

PURSUING THE GROUP TRAVEL MARKET



CIRCLE WISCONSIN

We are a non-profit destination marketing organization dedicated to promoting our members and showcasing the best of our state to the group travel motorcoach market, both domestically and internationally.



OFFICE OF GROUP TRAVEL

Newly established Office of Group Travel within Travel Wisconsin. Led by Dawn Zanoni with strong support from David Spiegelberg. This dedicated bureau has been created to support the Meetings, Sports, International, and Group Travel markets.



ADVANTAGES OF GROUP TRAVEL



Economical

Convenient – Worry Free

Companionship

Educational

Safety

Green

and most importantly **FUN!**





A Tour Operator may or may not have a fleet of motorcoaches. Offers full planning services and a variety of itineraries

- A group leader can be you, your neighbor, or anyone who has decided to get 10 or more people together for a day event or an extended tour

- May do all the leg work or could work with a tour operator.

PLANNING PROCESS



IDEA

RESEARCH

CREATE & BOOK

MARKET/PROMOTE

SELL

WEBSITE

- Group Tour Tab
- Escort Notes
- Color Photos
 - w/ motorcoach
 - groups
- Testimonials
- Maps & Directions
- Motorcoach Parking
- Contact Information ::



BEING GROUP FRIENDLY

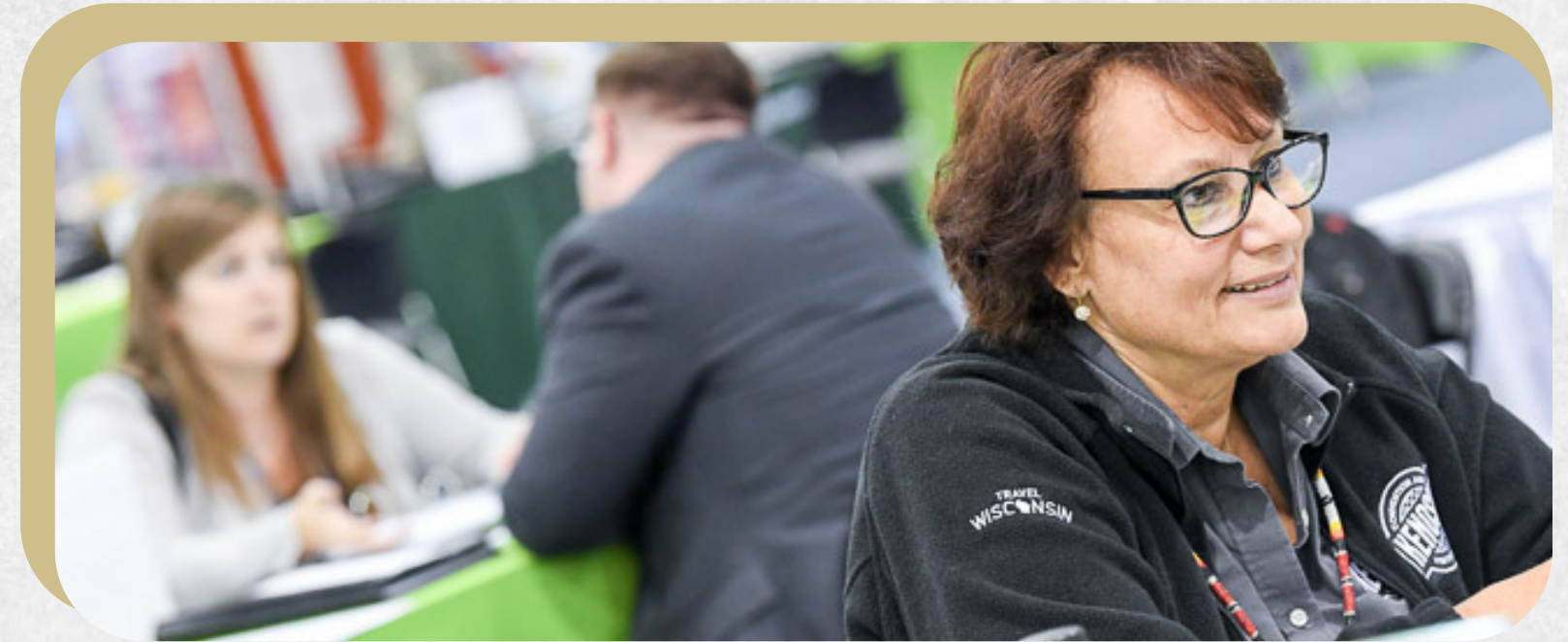
- Complimentary admission, meal, room for tour escort & driver
- FREE motorcoach parking
- Experiences
- Added value
- Flexibility



INDUSTRY EVENTS



- American Bus Association (ABA)
- National Tour Association (NTA)
- Heritage Peer
- Select Travel
- Going on Faith
- Ontario Motorcoach Association (OMCA)
- Wisconsin Park & Rec
- Great Day Travel Marketplace



- United Motorcoach Association
- Travel Alliance Partners
- US Travel IPW
- International Inbound Travel Association (IITA)
- State Motorcoach Associations
 - Midwest Motorcoach
 - New England Motorcoach
 - Pennsylvania Bus Association
 - Tennessee Motorcoach Association



CIRCLE WISCONSIN MIDWEST MARKETPLACE

- April 14 – 16, 2024
- Radisson, Fond du Lac

Over 35 one-on-one appointments
with tour operators/plan

Budget-friendly:

\$495/member

\$650/non member

SALES SHEETS



CONTACT INFORMATION

IMAGES

MAP

EXPERIENCES/SPECIAL EVENTS

DESCRIPTION

PRICING

AREA ATTRACTIONS

GROUP TRAVEL PUBLICATIONS

- Circle Wisconsin Annual Tour Planner
- Leisure Group Travel
- Group Tour Magazine
- Group Travel Leader



FOLLOW-UP



ADD TO YOUR DATABASE

SEND INTRODUCTION LETTER/EMAIL

STAY IN TOUCH/SEND UPDATES

INVITE THEM TO EXPERIENCE YOUR ATTRACTION (FAM)

FOLLOW OPERATORS/PLANNERS ON SOCIAL MEDIA

It takes time and patience to
build relationships.



ECONOMIC IMPACT – \$1.7 B

Wisconsin plays host to an impressive 330,000 room nights annually for group tours. This figure might seem astounding, but when compared to the 5,000 room nights generated by conventions or sporting events, it becomes even more remarkable. This equates to the equivalent of a staggering 66 conventions and/or sporting events.



THANK YOU