

## **Increased Awareness of Northwest Wisconsin as a Premiere Travel Destination**

***The Citizens of Northwest Wisconsin request:*** *That the Wisconsin Department of Tourism increase awareness of Northwest Wisconsin as a premier travel destination.*

**Reason for the Request:** As our economic realities change, we are looking to adopt new approaches towards a prosperous future. We are requesting assistance to promote our region's natural assets, specially the four-season recreational opportunities available in this area.

An increase in tourism could provide a major, and above all sustainable, economic foundation for Northwest Wisconsin. Some potential economic impacts include, but are not limited to:

- Increased revenue for businesses along corridors leading to Northwest Wisconsin.
- Stimulated local business and job creation.
- Benefits for locals who, like tourists, can enjoy increased commercial (e.g., retail and restaurants) and recreational (e.g., ski resorts and bike trails) options.
- Raised awareness and stewardship of natural features that serve as attractions.
- Greater professional development opportunities in hospitality training and collaboration among local businesses.

The Northwest should be a centerpiece of tourism in Wisconsin because of its ability to cater to a variety of interests. We have the potential to satisfy everyone, from ATV and snowmobile enthusiasts, to active hikers, bikers, and skiers, to wildlife sportsmen and women, and anyone else who appreciates the beauty of a wooded rural environment. However we need more resources to adequately serve this diverse audience, and the marketing assistance to make Northwest Wisconsin known as a premier travel destination.