



## Department of Tourism Email Communications

Be in the know with all the latest news from the Wisconsin Department of Tourism. Subscribe to any of our email newsletters that cover everything from current co-op deals to the latest PR news. Check out a run down of each email to see what you can expect when you sign up.

### Travel News & Opportunities

#### Travel Wisconsin News - As Needed

This email content includes a message from the Secretary regarding industry updates, major initiatives, and opportunities for industry knowledge and engagement. It may also include messages from the marketing and communications teams regarding upcoming campaigns. [Subscribe here.](#)

#### Co-op Email - As Needed

This email is sent to industry stakeholders including DMOs, businesses and attractions. The content includes information on a specific co-op program and the benefits of signing up. [Subscribe here.](#)

### Public Relations News & Opportunities

#### The Scoop - Monthly

Developed by Travel Wisconsin and its agency of record TURNER, The Scoop is our monthly missive, chock-full of essential info, tourism trends and tips, recent Wisconsin-centric coverage, coverage opportunities for which we need help cultivating ideas and more. [Subscribe here.](#)

#### Hot Leads - As Needed

Want to help shape the coverage Wisconsin gets? Subscribe to our Hot Leads email, which sends as-needed requests from travel writers. Responding to the Hot Leads may result in your destination being featured in a local, regional or national media story. [Subscribe here.](#)

### Wisconsin Office of Outdoor Recreation

#### Wisconsin Outside - Monthly

Learn more about the Office of Outdoor Recreation and get industry news, events and resources delivered to your inbox via the monthly email newsletter Wisconsin Outside. [Subscribe here.](#)

## Traveler Facing Emails

### Wisconsin Traveler - Bimonthly

The Traveler promotes the best of Wisconsin year-round. Sharing inspirational content and events around the state, this newsletter is our main vehicle for contacting our subscribers. [Subscribe here.](#)

### Fall Color Report - Weekly During Fall

This newsletter is sent for the eight weeks of the fall season to update subscribers on where the best fall color is in the state. Featured prominently are the links to our Fall Color Report, which are supplemented with content on ways to enjoy the season. [Subscribe here.](#)

### Wisconsin Snow Report - Weekly During Winter

Nearly identical to the Fall Color Report but to promote the great activities in winter. The newsletter is sent weekly from the first week in December through the end of February. [Subscribe here.](#)

### Alert Emails

Users can subscribe to targeted email communications related to a variety of content categories found on TravelWisconsin.com. Emails are sent after a relevant article or video is published to ensure visitors never miss a topic of interest. [Subscribe here.](#)

### Deal Alerts

Similar to alert emails, these are sent when new deals are published through our co-op marketing program. [Subscribe here.](#)