

MARKETING & PR CO-OPS

CO-OP GOALS

- **Increase awareness**
- **Elevate travelers' image of the state and our offerings**
- **Demonstrate measurable impact**
- **Increase tourism industries overall economic impact on the state of Wisconsin**



CO-OP PROGRAMS

MARKETING PROGRAMS

- WI Traveler
- Facebook/Instagram
- Special Offers
- Data
- WTMJ
- Paid Search
- Custom Emails
- Sponsored Articles
- Guides

PUBLIC RELATIONS PROGRAMS

- Group FAMs
- Individual FAMs
- Influencers
- Media Missions
- Midwest Broadcast + Media Training

192 PARTNERS

CO-OP PROGRAMS

MARKETING PROGRAMS

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- **Custom Emails**
- **Sponsored Articles**
- **Guides**

PUBLIC RELATIONS PROGRAMS

- **Group FAMs**
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SIGN-UP FOR CO-OP PROGRAMS

- Extranet Partners:

The screenshot shows the Travel Wisconsin Extranet Partner Portal. At the top left is the 'TRAVEL WISCONSIN' logo. The page title is 'Travel Wisconsin Partner Portal'. The user is logged in as 'doyle@explorelacrosse.com' with a 'Logout' link. A location dropdown shows 'Explore La Crosse'. A search icon is on the right. A left sidebar contains navigation links: HOME, PROFILE, COLLATERAL, OPPORTUNITIES, ADMINISTRATION, and EXTRANET HELP. The main content area features a large banner image of a man and a woman looking at a scenic view. A text box on the right of the banner reads: 'Welcome to the Travel Wisconsin Extranet! Here you can update listings, add events, access resources, plus so much more! View our partner extranet user guide in Partner Bulletins below to get started!'. Below the banner are filters for 'Marketplace' (All Promotion Types) and 'Partner Bulletins' (All Bulletins). A notification banner at the bottom says 'Accessing the Co-op Program Sign-up (Not Read) View Co-op program options via the homepage or via the menu'.

SIGN-UP FOR CO-OP PROGRAMS

- Tourism Partners Without Extranet Login:



Custom Emails

[NEXT](#)

Sections:

- [Contact](#)
- [Account](#)

Contact

First Name: ◀Required

Last Name: ◀Required

Email: ◀Required

Account

Company Name: ◀Required

Primary Phone: ◀Required Ext.

Country: ◀Required

Address 1: ◀Required

Address 2:

City: ◀Required

State: ◀Required

Zip/Postal Code: ◀Required



**2023 CO-OP
PROGRAM COMING
OCTOBER 2022**

