



2026 ANNUAL REPORT

www.circlewisconsin.com

MISSION STATEMENT

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 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. Circle Wisconsin continues to be a leader in the group travel/package industry.

ECONOMIC IMPACT

The group tour and motorcoach market delivers a powerful economic boost to Wisconsin's tourism industry, with the American Bus Association reporting an annual impact of **\$2.8 billion statewide**. These tours support jobs, small businesses, and attractions across urban and rural communities alike, spreading visitor spending well beyond major cities. For Wisconsin, group travel is not just about visitors—it's about sustained economic vitality and community growth.





MEMBERSHIP

In 2025, Circle Wisconsin experienced strong momentum with a 9% increase in membership, reflecting growing confidence in the value of collaboration within the group tour and motorcoach market. This growth represents more than just numbers—it signals a broader commitment across the state to welcoming, serving, and supporting group travel.

As membership expands, so does Circle Wisconsin's impact. More members mean more group-ready experiences, stronger itineraries, and a deeper statewide network for tour operators to work with. Together, our members help make Wisconsin easier to sell, easier to tour, and more rewarding for group travelers. The result is increased visibility for the state, stronger relationships with tour planners, and greater economic benefit for communities across Wisconsin.

2025 MARKETING ACTIVITIES

CONFERENCES &

SPONSORSHIPS

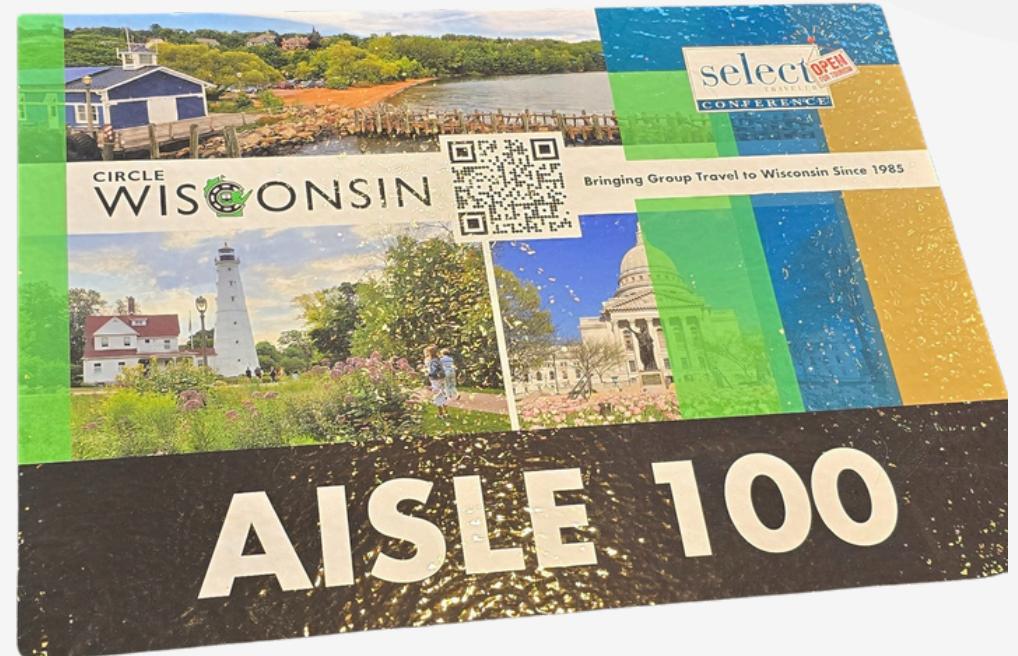


2025 Conferences

- American Bus Association
- National Tour Association
- Ontario Motorcoach Association
- Going on Faith
- Select Travel
- Travel Alliance Partners
- International Motorcoach Group
- IPW
- Great Day! Tours Marketplace

Sponsorships

- Highlighting Wisconsin Cheese & Tasty Treats
- Restroom Amenities
- Name Badges
- Wisconsin Old Fashioned Operator Break
- Floor Signs





Comment as Circle Wisconsin



Circle Wisconsin

Published by Shelly Harms · December 13, 2025 ·

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We spent the day exploring the [Food + Farm Exploration Center](#) in Plover. It was a "smashing" time 😊. The over-sized potato masher is a hit!

[Plover Area Convention and V...](#) See more



46% increase in
followers from
2024 - 2025

WEBSITE & SOCIAL MEDIA

In 2025, Circle Wisconsin continued to grow its digital presence in meaningful ways within the highly focused group tour and motorcoach market. Our Facebook community ended the year just shy of 2,000 followers, reflecting steady engagement from tour operators, group planners, and industry partners who value specialized, relevant content.

Website performance also showed strong results, with more than 46,000 page views across the Circle Wisconsin website. In addition, the Midwest Marketplace event page generated over 13,000 views, demonstrating strong interest in our signature meeting.

For a niche organization serving a very targeted audience, these numbers represent significant reach and influence. Our digital channels continue to connect the right people to the right opportunities—supporting member visibility, strengthening tour operator relationships, and reinforcing Wisconsin's position in the group travel marketplace.

PRINT & DIGITAL ADVERTISING

In 2025, Circle Wisconsin increased its investment in both print and digital advertising to strengthen visibility within the group tour and motorcoach market. We continued our long-standing partnership with Premier Travel Media and Group Tour Magazine, ensuring consistent exposure to tour operators and group planners who actively book destinations like Wisconsin.

For the first time, Circle Wisconsin also advertised in Destinations, the American Bus Association's official publication. This expanded reach not only placed Wisconsin in front of a national audience of motorcoach and tour professionals but also included coordinated social media promotion across all ABA channels, extending our message well beyond the printed page.

Together, these efforts reinforced Circle Wisconsin's presence in the marketplace and positioned our members as group-ready, professional, and easy to work with for tour operators across the country.



In 2025, Circle Wisconsin partnered with Premier Travel Media to produce the annual Circle Wisconsin Tour Planner, a key sales tool for the group tour and motorcoach market. More than 15,000 copies were distributed to tour operators, travel planners, and industry professionals nationwide, helping position Wisconsin as a group-ready destination and driving awareness of member experiences across the state.

- ✓ **Full Membership Directory**
- ✓ **Engaging Editorial**
- ✓ **Regional Itineraries**
- ✓ **Hotel Member Map**

2025 TOUR PLANNER

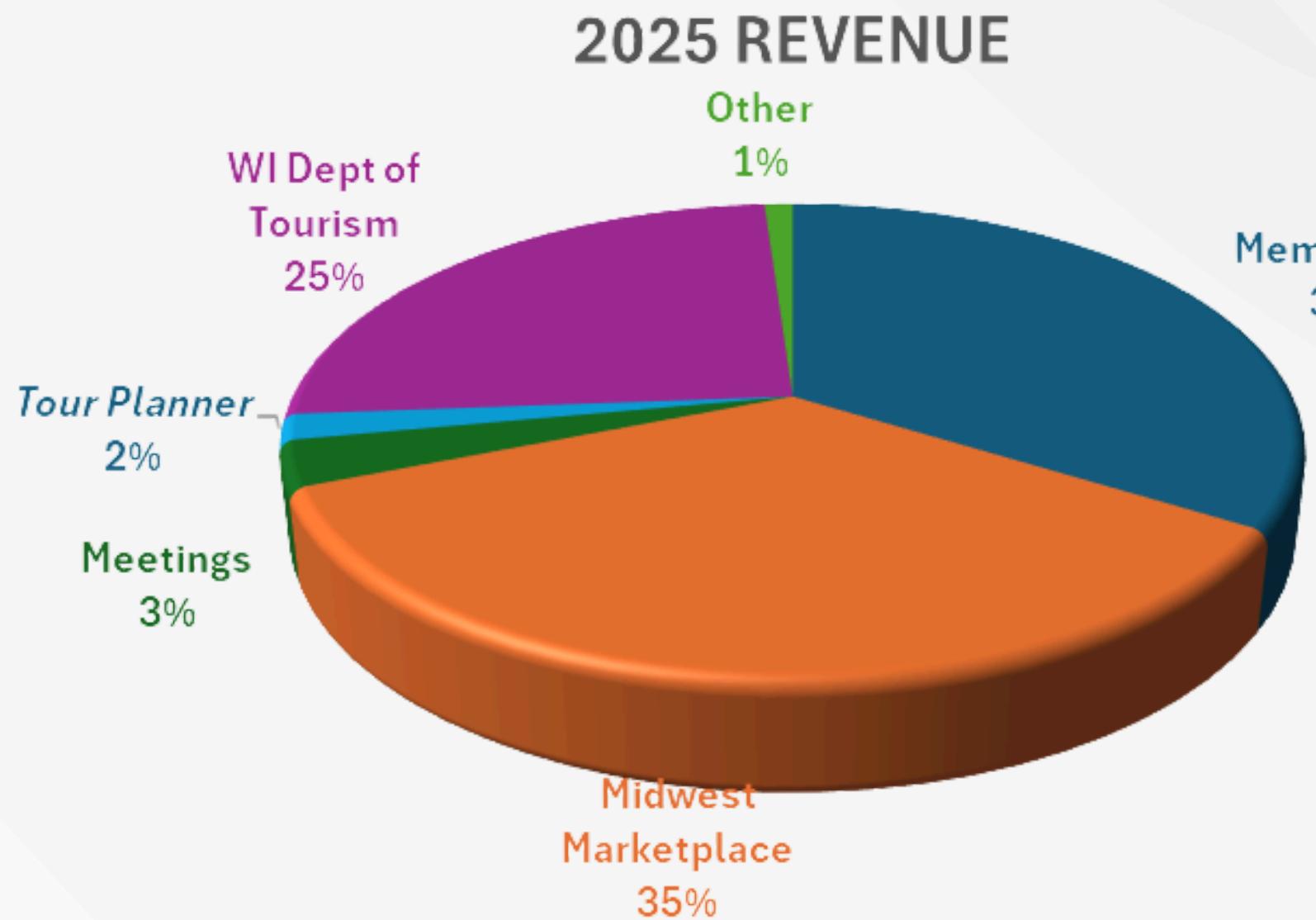


2025 REVENUE SOURCES

In 2025, Circle Wisconsin saw increased revenue from both membership growth and the continued success of the Midwest Marketplace, strengthening the organization's financial foundation. This positive momentum reflects the value members place on Circle Wisconsin's role in connecting Wisconsin's group-ready destinations with tour operators nationwide.

At the same time, Circle Wisconsin's continued partnership with Travel Wisconsin remains a cornerstone of our success. Their support helps amplify our reach, align our efforts with statewide tourism goals, and ensure we have the resources and visibility needed to move our mission forward.

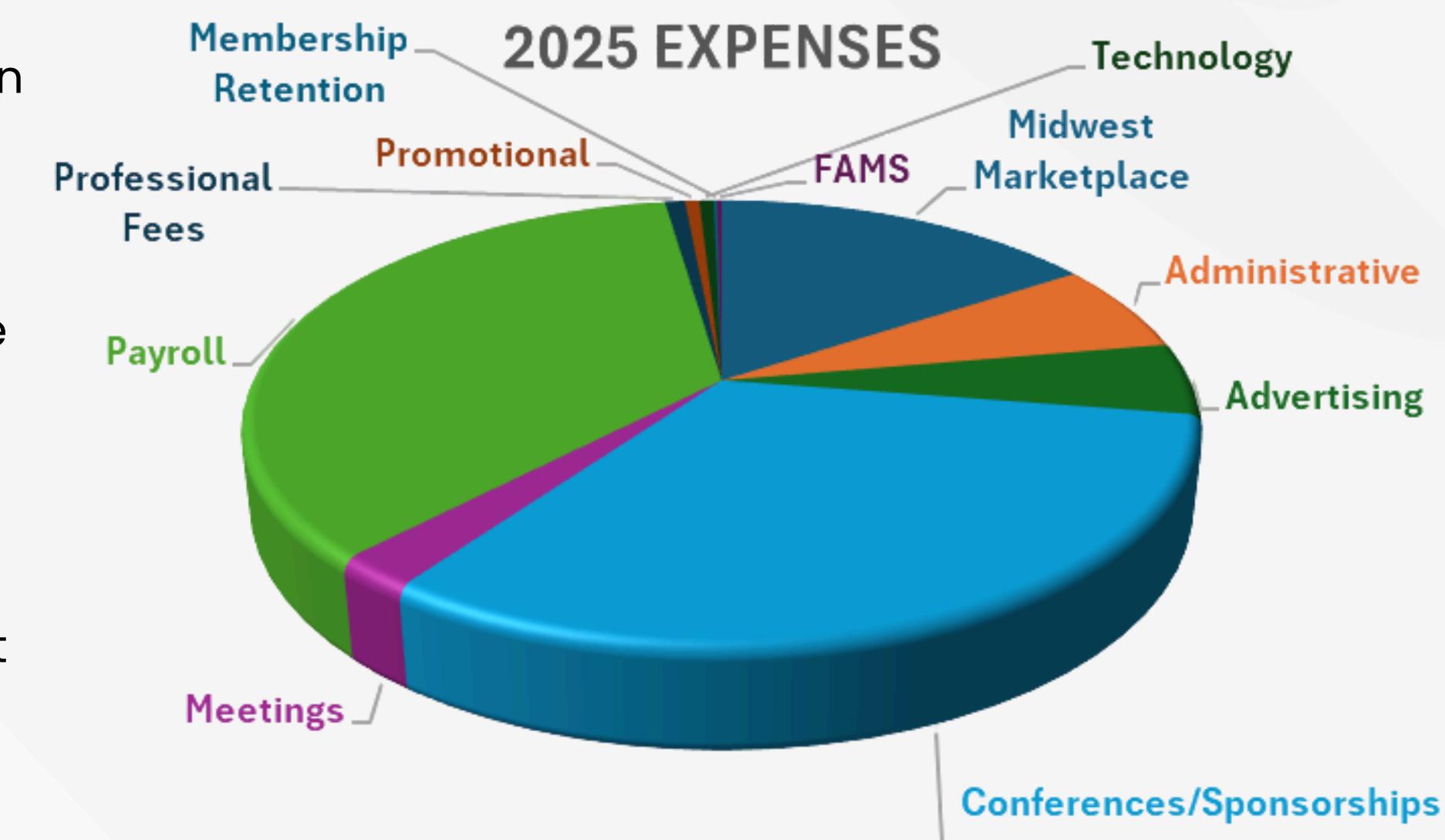
Together, growing revenue and strong partnerships position Circle Wisconsin well to continue promoting Wisconsin as a premier destination for the group tour and motorcoach market in the years ahead.



2025 EXPENSES

In 2025, Circle Wisconsin remained fiscally disciplined and focused on maintaining a strong financial position. Expenses were managed carefully and strategically, ensuring that resources were used in ways that directly support our mission and deliver value to members.

The two largest investments were payroll and conferences—including Midwest Marketplace, which together represent the core of Circle Wisconsin's work. These areas drive our outreach, relationships with tour operators, and year-round support for members. By being intentional and frugal with spending, Circle Wisconsin continues to operate in a financially healthy, sustainable way while maximizing impact in the group tour and motorcoach market.



2026 MARKETING INITIATIVES

- Continued conference attendance
 - Fun and stand-out sponsorships
- Expanded social media strategy
- Familiarization Tours
- Strengthened partnerships
 - Travel Wisconsin
 - Premier Travel Media
 - and of course, our members
- Members support tools
 - Expanded website listings
 - Sales leads/prospects
 - Sales Missions



MIDWEST MARKETPLACE

2026 Midwest
Marketplace
April 19 – 21
La Crosse

The Midwest Marketplace continues to be recognized nationally for its strong organization, quality appointments, and meaningful connections between tour operators and destinations.

Year after year, its reputation for professionalism and results reinforces Wisconsin's position as a trusted, group-ready state in the motorcoach and tour planning market.



BOARD LEADERSHIP & ENGAGEMENT

Circle Wisconsin's Board of Directors plays a vital role in guiding the organization's vision, strategy, and impact in the group tour and motorcoach market. We encourage members to reach out to board members with ideas, feedback, and questions—they are a valuable resource and strong advocates for our mission.

We are also pleased to welcome Jodi Jensema as a new member of the Board. Her experience, perspective, and enthusiasm for group travel strengthen Circle Wisconsin's leadership and help position us for continued success.

Shelly Harms, Visit Sheboygan

Megan Husband, Visit Milwaukee

Elaine Moulder, Brilliant Edventures

Amanda LaFave, Oneida Hotel

Susan Schindler, Lake Geneva Cruise Lines

David Desimone, Black Point Estates

Jacob Servais, Discover Green Bay

Cory Mace, Badger Bus

Jodi Jensema, Discover Oshkosh



CONCLUSION

- 01** **Review & Update your website listing**
- 02** **Keep us informed**
- 03** **Send Photos and stories for us to share**
- 04** **Think like a partner, not just a member**



Circle Wisconsin concluded fiscal year 2025 with strong momentum and a solid financial position. The organization experienced significant membership growth, reinforcing its role as a leader in Wisconsin's thriving tourism industry.

Through continued membership expansion and careful oversight of expenses, Circle Wisconsin's Board has successfully established reserve funds and a budgeting process that provides a strong foundation. These reserves position the organization to take advantage of future marketing opportunities and strategic initiatives designed to support long-term growth and sustainability.

The Circle Wisconsin Board remains fully committed to the organization's long-term success and the growth of tourism in our state. With a solid foundation in place, Circle Wisconsin is well-positioned for continued growth. We are excited about the future and look forward to the opportunities ahead in 2026.



**THANK YOU
FOR YOUR CONTINUED
SUPPORT!**



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