

# THE POWER OF WISCONSIN TOURISM

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*Gemütlichkeit*. It's a German word that can be tricky to say (guh-MYOOT-lik-KYT), but it's easy to feel. Friendship, warmth and good cheer. That's *Gemütlichkeit* and that's Wisconsin. You'll find an abundance of it here — from fairs and festivals to the way we treat our visitors like friends and family — serving as the perfect backdrop for our state. Join the party!

guh·MYOOT·lik·KYT

## GEMÜTLICHKEIT

- noun*
1. A feeling of friendship, warmth and good cheer.
  2. The feeling you get when visiting Wisconsin.
  3. Feeling like a local even when you're from out of town.

### FRIENDSHIP

With friends, you're always welcome. *Gemütlichkeit* goes a step further and embodies a feeling of belonging and leaving your troubles at the door. When you're here you're treated like a local, no questions asked except, "Have you tried the cheese curds?"

### WARMTH

The slow, easy grin that spreads across your face when you're in your happy place. In Wisconsin, there's always a good time to be had and for all ages. Join the party, the gang's all here.

### GOOD CHEER

In Wisconsin, we don't need a reason to have fun. We'll celebrate everything from cheese to water skis. We're not saying you *have* to dance and sing along to "Beer Barrel Polka" and toast with everyone at the table — but you'll want to.

# THE CASE FOR GEMÜTLICHKEIT

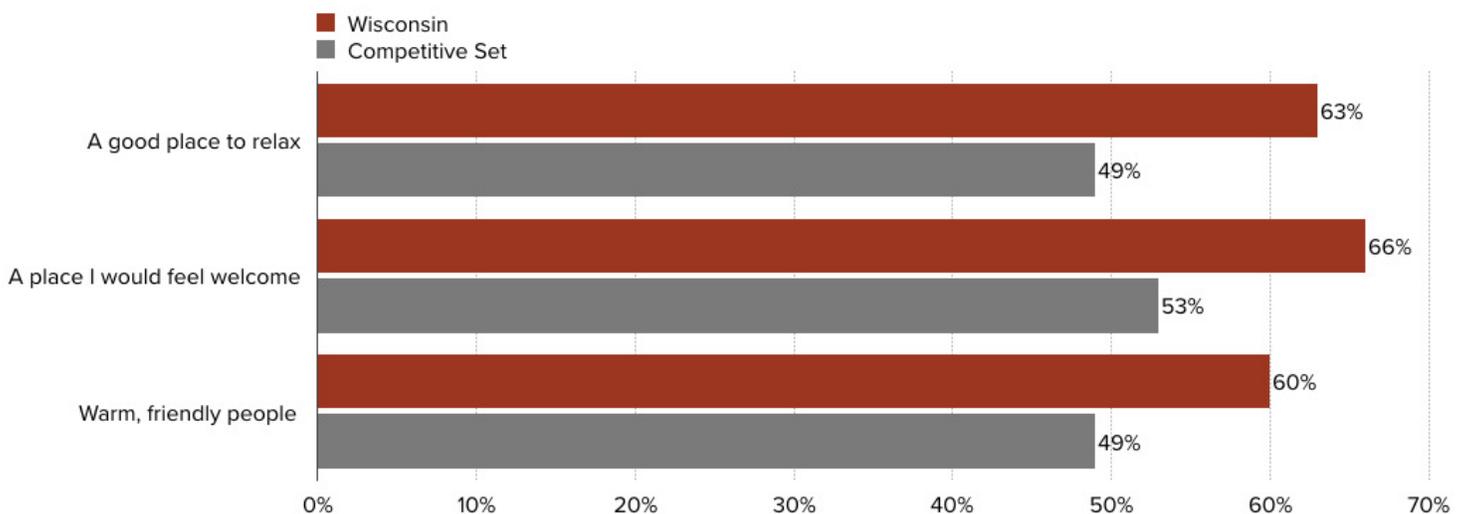
Wisconsinites are intimately familiar with the feeling of Gemütlichkeit, so do travelers associate the theme of Gemütlichkeit with Wisconsin? Research says, yes. According to our 2017 Image Study conducted by Longwoods International, travelers associate the building blocks of Gemütlichkeit more strongly with Wisconsin than with our competitors.

For example, respondents associate the attributes “a place I would feel welcome,” “a good place to relax,” and “warm, friendly people” with Wisconsin more strongly than they do our neighboring states. Findings such as these help support the use of Gemütlichkeit as a strategic platform for the Wisconsin Department of Tourism’s marketing efforts in 2018 and beyond.

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*Q: Indicate how much you agree or disagree that each of the following statements applies to each destination. Use a 10-point scale, where “1” means you do not agree at all that the place has that characteristic and “10” means you agree completely.*

*Percentages represent the portion of respondents who strongly associated (rated an 8, 9, or 10 out of 10) the attribute with Wisconsin and its neighboring states (Minnesota, Missouri, Illinois, Iowa, Indiana, and Michigan).*



For the full research case [click here](#).

# HOW TO INCORPORATE GEMÜTLICHKEIT

## IMAGERY

If you want to show people what Gemütlichkeit feels like, start with our image gallery. You can request access to WIDEN via <https://images.travelwisconsin.com> and clicking create account. Remember, Gemütlichkeit is more than an Oktoberfest-style celebration — it's a connection to our people. So select images that show smiling people having fun and enjoying the company of others. Images can highlight one or two people, but a larger group is even better. Use Photoshop to apply a warm hue to highlight the feeling of Gemütlichkeit. Select vibrant, natural colors and minimize contrast when editing.



## COPY EXAMPLES

Gemütlichkeit can be brought to life through thoughtful expressions.

The following are suggestions to use in social media channels, website, articles and online advertising.

- Friendship, warmth and good cheer. That's Gemütlichkeit, and that's Wisconsin.
- When you feel right at home the minute you arrive, that's Gemütlichkeit.
- Have you ever felt like you belong here even though it's your first visit? That's Gemütlichkeit.
- Gemütlichkeit can be tricky to say, but it's easy to feel.
- When you have a permanent grin on your face and you never want to leave, that's Gemütlichkeit.

# LEVERAGE DEPARTMENT PROGRAMS WITH YOUR OWN SPIRIT OF GEMÜTLICHKEIT

Events and festivals are an outward expression of a destination's friendship, warmth and good cheer. Start planning now to create an experience where your visitors will feel like a local. According to Roger Brooks in his book, *Your Town: A Destination: The 25 Immutable Rules of Successful Tourism*, if locals love it, visitors will too.

## Joint Effort Marketing (JEM)

Use the Joint Effort Marketing (JEM) program to help you fund an event, reengineer an existing event or plan a sales promotion for your community or area. Don't forget to ask businesses to help track visitor attendance and spending!

Contact Heidi Schultz  
Phone: (608) 261-6272  
Email [Heidi Schultz](mailto:Heidi.Schultz@wisconsin.gov)

## TravelWisconsin.com

Use photos and copy to communicate how your destination embodies friendship, warmth and good cheer. The tool is the Content Management System or CMS. Through testing we've found that consumers are more likely to engage with a listing that uses imagery than one that does not. We've also found that there is a higher click through to listings from the onsite directories if the listing uses an image. Other reasons to use the CMS? It is the information channel that supplies content to our publications, [travelwisconsin.com](http://travelwisconsin.com), newsletters, seasonal weather conditions and color reports.

Contact Alyssa Dreher  
Phone: (608) 266-7018  
Email [Alyssa Dreher](mailto:Alyssa.Dreher@wisconsin.gov)

## Co-Op Marketing

Let's pool our resources and do more together than we can apart through the power of co-op marketing. Check out both limited time offers and ongoing offers, each with their own benefits. These programs pool the resources of the Department and individual advertisers to generate a more powerful Wisconsin travel message.

Contact Sarah Keller  
Phone: (414) 270-7145  
Email [Sarah Keller](mailto:Sarah.Keller@wisconsin.gov)

## Customer Service Training

The dictionary defines hospitality as the friendly and generous reception and entertainment of guests, visitors or strangers. In Wisconsin, through our customer service training program, we can put an exclamation point on that sentence. Take this opportunity to refresh your skills or help new employees learn what we know to be true, people will come back to a place where they feel invited and welcome. Overflow your version of friendship, warmth and good cheer.

Contact your Regional Tourism Specialist  
[More info](#)