

# **PUBLIC RELATIONS**

The New York Times

Esquire

Business  
Traveler

2.1 BILLION  
IMPRESSIONS

Condé Nast  
Traveler

Forbes

MATADOR  
network

# PR OBJECTIVE #1

---

- Increase awareness and preference for Travel Wisconsin as an inspiring, desirable leisure travel destination.
- Drive immediacy to visit.





## **PR OBJECTIVE #2**

---

- **Introduce Wisconsin to a broader audience of potential travelers.**
- **Bring to life emotional connections with younger and more diverse consumers.**

# PR OBJECTIVE #3

---

- Engage partners across the state in shared goals and vision



# NARRATIVES

---

## Great Outdoors



## Tasty Makers



## Wisconsin Rising



# CONNECTING WITH TRAVEL WRITERS

---

- Short- and long-lead pitching
- Media missions
- FAM trips



# KEEP US IN THE KNOW

- Sign up for our [PR email newsletter](#)
- Sign up for our [hot lead emails](#)
- Add [Wisconsin@TurnerPR.com](mailto:Wisconsin@TurnerPR.com) to your distribution lists

## TRAVEL WISCONSIN THE SCOOP

February 2022

### PUBLIC RELATIONS

The Travel Wisconsin PR team has been busy planning ski media visits, pitching late-winter/spring story ideas and organizing a media tour to meet with journalists in person in Denver and Boulder taking place later this month. The winter influencer campaign will be wrapping up soon with the last two influencers expected to visit at the end of February. Outreach will begin for the spring/summer influencer campaign in early-March. [WIGCOT](#) efforts are also underway; don't miss the two PR-focused sessions that will highlight how to craft the perfect pitch and how to pitch niche outlets. Also next month, the team will be planning a Chicago media tour.

The February "Meet the Press" webinar with notable freelance writer Kelsey Ogletree was conducted this week; we will send a recording before the end of the month.

Share with a friend / join our monthly newsletter: [subscribe here](#)

### PRESS RELEASES/ REQUEST FOR INFORMATION



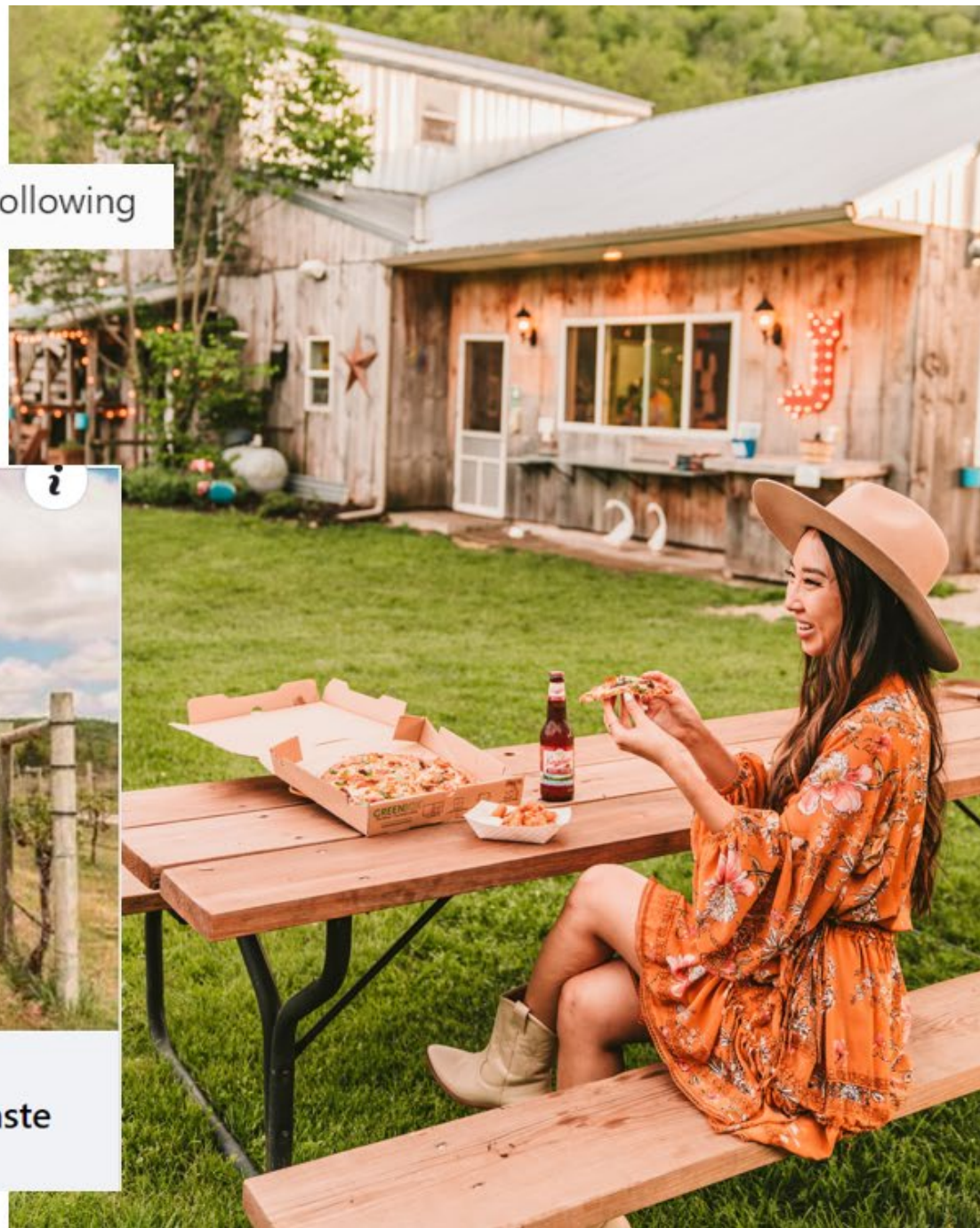


atasteofkoko

3,827 posts

111k followers

2,909 following



ATASTEOFKOKO.COM

15 Best Things To Do In Wisconsin (Updated 2021) | A Taste of Koko



hey\_ciara

1,074 posts

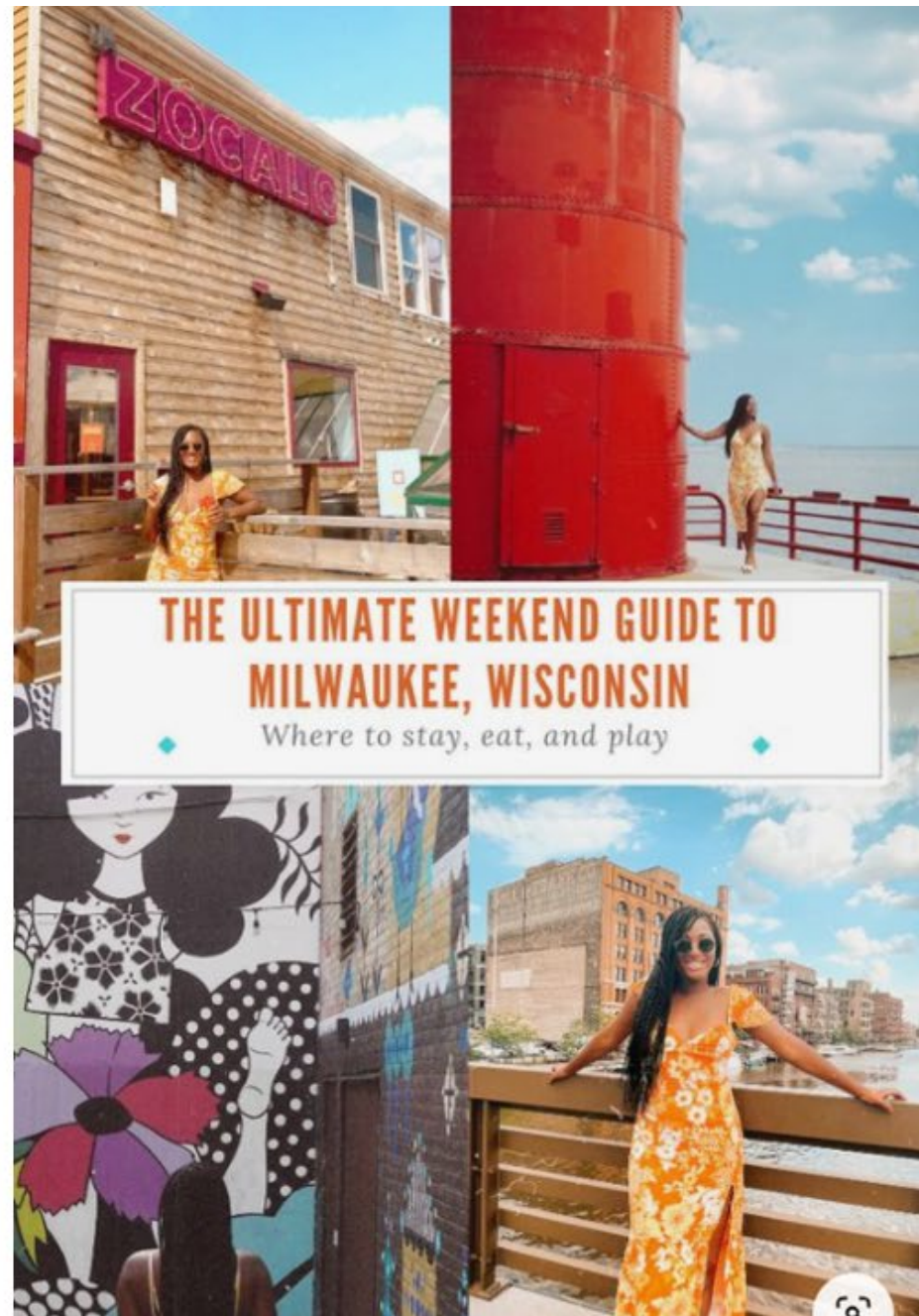
88.8k followers

2,208 following

Ciara | Solo Female Travel

Blogger

Quit my job to travel the solo



THE ULTIMATE WEEKEND GUIDE TO MILWAUKEE, WISCONSIN  
Where to stay, eat, and play



iroc\_foto I genuinely never even thought of this city in the slightest but I've now already identified a weekend trip in the next couple months based squarely on your posts about it, thank you. I love being introduced into new destinations completely off my radar.

# AUTHENTIC STORYTELLING THROUGH INFLUENCERS