

Points of Interest and Events Guidelines for TravelWisconsin.com

The purpose of TravelWisconsin.com is to inspire travelers to choose Wisconsin over other destinations. We do this by providing comprehensive, carefully curated and accurate content that aligns with travelers' interests and highlights Wisconsin's memory-worthy tourism offerings. We evaluate all content from a traveler's perspective to ensure it delivers on our brand promise: Wisconsin, where the unexpected is ready to be discovered. By aligning with this brand promise, we have the highest chance of remaining in a traveler's consideration as they move through the consumer journey toward booking a trip.

The criteria outlined below are not exhaustive. Please contact Travel Wisconsin directly for any questions or clarification.

Contact Information:

Main Contact: Courtney Rinka, crinka@travelwisconsin.com.

General Contact: Customer Service, tourismtourinfo@travelwisconsin.com.

Points of Interest for TravelWisconsin.com must meet the following criteria:

- **Physical Location:** must have a physical address within Wisconsin state borders. PO boxes are not accepted. If you are unwilling to provide and publicly list a physical address, your listing will not be considered.
- **Tourism-Related:** must be leisure-tourism related, such as recreation activities, attractions, dining or accommodations.
- **Public Access:** must be open to the public with regular hours. Seasonal businesses must operate for at least four consecutive months (weather-related exceptions apply). "By appointment only" businesses will be considered on a case-by-case basis.
- **Regional Appeal:** should attract travelers from outside the immediate area, generally beyond a 50-mile radius, with the potential to encourage overnight stays.
- **Online Presence:** must include at least one website and/or social media link for more information.
- **Visual Content:** must include at least one photo, ideally 3-5 photos.
- By submitting content and photos to a listing on TravelWisconsin.com, you are confirming that you/the business has the rights to all information on the listing, including the photos.

What generally does NOT qualify to submit as a business or attraction?

- **Standard retail establishments** (grocery stores, hardware stores, pharmacies, salons, etc.)
- **National chain businesses** (fast food, retail, etc.)
- **Organizations, groups, clubs, etc.**

Additional Accommodation Requirements:

Accommodations must be properly licensed with their local municipal government and the state to qualify for a listing on TravelWisconsin.com.

Events for TravelWisconsin.com must meet the following criteria:

- **Physical Location:** must take place within Wisconsin state borders and have a physical venue with a verifiable address. PO boxes are not accepted. If you are unwilling to provide and publicly list the event's physical location, it will not be considered.
- **Tourism-Related:** must be leisure-tourism related, such as statewide or regional fairs and festivals, cultural or recreational activities, major and minor league sporting events, performances or food and drink experiences.
- **Public Access:** must be open to the public. Events held "by invitation only" or with restricted access will not be considered.
- **Regional Appeal:** should attract travelers from outside the immediate area, generally beyond a 50-mile radius, with the potential to encourage overnight stays.
- **Online Presence:** must include at least one website and/or social media link for more information.
- **Visual Content:** must include at least one photo, ideally 3-5 photos. First-time events may be approved on a case-by-case basis without a photo if photos are not available.

What generally does NOT qualify to submit as a tourism event?

- **Non-Tourism Events:** Events such as retail sales, grand openings, fundraisers or cause-related activities, personal development seminars, workshops, meetings and ongoing activities that are part of regular business operations.
- **Amateur & Non-Professional Events:** Youth, high school or college sports competitions, and theater productions.
- **Locally-Focused Events:** Events that mainly cater to local audiences and neighborhoods, offering experiences or activities that hold little interest for tourists or travelers from outside the area.

If you're uncertain about your event's eligibility, feel free to reach out for clarification. Travel Wisconsin reserves the right to decline events that are not primarily directed at promoting tourism in the state and/or that are determined to be potentially controversial, political, offensive or otherwise contrary to the department's statutory mission.

Approval and Rejection Process

Travel Wisconsin reviews all listing submissions prior to their publishing on the live website. Review and approval will be handled as soon as practicable but may take up to 10 business days or more during times of a high quantity of submissions.

Approval or rejection of all submissions is at the sole discretion of Travel Wisconsin, which reserves the right to edit or refuse any submission without notifying the submitter and to remove a listing without notice. Occasionally, submissions that were initially denied may be approved once the submission is corrected according to the provided guidelines. Once approved, assigned partners are responsible for keeping the information up to date.

Entities will be listed at the sole discretion of Travel Wisconsin, following the guidelines and criteria established. Travel Wisconsin reserves the right to make exceptions to these criteria on a case-by-case basis.

Wisconsin Governor Tony Evers

Wisconsin Department of Tourism Secretary Anne Sayers

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