



2024 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 over 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



**2024**

142 members

2% Growth







## 2023 Conferences

- American Bus Association
- National Tour Association
- Select Travel
- US Travel IPW
- Going on Faith (Green Bay)
- International Motorcoach Group (Green Bay)
- Ontario Motorcoach Group
- Wisconsin Park & Rec







# NTA - 2023 - Shreveport

## TREXies Winner - Tastiest Treat Partnership: Dynamic Destinations

- Sales Calls - Wisconsin & Illinois
- Operator Dine-Around @ NTA







# Circle Wisconsin Midwest Marketplace Chula Vista, Wisconsin Dells March 19 - 21, 2023

The Marketplace was held in the Wisconsin Dells with a fun interactive event at Wizard Quest.

## 4,730 Appointments

As the industry is rebounding, the Midwest Marketplace realized a small increase in tour operator registrations over 2023 with 43 Tour Operator/Planner Companies but a significant increase in Tour Suppliers attending at 120.



## Fond du Lac April 14 - 16



## REVENUE



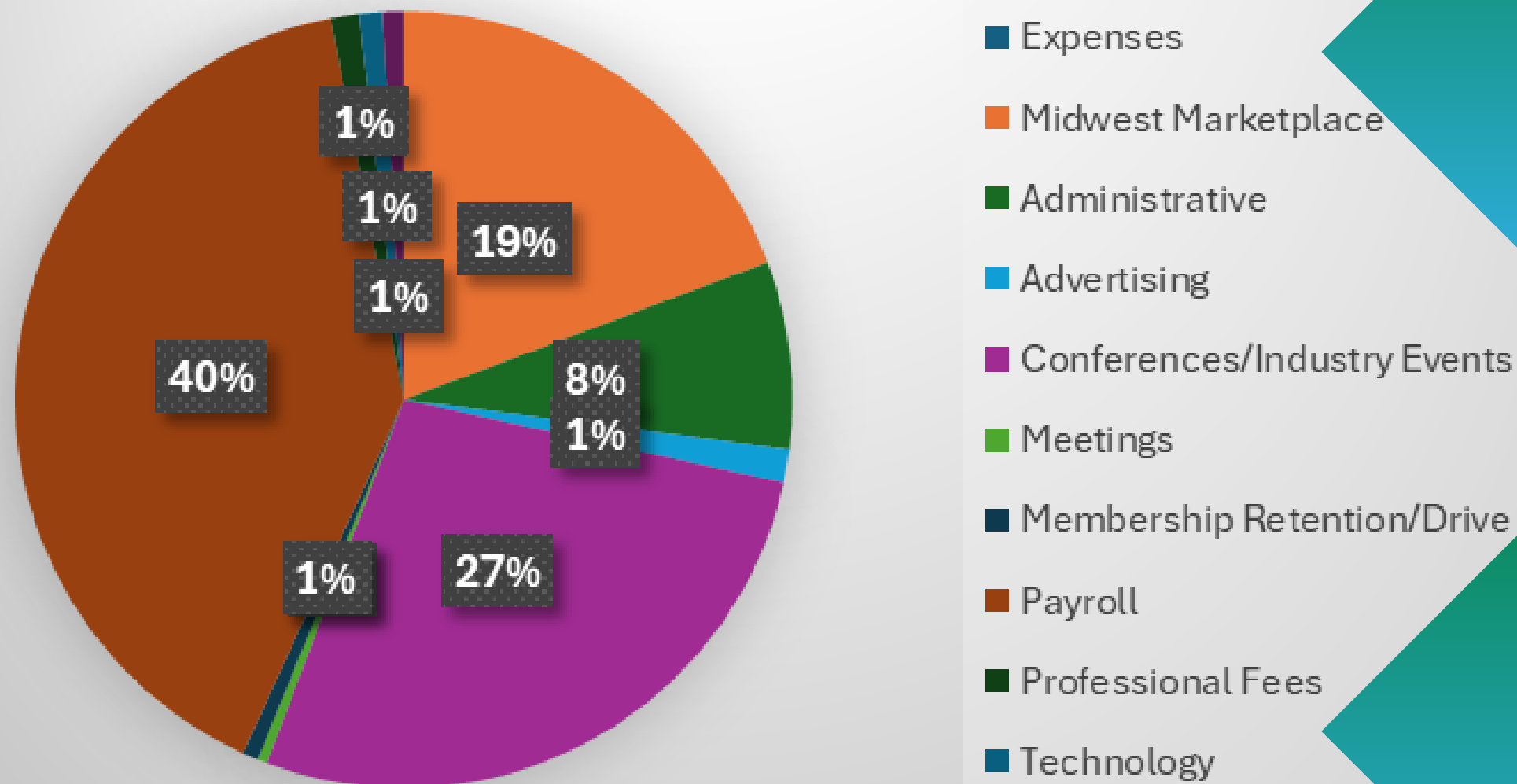
## Revenue Sources

Circle Wisconsin relies on various revenue streams to support our mission of promoting tourism and enhancing travel experiences in the Midwest. Our main sources of income include membership dues, sponsorships from the Midwest Marketplace, and registrations for our events and programs.

In 2023, we embarked on a collaborative program with the Office of Group Travel of Travel Wisconsin, aimed at further boosting tourism initiatives in the region. We are thrilled to announce that this partnership has been instrumental in enhancing our marketing efforts and expanding our reach to new audiences. Looking ahead, we are excited about the prospect of increased support from Travel Wisconsin towards our budget.



## Expenses



## Expenses

In light of the industry's reopening, more than half of the 2023 budget has been dedicated to sales initiatives and expanding our presence in the Midwest Marketplace. This strategic allocation underscores our commitment to driving growth, fostering stronger relationships, and seizing opportunities in this evolving group tour landscape.

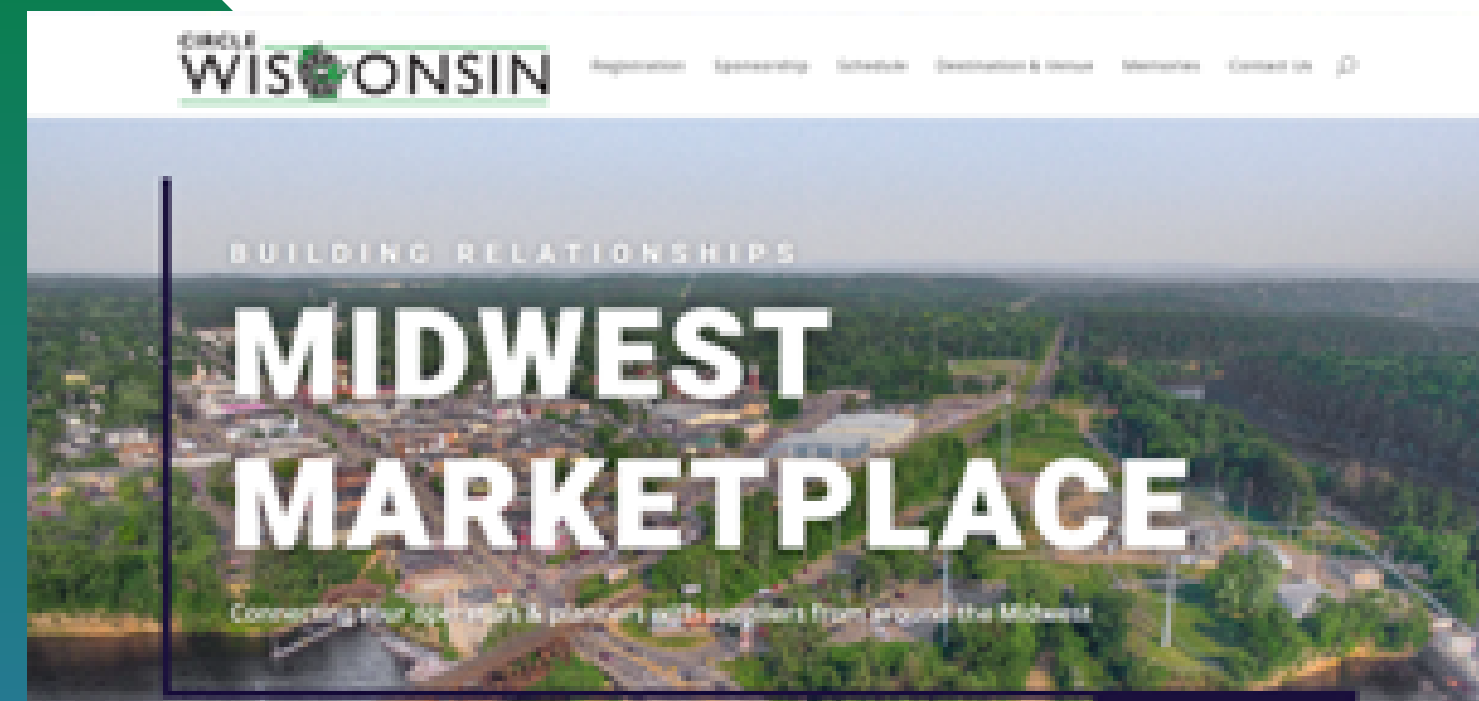


# Websites

circlewisconsin.com and midwestmarketplace.org

- Increased listing sizes
- Increased images allowed on listings
- Video inclusion on website

- Optimized SEO
- Mobile Compliancy
- Responsive Design





# 2024 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

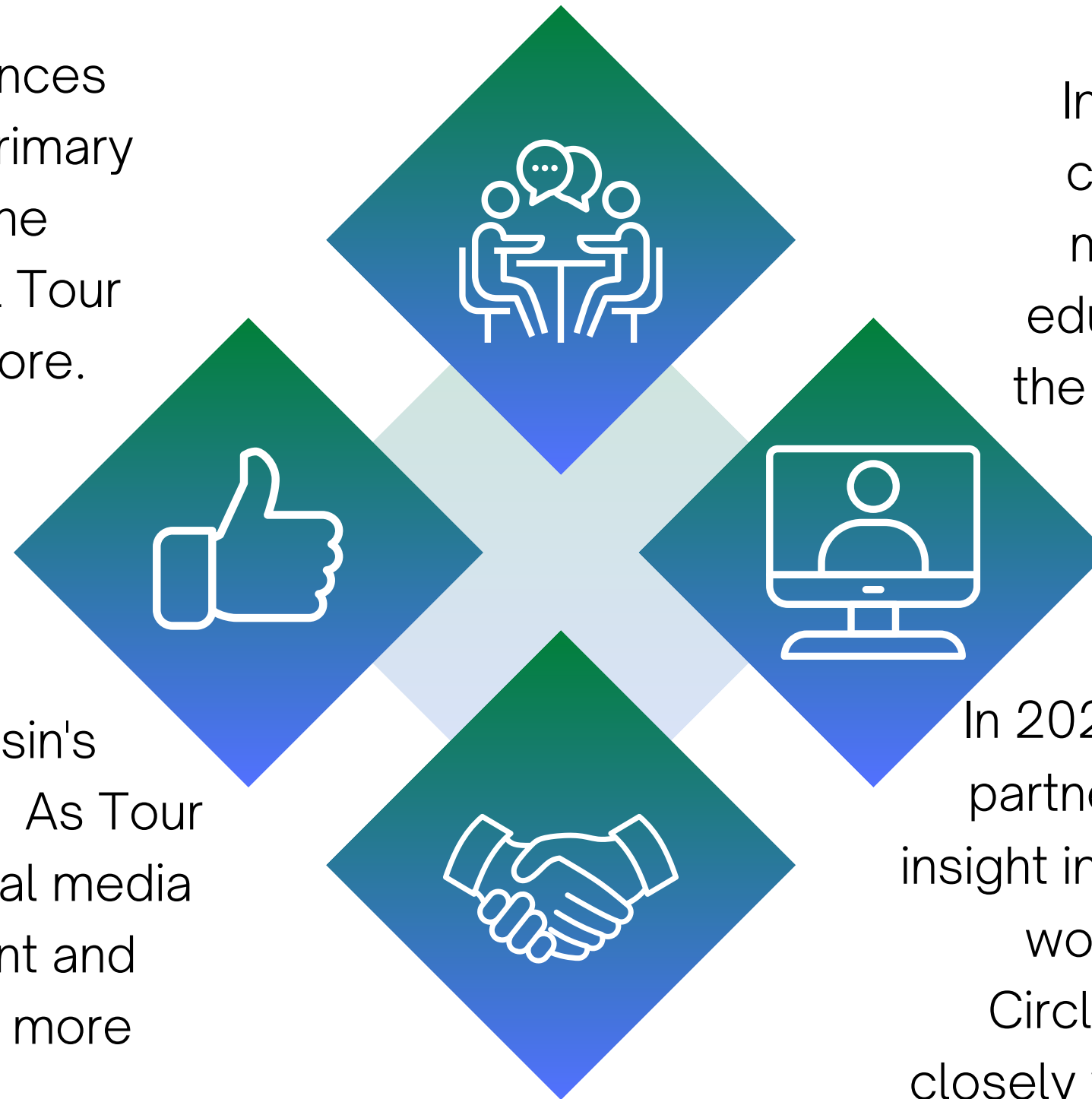
Throughout 2023 Circle Wisconsin's Facebook followers increased 2.4%. As Tour Operators/Planners are utilizing social media more we are increasing our content and visibility on social media channels more specifically Facebook

## Sales Calls/Missions

In 2024 Circle Wisconsin will be conducting virtual and in-person meetings with tour operators to educate them on our members and the state. We are bringing back the Wisconsin Bus Sales Mission.

## Partnerships

In 2024 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.







## Annual Circle Wisconsin Tour Planner

- Distributed to over 15,000 tour operators/planners with the February edition of Leisure Group Travel
- Editorial Content featuring:
  - Adventures in Agritourism
  - 9 Top Wintertime Picks
  - 10 Top Outings on the Water
  - Go with the Pros
  - That's Entertainment
- Sample Itineraries in each of the five regions
- Full membership listing by region



# 2024 Board of Directors

- Matthew Bosen - Visit Beloit
- Laura Bradley - Destination Door County
- Julie Gerczak - Discover Green Bay
- Shelly Harms - Visit Sheboygan
- Amanda La Fave - Oneida Hotel & Convention Center
- Cory Mace - Badger Bus
- Joseph Metzen - Explore Two Rivers
- Megan Husband - VISIT Milwaukee
- Susan Schindler - Lake Geneva Cruise Line
- Wendy Dobrzynski - Executive Director

