

Club Promotion

Drew Nussbaum & Abby Haas

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



Who knows about your club?

- Club Members/other snowmobilers?
 - Business Owners?
 - Local Elected Officials?
 - Non-Snowmobilers?
-
- How do you reach people that don't know about the impact your club makes?

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Engaging with Local Businesses

- **Typical supporters:**

- Gas Stations, Taverns, Restaurants, Dealerships, Hotels

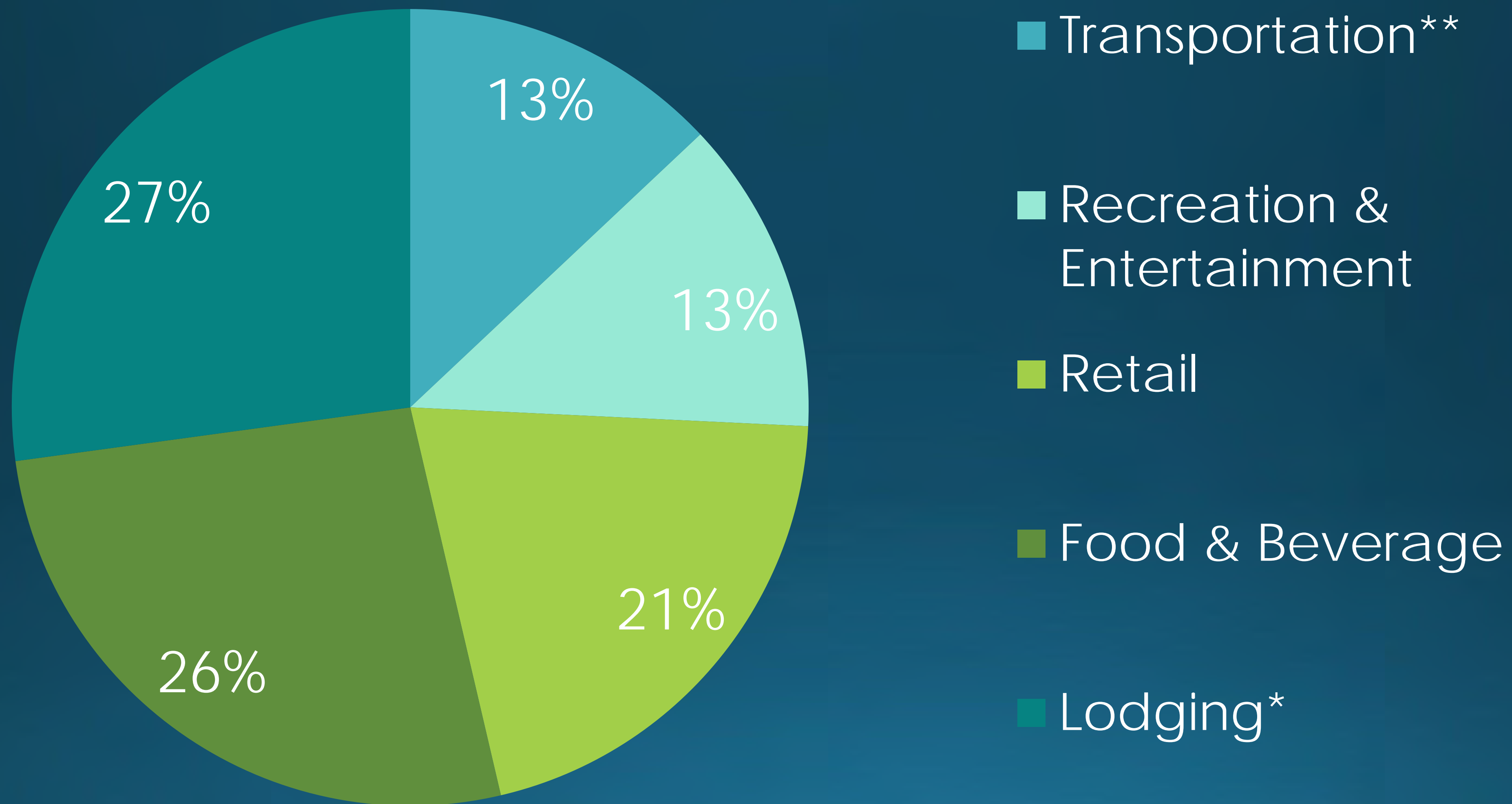
- **What About:**

- Clothing Boutiques, Pharmacies, Grocery Stores, Coffee Shops, Home Décor, Salons
- Show all businesses that snowmobile trails and tourism to the area can benefit them!

How Tourism Dollars Are Circulated Through Wisconsin's Economy



2021 Visitor Spending by Sector



Top ten things you can promote to a tourism business

#1 Free Listing on travelwisconsin.com

- Our website serves over 10 million people a year.
- TravelWisconsin.com is the call to action with all of our marketing initiatives.
- Your info is added to our database
- The cost to list your business or event is 100% free.
- Open to qualified tourism businesses



#2

Subscribe to Travel Wisconsin newsletters

- Our newsletters highlight important news such as marketing updates, media inquiries, and industry events.
- Don't miss out on grant announcements, marketing opportunities, and the chance for media engagement.

Source: Tourism Economics; Economic Impact of Tourism in Wisconsin 2019; May 2020



#3

You're Never too small to have a public relations plan

- Some of the best advertising and promotion is FREE and it often comes from proactively engaging the media.
- Consider creating a press release or a press kit for your business. The media is often looking for story ideas – especially if it's something new or different.
- Always have an elevator speech/pitch.



#4

Have a point of differentiation

- Your elevator speech/pitch should concentrate on what makes you unique or different.
- Be prepared to promote your unique “experience”.
- Quirky can often be your key talking point.



#5

Know your audience

- Do you know who your customer is and are you tracking that information?
- We've done consumer research. Take a look at our research library.
- Let us help you locate research.
- If you haven't done consumer research, consider buying into Travel Wisconsin's co-op marketing program.



#6

Networking and industry expertise

- Use your industry association to connect with like-minded businesses.
- Use your industry association to connect with like-minded associations
- Learn from industry experts.
- Attend trade events.



#7

Partner with your local DMO

- DMO = Destination Marketing Organization
- Benefits from DMO programs are numerous.
- Invite DMO staff and members to your business. (cross promotion)



#8 Use the Department of Tourism to navigate State Govt.

- Government can be intimidating at times.
- Are you having difficulty navigating state government and large state agencies.
- Let us help you connect with other larger agencies.
- Outreach with legislators.



#9

Customer Service

- Do you have a customer service strategy for your business?
- Never discount the importance and role of excellent customer service.
- Consider scheduling a customer service workshop or utilize our customer service toolkit.



#10 Attend Wigcot

- Attend WIGCOT = Wisconsin Governor's Conference on Tourism
- Over 1,000 industry members in attendance.
- Network, education, legislative connections, and FUN!



The List

1. TravelWisconsin.com listing
2. Subscribe to newsletters
3. Public Relations/Media
4. Point of Differentiation
5. Know your audience
6. Industry Expertise
7. Engage your local DMO
8. Navigate State Govt.
9. Customer Service
10. Attend WIGCOT

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Engaging with Elected Officials

- Do your local elected officials know about your club?
- County? Township? City? Village?
- Plan to present to boards in your communities every other year (local elected officials serve 2-yr terms) or write a letter reminding them of your club, why snowmobiling matters and the benefit of those tourism dollars in your communities
- Sales Tax, Service Tax, Room Tax—all help offset taxes of local residents and allow the local government levy to be able to continue improving their communities

Generating Tax Revenue

- Local governments operate on tax levy
- Sales/Service Tax generates additional tax revenue for counties
- Every taxable purchase made by a visitor helps generate revenue for your community



2021 average spend

- \$75 per day visitor
- \$157 per overnight visitor

*Longwoods International

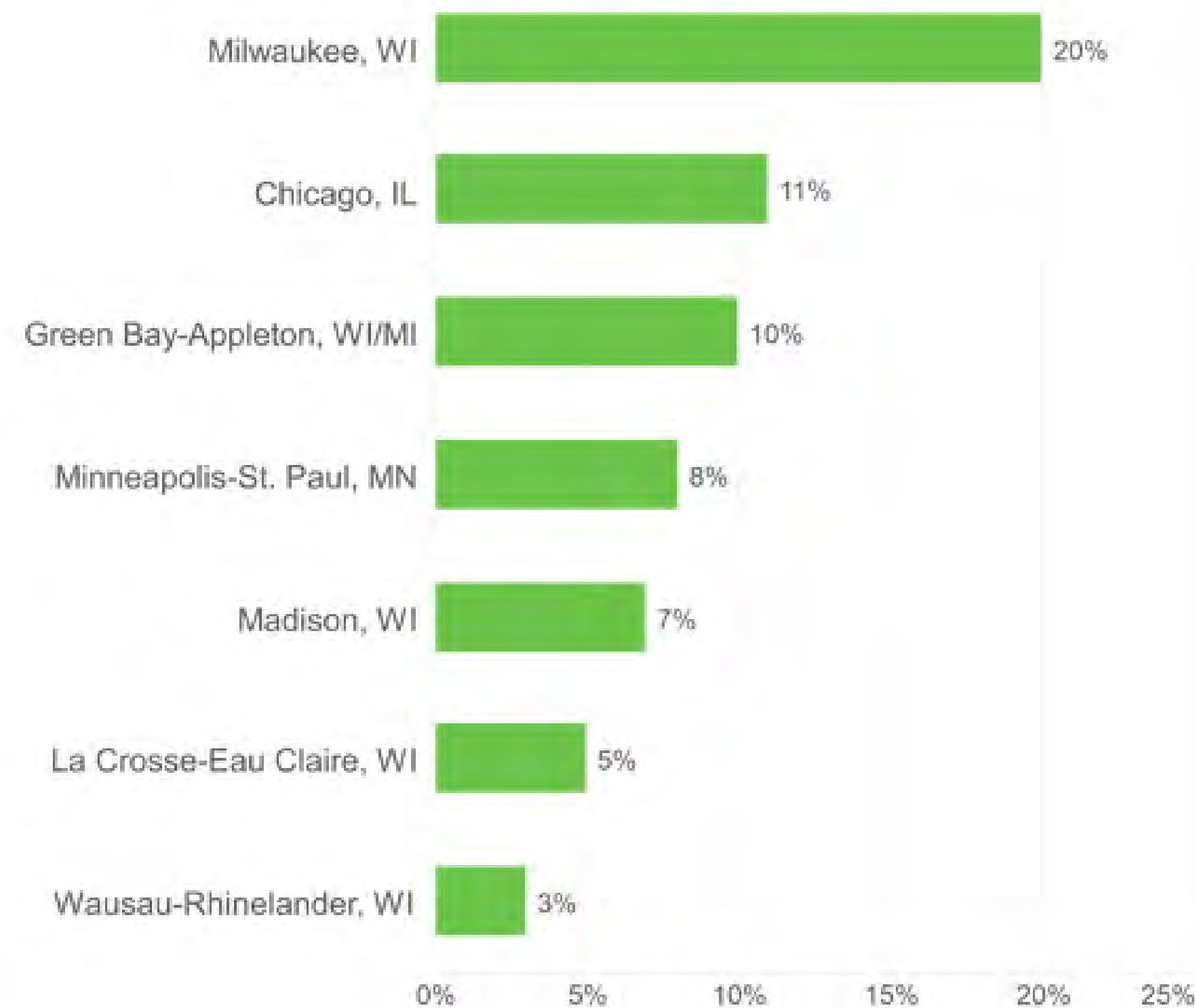
Wisconsin's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

State Origin Of Trip



DMA Origin Of Trip



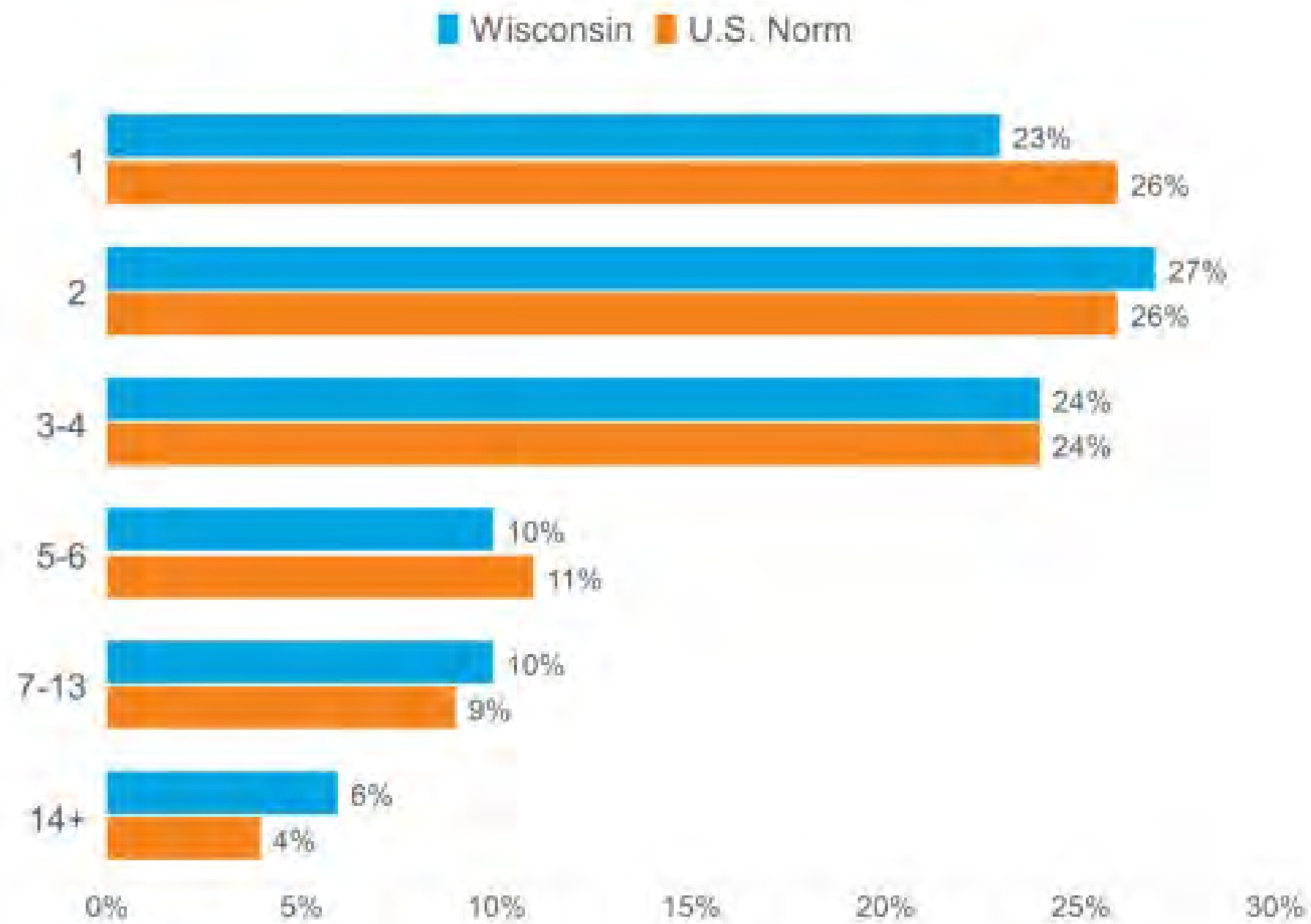
Season of Trip Total Overnight Person-Trips



Wisconsin's Overnight Trip Characteristics

Base: 2021 Overnight Person-Trips

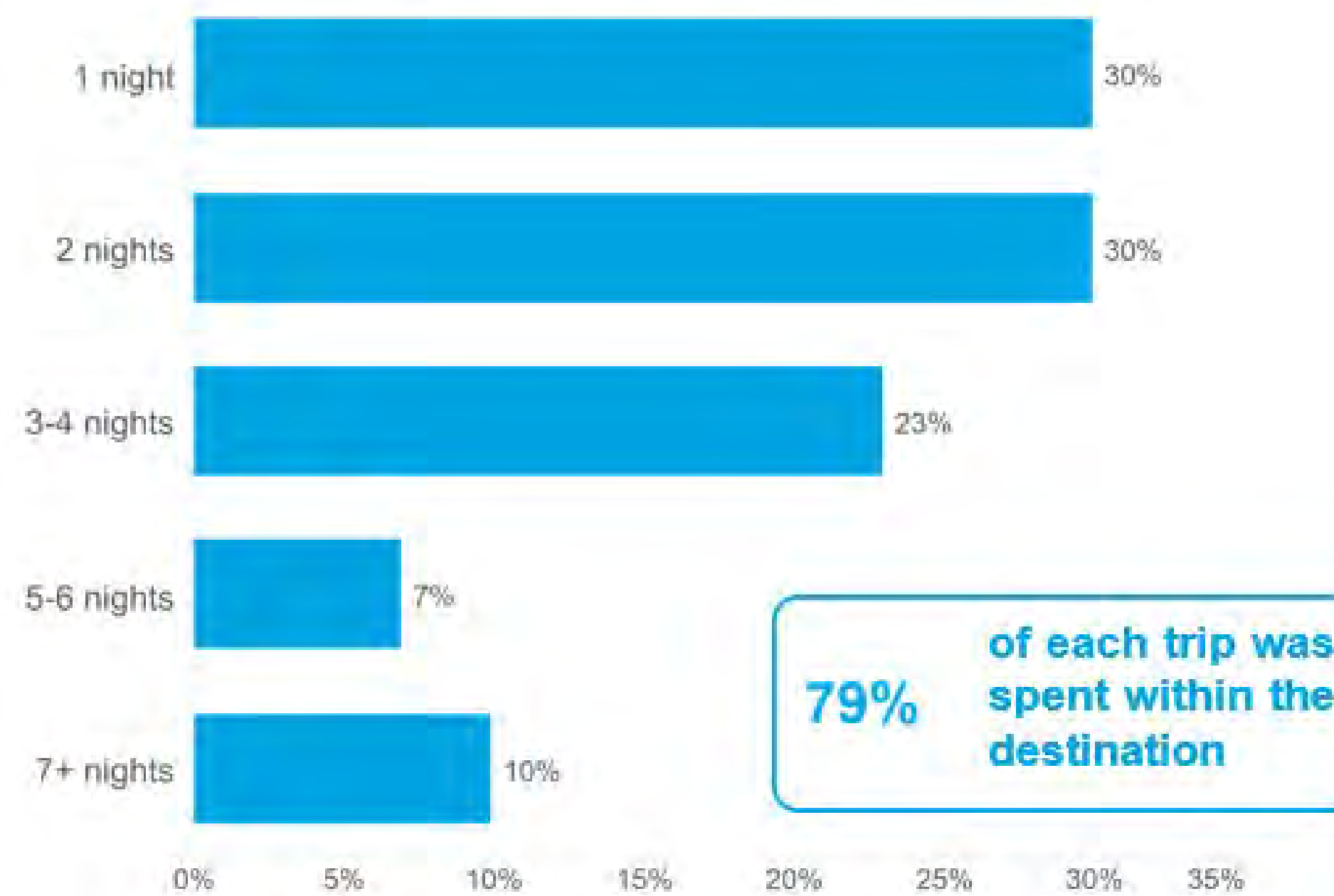
Total Nights Away on Trip



Wisconsin
4.2
Average Nights

U.S. Norm
3.9
Average Nights

Nights Spent in Wisconsin



Average number
of nights
3.3

Average last
year
3.1

Wisconsin: During Trip

Base: 2021 Overnight Person-Trips



74%

**of overnight travelers were
very satisfied with their overall
trip experience**



Safety/security

67%



Friendliness of people

65%



Quality of accommodations

63%



Cleanliness

63%



Quality of food

60%



Sightseeing/attractions

56%



Value for money

52%



Music/nightlife/entertainment

50%



Public transportation

48%

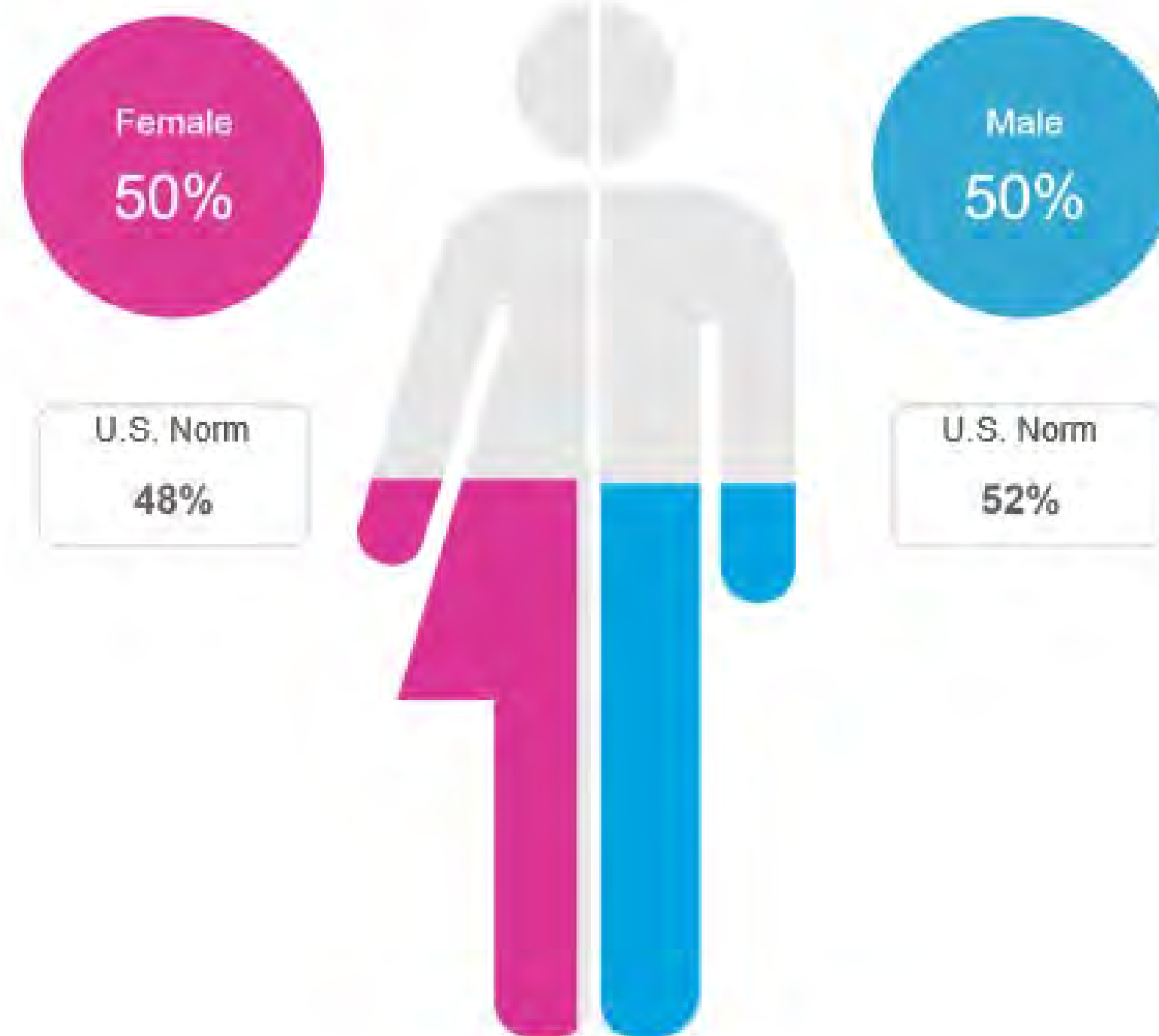
% Very Satisfied with Trip

0% 10% 20% 30% 40% 50% 60% 70% 80%

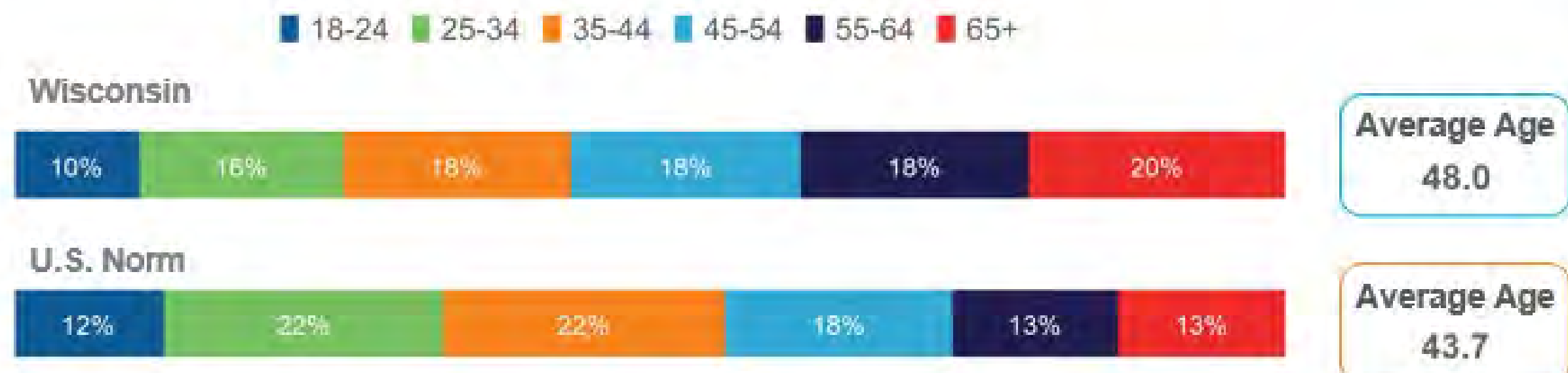
Demographic Profile of Overnight Wisconsin Visitors

Base: 2021 Overnight Person-Trips

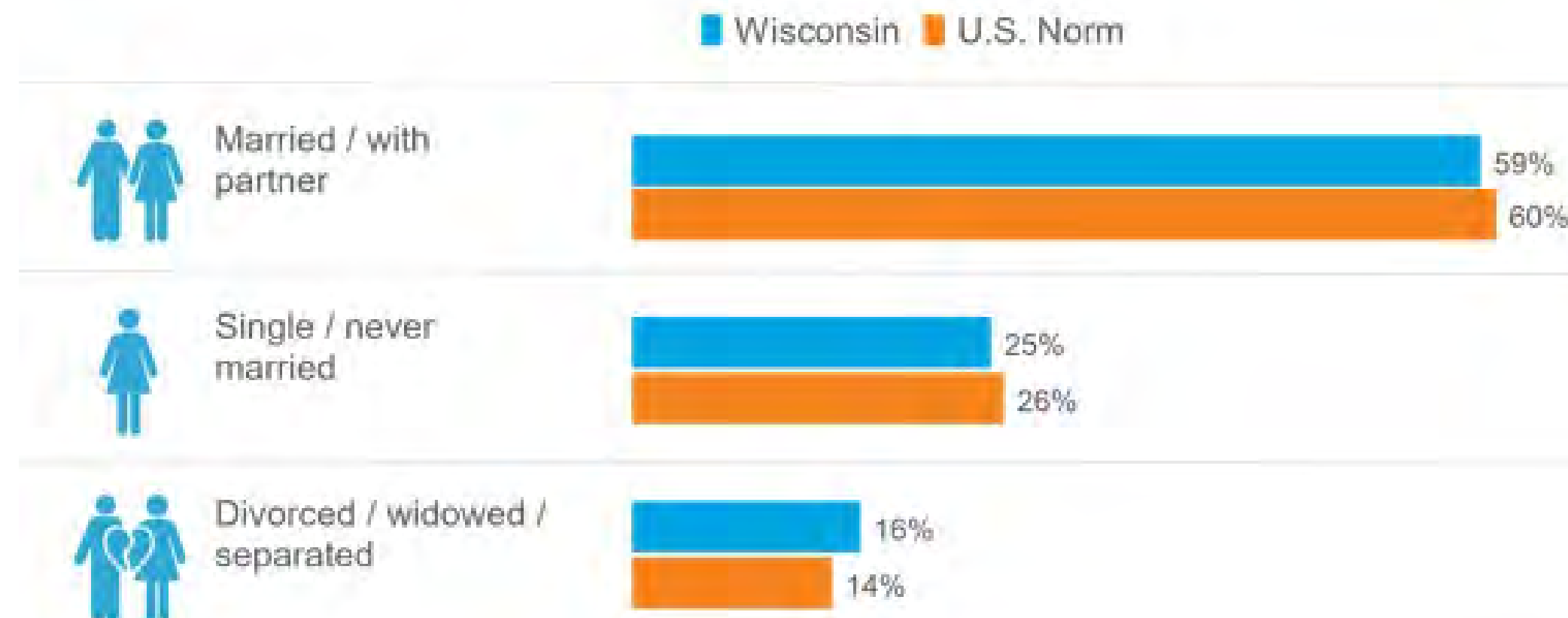
Gender



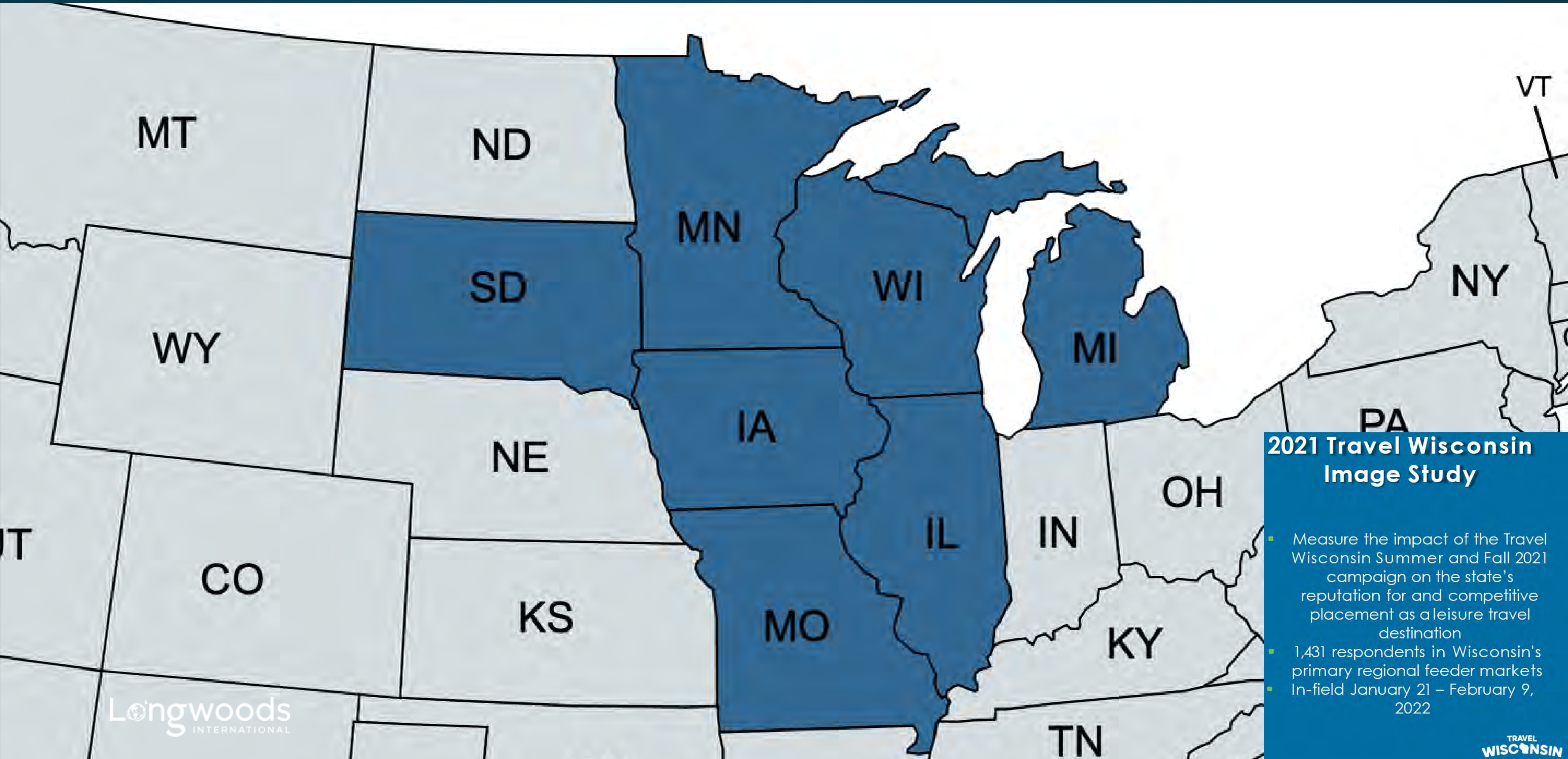
Age



Marital Status



Wisconsin & Competitive Set

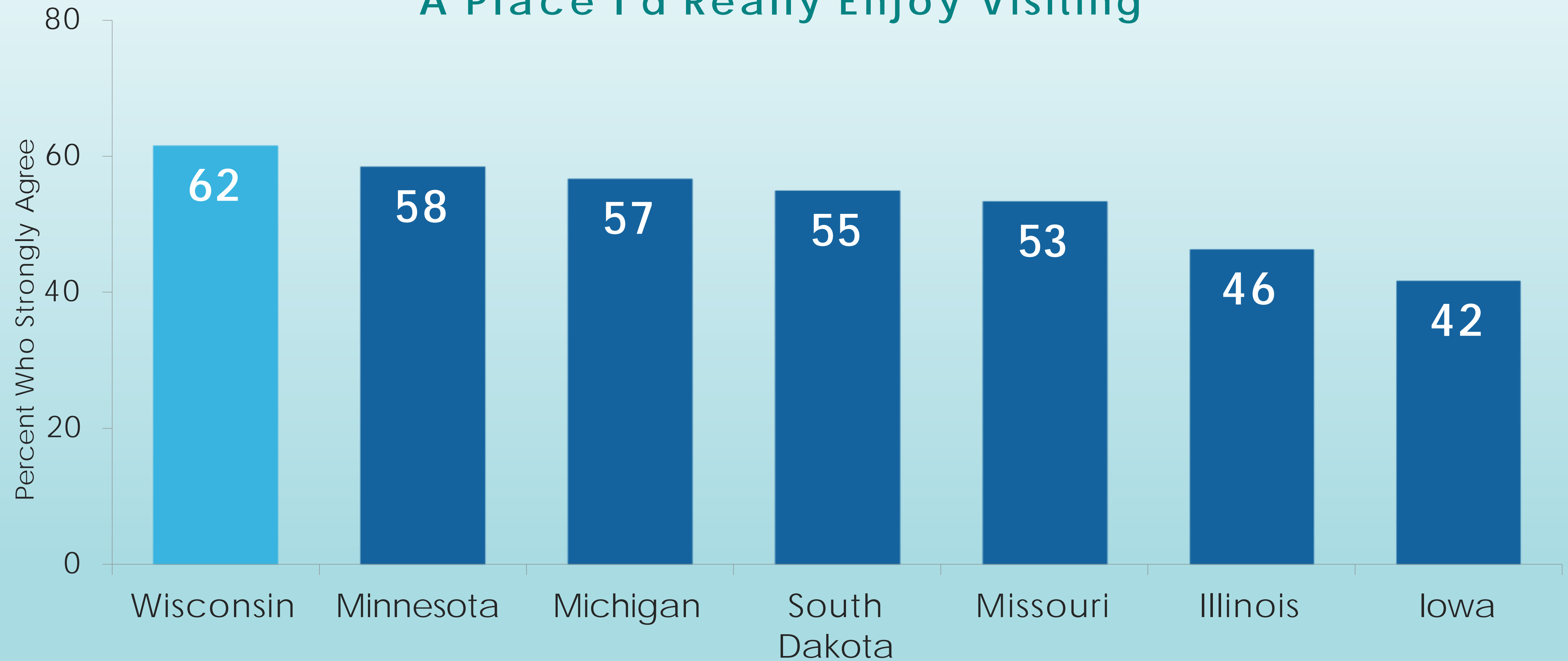


2021 Travel Wisconsin Image Study

- Measure the impact of the Travel Wisconsin Summer and Fall 2021 campaign on the state's reputation for and competitive placement as a leisure travel destination
- 1,431 respondents in Wisconsin's primary regional feeder markets
- In-field January 21 – February 9, 2022

Competitive Set

"A Place I'd Really Enjoy Visiting"



Wisconsin Hot Buttons

A fun place for a vacation

62%

Popular with vacationers

59%

An exciting place

48%

Truly beautiful scenery

66%

A vacation there is a real
adventure

53%

Children would especially enjoy
this place

60%

Provides a unique vacation
experience

58%

Lots of things to see and do

59%

Good for an adult vacation

62%

A place I would feel welcome

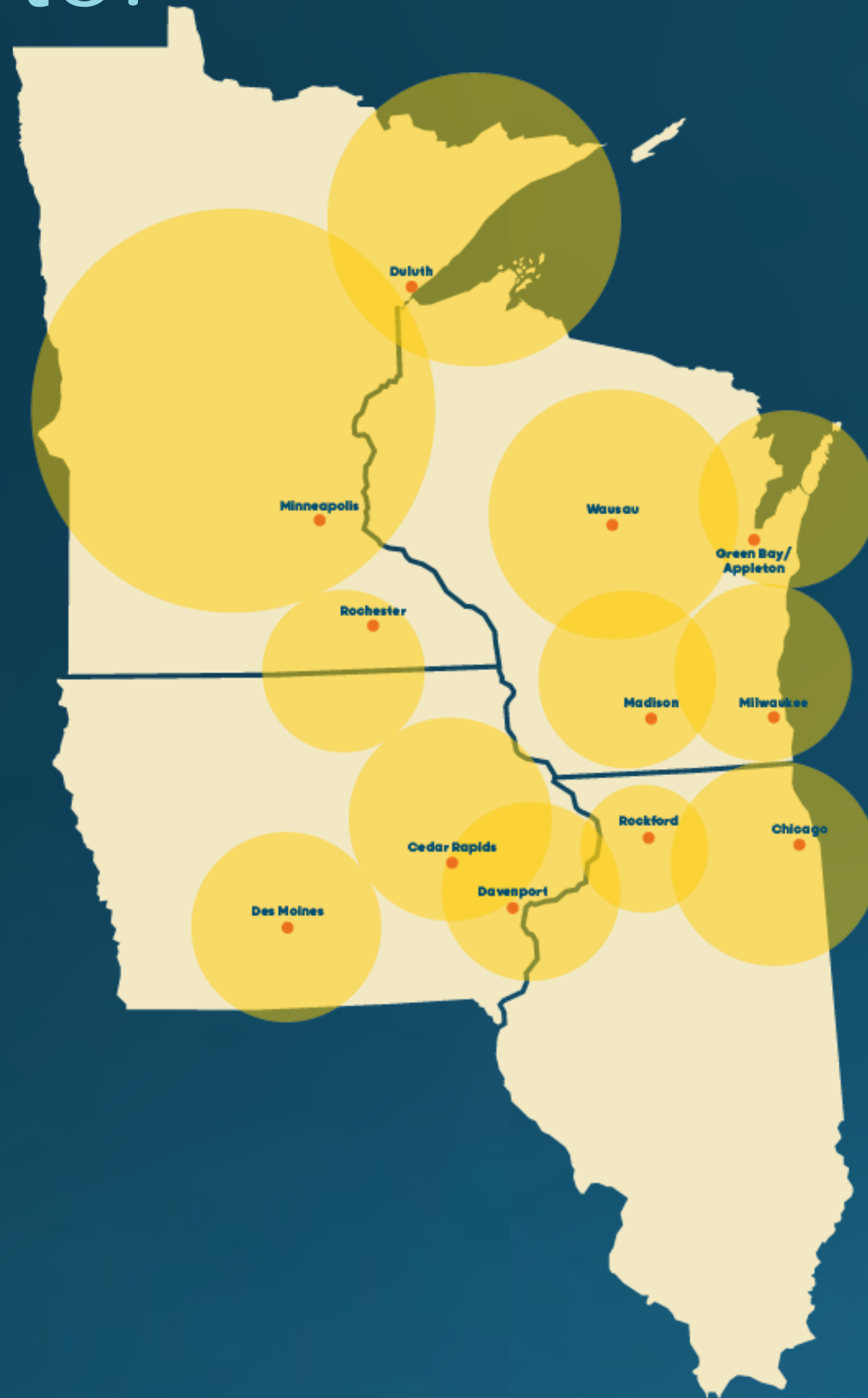
62%

Wisconsin Hot Buttons vs Competitive Set

A fun place for a vacation	+ 11	Popular with vacationers	+11
An exciting place	+6	Truly beautiful scenery	+10
A vacation there is a real adventure	+7	Children would especially enjoy this place	+15
Provides a unique vacation experience	+8	Lots of things to see and do	+6
Good for an adult vacation	+6	A place I would feel welcome	+7

Target Markets

Markets:



- **Out-of-State:**
 - Chicago
 - Minneapolis
 - Cedar Rapids
 - Duluth
 - Rochester
 - Davenport
 - Des Moines
 - Rockford

- **In-State:**
 - Milwaukee
 - Madison
 - Green Bay
 - Wausau

PRIMARY: ADULTS 35-44 (WITH KIDS)



- They are more likely to travel as a parent and kids group (62%)
- Wisconsin under-indexes the most (vs. US avg.) with this group for 3-6+ night trips
- Travels in larger parties than other groups
- Highest U.S. average for 3- to 6-night trip spending at \$1020.57

SECONDARY: ADULTS 25-34



- As likely to travel with or without kids (49%)
- Wisconsin under-indexes with this group for 3- to 4-night trips
- Travels in larger parties than other groups
- Third highest U.S. average for 3-to 6-night trip spending of \$856.92

Trends

- Longer stays
- Last minute decisions
- Travel pods
(travel with others while minimizing many of the risks typically associated with group travel)
- Family reunions



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How to show your club's value to non-snowmobilers

- How many people does a local event that takes place 1x a year bring in?
- How many snowmobilers does your trail bring in?
- Nay-sayers?? We can all play together
- Open Discussion
- Have your elevator pitch ready!
- *Ex: We maintain the snowmobile trails in and around our community to attract visitors to town. We see about 1,000 snowmobilers each season that all stay in our local hotels and shop at local businesses!*

WISCONSIN, WHO ARE WE?

FRIENDLY
REFRESHING
DOWN-TO-EARTH
SPIRITED



Wisconsin's Message

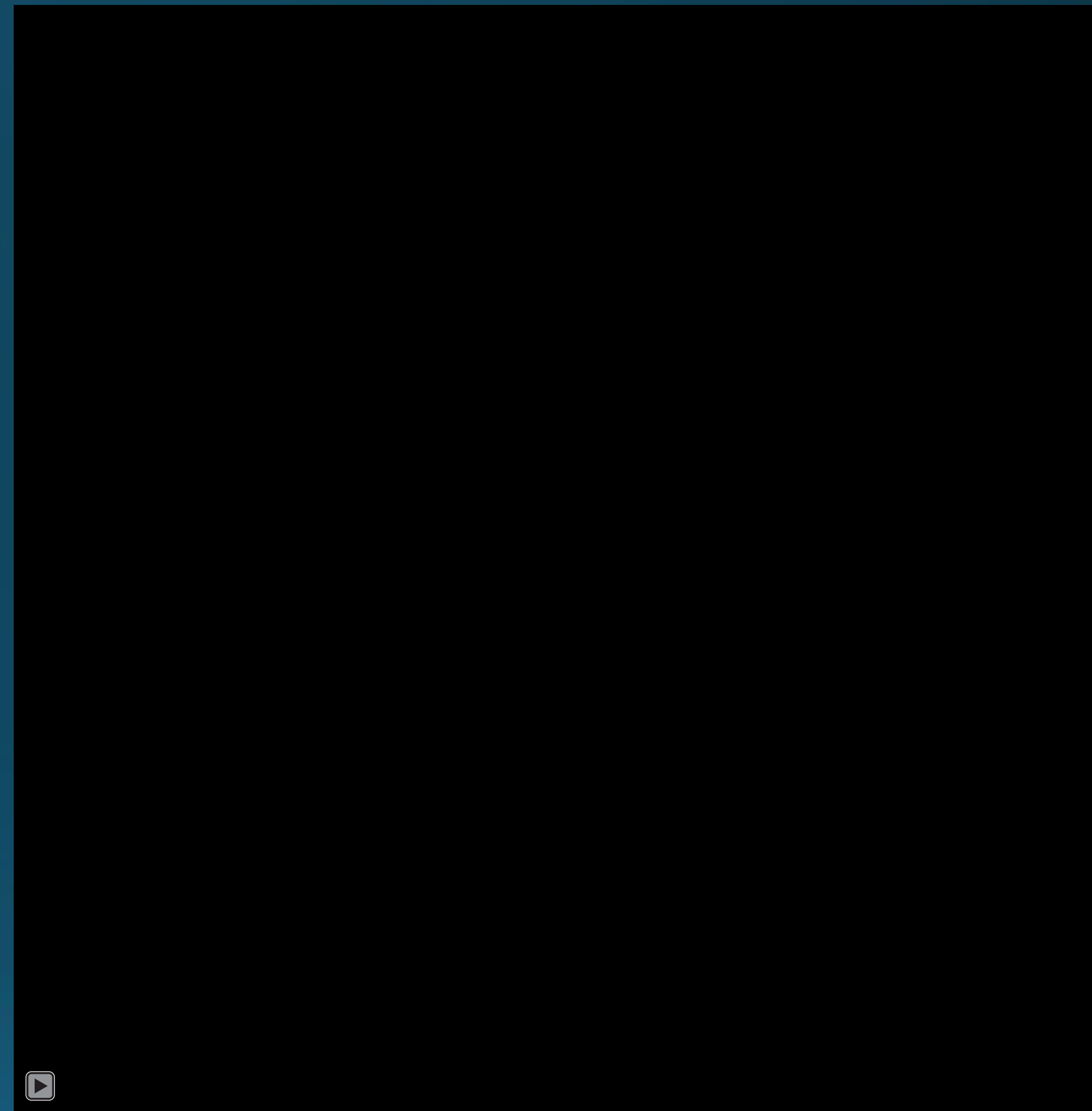
Wisconsin is the perfect escape for **all** of your winter adventures.



Tools to Promote *your* Club

Utilizing Social Media

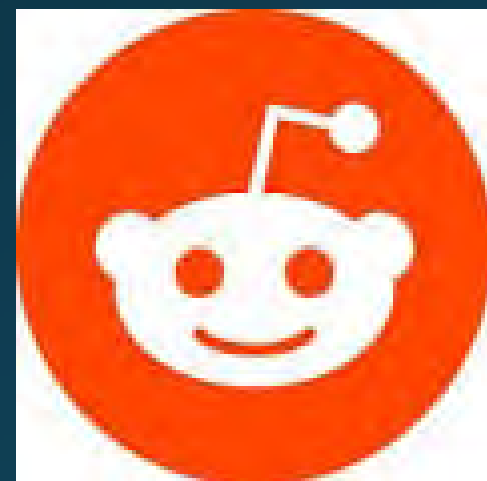
- Plan 1-2 posts a week during season, 2x a month outside of season
- Weekly: Featured Club Sponsor/Thank You
- Weekly: Link to Wisconsin Snow Report and/or Groomer Tracking Systems for updates on trails
- Monthly: Safety Reminders
- Monthly: Events in the area
- ***Keep it Positive!!!***
- **Go Above and Beyond:** Do Live Video (or pre-record) from the groomer or from the trail showing real time trail conditions
- Don't reinvent the wheel; re-post from other clubs, share content from Travel Wisconsin, AWSOC, share pictures you are tagged in—people are constantly creating content, you just need to get it to your end user



- 80% of Travelers post about their trip and experience on social media WHILE they are on vacation
- 90% of Travelers continue to post on social media once they return home



WhatsApp





SCAN ME

Utilizing Other Tools

- Maps
- Coasters
- QR Codes
- Business Cards
- Restroom Signs
- Google/Google Adwords
- Add value to your Club Sponsors
 - —show them you are promoting their businesses in new and unique ways!



SCAN ME

Flyers and Posters

WELCOME TO PLATTEVILLE!

Looking for Area Events?
Scan the Code Below!



- In restrooms
- Businesses
- AirBnB's
- Hotels
- Etc.
- **Benefits:**
Cost
Effective,
highly visible

FOLLOW OUR GROOMER!

Check out Groomer Tracking Systems
for LIVE updates!

Scan the Code Below!

Zoom in and use
the map to find
restaurants and
fun stops along
your route!



SCAN ME

Coasters

Have you joined a club?

Learn more about our trails, events, and local can't miss stops!



SCAN ME

<--Follow us on Facebook

**RESPECT LANDOWNERS
STAY BETWEEN THE
BLAZERS!**



**JOIN A CLUB TODAY!
AWSC.ORG**

Targeted Ads to your ideal customer!

- Social Media
- Google Adwords



Excellent

Good

Fair

Poor

Partially Open



Snowmobile



Downhill &
Snowboarding



Cross Country



Tools



☐ Show Open Reports Only



Northern Reports

Arbor Vitae Area

Status: Open

Condition: Excellent

Base: 4-18 inches | Groomed

Last Updated: 2/15/2021 12:27:15 PM

EXPAND v

Ashland County

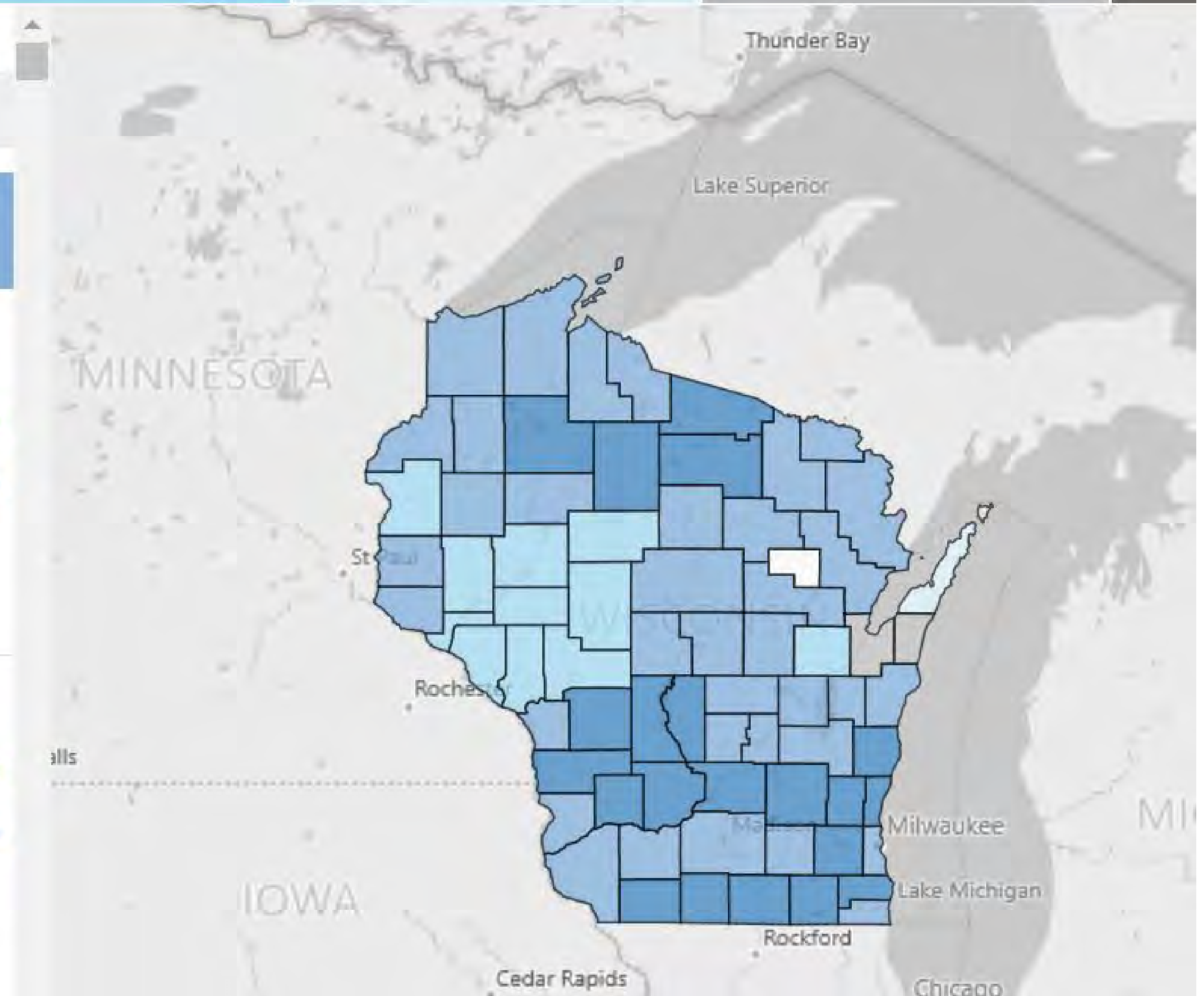
Status: Open

Condition: Good

Base: 6-12 inches | Groomed

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EXPAND v



RESPECT
Our **LANDOWNERS!**
stay **BETWEEN** the blazers



Join A Club Today! **AWSC.org**
Association of Wisconsin Snowmobile Clubs

TRAVEL WISCONSIN REGIONAL TOURISM SPECIALIST MAP

NORTH WEST



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TRAVEL
WISCONSIN



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