



YOUR GROUP TOUR SALES SHEET: THE TOOL THAT GETS YOU BOOKED



WHAT A GROUP SALES SHEET REALLY IS

- **A one-page cheat sheet for tour operators/planners**
- **Not a brochure – this is a booking tool**
- **Designed to answer questions quickly**
- **Built for planners, not wanderers**

IF THEY CAN'T SCAN IT IN 30 SECONDS, IT WON'T GET USED



WHAT MUST BE ON IT - EVERY TIME

- **Destination/Attraction Name & quick description**
- **Why it's great for groups**
- **Group Rates & comp policy**
- **Capacity & Timing**
- **Motorcoach parking details**
- **Map**
- **Local & Close Attractions**
- **Contact info & booking process**



WHAT MAKES IT STAND OUT



- **Group-friendly language**
- **Wisconsin-specific appeal**
- **Easy-to-read layout**
- **Great photo (w/groups & buses)**
- **A confident, helpful tone**

IT SHOULD SAY, “WE’RE BUILT FOR GROUPS”

SAMPLES

East Troy Railroad Museum

www.easttroyrr.org 2002 Church Street, East Troy, WI 53120 262-684-9148



Train Rides

We offer round-trip rides on historic restored electric railcars along our 6-mile railroad line between East Troy and Mukwonago. We welcome groups from 30 to 134. Trips can last from 30 minutes to 2 hours, and can stop along the route at one of two parks or at the Elegant Farmer store and deli. A car host will detail the history of the line.



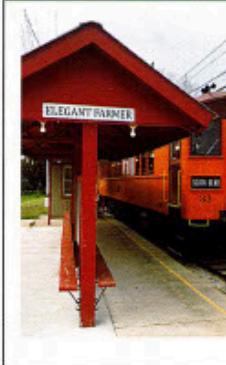
Lunch or Dinner Trains

We love to host group tours on our art deco style dining cars, with a choice of menus, and seating for up to 100. A minimum of 30 guests is required to book a lunch or dinner charter. Beer, wine and soft drinks may be served – and a full bar is available for an extra fee. Restrooms are available on our dining cars.



Museum and Gift Shop

Enjoy our small museum, full of photos, historical artifacts, and model railroad cars showcasing the history of electric railroads in Wisconsin and the Midwest. Our Gift Shop offers a variety of railroad themed and branded clothing items, glassware, posters, hats and other gifts. Modern restrooms are located in the Depot.



Stop and Shop at the Elegant Farmer

This popular farm stand and deli – inside an historic barn – is famous for its *apple pie baked in a paper bag*. This is a regular stop for the East Troy Electric Railroad. One-way trips can start in East Troy and end at the Elegant Farmer.

About Our Charters...

Charters usually run for two hours, but may be longer or shorter. We recommend starting your trip at our East Troy Depot, so you may visit our museum and gift shop, use the restrooms, pay any balance due, discuss any last-minute details, and board for your trip.

Charters may be scheduled for any time and any day of the week, but we try to avoid conflicts with our regularly-scheduled Dinner Trains and Sunday Brunch Trains.

There is ample free motor coach parking in front of the East Troy Depot and next to the Depot.

There are several possible stops along the route:

- **Byrnes Park:** Located 20 minutes away from the East Troy Depot, this park includes a shelter with picnic tables and a large playground. Portable restrooms are available.
- **Elegant Farmer:** Located 25 minutes away from the Depot, The Elegant Farmer is an upscale farm store once featured on the Food Channel. It is known for its *Apple Pie Baked in a Paper Bag*. There are restrooms at the Elegant Farmer.
- **Lower Phantom Lake:** Located 35 minutes away from the Depot, where our line wraps around lower Phantom Lake. This breathtaking view is great for what we used to call *Kodak moments*!
- **Indianhead Park:** Located 35 minutes away from the Depot, this park includes a sandy beach, a small shelter with picnic tables, a large play structure, and restrooms. Indianhead park has a large grassy area perfect for throwing a frisbee or ball.

Our most popular itineraries include:

- East Troy to Indianhead Park, return to the Elegant Farmer for $\frac{1}{2}$ hour, then back to East Troy
- East Troy to Byrnes Park, picnic at Byrnes Park for about an hour, return to East Troy
- * East Troy to the Elegant Farmer for 1-hour, return to East Troy

Dining Charters

Lunch charters may select one of several menu options, and must have a minimum of 30 passengers. Your menu and entree selections are required two weeks before your charter. Beer, wine, and soft drinks are available from the bar and you may select hosted or cash bar service. Full bar service is available for an additional charge.

Dinner charters offer fine dining combined with a scenic trip over the entire railroad. Select one of the five menu options for your event. Your menu and entree choice must be received two weeks in advance. Mixed drinks, beer, wine, and soft drinks are available from the bar and you may add hosted or cash bar service.

Pricing: **Non-dining charters** cost \$700 plus tax for 1 to 50 guests. Plus an additional \$700 for a second railroad car.

Lunch Charters are \$89 per person plus tax, with a 30-guest minimum and a 25% deposit due at booking.

The price of a **Dinner Charter** depends on the menu selected and ranges from \$125 to \$150 per person plus tax. The minimum charge is for 30 guests. A deposit of 25% is required at the time of booking.



Nearby Attractions:

- 10 Miles -- Old World Wisconsin – Eagle, WI
- 15 Miles -- Black Point Estate – Lake Geneva, WI
- 15 Miles -- Lake Geneva Cruise Line – Lake Geneva, WI
- 16 Miles -- Seven Chimneys NHL – Genesee Depot, WI
- 19 Miles -- Yerkes Observatory – Williams Bay, WI
- 34 Miles – Harley Davidson Museum – Milwaukee, WI



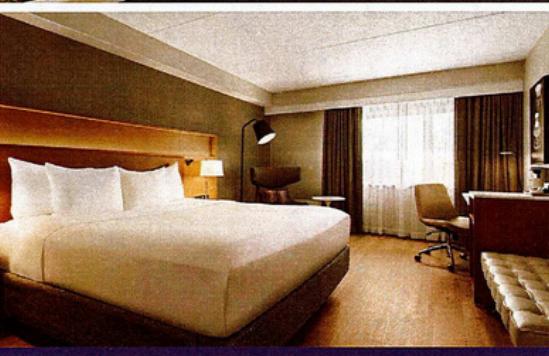
We have meticulously restored historic streetcars, interurban railcars, and an open car suitable for warm weather. Seating capacity varies between 45 and 80. A two-car train with our largest capacity cars will seat 134. Our dining cars seat a maximum of 100 (50 in each car).



Contact:

Jim Feyerherm, Operations Manager
262-684-9148, jimf@easttroyrr.org

SAMPLES



Modern Rooms



Fantastic Dining Options



Casino Fun



Experience Comfort, Gaming, and Delicious Cuisine

The region's best casino hotel offers spacious accommodations, delicious dining, and fun for everyone! We're conveniently located to explore the best of the midwest. Receive unparalleled hospitality and the following benefits when you choose Oneida Casino Hotel.

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

Terms & Conditions

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.

Contact For More Information

Amanda LaFave, Sales Manager
920-405-6405 | amanda.lafave@oneidahosp.com
www.oneidacasinohotel.com



Exceptional Amenities

- Roll the dice at the casino
- The latest slots including progressives
- Eight types of table games including live poker
- Sports betting
- Daily Bingo sessions
- Complimentary coffee and non-alcoholic beverages
- Indoor pool, whirlpool, sauna, and fitness center
- Located across from Austin Straubel International Airport
- Complimentary motor coach parking
- Group baggage service (fee applies)
- Hotel market
- Woodland Indian art

Dining Options

- Sky World Coffee and Custard
- Noodle Bar
- Purcell's Beer Garden (open seasonally)
- Cedar & Sage Grill House
- Food Market
- Sportsbook Pub

Ideal Location

From Interstate 43 or Interstate 41, exit Highway 172 West. Oneida Casino 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

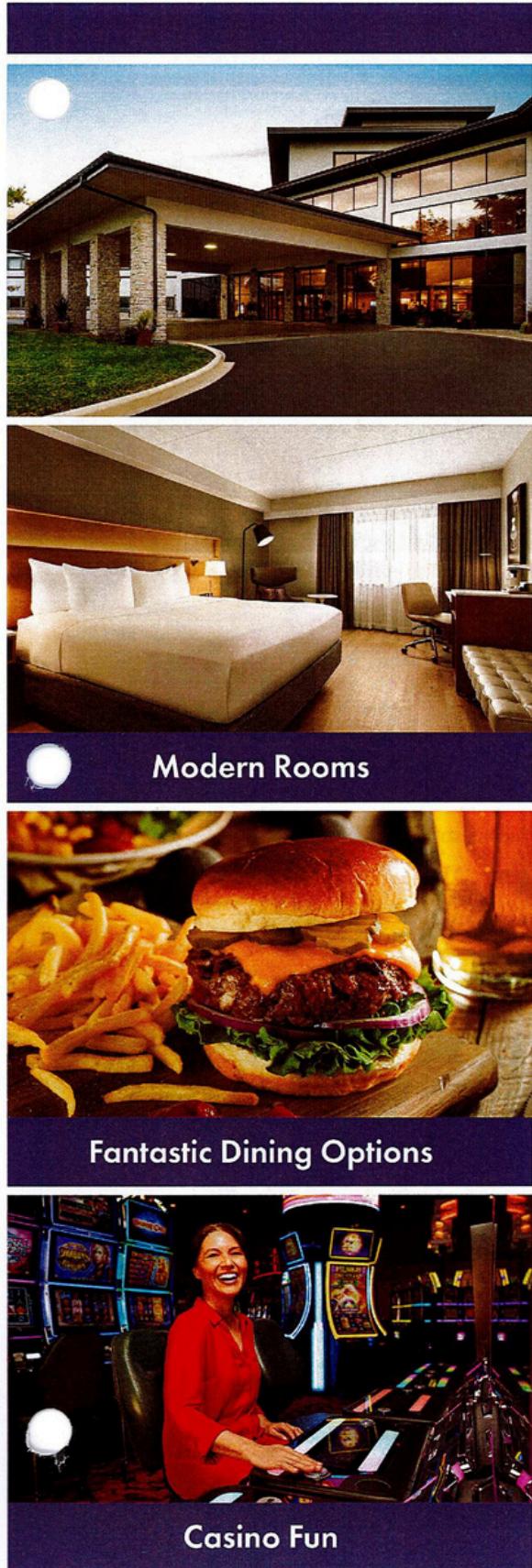
Unique Local Attractions

- Oneida Reservation Experiences
- Oneida Nation Museum
- Lambeau Field & Green Bay Packer Hall of Fame
- Museums: Heritage Hill, National Railroad, Neville Public
- Green Bay Botanical Gardens
- Wineries: Captain's Walk, Mona Rose, Parallel 44
- The Automobile Gallery
- The National Shrine of our Lady of Champion



Official Casino & Hotel
of the Green Bay Packers
Please gamble responsibly.

SAMPLES



Experience Comfort, Gaming, and Delicious Cuisine

The region's best casino hotel offers spacious accommodations, delicious dining, and fun for everyone! We're conveniently located to explore the best of the midwest. Receive unparalleled hospitality and the following benefits when you choose Oneida Casino Hotel.

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

Terms & Conditions

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.

Contact For More Information

Amanda LaFave, Sales Manager
920-405-6405 | amanda.lafave@oneidahosp.com
www.oneidacasinohotel.com



2040 AIRPORT DRIVE, GREEN BAY, WI 54313 • TELEPHONE: 920-405-6405 • ONEIDACASINOHOTEL.COM

Exceptional Amenities

- Roll the dice at the casino
- The latest slots including progressives
- Eight types of table games including live poker
- Sports betting
- Daily Bingo sessions
- Complimentary coffee and non-alcoholic beverages
- Indoor pool, whirlpool, sauna, and fitness center
- Located across from Austin Straubel International Airport
- Complimentary motor coach parking
- Group baggage service (fee applies)
- Hotel market
- Woodland Indian art

Dining Options

- Sky World Coffee and Custard
- Noodle Bar
- Purcell's Beer Garden (open seasonally)
- Cedar & Sage Grill House
- Food Market
- Sportsbook Pub

Ideal Location

From Interstate 43 or Interstate 41, exit Highway 172 West. Oneida Casino 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

- Oneida Reservation Experiences
- Oneida Nation Museum
- Lambeau Field & Green Bay Packer Hall of Fame
- Museums: Heritage Hill, National Railroad, Neville Public
- Green Bay Botanical Gardens
- Wineries: Captain's Walk, Mona Rose, Parallel 44
- The Automobile Gallery
- The National Shrine of our Lady of Champion



Official Casino & Hotel
of the Green Bay Packers
Please gamble responsibly.

2040 AIRPORT DRIVE, GREEN BAY, WI 54313 • TELEPHONE: 920-405-6405 • ONEIDACASINOHOTEL.COM

SAMPLES

BELOIT, WI
Where Stories Begin



WHY BELOIT, WISCONSIN?

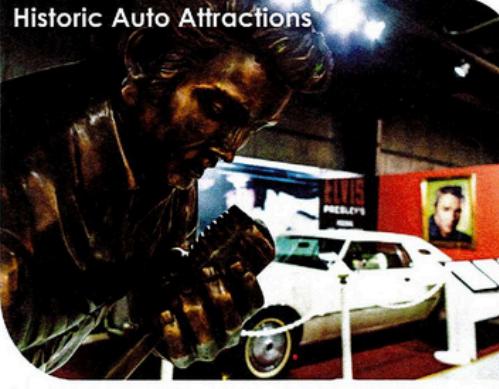
Beloit is a robust community with plenty of activities for our visitors to experience. We have a vibrant, active arts community, locally-owned restaurants, lively farmers' market, a revitalized downtown, and so much more!

We are proud of our city's friendliness and hospitality and strive to make sure all of our guests have a memorable visit. There are great places to stay, eat, shop, visit, and explore all year round!

Beloit is conveniently located at the intersection of I-39/90 and I-43. We can accommodate groups of all kinds; from day-trips to overnight, along with hub and spoke seekers and weary travelers looking to stretch their legs during a long journey.

We look forward to hosting you in our beautiful city!

Historic Auto Attractions



TIME TO EAT

- Boundaries Bar & Grill
- Beloit, WI - American Cuisine
- Bravo Pizza
- South Beloit, IL - Italian Cuisine
- The Butterfly Club
- Beloit, WI - Wisconsin Supper Club with American Cuisine
- La Casa Grande
- Beloit, WI - Mexican Cuisine and Buffet Options
- Road Dawg Family Restaurant
- Beloit, WI - American Cuisine Featuring a Buffet
- The Rock Bar and Grill
- Beloit, WI - American Cuisine and a River View

BELOIT SKY CARP BASEBALL

ABC Supply Stadium in Downtown Beloit hosts baseball, concerts, special events, and more. Group rates and private party areas available.

Matthew Bosen
matt@visitbeloit.com
d. 608.313.1366 | c. 618.920.2866
656 Pleasant Street
Beloit, WI 53511
visitbeloit.com/meetings

Write Your Story in Beloit

Chapter 1: Take a tour at BECKMAN MILL, an authentically restored, operational 1868 Grist Mill.

Chapter 2: Explore Downtown Beloit stores like BUSHEL & PECK'S, NORTHWOODS PREMIUM, BATH & BODY FUSION, and more. Scavenger hunts, pre-purchased items, or free time to wander.

Chapter 3: Take some time to refuel at one of these great options!

Chapter 4: Act like a kid again at HENRY DORRBAKER'S PUB AND PLAY with duckpin bowling, mini-golf, classic arcade games, and more.

Chapter 5: Soak in the history at one of our fabulous museums like HISTORIC AUTO ATTRACTIONS (so much more than just cars!), WRIGHT MUSEUM OF ART, or LOGAN MUSEUM OF ANTHROPOLOGY.

Chapter 6: Savor a locally made beverage at DC ESTATE WINERY, G5 BREWING COMPANY, or CHEEZEHEAD BREWING.

Epilogue: This is your story, so choose your own adventure. Contact me for assistance in crafting the perfect story!

CIRCLE WISCONSIN
AMERICAN BUS ASSOCIATION
Representing the motorcoach, bus and travel industry



Hub & Spoke Ideas:

- Rotary Gardens (19 mins / 12 miles)
- Anderson Japanese Gardens (28 mins / 18 miles)
- Fireside Dinner Theatre (37 mins / 34 miles)
- Illinois Railway Museum (52 mins / 45 miles)
- New Glarus Brewing Company (54 mins / 48 miles)
- Volo Auto Museum (1 hr 10 mins / 64 miles)
- House on the Rock (1 hr 45 mins / 87 miles)

Downtown Beloit

AMERICINN
73 ROOMS
wyndhamhotels.com/americinn

BAYMONT INN
56 ROOMS
baymontinns.com

BEST WESTERN LEGACY INN & SUITES
67 ROOMS
bestwestern.com

FAIRFIELD INN & SUITES
94 ROOMS
marriott.com

HAMPTON INN
96 ROOMS
hilton.com

HOLIDAY INN EXPRESS & SUITES
124 ROOMS
hiexpress.com

HOME2 SUITES BY HILTON
102 ROOMS
home2suites3.hilton.com

HOTEL GOODWIN (DOWNTOWN)
34 ROOMS
hotelgoodwin.com

IRONWORKS HOTEL (DOWNTOWN)
54 ROOMS
ironworkshotel.com

QUALITY INN
54 ROOMS
choicehotels.com

WHEREVER I-39/90 TAKES YOU, BELOIT IS ON THE WAY!



Bus Drivers
Need a Break Before/After Chicago?

FREE Bus Parking & FREE Wi-Fi in Beloit Area Hotels

COMMON MISTAKES

- Too much text
- No pricing (even starting at)
- No logistics
- No contact person
- Looks like a tourist brochure

ACTIONS:

- Add to your website
- Add to your website listing on Circle Wisconsin
- Share it when reaching out to the operator
- Review & update yearly

