





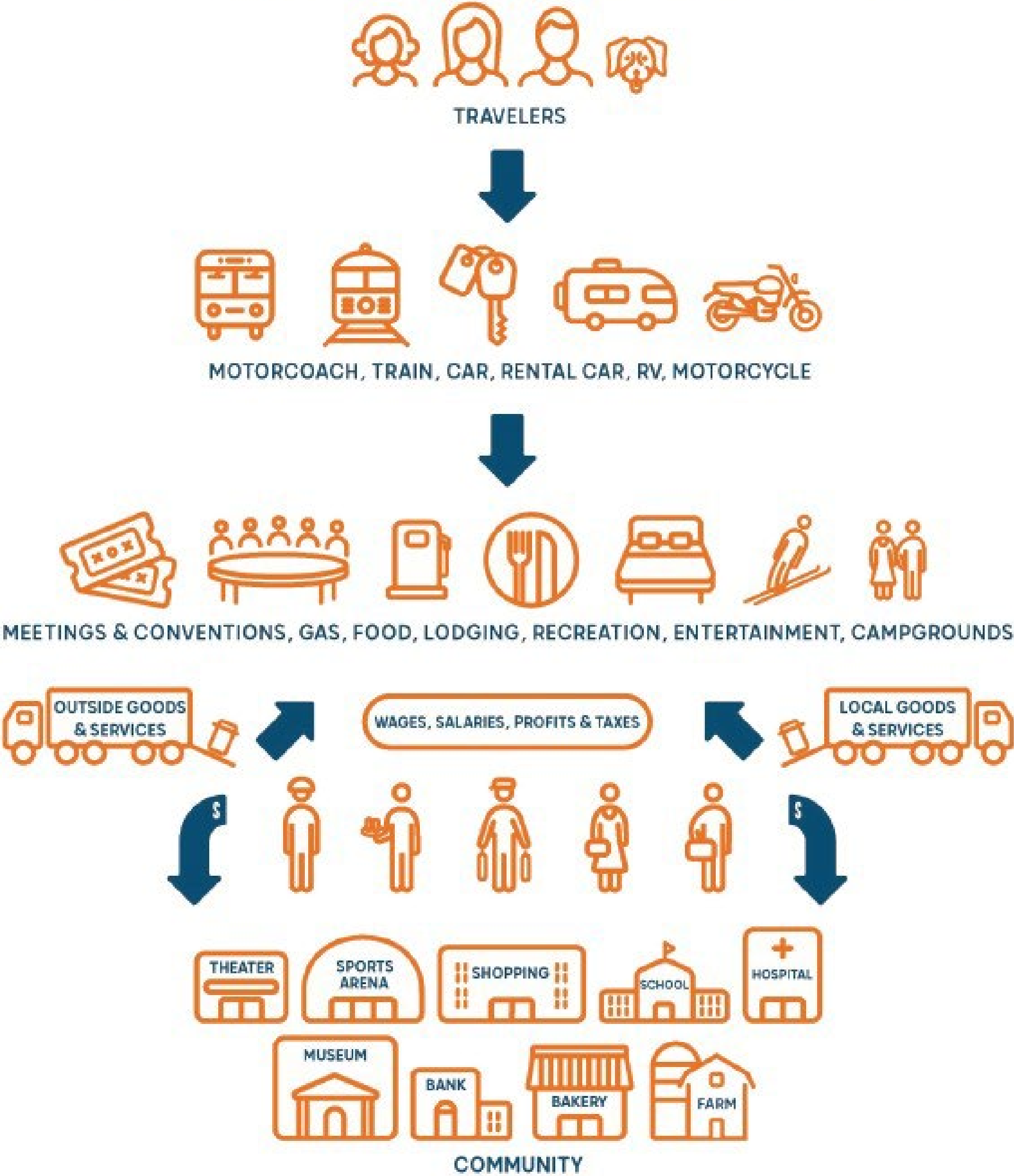
TOURISM IS VITAL TO WISCONSIN'S ECONOMY

- Travelers are making plans to travel, to recapture missed vacations and reconnect with friends and family, while discovering the unexpected in Wisconsin
- It's our Mission:

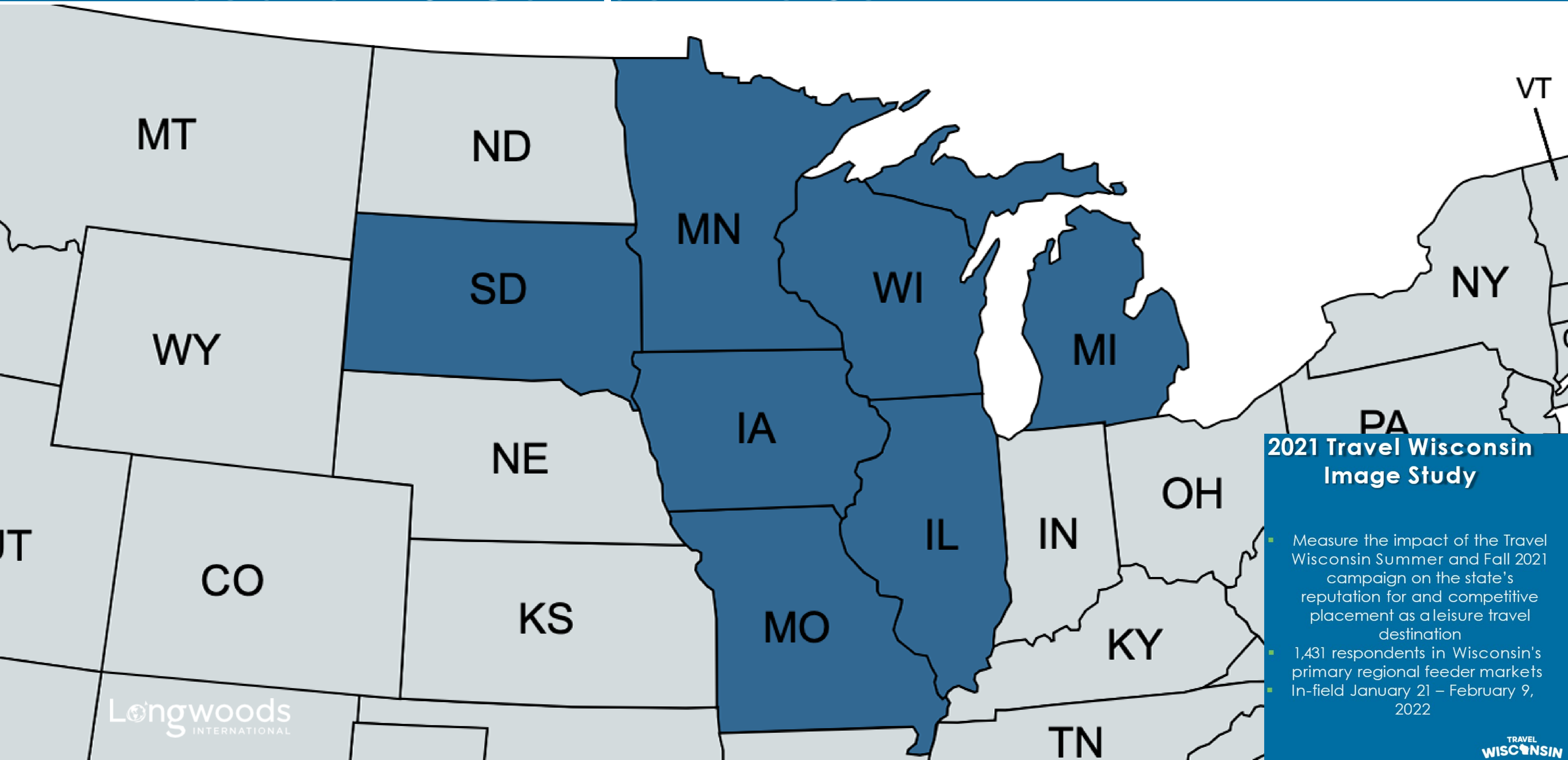
**TO INSPIRE TRAVELERS TO
EXPERIENCE WISCONSIN**



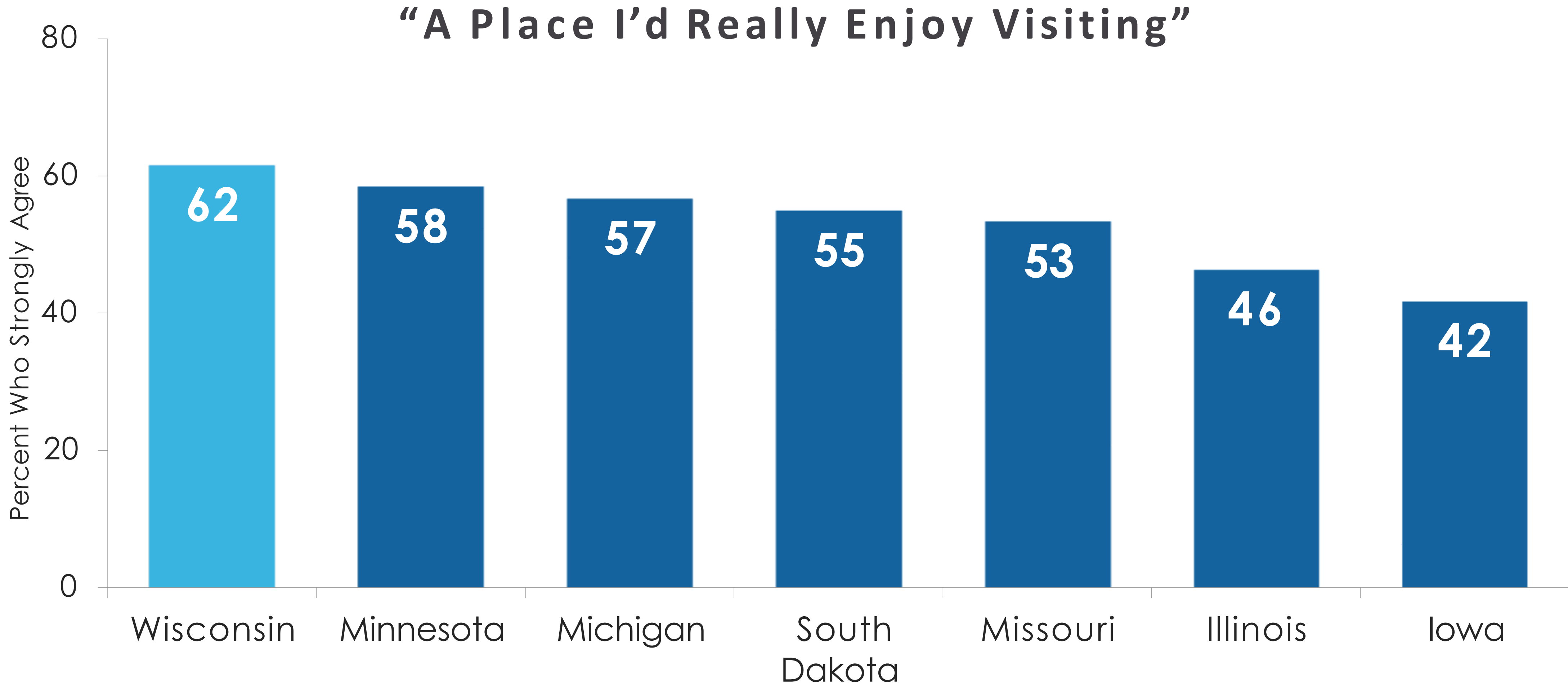
How Tourism Dollars Are Circulated Through Wisconsin's Economy



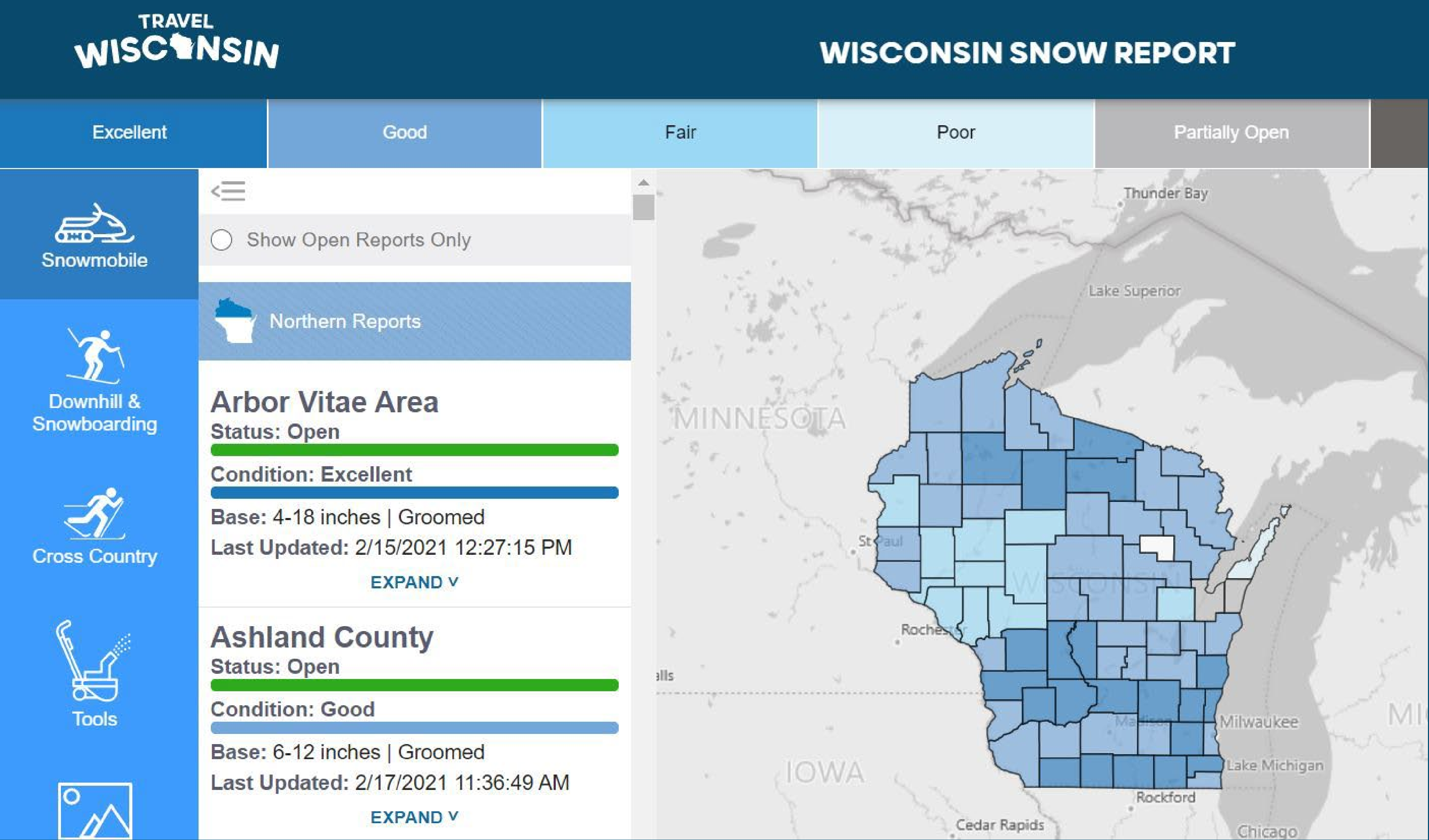
Wisconsin & Competitive Set



Competitive Set



WISCONSIN SNOW REPORT



Annual Travel Wisconsin Traffic

Most Trafficked Page Paths

Page Path	Pageviews ▾
/article/	5,578,221
/events/	2,600,126
/things-to-do/	1,917,283
/snowreport/	1,628,279
/fall-color-report	951,034
/places-to-stay/	909,761

§nowmobiling PR / Marketing Considerations

Abby Haas / Andrew Nussbaum – Snowmobile Rec Council Tourism Committee – 2022/2023

- The Association of Wisconsin Snowmobile Clubs (AWSC) maintains over 600 snowmobile clubs supported by over 41,000 club members
- AWSC estimates “over \$1 billion annually in tourism and retail revenue to state coffers”
- Volunteers throughout Wisconsin maintain more miles (25,000) of trail than any other state or province in North America.
- Our state’s snowmobile program, regarded as one of America’s best, exists without funding from non-snowmobiling taxpayers. No General Fund revenue from non-snowmobilers is collected or spent under the Snowmobile Program.
- Snowmobile registration fees and a Wisconsin gasoline tax on 50 gallons per snowmobile are directed to a segregated account used to cover costs related to maintaining our state’s snowmobile trails.
- AWSC is a volunteer organization, including county directors and reps, the executive board, and even the groomer operators. Snowmobile club members volunteer their time to obtain access from landowners, prepare the trails by trimming brush and removing hazardous objects. They mark the trails with directional and safety signs, groom these trails throughout the snowmobiling season, and finally, remove the signs, gates, etc. once the season has concluded.
- In 1969, a small group of concerned individuals met to discuss the challenges that recreational snowmobilers were facing. This small group of snowmobilers had the foresight to recognize that this new sport could not survive without coordinated leadership. If laws were to be written with respect to snowmobiling, these snowmobilers needed to be involved in this legislation. The Association of Wisconsin Snowmobile Clubs (AWSC) is dedicated to the preservation of snowmobiling in Wisconsin and subsequently monitor regulations and proposed legislation that could affect this sport.
- Anyone born on or after Jan. 1, 1985, and are at least age 12, must complete a snowmobile safety certification course to operate a snowmobile on Wisconsin public snowmobile trails and areas via DNR
- AWSC Motto: “United we trail, Divided we fail”.
- 2019 marked 50th Anniversary of AWSC
- Only counties may apply for Snowmobile Program funds – they are not available to private organizations or individuals. Once a county has been awarded a grant, it contracts with local (county) snowmobile associations and individual clubs for the construction and maintenance of the trail system.

Wisconsin Snowmobile Recreation Council

Members	Term Expires	Representing	Committee Assignment
Dale Mayo, Chair	July 1, 2024	North	Chair participates on all
Bob Lang, Vice-Chair	July 1, 2023	South	Vice-Chair participates on all
Lynsey Burzinski	July 1, 2024	South	Tourism
Bev Dittmar	July 1, 2025	North	Infrastructure, Tourism
Joel Enking	July 1, 2024	North	Infrastructure, LE and Safety
Abby Haas	July 1, 2025	South	Chair Tourism
Gary Hilgendorf	July 1, 2023	North	Chair Infrastructure, Finance
Mike Holden	July 1, 2025	South	Finance, LE and Safety
Sam Landes	July 1, 2023	South	Chair LE and Safety, Finance
Andy Malecki, Jr.	July 1, 2023	North	Infrastructure, LE and Safety
Don Mrotek	July 1, 2025	North	Infrastructure, LE and Safety
Sue Smedegard	July 1, 2025	North	Chair Finance, Tourism
Lee Van Zeeland	July 1, 2024	South	Finance, Tourism
Erica Voelker	July 1, 2025	South	LE and Safety
Leon Wolfe	July 1, 2023	South	Tourism

NETWORKING AND INDUSTRY EXPERTISE

- Clubs
- Government Outreach and Legislation
- Communication and Collaboration
- Snowmobile Friendly Community Program
- Teamwork !!!



SNOWMOBILE FRIENDLY CITY



Association
of Wisconsin
Snowmobile
Clubs





RESPECT

Our **LANDOWNERS!**

stay BETWEEN the blazers



Join A Club Today!

AWSC.org

Association of Wisconsin Snowmobile Clubs