



Traveler Co-op Program

We know consumers are cautiously excited to travel this summer, but are held back by a level of uncertainty. Wisconsin provides safe, out-of-the-way places to refresh and create shared memories. This program is designed to help you spotlight your destination as the perfect place to create memory filled vacations.

Who is eligible?

The WI Traveler email program is only open to Wisconsin tourism industry partners.

What is the cost of the program?

Program cost is \$350 and includes copy development and promotion to more than 145K subscribers.

What information do I need to provide?

You will provide your topic direction, a headline, image and description.

Is there a limit on how many partners can sign up?

This program is limited to 6 partners per deployment. Limit of one deployment per month, per partner.

Is there a deadline to sign up?

Reservations and materials must be submitted at least four weeks prior to desired deployment date and are accepted on a first come, first served basis.

For questions regarding the Traveler Co-op, contact [Sarah Keller](#).

[Click here to sign up now](#)

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