

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 Sara Brish 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!**

Why?





TOUR OPERATOR VS GROUP LEADER

TOUR OPERATORS

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

- Retail on website
- Customized tours for group leaders

GROUP LEADER

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 tours

- 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



CW WEBSITE LISTING

- PREMIER MEMBERS: 75 words and up to 10 images (jpeg or png)
- ASSOCIATE MEMBERS: 50 words and up to 6 images (jpeg or png)
- Links to your website
- Links to the contact email
- Can add a video (yearly fee of \$150)
- **NEW**: Add a pdf of your profile sheet or an itinerary
- **NEW**: Add Holiday Experience/Event



CONTRACTS



GROUP RATE/PRICE PER ROOM

PARKING FEE, IF ANY

CANCELLATION POLICY

DEPOSIT .. IF POSSIBLE REFUNDABLE OR TRANSFERABLE

COMP POLICY

NO ATTRITION

DEADLINE .. 45 TO 30 DAYS OUT

OPERATORS WILL WORK WITHIN REASONABLE TIME LIMITS. TOUR GROUPS ARE NOT ON THE SAME SCHEDULE AS SPORTS OR MEETING GROUPS.

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 6 – 8
- Dubuque, IA

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

Budget-friendly:

\$495/member

\$750/non member

SALES SHEETS



CONTACT INFORMATION

IMAGES

MAP

EXPERIENCES/SPECIAL EVENTS

DESCRIPTION

PRICING

AREA ATTRACTIONS



**ONEIDA
HOTEL**

A New Story Begins...



HOTEL ROOMS

- Suite upgrade for group leader
- Discounted room rate for motor coach driver
- Farewell gift for your departure
- Oneida Casino package including free play and Step N Win promotion
- 2 - \$10 Food Voucher
- Complimentary drink coupon
- Complimentary breakfast
- Guest pre-registration
- Complimentary local & long distance calls
- One complimentary room for every 15 rooms actualized



FOOD & BEVERAGE



FUN & EVENTS

Packages subject to availability (blackout dates apply)
Deposit of \$10 per room due 60 days prior to arrival day.
Cancellation 30 days prior to arrival day appreciated.



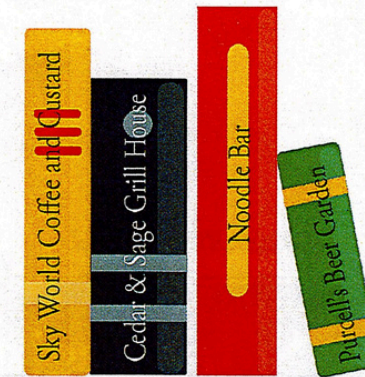
Amanda LaFave, Sales Manager
920-405-6405
amanda.lafave@oneidahosp.com
2040 Airport Dr • Green Bay, WI 54313
920-494-7300



Hotel Features Include....

- ☞ Dining options: Sky World Coffee and Custard, Noodle Bar, Purcell's Beer Garden (open seasonally), and Cedar & Sage Grill House
- ☞ Indoor pool, whirlpool, sauna and fitness center
- ☞ Located across from Austin Straubel Airport
- ☞ Complimentary Motor Coach parking
- ☞ Group Baggage Service (fee applies)

- ☞ Hotel Market
- ☞ Woodland Indian Art



Roll the dice at Oneida Casino

- Complimentary shuttle to the other casino locations in the city
- Conveniently connected to the hotel
- Over 2400 slot machines
- Nine types of table games
- Sports betting
- Complimentary coffee & non-alcoholic beverages



Location of Oneida Hotel / Green Bay....

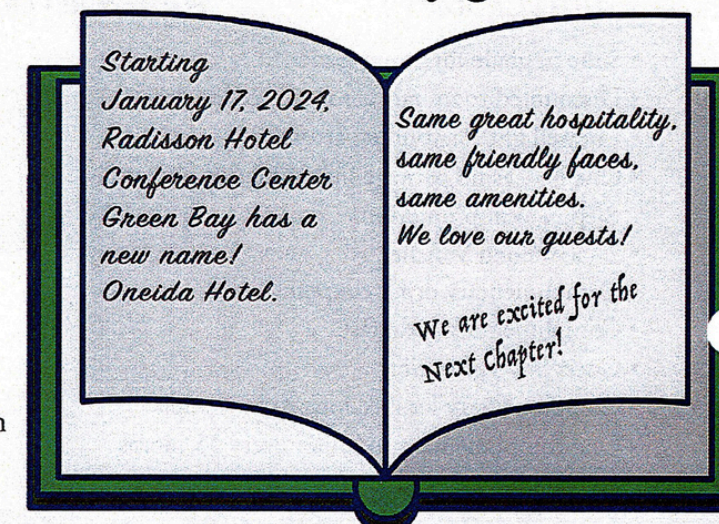
From Interstate 43 or Interstate 41, exit Highway 172 West. Oneida Hotel is conveniently located across from Austin Straubel International Airport.

- 44 miles to Door County, WI
- 118 miles to Milwaukee, WI
- 208 miles to Chicago, IL
- 275 miles to the Twin Cities, MN
- 287 miles to Mackinac Island, MI
- 502 miles to Detroit, MI

Unique Local Attractions....

- Lambeau Field & Green Bay Packer Hall of Fame
- Museums: Heritage Hill, National Railroad, Neville Public and more!
- Green Bay Botanical Gardens
- Wineries: Captain's Walk, Mona Rose, Parallel 44 and more!
- The Automobile Gallery
- The National Shrine of our Lady of Champion
- Numerous Shopping Options

And the story goes....



- Images
- Map
- Contact Info
- Area Attractions
- Comp Policy
- Extras



Let's Start Exploring Today!

Whether you're looking for a vacation, a getaway, or just a long weekend, the La Crosse Region offers something for everyone... just a road trip away.



- Cedar Falls, IA**
142 miles | 2h 47min
- Des Moines, IA**
272 miles | 4h
- Duluth, MN**
238 miles | 4h 15min
- Minneapolis / St. Paul, MN**
160 miles | 2h 30min
- Madison, WI**
130 miles | 2h 15min
- Chicago, IL**
275 miles | 4h
- Milwaukee, WI**
204 miles | 3h
- Wisconsin Dells, WI**
90 miles | 1h 25min

Centrally located on I-90 between Minnesota, Iowa, Wisconsin, and Illinois, the La Crosse Region is an easily accessible destination nestled between towering bluffs and along the Mississippi River. Voted in the Top 10 of the Most Exciting Small Cities in America by Business Insider, one couldn't ask for a better backdrop to your next motorcoach tour, meeting, conference, or reunion.



Lodging

Numerous hotel options with ample sleeping rooms, bus parking and other group-friendly amenities.



Guided Tours

Don't leave La Crosse without experiencing a tour with one of our highly-praised step on guides. Numerous custom tours available.



Attractions & Restaurant Coord.

Let us help you plan your trip! Our local connections will help make planning your trip to La Crosse a breeze.

Ready to Start Planning?
Please Contact: Ben Morgan, Director of Group Sales & Sports Services
Morgan@ExploreLaCrosse.com | (608) 782.2220 | ExploreLaCrosse.com



Check Out These Famous Sites!

The La Crosse Region offers unparalleled, year-round natural beauty. Lying on the Great River Road, the area holds treasures such as Mississippi River shorelines, historic downtowns, marshes, trails, famous landmarks, and epic vistas atop the bluffs.



Grandad Bluff | La Crosse, WI



La Crosse Queen | Riverside Park



Shrine of Our Lady of Guadalupe



Wisconsin Great River Road



Trolley Tours | La Crosse, WI



Breweries & Wineries



Dahl Auto Museum | La Crosse, WI

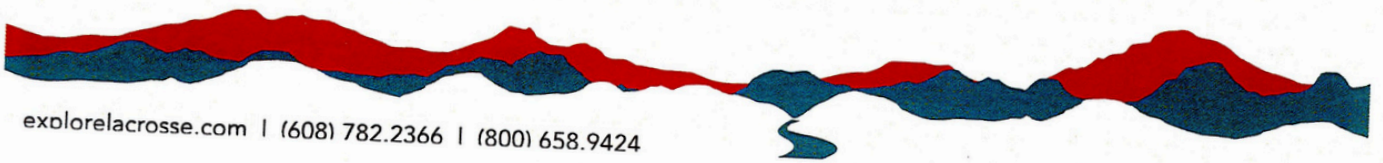


Apple Blossom Scenic Drive



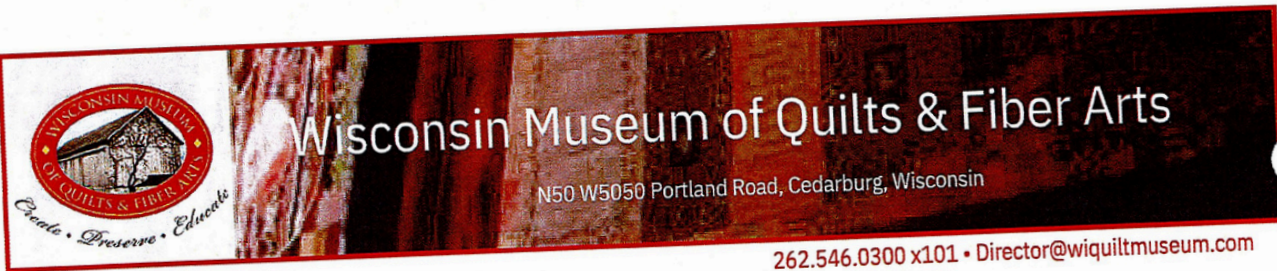
Rotary Lights | Riverside Park

Any time of day, any time of year, the La Crosse Region bursts with exciting opportunities to learn, play, explore, and be entertained. For more information on events, things to do, places to stay, and cuisine to try, it us online at ExploreLaCrosse.com.



explorelacrosse.com | (608) 782.2366 | (800) 658.9424

- Images
 - Map
 - Regional
 - Distances
- Contact Info
- Area Attractions



Enjoy a Relaxed Trip Back in Time!

The Wisconsin Museum of Quilts & Fiber Arts is the only museum devoted to the creation, preservation, and education of fiber art in Wisconsin. Located in a fully restored 1850s barn, groups of all ages enjoy exhibitions featuring a wide variety of contemporary and traditional fiber art.

In addition to the barn, the grounds include the original 19th century farm buildings. Tours may include the exhibition, grounds, or a combination of the two.

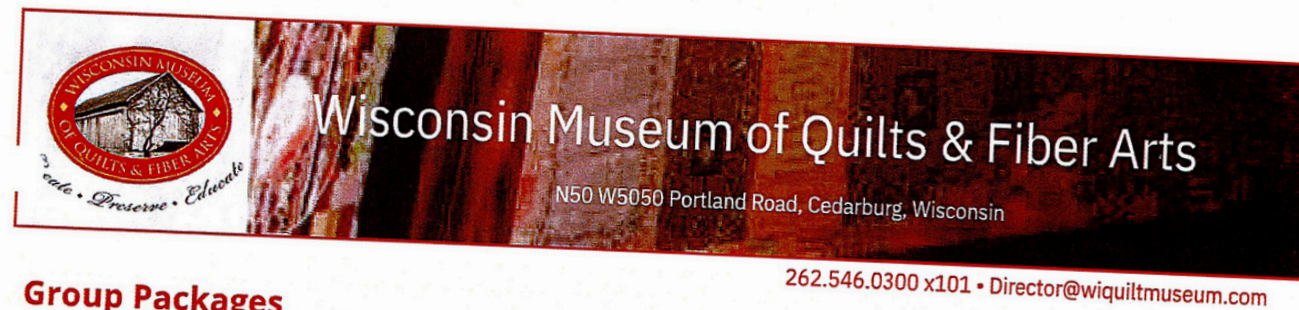
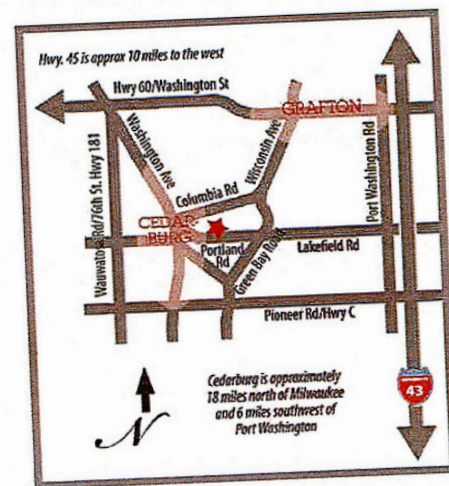
We partner with local artists and craftspeople to stock our Gift Shop with fun, unique, and fabulous gifts in a range of prices. And our knowledgeable and friendly staff and volunteers are happy to tailor tours for your group's interests and needs!

Group Tour FAQs:

- All prices are per person. Group discount applies to groups of 5+
- Experience 19th century charm with 21st century amenities and restrooms
- Packages/discount rates available for groups of 5 to 60
- FREE motorcoach/car parking on-site
- FREE for tour leaders and bus drivers
- All tours include museum admission and docent-led tour
- Barn is fully wheelchair/ADA accessible; farmyard features crushed gravel paths



The Wisconsin Museum of Quilts & Fiber Arts is located on a 2.2-acre, intact 1850s German farmstead, just east of historic Cedarburg. We are 18 miles north of Milwaukee and 100 miles north of Chicago.



Group Packages

Tour & Shop

Let one of our experienced docents take you on a tour of our current exhibition, 19th century farmstead or both! Then spend time shopping the locally-made artwork in the Gift Shop.

Estimated Time: 1 hour

Adult: \$9 Senior/Student: \$7

*Regular Admission: \$10 adults, \$8 seniors/students

Tour & Lunch

Taste Cedarburg hospitality with lunch catered by a local restaurant, a museum tour, and shopping in our Gift Shop. Lunch available before or after tour. Prices include lunch, beverages, tour & admission.

Estimated time: 2 hours

Adult: \$30 Senior/Student: \$25

Express Yourself

Inspired by the art you see? Tour the current exhibit, then create your own fiber masterpiece. All ages and abilities welcome. Most projects completed on-site! Prices include admission, tour, craft & all materials.

Estimated time: 2 hours

Adult: \$20 Senior/Student: \$15

*Options include: Ornament Making (seasonal options available), Magnet Making, Paint & Stitch, Behind the Scenes/Collections Art, Weaving Intro, Basic Quilting. Custom options available upon request!

Express Yourself & Lunch

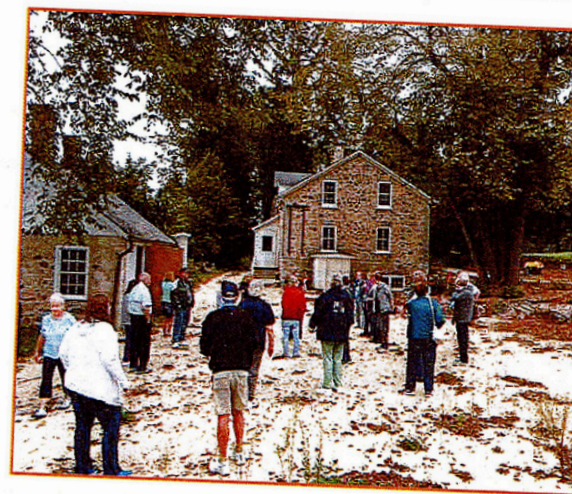
Combine Lunch with Express Yourself for an additional discount and even more fun!

Estimated Time: 3 hours

Adult: \$40 Senior/Student: \$35

Exhibits Rotate Every Three Months

Exhibits rotate every three months, so there is always something new to see! Lunch and hands-on options are available in the museum's accessible lower level.



- Images
- Map
- Contact Info
- Programs
- Meal Options
- Parking
- Comp Policy

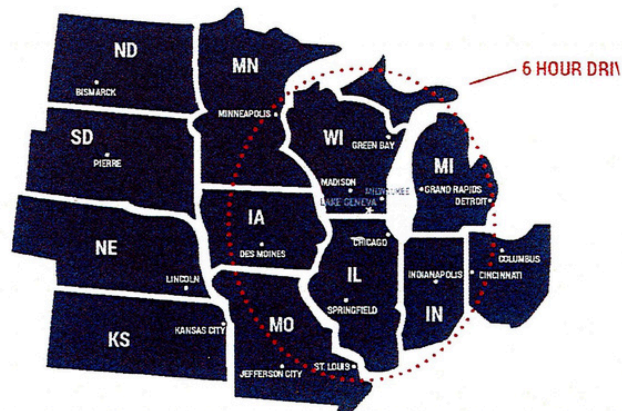
DON'T MISS THE BOAT!



Get the true Lake Geneva experience for your group with Lake Geneva Cruise Line!

Join us on one of our unique boat tours and create memories to last a lifetime! Choose a tour that best fits your itinerary, there is truly something for everyone! Our **experienced Group Sales staff** will assist you in planning the perfect outing. **Spring, summer, fall and winter**, we have a wide variety of tours to choose from!

- Group rates are available on all tours
- Tour bus friendly
- Complimentary bus parking with easy loading and unloading



Only **75 miles NW** of Chicago and **50 miles SE** of Milwaukee!

SUMMER HARBOR: Riviera Docks, 812 Wrigley Drive, Lake Geneva, WI 53147
WINTER HARBOR: Gage Marine, 1 Liechty Drive, Williams Bay, WI 53191



US MAILBOAT TOUR

Watch our jumpers deliver the mail to lake homes in this time-honored classic!



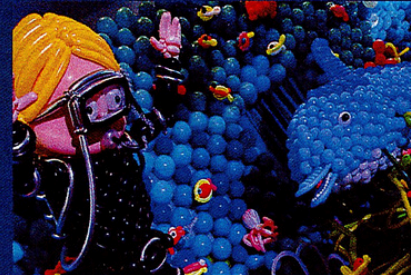
LUNCHEON CRUISE

Experience a narrated tour while dining on a delicious brunch or lunch. Ask about our themed lunch with live music!



BLACK POINT ESTATE TOUR

Tour one of the oldest homes on the lake, arrive by boat or bus.



BALLOON ADVENTURE

Enter into an immersive display of over 100,000 balloons for a fun experience! Coming Spring 2025 - Voyage to the Deep Sea.



ICE CREAM SOCIAL TOUR

Enjoy an ice cream sundae and narrated boat tour.



SUPPER CLUB DINNER CRUISE

A uniquely Wisconsin experience - old fashioned and live music!



SANTA CRUISE

Delight in festive light displays on your way to Santa's Hideaway. November and December. Ask about a dinner package option!



SPRING & FALL PACKAGE SPECIAL!

Enjoy our one-hour Best of the Lake Cruise plus lunch at Lake Geneva's only lakeside restaurant, PIER 290! Available weekdays in May-June and September-October. Only \$50 per person!



Susan Schindler

Group Sales Manager | Lake Geneva Cruise Line
 susan@glcl.net | 262-248-6206, ext. 312

Call today to book your Lake Geneva group outing

CRUISELAKEGENEVA.COM

- Images
- Map
- Contact Info
- Programs
 - Holiday
- Meal Options
- Parking

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

Each year, our state to approximately 330,000 room nights for group tours. This impressive figure is akin to accommodating the equivalent of about 70 major conventions and/or sporting events annually. Such activity not only highlights the appeal of Wisconsin as a destination but also underscores its significant contribution to our local economy.



THANK YOU