

WHY FUN?

The idea of “Fun” is motivating, believable and differentiating from our competition. All of these things are necessary to achieve the end goal of our investment – to effectively position the State and provide a unifying platform for our industry partners. In addition, by using a consistent messaging strategy throughout our marketing, we are able to begin segmenting our audience into distinct groups. Finally, based on third-party findings, the Department’s advertising that has focused on Fun has demonstrated a significant return on our marketing investment – in 2010 it allowed us to achieve a 7:1 ROI.

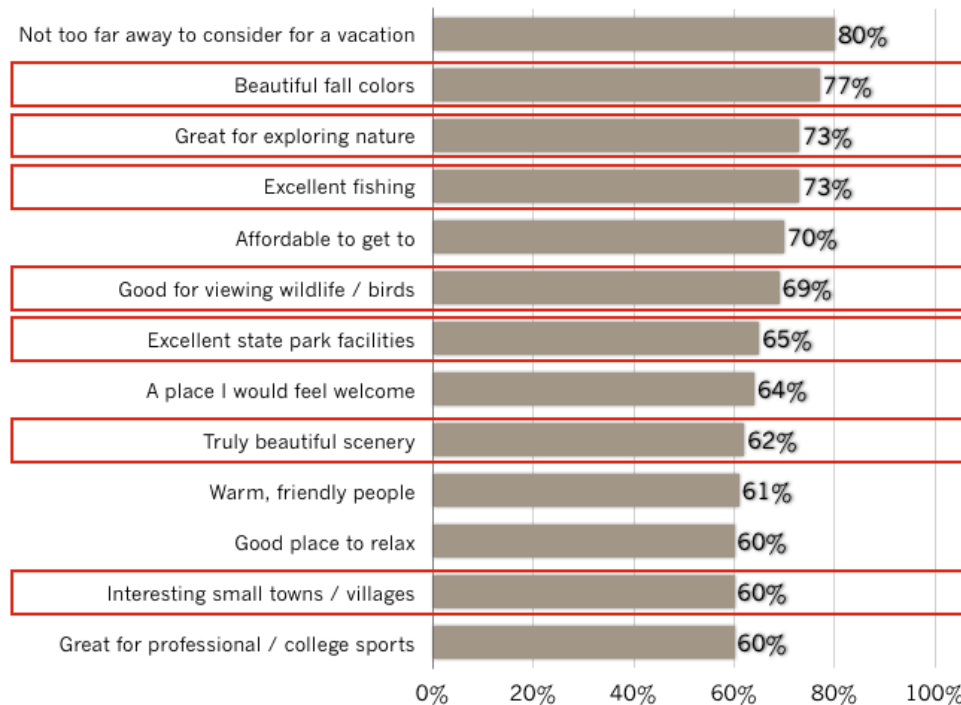
Our mission at Travel Wisconsin is to both inspire and make it easier for travelers to find their Fun. Our communications will embody Fun, our mobile apps will make sure travelers can find Fun faster and our interaction with travelers in spaces such as Facebook and Twitter will provide Fun experiences.

FUN MEANS DIFFERENT THINGS TO DIFFERENT PEOPLE

What does Fun mean for the state of Wisconsin? It certainly describes our people, activities, destinations, attractions and events. It is the mindset of both traveler and host. As an industry, our offerings and communications should tie to Fun. One place to go for inspiration: the equities travelers already (rightfully) believe we have. The following impressions were gathered from research commissioned by the Department.

Many travelers describe the State as being able to offer exceptional natural and rustic experiences. Of the most highly-rated image strengths of the Wisconsin (see chart below), many relate to outdoor recreation (outlined in red). From beautiful fall colors to excellent fishing, Fun is found in much the same way it has been since the founding of Wisconsin – by getting out and experiencing the great outdoors.

Percentages represent the portion of respondents who strongly agreed that the trait applies to Wisconsin. (For example, 80% of respondents strongly agree that Wisconsin is “Not too far away to consider for a vacation.”)



Source: Longwoods Wisconsin Tourism Advertising Evaluation and Image Study