

## **Sustaining Northwest Wisconsin Tourism**

*The citizens of Northwest Wisconsin request:*

- **That the Department of Tourism maintains their current focus and commitment to tourism in Northwest Wisconsin; and also realizes that tourism and economic development is synonymous in Northwestern Wisconsin. Future efforts should mirror efforts seen over the last several years.**

### **MARKETING STRATEGIES:**

The Department of Tourism has actively included Northwest Wisconsin in their statewide efforts. Two programs in particular can be of great benefit to our area:

- Advertising in our target markets (primarily Twin Cities and Duluth) – It is critical that the Department builds its presence in these markets
- Travel Green – this program is a perfect fit for our area and it is one that we can truly benefit from so we need to see a commitment to helping to both promote the program to our area businesses as well as continue to make improvements to the program. Also, an increased investment in the marketing of the program will be a critical component to its success.

### **REVENUE POTENTIAL:**

The revenue potential for northwest Wisconsin is immense. Both the Governor and Secretary of Tourism have witnessed first hand the unique and diverse resources of the Northwest. Through their efforts both the State and Region will benefit from their continued focus.

### **COOPERATION:**

We must continue to work together to celebrate our State and Regional riches. We encourage the Governor and Secretary of Tourism to maintain their efforts of promoting tourism throughout Northwest Wisconsin.

For further information contact:

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