

CIRCLE WISCONSIN



2023 Annual Report

**WE TELL THE MANY STORIES OF WISCONSIN
TO THE GROUP TOUR INDUSTRY TO
GENERATE POSITIVE ECONOMIC IMPACT FOR
OUR MEMBERS AND THE STATE**

CIRCLE WISCONSIN MISSION STATEMENT



Circle Wisconsin Leading the way for 35 Years

Circle Wisconsin is a non-profit 501c6 membership organization whose primary mission is to promote/market our members and the State of Wisconsin to the group travel/package industry both domestically and internationally. For the past 35 years, Circle Wisconsin has been a leader in the group travel/package industry.

MEMBERSHIP GROWTH

2021

104 Members

35% Loss



2022

121 Members

16% Growth



2023

139 members

15% Growth





2022 Conferences

- American Bus Association
- National Tour Association
- US Travel IPW
- Going on Faith
- International Motorcoach Group

Sales Calls

- Maryland, Pennsylvania and New Jersey





Circle Wisconsin Midwest Marketplace Mall of America, Bloomington, MN March 27 - 29, 2022

The Marketplace was held outside of Wisconsin for only the second time in the eight-year history of the event. Delegates enjoyed an opening event at The Fair on 4 hosted by the Bloomington CVB and the Mall of America.

3,840 Appointments

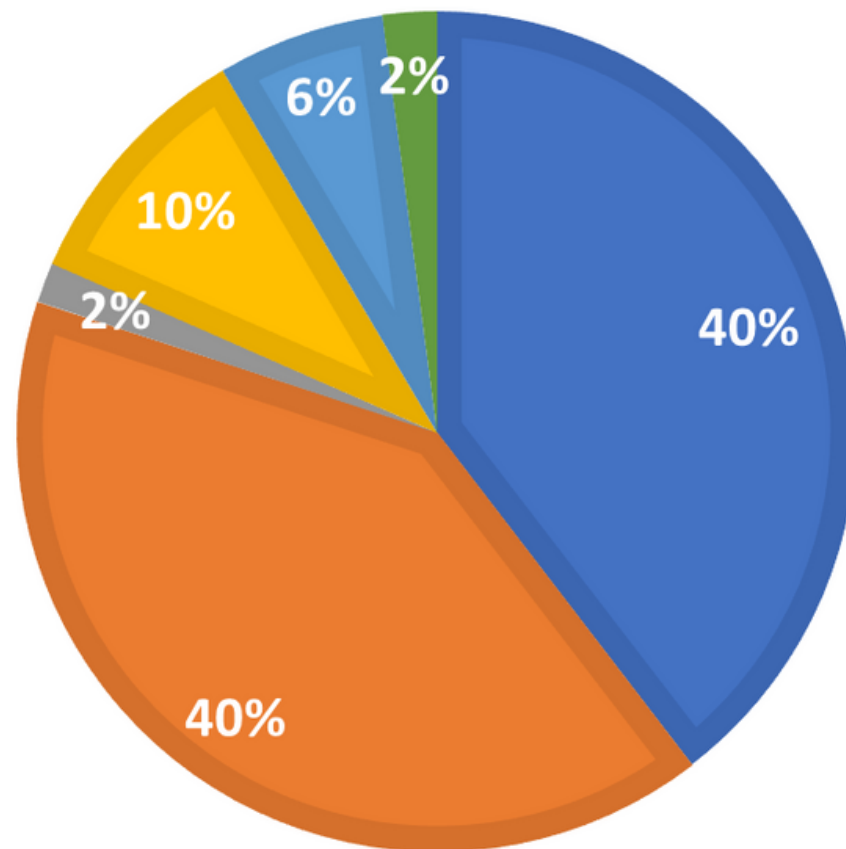
As the industry is rebounding, the Midwest Marketplace realized a 25% increase in registrations over 2021 with 40 Tour Operator/Planner Companies and 96 Tour Suppliers attending.



2023 Midwest Marketplace Wisconsin Dells : March 19 - 21

REVENUE

■ Midwest Marketplace ■ Membership ■ Travel Wisconsin
■ Travel Grant ■ Meetings ■ Other

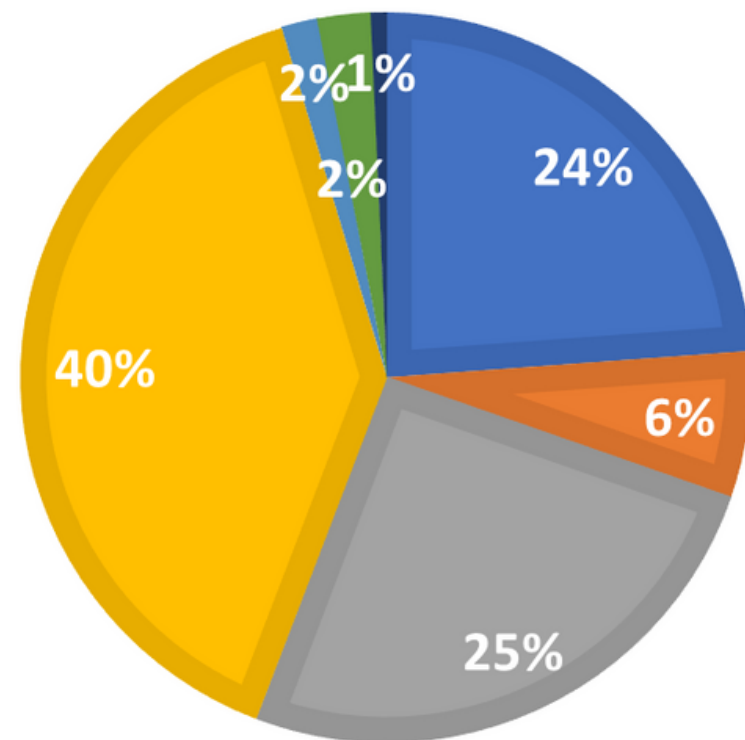
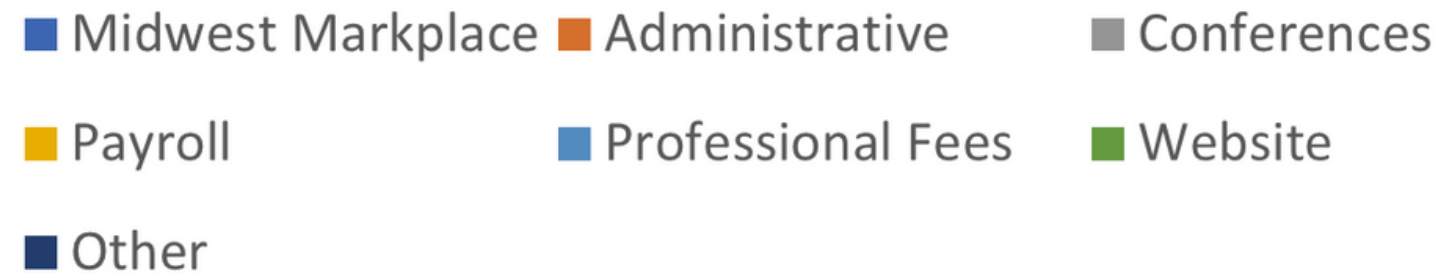


Revenue Sources

Circle Wisconsin's main revenue sources are membership dues, Midwest Marketplace sponsorships, and registrations.

In 2022 Governor Evers allocated ARPA Federal Funds to support Destination Marketing Organizations. Circle Wisconsin applied for grant funding and was awarded \$22,000. These funds allowed Circle Wisconsin to continue marketing efforts despite revenue losses caused by COVID-19 Pandemic.

EXPENSES



Expenses

Approximately half of the 2022 expenses were allocated to sales efforts and the Midwest Marketplace.

Additional grant funding was used to update both the Circle Wisconsin and the Midwest Marketplace websites in 2022. The websites are crucial to the marketing success of Circle Wisconsin.

Websites

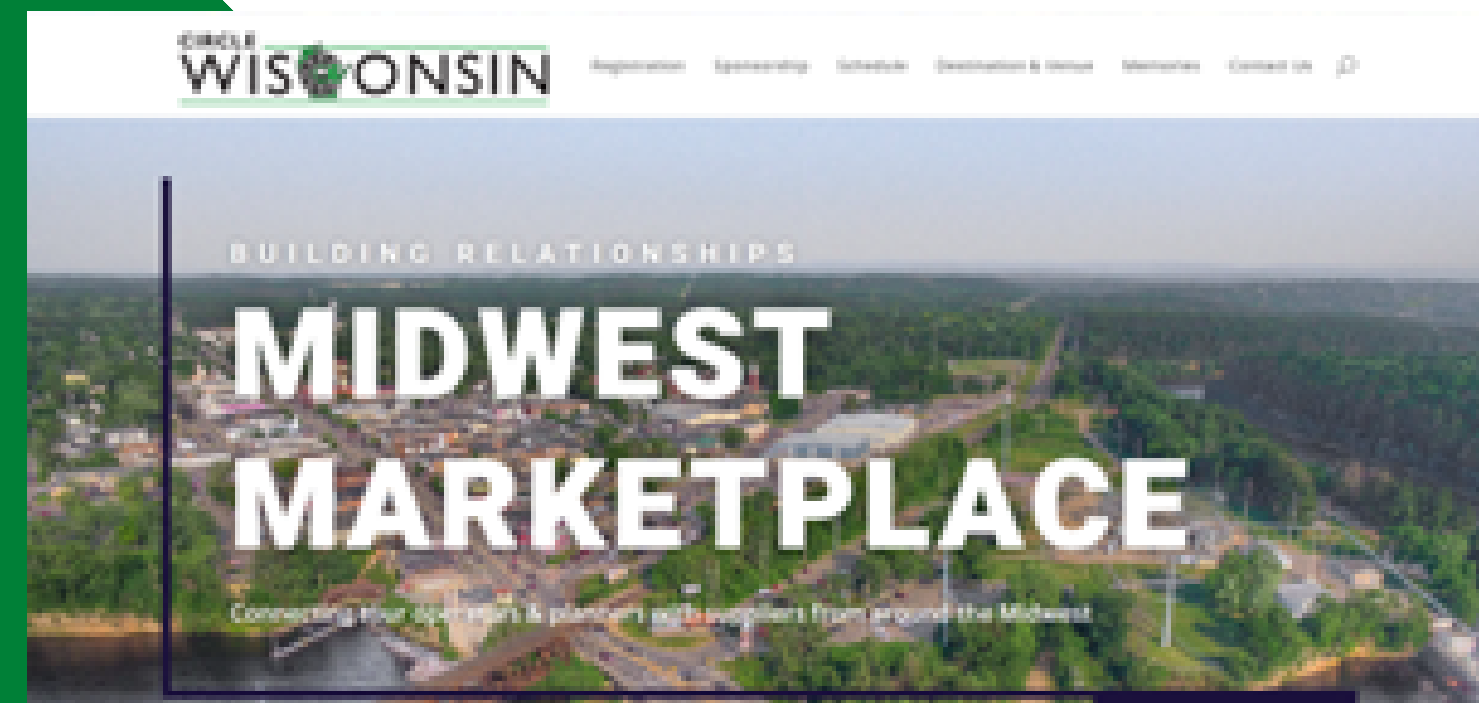
circlewisconsin.com and midwestmarketplace.org

both went through complete redesigns in 2022

- Optimized SEO
- Mobile Compliancy
- Responsive Design



- Revamped Itineraries
- Revamped Members Area
- Revamped Membership Area



2023 Marketing Initiatives

Conferences

Attending industry-related conferences and meetings continues to be the primary initiative. These shows include the American Bus Association, National Tour Association, Select Travel, and more.

Social Media

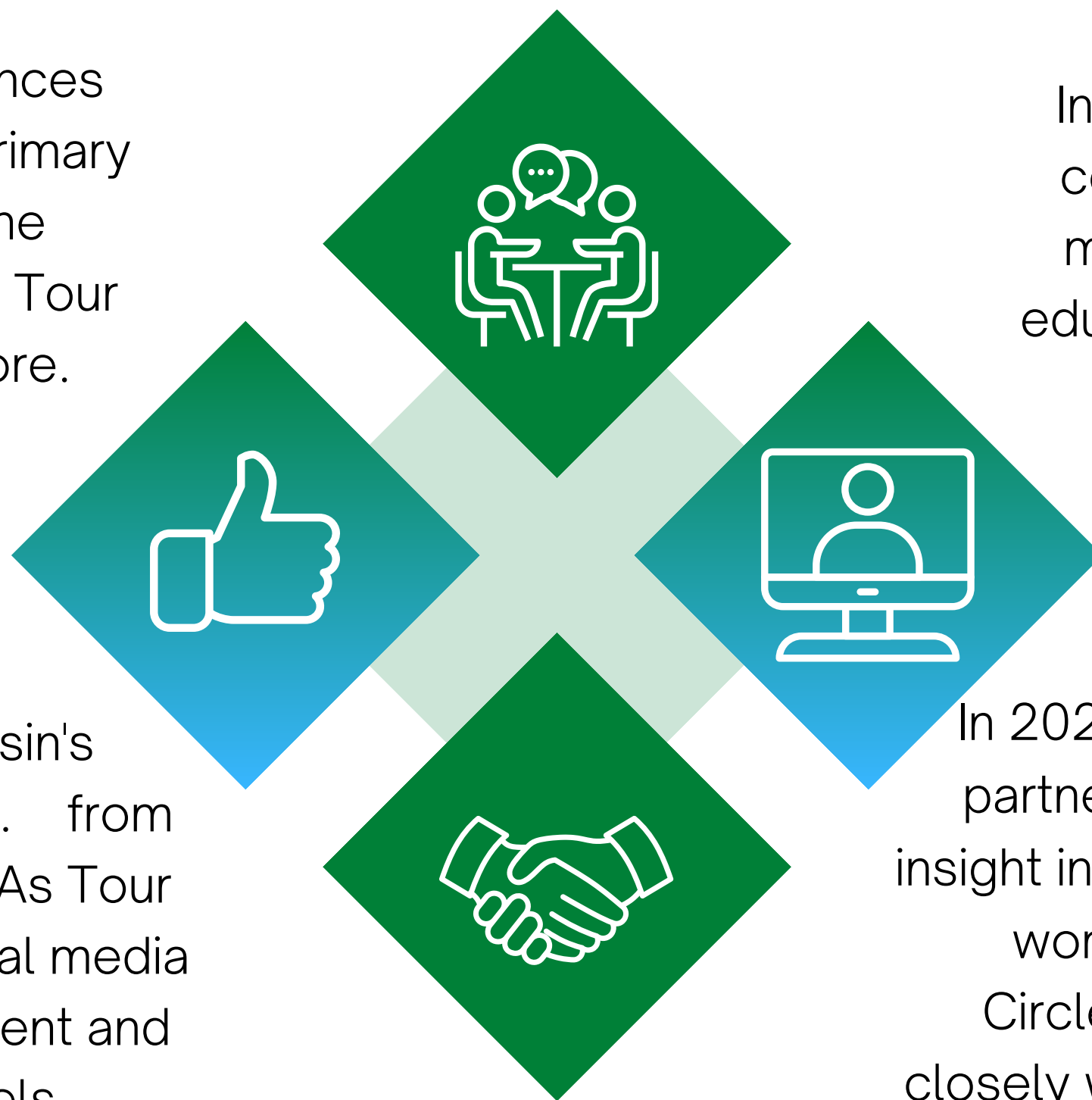
Throughout 2022 Circle Wisconsin's Facebook followers nearly doubled. from 505 to 1,001 as of February 2023. As Tour Operators/Planners are utilizing social media more we will be increasing our content and visibility on social media channels.

Sales Calls/Missions

In 2023 Circle Wisconsin will be conducting virtual and in-person meetings with tour operators to educate them on our members and the state.

Partnerships

In 2023 Circle Wisconsin will continue to partner with Travel Wisconsin to provide insight into the leisure group travel market and work closely to keep it top of mind. Circle Wisconsin, is continuing to work closely with six like state and city DMOs from around the US to promote our members at Dynamic Destination events.



2023 BOARD OF DIRECTORS

- Matthew Bosen - Visit Beloit
- Laura Bradley - Destination Door County
- Julie Gerczak - Discover Green Bay
- Shelly Harms - Visit Sheboygan
- Amanda La Fave - Radisson Hotel & Convention Center
- Cory Mace - Badger Bus
- Joseph Metzen - Hamilton Wood Type and Printing Museum
- Joan Pinch - WISCO Hotel Group
- Mary Ross - Madeline Island Ferry

- Wendy Dobrzynski - Executive Director

