

TRAVEL WISCONSIN



ROAD TRIP TO WONDER TOOLKIT

WONDERS OF WISCONSIN

In Wisconsin, there's always more to see. The Wonders of Wisconsin campaign invites travelers to uncover the unexpected and dive deeper into what makes our state truly one-of-a-kind. Full of surprises, Wisconsin serves as a unique playground for heartwarming moments and heart-pumping adventures.

ABOUT THE WONDERS

Wonders of Wisconsin serve as anchors to promote travel across the state from our [14 target designated market areas \(DMAs\)](#), including the key markets Chicago, Minneapolis and Milwaukee. To further grow the economic impact of this campaign by encouraging visitors to experience *one more* unexpected experience in Wisconsin, we're introducing the Road Trip to Wonder framework. This toolkit is designed to help you maximize the campaign's impact. It highlights the strategy, resources and promotional opportunities and to invite visitors to create *one more* memory in your community on their Road Trip to Wonder.

1 Apostle Islands National Lakeshore

BAYFIELD, WI

2 Taliesin

SPRING GREEN, WI

3 Witches Gulch

WISCONSIN DELLS, WI

4 Milwaukee Art Museum

MILWAUKEE, WI

5 Eagle Tower

FISH CREEK, WI

6 Kohler-Andrae State Park

SHEBOYGAN, WI

7 Granddaddy Bluff

LA CROSSE, WI

8 Yerkes Observatory

WILLIAMS BAY, WI

9 Devil's Lake

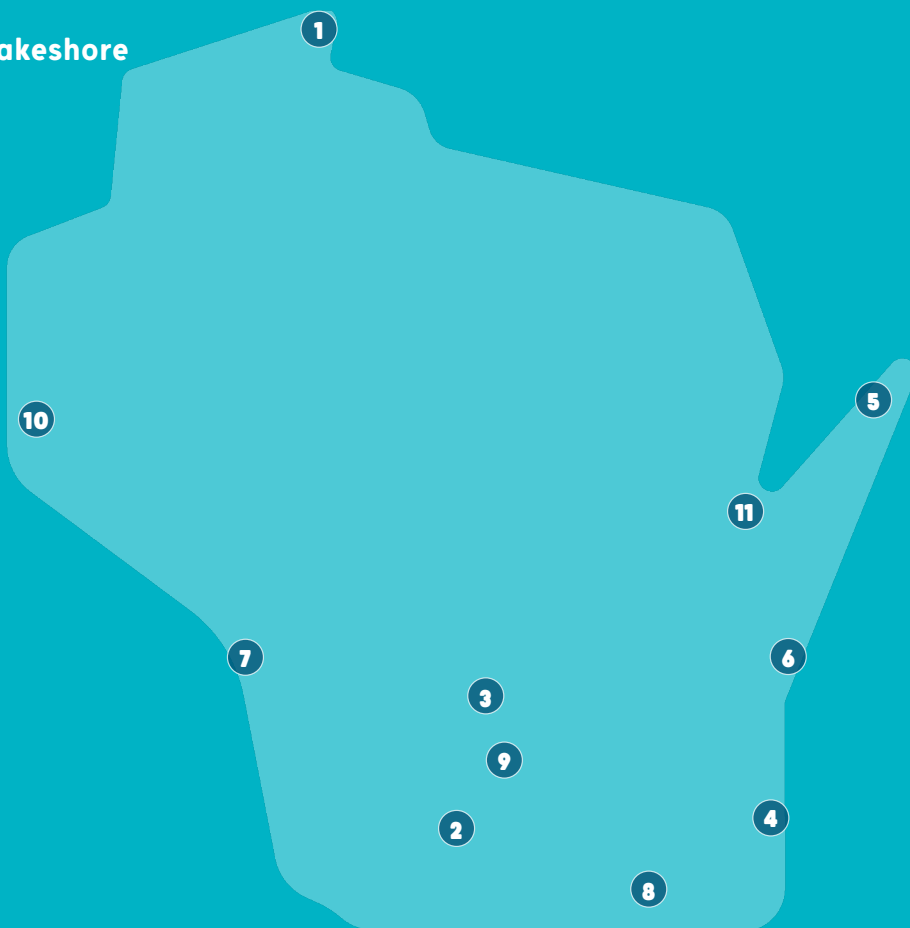
BARABOO, WI

10 Willow Falls

HUDSON, WI

11 Lambeau Field

GREEN BAY, WI





ABOUT THE ROAD TRIP STRATEGY

Longwoods International named 2026 the year of the Great American Road Trip. Travelers are expected to shift toward shorter-duration and lower-cost trips, including regional drive markets. Between Memorial Day and Labor Day, 67% of American adults plan to take at least one domestic road trip.* Also, 41% of travelers are choosing destinations closer to home this summer.**

These road trips are about travelers experiencing Wisconsin their way. No rigid schedules, just wide-open roads and the freedom to choose the stops that light up their family. We want travelers to find ways to break up their long drives with treats, detours and **“Wait, pull over!”** discoveries.

Road Trip to Wonder inspires travelers to explore more of our state through longer, richer and more economically impactful visits. Itinerary suggestions are anchored by must-do stops at Wonders of Wisconsin and promote a broader range of one-of-a-kind experiences that embody the sentiment, **“I can’t believe that’s in Wisconsin.”**

SOURCES: *MMGY Global. **U.S. Travel Association



ROAD TRIP TO WONDER ITINERARIES

[The Hidden Gems Road Trip](#)

[The Scenic Route Road Trip](#)

[The Beach Days Road Trip](#)

[The Bucket List Summer Road Trip](#)

THE CAMPAIGN BEHIND ROAD TRIP TO WONDER

The Wonders of Wisconsin campaign prioritizes marketing to high-intent travelers in key drive markets, and builds emotional connection and destination consideration. By focusing on Road Trip to Wonder itineraries and paid social, this campaign positions Wisconsin as the easiest and most compelling road-trip in the Midwest.

Road Trip to Wonder offers a unique opportunity to disperse visitation around the state, enabling a wider range of communities and tourism partners to benefit from increased awareness and economic activity. Our approach to inspiring travelers goes beyond advertising; it's about fostering a deep connection with Wisconsin. We invite travelers to envision themselves and their families experiencing the wonders of our state, igniting their imaginations and prompting them to craft their own itineraries.



INDUSTRY RESOURCES

This toolkit is designed to help you maximize the impact of the Road Trip to Wonder campaign in your destination. Through resource sharing and identifying promotional opportunities, we'll foster collaborative synergy, amplify Wisconsin's message and support the economic impact of tourism. **Get creative!** [Here are some ideas to guide you:](#)

NOT INCLUDED IN AN ITINERARY, NO WORRIES!

Leverage your existing road trip itineraries (or create new ones!) to highlight your destination's can't-miss spots on your social channels or create new ones featuring your destination as a stop along the Road Trip to Wonder route.

Consider positioning your destination as a gateway, midway or final stop on a larger road trip itinerary. Provide the traveler with reasons why your destination is worth including or detouring for.

- **Create a route that connects different regions or interests**, like culinary trails that include restaurants or breweries, to inspire the traveler to have one more meal, visit one more attraction or stay one more night.
- **Provide insight to the best driving routes and scenic drives** that a visitor's GPS may not suggest.
- **Highlight an experience including lodging, dining and activities as part of a weekend itinerary or getaway package.** Coordinate with local partners to expand the reach, offering special offers, drink specials and menu items that encourage guests to explore more and stay longer.
- **Promote can't miss selfie spots** and design your itinerary to include shareable photo moments that inspire visitors to capture and post their Wisconsin experience.

Pitch your Road Trip to the media. Tell the media what is new, unique or what differentiates your itinerary. Think about the perfect hook that would encourage the media to write about or travel to your destination. Use your itineraries to host journalists in your destination.

Things to consider:

- *Is there a cool angle or theme to your itinerary that can't be experienced anywhere else?*
- *Is there something timely happening along your itinerary that makes it particularly relevant at a specific time?*
- *Does your itinerary feel like traveling to another place around the world?*
- *Are there untold stories of people, volunteers, destination heroes or "culture keepers"- a person who promotes, celebrates and protects cultural heritage and community identity that you could include in your media pitch or interviews?*

Host a Content Creator. Host a content creator to travel one of your itineraries and share their experiences on social media. Consider buddying up with a regional partner to co-host a creator. We know that travelers don't see borders and teaming up with another destination in your region can make the itinerary and final content more robust. Contract multiple deliverables and determine a strategic post cadence with the creator (consider some immediate posts and others when the content is most seasonally relevant in the future) to get the most efficiency out of the trip and stretch your hosting dollars.

Use existing events to inspire travel. As consumers visit TravelWisconsin.com as part of the Road Trip to Wonder promotion to explore locations statewide, ensure that your points-of-interest (POIs) and event listings are up to date for each season. If you have any questions about event integration on the Travel Wisconsin site, please refer to the document [here](#)

Leverage the free offers listing on TravelWisconsin.com/deals

Do you love the idea of a traveler spending one more night, having one more adventure or eating one more meal in your destination? Work with your local businesses to create special offers that encourage extended stays and drive economic impact. We recommend offers like BOGO attractions, hotel discounts such as 3rd night free or free admission for children. For more information on how to include your offer, please visit the [industry website](#). Don't forget to share these events and deals within your media network as well.

IS YOUR DESTINATION INCLUDED IN A TRAVEL WISCONSIN ROAD TRIP TO WONDER ITINERARY? HERE ARE ADDITIONAL THINGS YOU CAN DO TO AMPLIFY YOUR DESTINATION!

Create content on your own channels. Highlight the Wonder and nearby locations worth visiting in an article or blog post to encourage visitors to see it for themselves. Make sure to include other things to see and do, and local tips.

Share content on your social media channels or email. Share Travel Wisconsin's content featuring Road Trips leading to your destination to help spread the word and link to the Road Trip to Wonder itinerary-based landing page to your email database or on your social channels.

Showcase the Wonder in your Visitor Center. Create materials to highlight your local Wonder. Engage with visitors during conversations to promote the Wonder and one more thing to do on a Road Trip to Wonder. Consider creating a button for staff to wear, that says 'Ask me about our Wonder'.

Extend the reach through paid promotion. Incorporate the promotion into your paid campaigns to leverage the larger Road Trip to Wonder campaign platform and drive interest to your destination.

Share the promotion with your local industry partners. Create an announcement to your local industry partners and stakeholders to highlight your region's connection to the

STAY CONNECTED!

We'd love to see how you put these ideas into action! Share examples of your efforts with your [Tourism Development Specialist](#) or reach out with questions along the way.