

**CIRCLE**  
**WISCONSIN**

The logo for Wisconsin Circle, featuring a stylized green and white circular emblem with a central figure resembling a person or a structure.

**2025 Annual Report**



Good Morning





**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.



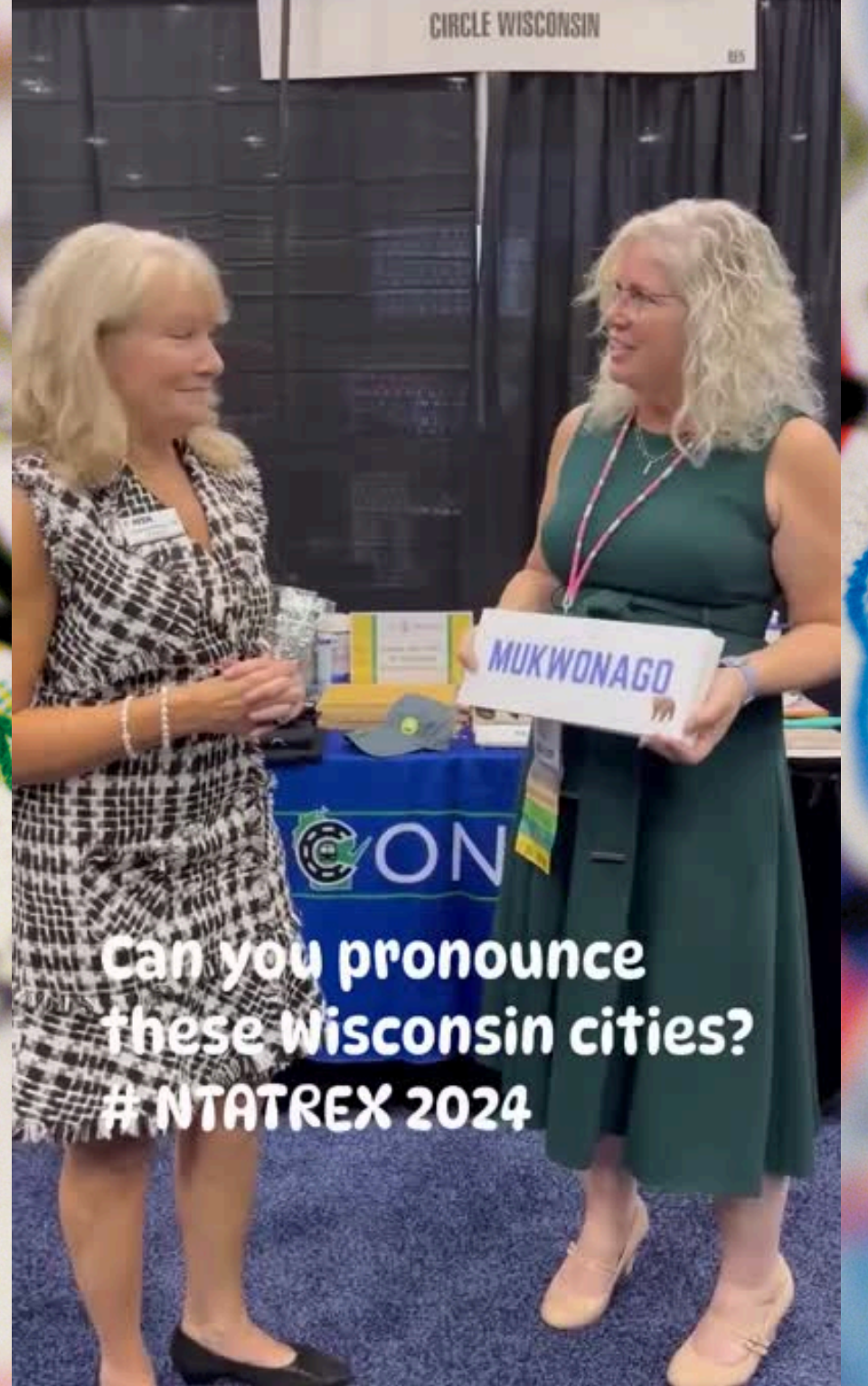


## 2024 Conferences

- American Bus Association
- National Tour Association
- Select Travel
- US Travel IPW
- Going on Faith
- International Motorcoach Group
- Ontario Motorcoach Group
- Connect - RTO (MKE)







Can you pronounce these Wisconsin cities?  
#NTATREX2024



**SPONSORSHIP**





# Circle Wisconsin Midwest Marketplace Fond du Lac, WI April 14 - 16, 2024 4,180 Appointments



We kicked off our 10th Anniversary with a delightful evening at La Clare Farms. Attendees enjoyed the unique experience of baby goat snuggles, paired with a beautiful night of relaxation and a glass of wine at Ziegler Winery. It was a truly memorable celebration, and we were thrilled to see so many familiar faces join us.

In addition, the Midwest Marketplace continues to thrive, thanks to your participation and support. This year, we realized an impressive turnout with registrations from 38 Tour Operator/Planner Companies and 110 appointment-taking supplier companies. These connections are invaluable as we continue to grow together in the industry.



## Dubuque, IA April 6 - 8, 2025



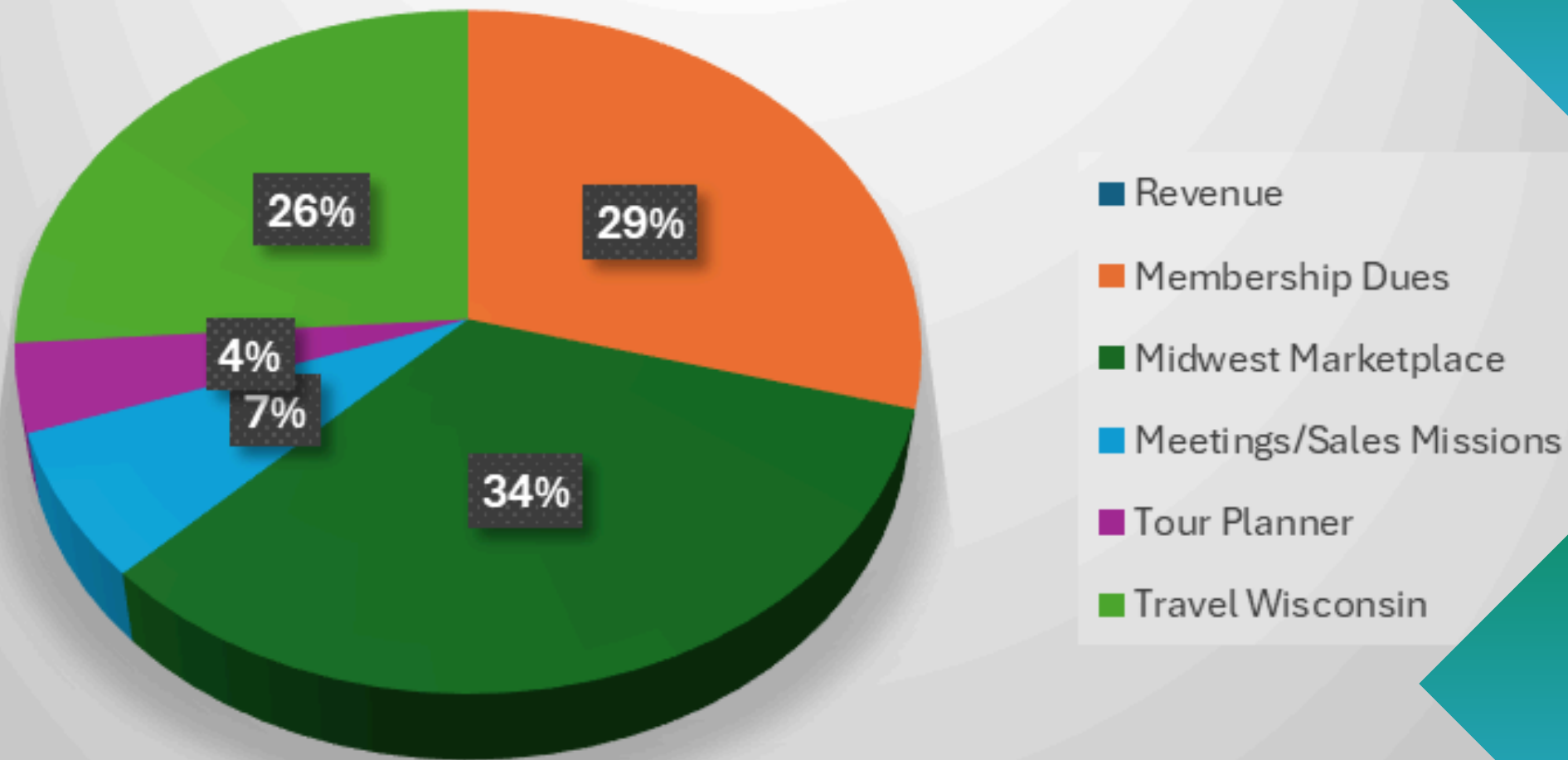
# Revenue Sources

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. These sources are crucial in enabling us to promote tourism effectively.

In 2024, we have continued our collaborative program with the Office of Group Travel of Travel Wisconsin. This partnership has been instrumental in boosting our marketing efforts and expanding our reach to new audiences. We are thrilled with the progress made and look forward to further strengthening this collaboration in the future.

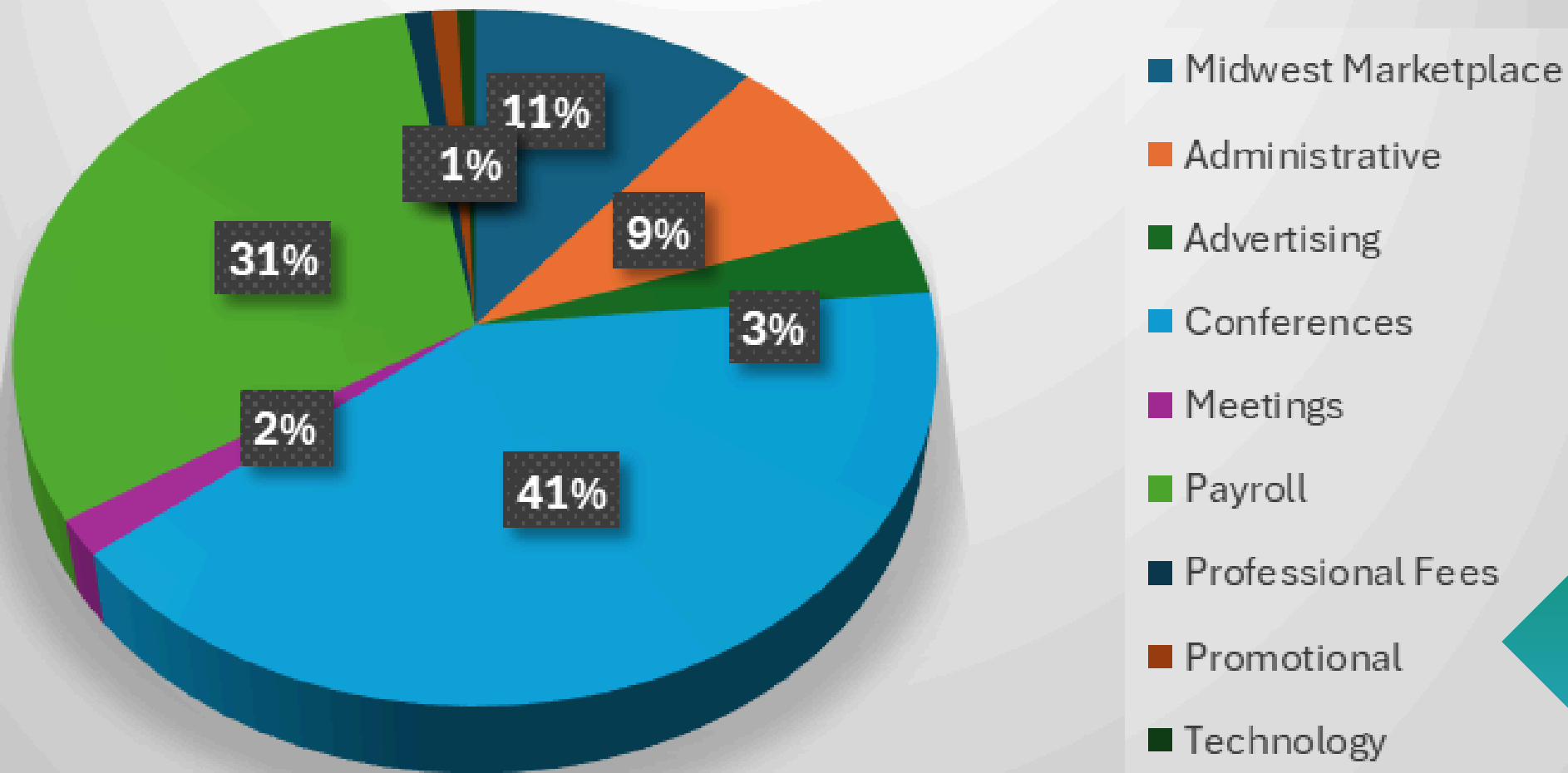
Looking ahead, we are excited about continuing this fruitful partnership with Travel Wisconsin as we strive to grow group tour visitation throughout the state.

## Revenue





## Expenses



## Expenses

The 2024 budget has been strategically dedicated to enhancing our sales initiatives and expanding our presence in the group travel industry. This allocation reflects our commitment to driving growth and fostering stronger relationships within this dynamic sector.

By focusing resources on these areas, we aim to seize new opportunities and solidify our position in the evolving group tour landscape. We believe these efforts will not only stimulate growth but also enhance our ability to connect with clients and partners more effectively.



# Websites

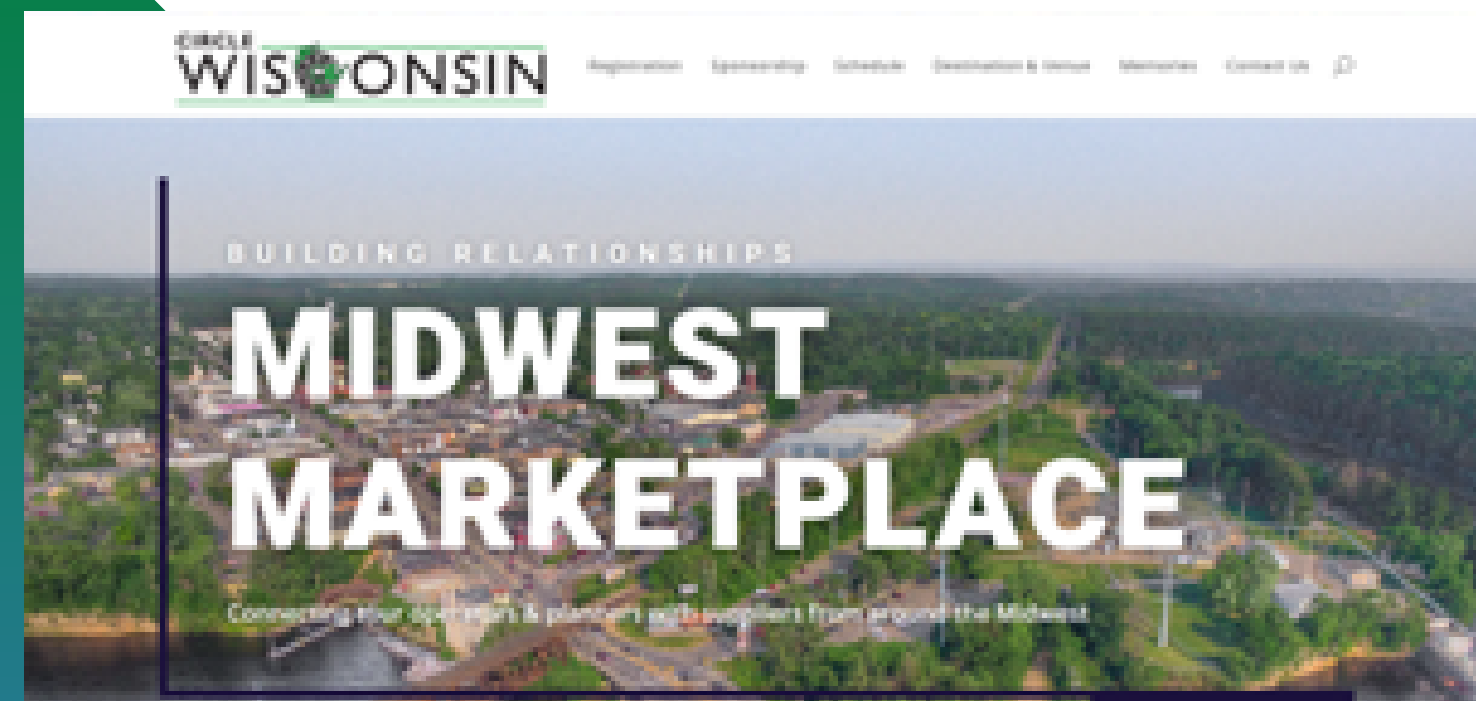
[circlewisconsin.com](http://circlewisconsin.com) 2024 - 60,000 views

[midwestmarketplace.org](http://midwestmarketplace.org) 2024 - 27,000 views

- Increased listing sizes
- Increased images allowed on listings
- Video inclusion on website (small fee)
- Add a profile sheet or linked itinerary



- Optimized SEO
- Mobile Compliancy
- Responsive Design





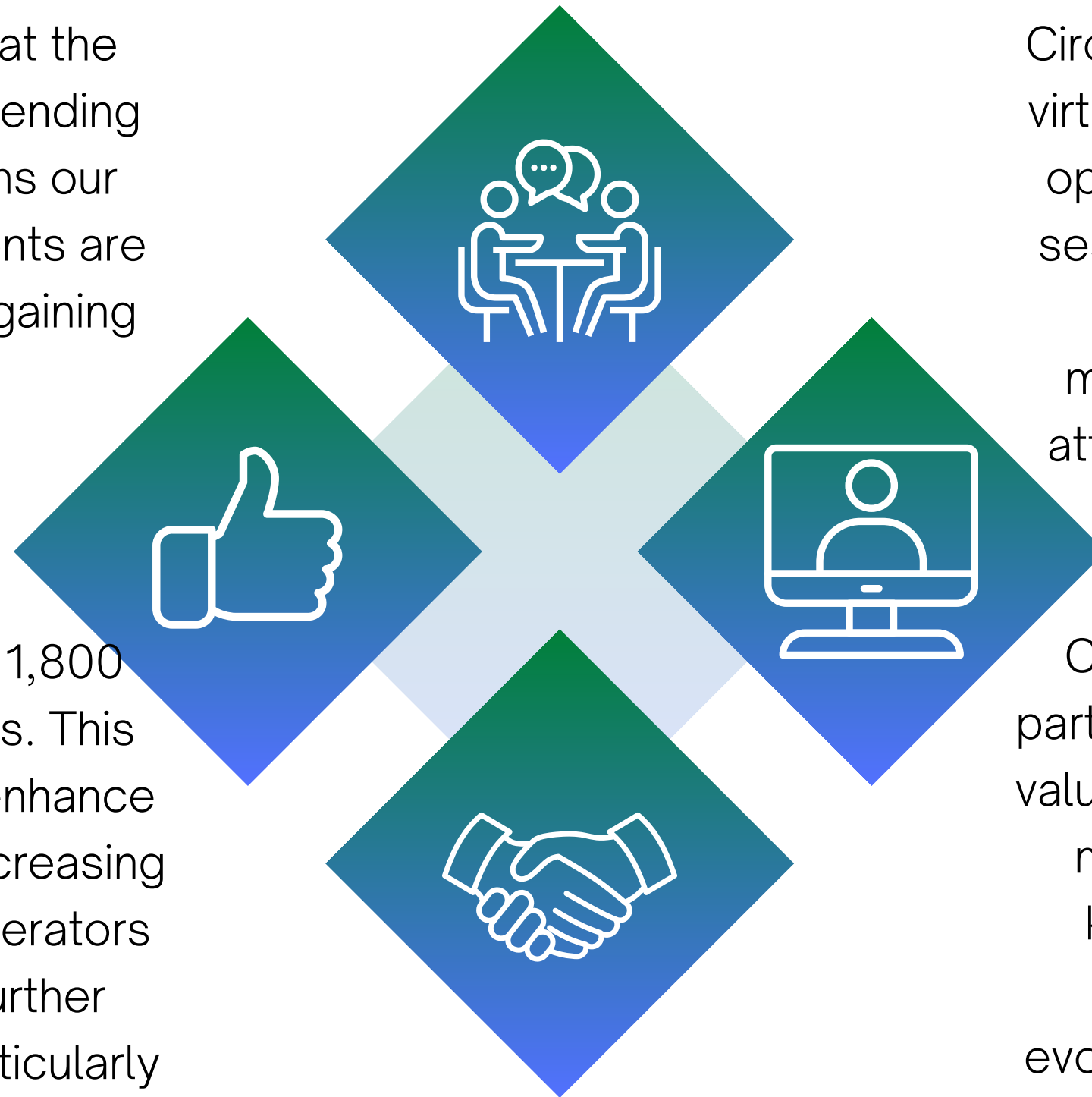
# 2025 Marketing Initiatives

## Conferences

As part of our ongoing efforts to stay at the forefront of industry developments, attending key conferences and meetings remains our primary initiative. We believe these events are instrumental in fostering connections, gaining insights, and driving visitations.

## Social Media

We have reached a milestone of over 1,800 followers on our social media platforms. This growth reflects our ongoing efforts to enhance our online presence. Recognizing the increasing importance of social media for Tour Operators and Planners, we are committed to further expanding our content and visibility, particularly on Facebook. Our goal is to engage more effectively with our audience and capitalize on the opportunities that these platforms offer.



## Sales Calls/Missions

Circle Wisconsin is set to conduct both virtual and in-person meetings with tour operators throughout the year. These sessions will be a great opportunity to educate participants about our members and showcase the unique attractions that our state has to offer.

## Partnerships

Circle Wisconsin will continue its strong partnership with Travel Wisconsin to provide valuable insights into the leisure group travel market. Together, we are dedicated to keeping this segment top of mind and ensuring our strategies align with the evolving needs of travelers and our industry partners alike.



# CIRCLE WISCONSIN



2025 TOUR PLANNER

**PROFILES OF EVERY  
CIRCLE WISCONSIN MEMBER**

Research our vast network of DMOs,  
hotels, restaurants and attractions

**The Ideal  
Place For  
Group Tours**

*Attraction spotlights, sample  
itineraries and extensive  
listings help planners craft  
the perfect Upper Midwest  
group adventure*

**IRRESISTIBLE  
ITINERARIES**

Group-friendly fun across  
Wisconsin's 5 regions

## Annual Circle Wisconsin Tour Planner

- Distributed to over 15,000 tour operators/planners with the February edition of Leisure Group Travel
- Editorial Content featuring:
  - Culinary Delights
  - Spectator Sports
  - Hotbed of Arts & Culture
  - Go with the Pros
  - That's Entertainment
- Sample Itineraries in each of the five regions
- Full membership listing by region
- Lodging Map



# 2025 Board of Directors

- 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
- Elaine Moulder - Brilliant Edventures
- Jacob Servais - Green Bay Packers
- Eric Howden - Old World Wisconsin

Wendy Dobrzynski - Executive Director