

TRAVELWISCONSIN.COM



HERE'S TO THE ART OF SUMMERING

To sunshine, laughter and the moments you'll remember forever.

SUMMER TRIP INSPIRATION

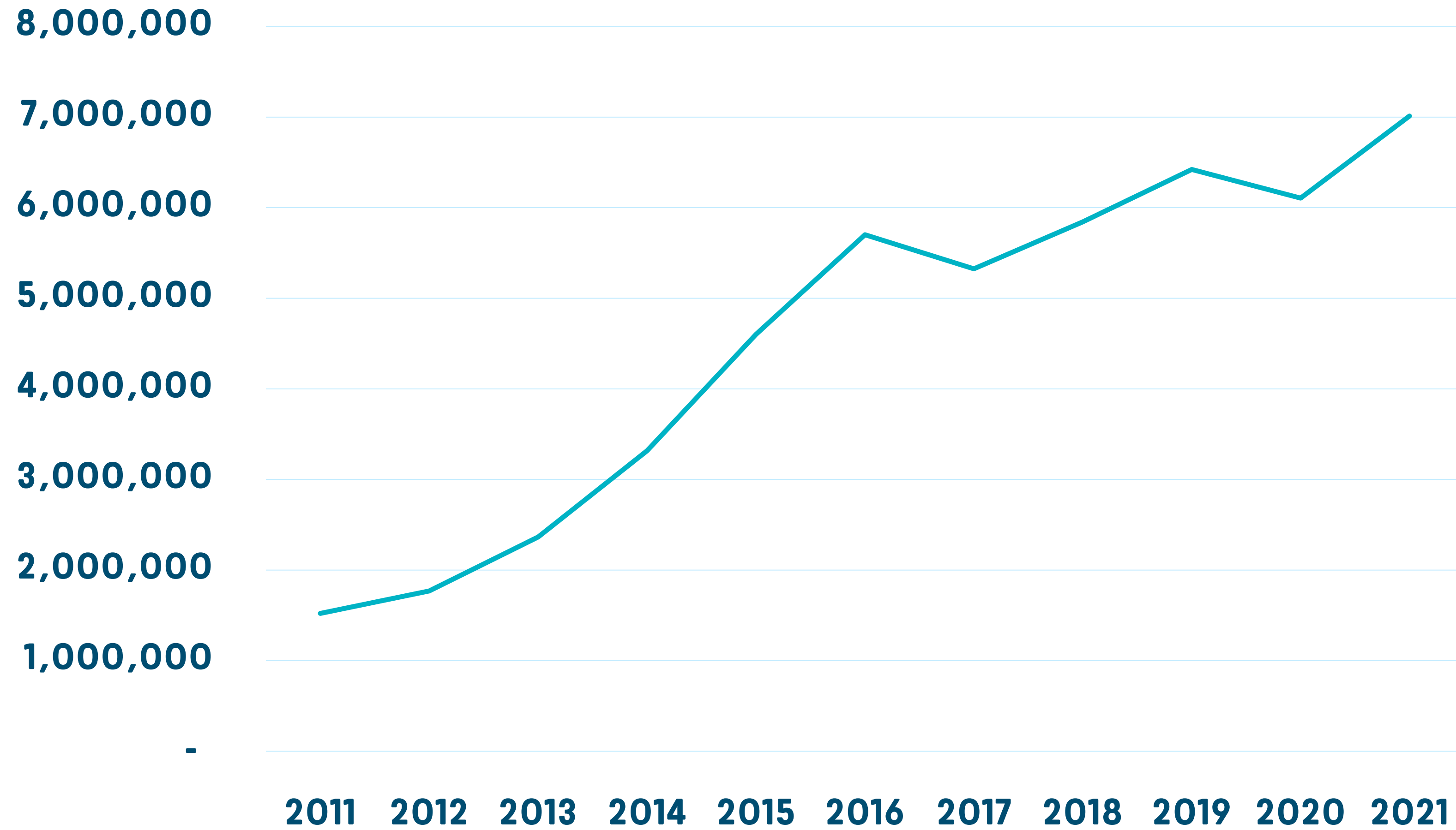
BECOME A WELL-SEASONED TRAVELER

Four seasons are better than one and we want to help you find the best way to enjoy all of them. Pick a season and start planning your trip to Wisconsin today!

Summer		Fall	Winter	Spring
<p>WISCONSIN STATE PARKS: IF YOU LIKED THAT, TRY THIS</p>		<p>GOLF WHERE THE PROS PLAY</p>	<p>MADISON BREWERIES TO MATCH YOUR VIBE</p>	<p>WISCONSIN TRAIL REPORT</p>
<p>WISCONSIN'S PIZZA FARMS</p>	<p>WATERFALL CAMPING</p>	<p>DISCOVER PET-FRIENDLY CABINS</p>		
<p>OCEAN-LIKE BEACHES</p>				

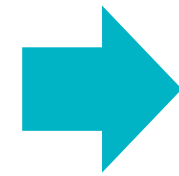
TravelWisconsin.com

USER GROWTH ON TRAVELWISCONSIN.COM

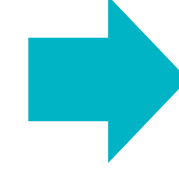


LEADING WITH INSPIRATION

**Travel
Wisconsin
Marketing &
Advertising**



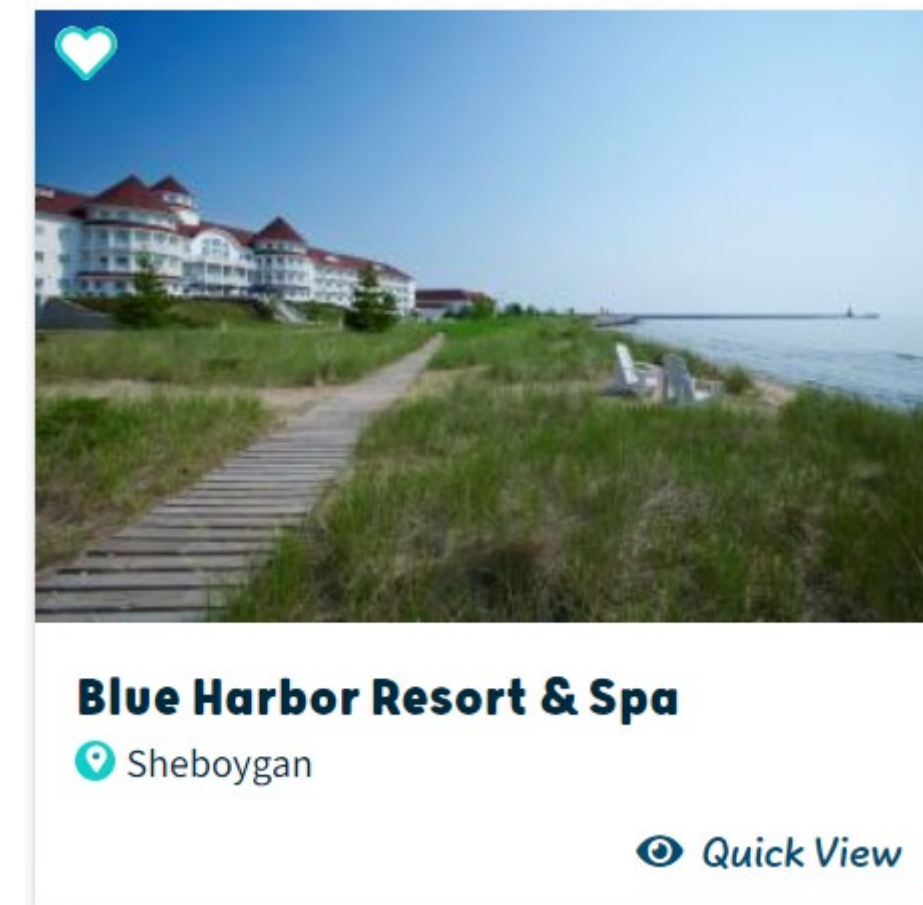
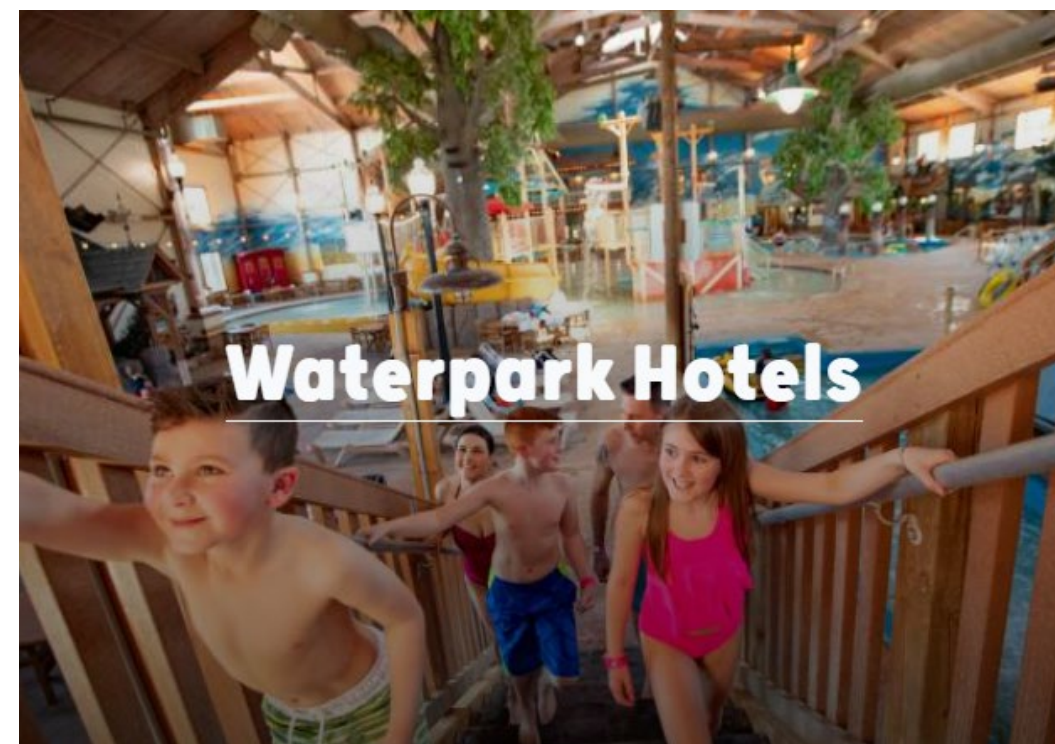
**Travel
Wisconsin.com
inspirational
content**



**Travel
Wisconsin.com
place or event
listings**



**Your
destination's
website or
booking site**



HERE'S TO OUR DESTINATIONS

- **Your listings help fuel our work:**
 - **Content development**
 - **Printed guides**
 - **Customer service**
- **Inspire travelers to visit Wisconsin**





KEY ELEMENTS OF A LISTING

- **Strong imagery**
- **Thoughtful and accurate description**
- **Accurate URLs (web or social media)**



UPDATING YOUR LISTINGS

- Login at Travelwisconsin.com/admin
- Clean up listings & add events
 - Archive outdated listings
 - Combine listings when relevant
 - Review/update content & imagery
- Put your traveler hat on

Contact Courtney Rinka for database and listing questions: crinka@travelwisconsin.com