

Wisconsin Department of Tourism Guidelines and Criteria for Inclusion in the CMS for TravelWisconsin.com

The Wisconsin Department of Tourism has established the following criteria for items submitted to the Department's Content Management System, or CMS. These guidelines will help ensure that the Department is providing accurate and quality travel information to its customers via the call center, website and publications.

****This criteria sheet is not all inclusive. Final decisions will be the discretion of the Dept of Tourism Staff.**

GENERAL CRITERIA

- Be tourist related and attract and serve travelers. Based on the Department's economic impact research, a traveler is anyone who visits an area traveling outside of their normal routine and spends money.
- Be located in Wisconsin.
- Draw a regional audience, defined as at least multi-community. The listing cannot be an event that is marketed only to local residents. It must draw a significant number of people from beyond the host community, unless it has a significantly unique component that could draw regional publicity.
- Be open to the general public (membership not required to attend) and have physical location that visitors can go to for an experience. (this means we do not include listings for books, magazines, DVDs, videos, travel apps etc. about Wisconsin or websites with the primary purpose of selling a product.)
- Not ALL of a DMO's members would qualify to be listed on the Wisconsin Department of Tourism's website.

EVENTS

Events qualify if:

- Draws travelers from other communities
- Generates revenue in your community.

Examples of events that **do not qualify**:

- Local events:
 - City-wide rummage sales. However, rummage sales that include several communities can be included. (i.e. 85-Mile Garage Sale around Lake Pepin)
 - Church suppers, most local fundraisers including local club fundraisers.
 - Any performing arts show from elementary, middle or high schools. Performing arts shows at colleges/universities are accepted.
- Events held in a shopping mall, unless they promote Wisconsin Tourism destinations and attractions.
- Shows selling controversial products. (i.e.: guns, drug paraphernalia, pornography)
- Home Party Shows: such as Tupperware, Mary Kay, Lia Sophia, etc.
- All-Canada shows or other sport shows that attempt to draw people to vacation outside of Wisconsin.

- Trade shows (computer, card trading, etc.)
- Seminars/speakers/listening sessions/lectures/workshops/conferences (self-improvement, investments)
- Golf outings that only have a local draw
- Retail sales: Patio furniture sales, clothing sales, clearance sales, etc.
- Political rallies
- Library book sales
- Quasi-athletic competitions that are local – local group walks/runs, 5K Fun Runs, pet parades for the local animal shelter, walk-a-thons for cancer, Relay for Life. Unless they offer more than just the walk.
- Local bands playing at local establishments.
- Local sports tournaments. (softball, baseball, etc)

Places to Stay

- The property, including private cottages and cabins must be state licensed to qualify.
- Bed & Breakfast: Owner must live on the property and offer a breakfast meal.
- We will promote a “Realtor or Management Company” if:
 - their business manages and rents multiple accommodations at multiple locations for short-term stays in Wisconsin
 - their business is based in Wisconsin
 - We will NOT promote a website that provides paid advertising of rental properties – when the website/company does not make the reservation.
- We do not promote Time Shares. However if a property offers both overnight stays and timeshares, we will promote the overnight traveler portion of their opportunity.

Things to Do

- Cheese Factory Tours – Must offer visitors a regularly-scheduled look at cheese production—either offered as a tour, a view through an observation window, or a video about cheesemaking.
- Farm Vacations – Must offer an overnight stay on a working farm.
- Charter Sailing – Boat rides aboard a sailing vessel do not qualify as “Charter Sailing”—they are instead “Boat Tours.”
- Winery & Brewery Tours – Must offer a regularly scheduled tour, at least weekly.
- Clubs & Taverns – This includes night clubs, music clubs, comedy clubs and taverns.
- Shopping – Must be the sole function of the travel item. If it is a gift shop, it should be marked as an attribute of the main Travel Item (i.e. a resort or hotel.)
- Specialty Shops – Must offer unique merchandise, themed within their retail market. (Acceptable: cheese shops, fudge shops, nautical shops, ethnic shops, glassware, etc. But not hardware stores, grocery stores, drug stores, jewelry stores, department stores, or gas stations. And not hardware stores with a small corner of gifts, or gift shops with an aisle of local T-shirts.)
- We do not promote Floral Shops but do promote Greenhouses.

Other types of entities/businesses that we DO NOT promote are:

realtors (that do not meet the criteria above), hardware stores, grocery stores, gas stations, carpet stores, libraries, department stores, convenience stores, greenhouses/nursery, photographers, fine jewelry stores, churches, thrift/resale shops, health clubs and such.

Dining

- A restaurant can be listed separately if they are open to the general public and do not need to stay at the resort/hotel.

Travel Resources:

If you meet the following criteria you should be categorized as a **Statewide Information Center:**

- Center operated by a non-profit tourism organization, municipality or Native American tribe.
- Located at key gateway entry points or on/close to major highways; easily accessible to travelers from highway.
- Open a minimum of 5 days/week, including some weekend hours during peak travel season.
- Staff with knowledge of statewide travel opportunities available to assist with suggestions and information on attractions and destinations around the state.
- Distribute Dept. of Tourism publications such as WI Travel Guide, WI Activity Guide, Events Guide, WI State Parks Guide.
- Distribute key statewide association guides, i.e. WI Association of Campground Owners, WI Hotel and Lodging Assoc., WI B&B Assoc., Assoc. of WI Tourism Attractions, DOT Hwy Map, WI Golf Guide, Native Guide, WI Wineries.
- A wide variety of guides from key destinations around the state and your own local information.
- Brochure racks are easy to see and use when entering the center.

If you *do not meet* the above criteria but meet the minimum criteria below you would be categorized as a **Local Visitor Information Center:**

- Center operated by a non-profit tourism organization, municipality or Native American tribe.
- Easy access from highway.
- Open a minimum of 5 days/week during the peak season.
- Staff available to assist visitors, with main focus on local area travel planning.
- Distribute and provide information focusing on regional and local area. May also distribute Dept. of Tourism or Statewide Association guides but **don't have** a wide variety of guides from key destinations around the state.

Chambers and CVB's

- Should be categorized under Tourism Organizations as Chamber & CVB's.

The Wisconsin Department of Tourism (WDT) reserves the right to accept or reject any and all listings and links; to edit any listing without notifying the entrant; and to remove a listing without notice. Listings that have not been updated for more than eighteen months can be deleted. Entities will be listed at the sole discretion of WDT, following the guidelines and criteria established. WDT reserves the right to make exceptions to these criteria on a case by case basis.