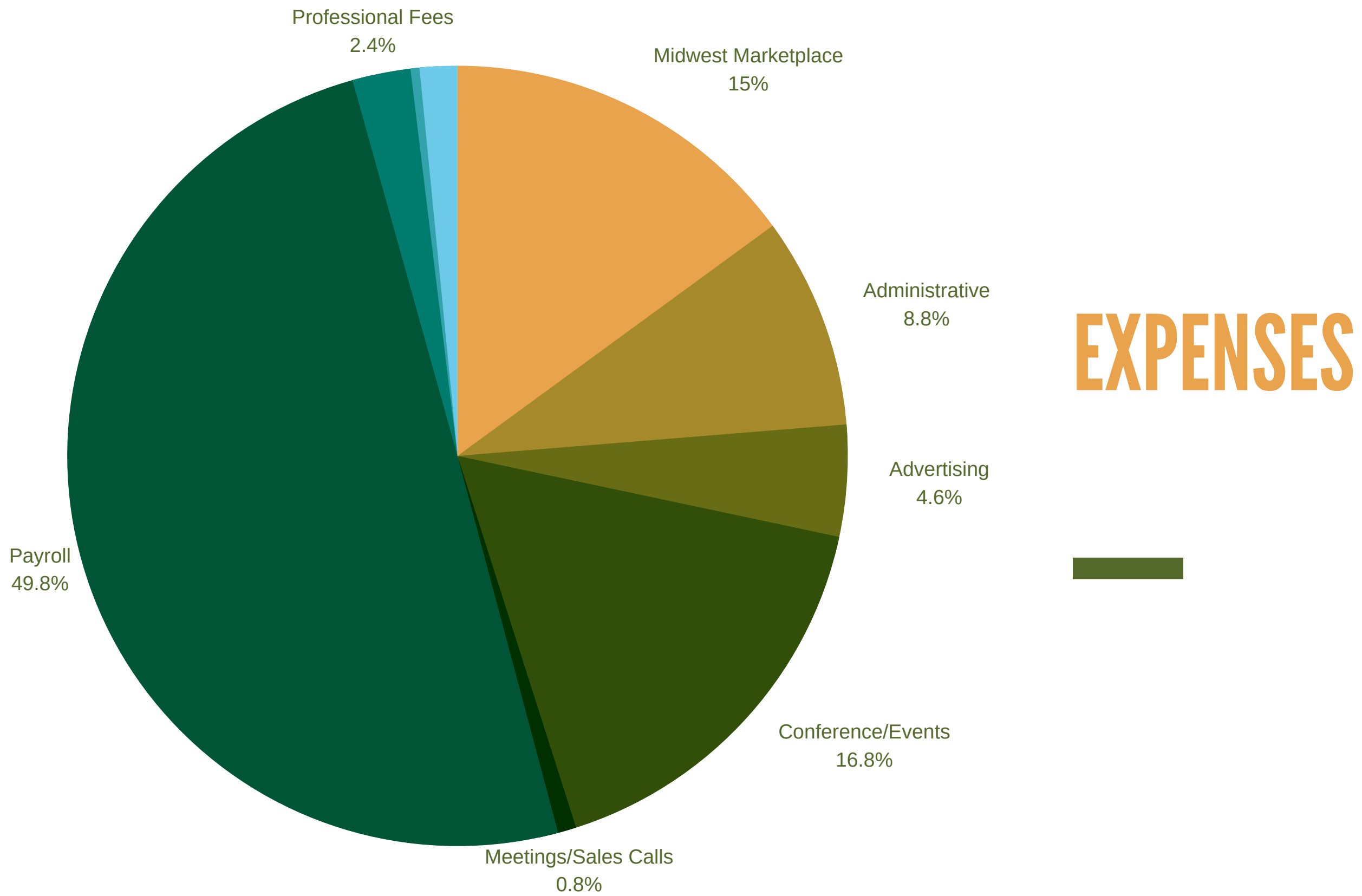
REVENUE



MEMBERSHIP

WE ARE RECOVERING





2022 MARKETING STRATEGIES

CONFERENCES

Most conferences are going back to in-person.

- American Bus Association
- TREX National Tour Association
- US Travel IPW
- Great Day Tours Marketplace
- Going on Faith

Select Travel overlaps Midwest Marketplace and Ontario Motorcoach overlaps National Tour Association.

SALES MISSIONS/CALLS

In-person visits to tour operators/planners. Watch for details this summer to travel to Michigan for sales calls to tour operators/planners in the area.

MIDWEST MARKETPLACE

Going out of the state to Bloomington MN March 27 - 29th. (see next slide)

DYNAMIC DESTINATIONS

Collaboration with Oklahoma, Maryland, Clarksville, TN; Grapevine, TX; and Beaufort SC.

ADVERTISING/SOCIAL MEDIA

Continue to advertise with group tour publications. Increase our Facebook posts with Wisconsin fun facts, images and member information.

2022 MIDWEST MARKETPLACE



BLOOMINGTON MN
MARCH 27 - 29



ATTENDEES

36 Tour Operators/Planners
85 Suppliers

as of 2.9.22



REGISTER

\$495 per delegate
\$149+ per night Radisson Blu
Sponsorships still available
www.midwestmarketplace.org

2022 BOARD OF DIRECTORS

- Matt Bosen, Visit Beloit
- Laura Bradley, Destination Door County
- Julie Gerczak, Discover Green Bay
- Eva Hoey, Visit Kenosha
- Shelly Harms, Visit Sheboygan
- RaeAnn Thomas, Manitowoc/Two Rivers CVB
- Mary Ross, Madeline Island Ferry
- Cory Mace, Badger Bus