



TRAVEL
WISCONSIN

2026 CO-OP

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2026 TRAVEL WISCONSIN CO-OP OVERVIEW

Want to create buzz for your destination and attract a wider audience without breaking the bank? Discover endless growth potential by taking advantage of Travel Wisconsin's Co-op program, which offers exciting marketing, public relations and group travel opportunities. The Co-op is a powerful and cost-effective way to promote your destination and engage key audiences with these strategic and affordable programs. By pooling your resources with Travel Wisconsin, you can maximize the value of your dollars and access opportunities that might otherwise be unattainable with your budget. The Co-op also provides guided experimentation with new tactics, reducing potential risks. Co-op programs can help you reach your audience across a variety of platforms, including special offers, paid media, tradeshow activations, familiarization trips, content creators and more. So why wait? Let's collaborate. Sign up for the 2026 Co-op today!

You can sign up for Co-op opportunities by registering for Travel Wisconsin's new Co-op Portal and requesting the programs and dates you're interested in. After submitting your request, you will receive an email acknowledging your selection. Then, a representative from Travel Wisconsin or one of our agencies will follow up after the initial acknowledgment email to inform you if your submission has been accepted based on availability and eligibility. TURNER PR, Laughlin Constable, Madden Media, Adara or Star Tribune will be the main points of contact based on the selected Co-op programs. **Please note submitting a program request is not a contract or a guaranteed spot and many placements are on a first-come, first-served basis, subject to availability. Participation is subject to approval and you are not officially signed up for a program until you receive written confirmation of approval.**

Signup for the 2026 Co-op begins October 2 at 10:00 a.m. Most opportunities are limited and available on a first-come, first-served basis, so don't wait! The sign-up window for 2026 opportunities is available through December 2025 or until sold out. You can review the details for all available programs below, including cost, eligibility requirements, deadlines to sign up and more. We continually assess opportunities to expand our Co-op offerings and may introduce new programs throughout the year, providing additional avenues for your brand to reach engaged audiences.

Questions on marketing opportunities?

Contact Laughlin Constable at coopprogram@laughlin.com

Questions on Office of Group Travel opportunities?

Contact Sara Brish at sbrish@travelwisconsin.com

Questions on PR opportunities?

Contact TURNER PR at wisconsin@turnerpr.com

Questions on publication opportunities?

Contact Tricia Wisbrock at 314-914-7916 or twisbrock@maddenmedia.com



READY TO SIGN UP?

SIGN UP NOW

Signup opens October 2, 2025

MARKETING CO-OP PROGRAMS



FREE SPECIAL OFFERS LISTINGS

Put your brand in the spotlight and attract more travelers for **FREE** with the Travel Wisconsin Special Offers Listings program.

This program showcases your packages, discounts and/or exclusive promotions to consumers who are actively planning their getaway and looking for great deals. We'll put you under the spotlight - driving traffic to your website so that your destination deals are always front and center. This **FREE** opportunity features your special offer or deal on TravelWisconsin.com/Deals, where consumers can learn more and click through to your website to purchase.

Eligibility

The Special Offers Listings are open to Destination Marketing Organizations (DMOs), associations, tourism-related businesses, attractions and events.

In order to participate you must have a listing for the business or event associated with the special offer. Listings on TravelWisconsin.com are **FREE** and you can [create them here](#).

Special offer submissions must contain a package, discount or promotion for travelers with a specific and compelling offer. All special offers must have a start and end date and be of monetary value.

All participants and content submitted are subject to Travel Wisconsin approval.

What You Provide

The partner will receive an email requesting content. The offer includes a headline, description, offer specifics/ value, date range, photo and URL. Partner submitted materials will undergo creative and copy review to make sure all materials align with Travel Wisconsin brand standards. Special offer submissions must contain a package, discount or promotion for travelers with a specific and compelling offer. All special offers must have a start and end date and be of monetary value.


Best practices for effective offers:

- Buy one, get one free or buy one, get one half off
- Free item or experience with purchase (e.g., appetizer, wine/beer tasting, room upgrade, guest ski pass)
- Meaningful discounts (e.g., stay two nights, get one free; free round of golf with stay; \$50 toward dining or spa services)

What We Deliver

Each month, we'll feature a seasonal travel theme, from winter escapes to fall festivities highlighting key experiences and partners. Paid support will include targeted promotions across social, native and search with creative aligned to each theme.

🕒 Offer Ends: Aug 30, 2024



Stay Longer & Save - 20% Off Resort Stays

📍 Wild Rice Retreat
Bayfield

FREE SPECIAL OFFERS LISTINGS

	January/February	March/April	May/June	July/August	September/October	November/December
THEME	Snow Play & Indoor Escapes	Spring Break & Bloom Season	Outdoor Dining & Water Fun	Outdoor Adventures	Leaf Peeping & Fall Festivities	Lights, Lifts & Local Cheer
ACTIVITIES	Skiing, snowboarding, snowshoeing, sledding, spa days, indoor waterparks, cozy stays	Early hiking, family spring break trips, indoor attractions, biking, farmers markets, dining	Patio dining, waterfront dining, hiking, kayaking, biking, camping, fishing, boating, paddleboarding, music festivals, farmers markets	Outdoor concerts, fairs, river tubing, sunset cruises, ziplining, ATV tours, late-summer hiking	Apple picking, fall hikes, food & drink trails, corn mazes, ghost tours, pumpkin patches, cider tastings	Pre-holiday shopping, food trails, holiday markets, cozy cooking classes, skiing/snowboarding, holiday lights tours, sleigh rides
GOOD FOR	Resorts, ski hills, spas, lodging, museums, winter outfitters	Nature centers, family-friendly lodging, museums, restaurants, botanical gardens, bike rentals	Restaurants, outfitters, state parks, campgrounds, breweries with patios, lakeside rentals, festivals, local shops, waterfront dining, marina services	Historic sites, outdoor food vendors, adventure companies, lodging, outdoor attractions, boat tours	Orchards, wineries, hiking guides, culinary events, lodging near trails, farms, breweries, B&Bs, haunted attractions	Downtowns, restaurants, inns, artisan shops, indoor experiences, lodges, ski resorts, local shops, family attractions, light displays

Cost

The Special Offers Listings are **FREE** and there is no limit to how many partners can participate.

Deadlines & Timing

You can sign up and submit your special offers through **December 31, 2026**. Once approved, your special offer listing will be created and published within 10 business days. Reservations must be submitted at least two weeks prior to the start date of the special offer.

Questions on this Co-op opportunity?

Contact coopprogram@laughlin.com

NEW!

MINNESOTA STAR TRIBUNE GEOFENCE DISPLAY

The Minnesota Star Tribune Geofence Display program offers powerful ways to stay visible, competitive and connected by co-branding with Travel Wisconsin on digital banners. Through this partnership, your brand would get over 600,000+ impressions from readers of one of the premier newspaper publications in the Midwest.

Starting in major cities like Chicago and Minneapolis, we will be building awareness for your destination with trusted Travel Wisconsin creative that will not only drive traffic to your website but reach your target audience at an efficient cost.

Eligibility

Star Tribune Advertising is open to Destination Marketing Organizations (DMOs) and associations. There are ten (10) packages available within each Tier equating to twenty (20) total packages to be purchased. A participant may not purchase multiple packages until it has been confirmed that the packages have not been sold out.

What You Provide

Participant will need to provide a logo that will be appended to Travel Wisconsin creatives (Star Tribune will handle all creative communications and servicing for the campaign). In addition to a logo, participants will need to provide a preferred landing page for which to drive traffic to. Star Tribune to communicate any additional information or details required to setup the media campaign with the participant directly.

What We Deliver

The program builds awareness by co-branding your destination with Travel Wisconsin through online display banners. The goal for this program is to increase awareness of participants during the key planning period for summer travel leveraging Travel Wisconsin creative and driving to participant landing pages. The total number of impressions will vary based on which Star Tribune package is selected, as noted below.

Participants will receive a standard KPI and impression reporting from Star Tribune's Dashboard. While this is an awareness campaign, reporting will also include audiences who were exposed to the ads and entered a determined "conversion zone" within a radius of the DMO or association.

Cost

Thanks to Travel Wisconsin's partnership with the Star Tribune, we're able to extend an exclusive rate to our industry partners. This special rate delivers exceptional value, covering not only your media investment, but also reporting and estimated impressions to help you measure success.

The cost and timing for this program varies by tier. Tier 1 investment (\$3.5k) will run 5 months from April - August, Tier 2 (\$2.25k) will run 3 months from April - June. Both Tiers will have media running during the peak planning season for summer travelers. Regardless of the Tier, participants will receive media exposure within the Chicago and Minneapolis markets.

Participants will be responsible for providing proper billing information to Laughlin Constable, who will coordinate billing on behalf of Star Tribune for total media costs.

MINNESOTA STAR TRIBUNE GEOFENCE DISPLAY

	Cost	Timing	Targeting	Impressions (Est.)	Reporting Details	Packages Available
Tier 1	\$3,500	April - August	Chicago + Minneapolis	1 million impressions + 250k added value impressions	Participants will receive a standard KPI and impression reporting from Star Tribune's Dashboard. While this is an awareness campaign, reporting will also include audiences who were exposed to the ads and entered a determined "conversion zone" within a radius of the DMO or association.	10
Tier 2	\$2,250	April - June	Chicago + Minneapolis	500k impressions + 100k added value impressions	Participants will receive a standard KPI and impression reporting from Star Tribune's Dashboard. While this is an awareness campaign, reporting will also include audiences who were exposed to the ads and entered a determined "conversion zone" within a radius of the DMO or association.	10

Deadlines & Timing

October-December 2025: Reservations are accepted on a first-come, first-served basis with final confirmation/approval up to the discretion of Travel Wisconsin.

February-March 2026: Program kicks off and deliverables are due

April 2026: Program launches

Questions on this Co-op opportunity?

Contact Belle Gallagher

Belle.Gallagher@startribune.com

NEW!

ADARA ONLINE DISPLAY

Build awareness and excitement for your destination with our powerful Display program. These display ads will strategically get your messaging in front of prospective travelers in the Chicago and Minneapolis Markets.

By co-branding with Travel Wisconsin, you will reach high-intent travelers in key markets. We'll be promoting your business with eye-catching digital ads that will drive traffic directly to your landing pages and leverage trusted creative to keep your destination at the top of their minds.

Eligibility

Adara Advertising is open to Destination Marketing Organizations (DMOs) and associations.

What You Provide

Participant will need to provide a logo that will be appended to Travel Wisconsin creatives (Adara will handle all creative communications and servicing for the campaign). In addition to a logo, they will need to provide a preferred landing page for which to drive traffic to. Adara will communicate any additional information or details required to setup the media campaign with the participant directly.

What We Deliver

The program builds awareness by co-branding your destination with Travel Wisconsin through online display banners. The campaign reaches prospective Wisconsin travelers in Chicago and Minneapolis at an efficient cost through Adara, a programmatic partner that reaches prospective travelers wherever they are consuming content online. The goal of this program is to increase awareness of participants during the key planning period for summer travel leveraging Travel Wisconsin creative and driving to participant designated landing pages. The total number of impressions will vary based on which Adara package is selected, as noted below.

Participants at both tiers will receive a standard KPI and impression reporting throughout the campaign. For participants at the Tier 1 level, Adara Impact Reports include hotel booking conversion data for visitors who were exposed to the ads and then visited to the DMO or association's website.

Cost

Thanks to Travel Wisconsin's partnership with Adara, we're able to extend an exclusive rate to our industry partners. This special rate delivers exceptional value, covering not only your media investment, but also reporting and estimated impressions to help you measure success.

The cost and timing for this program varies by tier. Tier 1 investment (\$15.5k) will run 5 months from April - August. Tier 2 (\$5.5k) will run 3 months from April - June. Both Tiers will have media running during the peak planning season for summer travelers. Regardless of the Tier, participants will receive media exposure within the Chicago and Minneapolis market plus 10% of media dedicated to qualified travelers interested in visiting.

Participants will be responsible for providing proper billing information to Laughlin Constable, who will coordinate billing on behalf of Adara.

ADARA ONLINE DISPLAY

	Cost	Timing	Targeting	Impressions (Est.)	Reporting Details	Packages Available
Tier 1	\$15,500	April - August	Chicago, Minneapolis+ 10% to partner specific geos	3.2 million impressions	<p>Participant will receive a standard KPI and impression reporting throughout the campaign</p> <p>Adara Impact Reports include hotel booking conversion data for visitors who were exposed to the ads and then visited to the DMO or association's website.</p>	3
Tier 2	\$5,500	April - June	Chicago, Minneapolis + 10% to partner specific geos	1.56 million impressions	Participant will receive a standard KPI and impression reporting throughout the campaign	10

Deadlines & Timing

October-December 2025: Reservations are accepted on a first-come, first-served basis with final confirmation/approval up to the discretion of Travel Wisconsin.

February-March 2026: Program kicks off and deliverables are due

April 2026: Program launches

Questions on this Co-op opportunity?

Contact Taylor McGurk

taylor.mcgurk@adara.com

2026 WISCONSIN TRAVEL GUIDE

Make your destination stand out by advertising in Travel Wisconsin's Official Travel Guide, our flagship publication and a key resource for travelers seeking inspiration, ideas and unforgettable experiences. With a fresh new design in the works, the 2026 guide will feature captivating photography, compelling editorial and a visually stunning layout aligned with the Travel Wisconsin brand. Available in both print and digital formats, this award-winning publication is designed to stay on coffee tables and in travel plans all year long.

The guide features advertorial-style sponsored content ads that are designed to showcase the unique experiences that your destination has to offer through innovative storytelling. This is a valuable opportunity to connect with a wide, engaged audience of travelers who are actively planning their next Wisconsin getaway. Secure your spot today and take advantage of this great opportunity to reach a wider audience.

Eligibility

Advertising in the 2026 Wisconsin Travel Guide is open to Destination Marketing Organizations (DMOs), associations, tourism-related businesses, attractions and events.

Deadlines & Timing

Ad sales begin **September 25, 2025**

Ad sales close **December 19, 2025**

For advertising information and to sign up contact:

Tricia Wisbrock at 314-914-7916 at twisbrock@maddenmedia.com



The image above is an example of a past advertorial template and is provided for reference purposes only. The design and layout of the 2026 template are subject to change.

PUBLIC RELATIONS CO-OP PROGRAMS



INDIVIDUAL FAMILIARIZATION TRIPS

Hosting media increases the chance of earned media coverage for your destination. This program leverages TURNER PR’s relationships with top-tier media to bring one journalist to your destination as part of a multi-destination itinerary to educate them and provide a fully immersive experience. The goal is coverage that highlights your destination.

Program Deliverables

Travel Wisconsin will vet and select one journalist who fits both your destination and Travel Wisconsin’s priority media goals. Travel Wisconsin will handle pitching and inviting media, booking and travel to the destination (flight and/or rental car), creating media briefing documents and all follow-ups. *While hosting media greatly increases the chance of earned media stories, coverage is not guaranteed.

Partner Asset/Contribution

- The partner will participate in one 1-hour exploratory call to discuss target media, FAM pitch angles and the overall process of the program.
- The partner creates a draft of the itinerary for Travel Wisconsin to review a minimum of 2-3 weeks prior to the trip. Partner handles booking all elements of the visit including, but not limited to, lodging and meals, media gifts and on-the-ground transportation (if the journalist is flying in).
- The partner must host the journalist for at least one night and up to two full days.

Deadline for Sign-up

December 5, 2025

To host an Individual Familiarization Trip, submit your reservation through the form on Industry.TravelWisconsin.com. After submitting your reservation and being approved, you’ll receive a confirmation containing information about planning and next steps.

This program is limited to a total of 12 participants for the year, with a maximum of four partners per season.

Who Can Participate

Individual familiarization trips are open to Destination Marketing Organizations (DMOs), associations and any tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval.

Each Individual FAM is limited to one partner (DMO/association or tourism business), pending logistics and Travel Wisconsin’s approval.

If this Co-op is not completed in the season for which it is scheduled, Travel Wisconsin will either reschedule the opportunity or issue a refund to the partner less Travel Wisconsin’s incurred expenses.

Available Offerings/Timing

Select one of each:

Season		Theme	
<input type="radio"/> Winter	<input type="radio"/> Summer	<input type="radio"/> Culinary	<input type="radio"/> Family Friendly
<input type="radio"/> Spring	<input type="radio"/> Fall	<input type="radio"/> Arts + Culture	<input type="radio"/> Outdoor Recreation

Cost

\$2,500

SOCIAL MEDIA CONTENT CREATORS

Let's work together to bring a social media content creator to your destination. We will thoroughly vet creators to ensure their audience is engaged and they capture authentic content that aligns with the Wisconsin brand. Our goal is to increase awareness for your destination through a trusted creator's social media network while generating quality social media engagements above industry standards.

Program Deliverables

We will handle communications, manage contracts to ensure the partnership adheres to legal requirements, negotiate individual deliverables (including potential rights to repost their content or purchase imagery/video assets for the partner's usage, if desired for an additional fee), monitor partnership posts, gather assets and deliver final reports. Exact reach and engagement rate will vary per creator.

One content creator will be suggested from a pre-vetted list of creators that are a fit for the below campaigns:

- **Family Fun** - We will find content creators who are experts at showcasing shared moments of joy with their families. Types of families will vary, from two to five total members.
- **Wellness** - Wellness continues to trend across social media, and we want to tap into that momentum by spotlighting Wisconsin's take on self-care. Think scenic hikes, forest bathing, lakeside lounging and even spa moments—with an emphasis on unplugging and being fully present.

Partner Asset/Contribution

- The partner will participate in one 1-hour exploratory call to discuss target creators, FAM activities and the overall process of the program.
- The partner will handle coordinating itinerary activities, lodging, meals, any gifts and all other on-the-ground expenses and provide the itinerary three weeks in advance.
- The partner must host the social media content creator for a minimum one overnight and two full days.

Deadline for Sign-up

December 5, 2025

To work with a social media content creator, submit your reservation through the form on IndustryTravelWisconsin.com. After submitting your reservation and being approved, you'll receive a confirmation containing information about planning and next steps.

This program is limited to a total of eight participants for the year, with a maximum of two partners per season.

Who Can Participate

The Social Media Content Creator program is open to Destination Marketing Organizations (DMOs) and associations. This Co-op is limited to one per partner and cannot be combined with other partners.

To showcase diverse offerings throughout the state, the team will prioritize accepting partners based on geographical diversity. Signing up for this partnership does not guarantee your entrance, and you'll have an option to opt out if the content creator does not align with your goals. If this Co-op is not completed in the season for which it is scheduled, Travel Wisconsin will either reschedule the opportunity or issue a refund to the partner less Travel Wisconsin's incurred expenses.

SOCIAL MEDIA CONTENT CREATORS

Available Offerings/Timing

- ☐ Winter
- ☐ Summer
- ☐ Spring
- ☐ Fall

Cost - Two Tiers to choose from:

Tier 1	100-350k followers	\$10,000
Tier 2	40-150k followers	\$5,000

9:05 AM

Last year when you were in Door County, I was watching your stories and made my whole family book a trip immediately!! We're all up here this weekend, staying at the Dörr and it's so LOVELY 🥰. Great recco, we're having a fabulous time!!

Oh my goodness this makes me SO happy!!

chicago.by.ren • Following
Paid partnership
Giulio Cercato • Cook It

chicago.by.ren • 40w
Let's go on a Wisconsin road trip this fall! Remember to check out their Fall Color Report to catch peak foliage throughout the state!

My [@travelwisconsin](#) recommendations:
Breakfast - [@unclewolfies](#)
Cranberry Farm Tour - [@rootedinred.co](#)
Afternoon Walk - Standing Rocks County Park
Coffee - [@missioncoffee](#)
Happy Hour - [@oso_brewing](#)
Dinner - [@skylubsupperclub1935](#)
Dessert - [@kingcone01](#)

Stay tuned for another video exploring more of [@ploverwiarea](#)

250 likes
October 17, 2024

Add a comment...

pinchofyum • Following
Paid partnership
favorite spots in Sister Bay!

pinchofyum • 52w
If you've never been to Sister Bay in Door County ([@sisterbaydoorco](#)), add it to your bucket list! Especially if you live here in the Midwest! From Minneapolis, it's about a 5 1/2 hour drive - we road tripped with friends and had a blast.

Here are all my recommendations from our 2 1/2 glorious days in Sister Bay, Door County!

Save this list and send it to someone you want to do this trip with!

WHERE TO STAY:
[@thedörrhotel](#) - super cute, modern, Scandinavian design and

989 likes
July 30, 2024

Add a comment...

[@visiteauclaire](#) has an amazing children's museum! SO many fun "stations" for kids to play, learn and be creative 🧠

childrensmuseumec

[@travelwi](#) [@visiteauclaire](#) [@doorco](#) [@sisterbaydoorco](#) [@chickencowboy](#) [@travelwisconsin](#)

DESTINATION IMMERSION + PR CONSULTATION

This program is an opportunity to host members of the Travel Wisconsin team to experience your destination firsthand. The TURNER PR and Travel Wisconsin teams will adorn our journalist caps for an in-person destination immersion that will inform the team's story ideation for pitching and media FAM efforts. This program offers two tiered options:

- **In-Person Destination Immersion:** This program consists of 10 hours of in-person immersion, over 1-2 days in your destination.
- **PR Consultation Add-On:** This optional program add-on gives you an additional two hours of professional public relations consultation from TURNER PR. Topics to choose from include strategic plan development, media training, crisis communication, itinerary development and more.

Program Deliverables

Travel Wisconsin will provide the availability of at least four team members (two TURNER PR and two internal Travel Wisconsin representatives) for the in-person immersion. Travel Wisconsin's team will dedicate up to 10 hours of immersion time per destination to experience key offerings firsthand for consideration in upcoming media relations efforts.

Please note, the immersion serves as an opportunity to showcase and pitch your destination to those on the Travel Wisconsin team who most often speak with key members of the press. However, this does not guarantee coverage.

Travel Wisconsin will be responsible for transportation costs to and from your destination.

Partner Asset/Contribution

- Attend two 30-minute calls with the TURNER PR team.
 - One 30-minute exploratory call to discuss key experiences, dates, deadlines and PR consultation needs, if applicable.
 - One 30-minute call at least one week out from the immersion to review the itinerary and discuss any questions regarding the trip.
- The partner is responsible for all on-the-ground expenses during the visit, including securing lodging and any activities arranged on the itinerary.
- The partner must provide immersion itinerary at least three weeks ahead of the visit; this deadline will be agreed upon by all stakeholders involved in the exploratory call.

Deadline for Sign-up

December 5, 2025

This program is limited to three participants for the year, based on your region and one partner per season.

To host a destination immersion and participate in a PR consultation, submit your reservation through the form on Industry.TravelWisconsin.com. After submitting your reservation, you'll receive a confirmation email containing information about planning and next steps.

Who Can Participate

Destination Immersions + PR Consultations are open to Destination Marketing Organizations (DMOs), associations and any tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval.

Available Offerings/Timing

Southwest	Spring
East	Summer
North	Fall

COST

Immersion **\$3,000**

PR Consult Add-On **\$1,200**



The John Michael Kohler Arts Center in Sheboygan 'upends many people's perceptions of art'

WUWM 89.7 FM | By **Becky Mortensen**

Published December 18, 2024 at 2:45 PM CST



▶ LISTEN • 22:41



Becky Mortensen / WUWM

INSIDEHOOK



UNEXPECTED FAVORITES:

65 LESS OBVIOUS CITIES TO ADD TO YOUR LIST

DOOR COUNTY, WISCONSIN



When I was a kid growing up in Chicago, my family used to go up to Door County for a few days every summer for our annual vacation. We went so many times that I used to complain about it and beg my parents to take us somewhere else. As an adult, however, I totally get it. The Wisconsin county — yes, it's technically not a city but a cluster of tiny cities, like the Hamptons or Cape Cod — is idyllic, relatively easy to get to if you live in the Midwest (it's a five-hour drive from Chicago) and home to over 300 miles of Lake Michigan shoreline. If your vacation style is more "chill by a lake for a few days" than "explore a big city," it's a must-visit. Think of it as the cute vacation town from Jaws, but without any sharks. (One of the perks of visiting a freshwater lake!)

Definitely don't miss: Your first order of business when you arrive is to go to a fish boil. It's a Wisconsin tradition that involves putting a bunch of whitefish and red potatoes in a cast-iron kettle, then tossing kerosene onto the fire to create a huge fireball; the White Gull Inn does one four nights a week. After that, you're definitely going to want to [get your hands on some cherries](#); the area is famous for the fruit, and pretty much every restaurant in town has a killer cherry pie on its menu. To experience the Scandinavian culture, which is prominent thanks to the immigrants who populated the area in the mid-1800s, head to [Al Johnson's Swedish Restaurant](#), where they keep several goats on top of the building's grass roof. (If you can't make it out to see them in person, you can always check out their [goat cam](#) online.)

Stay: The White Gull Inn — BS



VIRTUAL DESTINATION 101 + PR CONSULTATION

The Virtual Destination 101 is an opportunity to educate our pitching team with key information about your destination or offering. The more information our pitching team has about you, the better we'll be able to support telling your stories to our trusted media contacts. This information will be utilized for consideration for proactive and reactive pitching efforts, as well as FAM trip development.

This program offers two tiered options:

- **Virtual Destination 101:** A 1.5-hour virtual immersion where the partner will provide the TURNER PR and internal Travel Wisconsin teams with a destination 101 overview.
- **PR Consultation Add-On:** This is a program add-on where you have 1.5 hours of professional public relations consultation from TURNER PR. These topics can include strategic PR plan development, media pitching, PR measurement, media training, crisis communication, itinerary development and more.

Program Deliverables

Travel Wisconsin will provide the availability of at least four team members (two TURNER PR and two Travel Wisconsin representatives) for the 1.5-hour virtual immersion. Please note, the immersion serves as an opportunity to showcase and pitch your destination to those on the Travel Wisconsin team who most often speak with key members of the press. However, this does not guarantee immediate coverage.

Partner Asset/Contribution

- Attend a 30-minute briefing call to discuss expectations, best practices and ask questions to help prepare for the virtual immersion.
- The partner will guide the discussion during the destination 101.
- If applicable, the partner will determine their PR consultation topic based on the partner's needs.

Deadline for Sign-up

December 5, 2025

To participate in a virtual immersion and PR consultation, submit your reservation through the form on Industry.TravelWisconsin.com. After submitting your reservation, you'll receive a confirmation email containing information about planning and next steps.

This program is limited to four participants for the year.

Who Can Participate

Virtual Immersion + PR Consultation is open to Destination Marketing Organizations (DMOs), associations and any tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval.

Available Offerings/Timing

Spring

Fall

Cost

\$950

PR Consult Add-On **\$1,200**

DESKSIDE APPOINTMENTS + VIRTUAL IMMERSION

This is your opportunity to engage directly with top-tier media in target markets to share story ideas, updates and news from your destination. Additionally, ahead of time, you have the opportunity to provide a virtual immersion for key members of our PR team to tell them all about your destination, and what makes it stand out from the rest.

Program Deliverables

Partners will join Travel Wisconsin for individual deskside meetings with attendance from national travel/lifestyle media.

These in-person deskside appointments allow you, a representative of Travel Wisconsin and a representative from TURNER PR to connect with journalists in a small group setting (pending media availability) to share news and story ideas about your destination.

Prior to your appointments, members of our PR team will join partners for a virtual immersion (1 hour) to learn more about your destination.

Partner Asset/Contribution

- Partners must provide an overview of news and highlights to share with media to help evaluate program participation.
- Partner handles drafting talking points (to be reviewed by Travel Wisconsin) and attendance at the deskside where they are expected to share story ideas and news with the journalist.
- Partner will also cover the cost of media gifts, your activation at deskside appointments, travel to the target market and on-the-ground expenses (including hotel, dining, transportation, etc.).

Who Can Participate

The Deskside Appointments + Virtual Immersion Co-op is open to Destination Marketing Organizations (DMOs), associations and any tourism-related businesses, attractions and events. All participants are subject to Travel Wisconsin approval.

Deadline for Sign-up

December 5, 2025

To participate in the Deskside Appointments and Virtual Immersion, submit your reservation through the form on Industry.TravelWisconsin.com. After submitting your reservation, you'll receive a confirmation email containing information about planning and next steps.

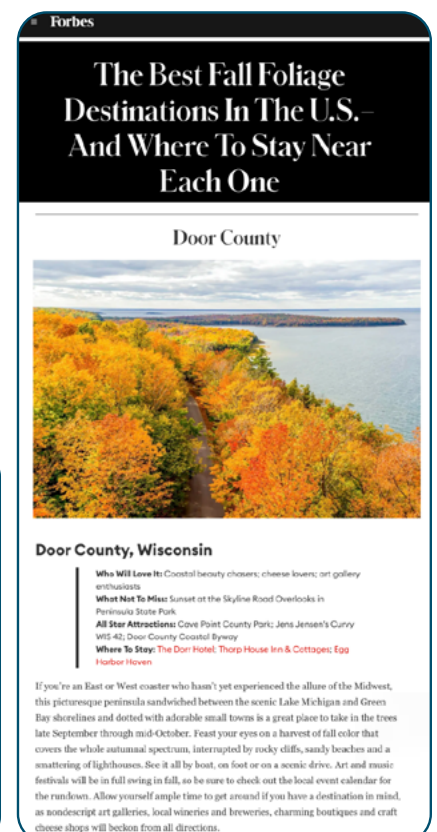
Available Offerings/Timing

Denver - Spring

New York City - Fall

Cost

Tier 1	Denver	\$6,500
Tier 2	New York City	\$8,000



BROADCAST + MEDIA TRAINING

Reach your targeted regional audiences via broadcast segments that showcase your destination through authentic editorial content! Media training is required for each program that includes an interview. There are two broadcast programs to choose from:

- **Let's Go with Catie Keogh (Chicago, IL):** Catie Keogh is a two-time Emmy Award-winning television host, producer and on-air travel expert for WGN's Daytime Chicago. With a career rooted in storytelling and a passion for Midwest travel, Catie engages audiences through custom travel segments and multiplatform campaigns. She is the founder of Let's Go with Catie Keogh, a digital brand and social media platform that reaches over 50,000 highly engaged followers. Known for her authenticity, creativity and strategic insight, Catie creates compelling behind-the-scenes content that drives tourism and builds lasting audience connections. The opportunity includes a 4-5-minute TV segment on WGN's Daytime Chicago program (weekdays 10 a.m.-11 a.m.), sponsored social posts, custom email(s), homepage takeover, post-segment call to action and branded TV promos. There are two segments available per year, with one partner per segment.

> Cost: \$10,000

- **Twin Cities Live (Saint Paul, MN):** Twin Cities Live is a lifestyle TV Show, which airs weekdays from 3-4:30 p.m. garnering 86,388 viewers across multiple stations including KSTP-TV (Mpls/St.Paul), WDIO (Duluth, MN) and KAAL(Rochester). This five-minute segment features a live interview on KSTP-TV. It includes verbal and logo mentions throughout the segment and a call-to-action or special offer. Additionally, the segment will be posted on the Twin Cities Live website (example: [view the Hayward Lakes segment](#)), which garners about 1.3 million unique monthly visitors. Maximum two participants per year, with one dedicated segment per partner.

> Cost: \$3,000

Program Deliverables

Travel Wisconsin handles the coordination of each opportunity and acts as point of contact with the station. This includes compiling any assets from the partners, outlining schedules, as well as media training of each participant who will appear on-air (if the program includes).

Let's Go with Catie Keogh (Chicago, IL)

- **1 segment on DayTime Chicago (WGN) (80,000 Impressions)**
- **Social Media (Facebook - 50,000 impressions & Instagram 52,000 impressions)**
 - > One static post or reel from DayTime Chicago published to each platform
 - > 3-5 stories posted to Instagram on the day of the segment
- **LinkedIn**
 - > One sponsored post on Catie Keogh's LinkedIn Page
 - > Includes a link that highlights the featured Wisconsin destination
- **Custom Email (50,000 impressions):** Custom, targeted email highlighting segment through Let's Go with Catie Keogh platform
- **WGN Homepage Takeover:** Sponsor the WGNtv.com homepage for one day (225,000 impressions)
- **Meta Post:** WGN's Meta Sponsored Posts let you repurpose :15 and :30 commercials, videos or program segments to reach a highly engaged, targeted audience across Facebook and Instagram; exposure for the month of the segment (75,000 impressions)

Twin Cities Live (Saint Paul, MN)

- **1 five-min segment** to air during Twin Cities Live from 3-4 p.m. (86,388 impressions across syndicated channels and re-airs)
 - > KSTP | Segment re-air during TCL's encore broadcast from 12:07-1:07 a.m.
 - > WDIO | TCL airs from 3-4:30 p.m.
 - > KAAL | TCL airs from 3-4 p.m.
 - > 45TV | TCL first hour airs the following day from 11 a.m. - 12 p.m.
- Partners have the option to travel in-studio or conduct an interview virtually.
- Twin Cities Live will wrap the segment with a promotional messaging about your tourism product. You have the option to include a call-to-action or special offer that will help viewers engage with your tourism product.
- The segment will be posted to [Twin Cities Live website](#) (UVM: 1.4 million). Partners will be provided a YouTube link to your segment and can post it on your website and/or social media (No YouTube or paid social please). The content link expires in one year.

Partner Asset/Contribution:

Let's Go with Catie Keogh:

- B-roll footage and image assets are required to participate in segment; if b-roll is needed, an extra travel fee and on-the-ground expenses will apply (est. \$3,500-4,500).
- Partner handles drafting talking points with review and approval by Travel Wisconsin one month prior to segment air date; TURNER will liaise with Catie Keogh to share final on-air talking points for segment.
- Partner drafts a Catie Keogh custom email.
- Partner provides website and social handles for post-segment call-to-action.
- Partner provides a banner ad for WGN website.

Twin Cities Live

- Partner handles drafting talking points with review and approval by Travel Wisconsin two weeks ahead of time.
- Partner appoints a spokesperson for the segment.
- Partner participates in mandatory 30-minute media training with TURNER PR at least two weeks ahead of the interview.
- Partner is responsible for providing language, b-roll and logo required for mention on Twin Cities Live.
- Partner is responsible for providing information for call-to-action or special offer (social handles, website link, special offer information, etc.)

***If interested in in-studio segment, partner is responsible for all of their own travel costs (i.e. transportation, accommodations, etc.)

Deadline for Sign-up

December 5, 2025

To participate, submit your reservation through the form on Industry.TravelWisconsin.com. After submitting your reservation, you'll receive a confirmation email about planning and next steps.

Who Can Participate

Broadcast/Podcast + Media training is open to Destination Marketing Organizations (DMOs), associations and any tourism-related businesses and events. Reservations are accepted on a first-come, first-served basis with final confirmation/approval up to the discretion of Travel Wisconsin. This Co-op is limited to one partner and cannot be combined with others.

Available Offerings/Timing

Let's Go with Catie Keogh

- Spring/Summer 2026
- Fall 2026

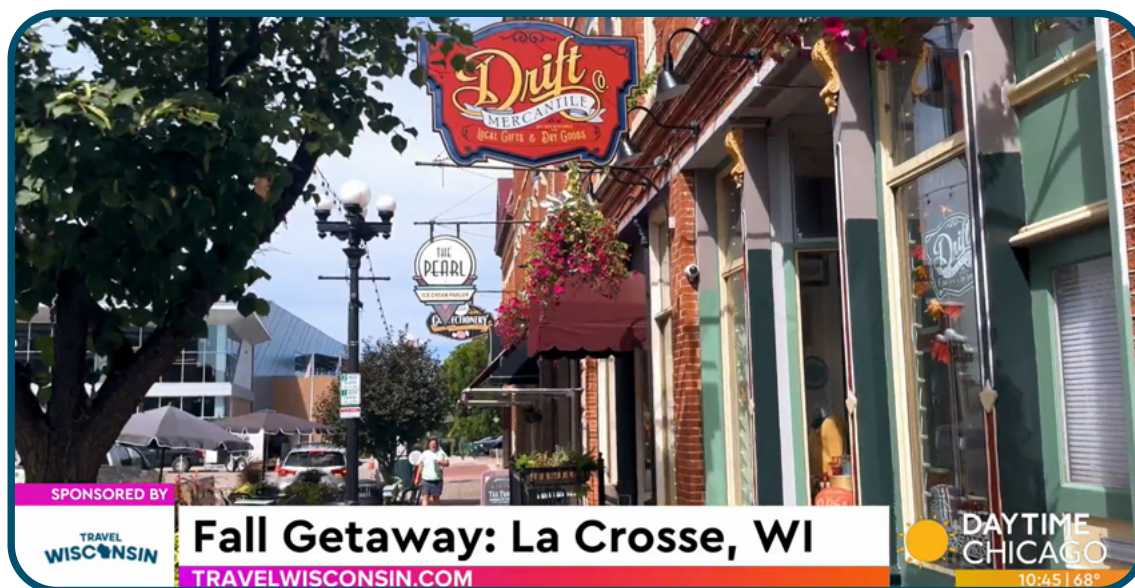
Twin Cities Live

- Spring 2026
- Summer 2026

Cost

Let's go with Catie Keogh **\$10,000**

Twin Cities Live **\$3,000**



OFFICE OF GROUP TRAVEL CO-OP PROGRAMS



NEW!

MEETINGS TRADESHOW ACTIVATION

New to the 2026 Co-op, you can now officially collaborate with Meet In Wisconsin to create awareness for Wisconsin's meetings and conventions industry and generate leads for your community. Partners will be part of a booth presence and activation at key industry-related tradeshows. This Co-op will allow you to meet industry professionals one-on-one and build relationships with these decision-makers.

These partnerships allow you to converse with global industry professionals in the Meet in Wisconsin booth, be recognized as a top-tier meeting, convention, retreat and incentive destination by attendees and be part of a shared activation.

About Meet In Wisconsin

Travel Wisconsin utilizes its Meet In Wisconsin brand for the promotion, sales and marketing of the meetings and convention industry. This is your opportunity to benefit from this statewide brand displayed through our new professional booth at industry trade shows to attract more meetings and conventions to your destination.

Eligibility

This opportunity is open to Destination Marketing Organizations (DMOs), hotels and resorts with convention centers and industry partners with meeting space. This Co-op is limited to the first 10 representatives who sign up for each trade show, with a maximum of two representatives per participating partner organization. All partners are subject to Travel Wisconsin approval.

Available Offerings/Timing

The following is a list of available partnership opportunities:

Tradeshow	Location	Event Date	Registration Deadline
<u>Meeting Professionals International (MPI)-World Education Congress (WEC)</u>	San Antonio, Texas	June 1-4, 2026	March 1, 2026
<u>American Society of Association Executives (ASAE)</u>	Indianapolis, Indiana	August 15-18, 2026	May 1, 2026
<u>Connect Tradeshow</u>	Tampa, Florida	August 24-26, 2026	May 1, 2026
<u>IMEX</u>	Las Vegas, Nevada	October 13-15, 2026	July 1, 2026
<u>Holiday Showcase</u>	Chicago, Illinois	December 2-3, 2026	September 1, 2026

MEETINGS TRADESHOW ACTIVATION

Partner Asset/Contribution

To participate in this program, register for each tradeshow you'd like to participate in and submit your reservation(s) through Industry.TravelWisconsin.com. After submitting your reservation(s), you'll receive an email confirming your reservation request has been received.

Due to limited space in the booth, partners will be allowed to have one promotional item, one business card and one promotional collateral piece available for tradeshow attendees.

Partners are responsible for shipping, delivery and handling of their own promotional items to the show(s).

All partners are responsible for registering and paying for their show registration(s).

Program Deliverables

Travel Wisconsin will purchase and manage a booth space on the tradeshow floor. Travel Wisconsin will also purchase, plan and manage an activation on the trade show floor, luring attendees to the booth space.

The Office of Group Travel will send out pre- and post-show correspondence to all booth partners.

Cost

The cost to participate in **each** tradeshow and activation is **\$2,500**. You will be invoiced following your confirmation to participate.

All partners are responsible for registering and paying for their show registration(s). Additionally, partners are responsible for their own travel expenses as well as shipping their promotional items.

Deadlines & Timing

Payment is due one month prior to the show. If not received by the payment deadline, partners will not participate in the booth experience and activation.



NEW!

TEAMS CONFERENCE + EXPO ACTIVATION

New to the 2026 Co-op, you can extend your reach to Sports Rights Holders and Sports Event Organizers at the annual TEAMS Conference + Expo, October 26-29, 2026, in Birmingham, AL. This is an opportunity to officially collaborate with Sports Wisconsin to create awareness for Wisconsin's sports destinations and facilities. Additionally, you'll build relationships with decision-makers and generate leads for your community.

Partners will be part of a booth presence, booth activation and one-on-one trade show appointments with sports event professionals.

About Sports Wisconsin

Travel Wisconsin utilizes its Sports Wisconsin brand for the promotion, sales and marketing of the sports tournament and event industry. Sports Wisconsin made a significant investment in a professional booth and exhibiting at industry-related trade shows.

Who Can Participate

This opportunity is open to Destination Marketing Organizations (DMOs), hotels and resorts with convention centers and industry partners with space to host sports tournaments and events. This Co-op is limited to two representatives per participating partner organization. This offer is limited to the first six representatives who sign up. All partners are subject to Travel Wisconsin approval.

Partner Asset/Contribution

To participate in this program, register for each tradeshow you'd like to participate in and submit your reservation through [Industry.TravelWisconsin.com](https://www.Industry.TravelWisconsin.com). After submitting your reservation, you'll receive an email confirming your reservation request has been received.

Due to limited booth space, partners will be allowed to have one promotional item, one business card and one promotional collateral piece available for trade show attendees.

Partners are responsible for shipping, delivery and handling of their own promotional items for the show(s).

All partners are responsible for registering and paying for their show registration(s) separately with Northstar Meeting Group.

Program Deliverables

Travel Wisconsin will purchase and manage a booth on the trade show floor. Travel Wisconsin will also purchase, plan and manage an activation on the trade show floor, luring attendees to the booth space. Sports Wisconsin will host up to 40 one-on-one shared appointments with Co-op participants.

The Office of Group Travel will send out pre- and post-show correspondence to all booth partners.

Cost

The cost to participate in the shared Sports Wisconsin booth, activation and appointments is **\$2,500**. You will be invoiced following your confirmation to participate.

Partners are responsible for their own promotional items, TEAMS registration fees and travel expenses, which are not included in the Co-op pricing.

Deadlines & Timing

Reservations must be submitted by **June 15, 2026**. If payment is not received one month prior to the show start date, partners will not be allowed to participate in the shared booth experience.



TRAVEL WISCONSIN IMAGE GUIDELINES

The impact of a photo is immediate. At one glance, viewers can sense the thrill of a waterslide, the wonder of a winterscape, the vibe of a brewery surrounded by friends. Our photography captures those feelings and more, proving how great it feels to explore Wisconsin.

When selecting images, look for images that communicate shared moments of connection - be it a connection to place or new experiences, to meaningful moments and especially to one another.

Movement: Include movement whenever possible. Avoid static poses and touristy finger pointing in favor of natural reactions and spontaneous moments of joy and revelry. The talent should feel like they are in motion - walking, discovering a new attraction, splashing in water. Incorporating movement is possible in even the smallest of ways, the micro-moments, such as conversation, hands gently parting at an art museum, excitement from food being brought to the table.

Framing: Aim to make a viewer feel like they are with the people in the photo. Remember to include framing options that leave ample room left or right of your subject to lay type over the image.

Lighting and Editing: Using natural light is always preferred, but when in situations that don't have good light conditions, make the light feel as natural as possible. All images should look natural with good contrast and avoid overly edited or color corrected treatments to images.

Photographing People: Bring an immersive perspective to the image. Put the viewer there in the moment as a fellow traveling companion. Capture real moments and real emotion with real people - intimacy, discovery, joy, laughter, wonderment, adventure, reminiscing.

Detailed Close Ups: Details help tell the story. Be sure to key in the little things that make the experience more complete. Images of food and drink should be shown in context with optimum natural light.

Wide Scenic Shots: When capturing a sense of place and wide scenic beauty, keep people at the center of the story. Strive to communicate their experience and let everything else serve as the backdrop.

Aerial Images: Consider drone photography to dramatize a sense of place and scale.



Images should be compelling and engaging and follow the guidelines above as best as possible.

Travel Wisconsin will use our image library to find an acceptable photo if you are unable to provide suitable imagery.

TRAVEL
WISCONSIN