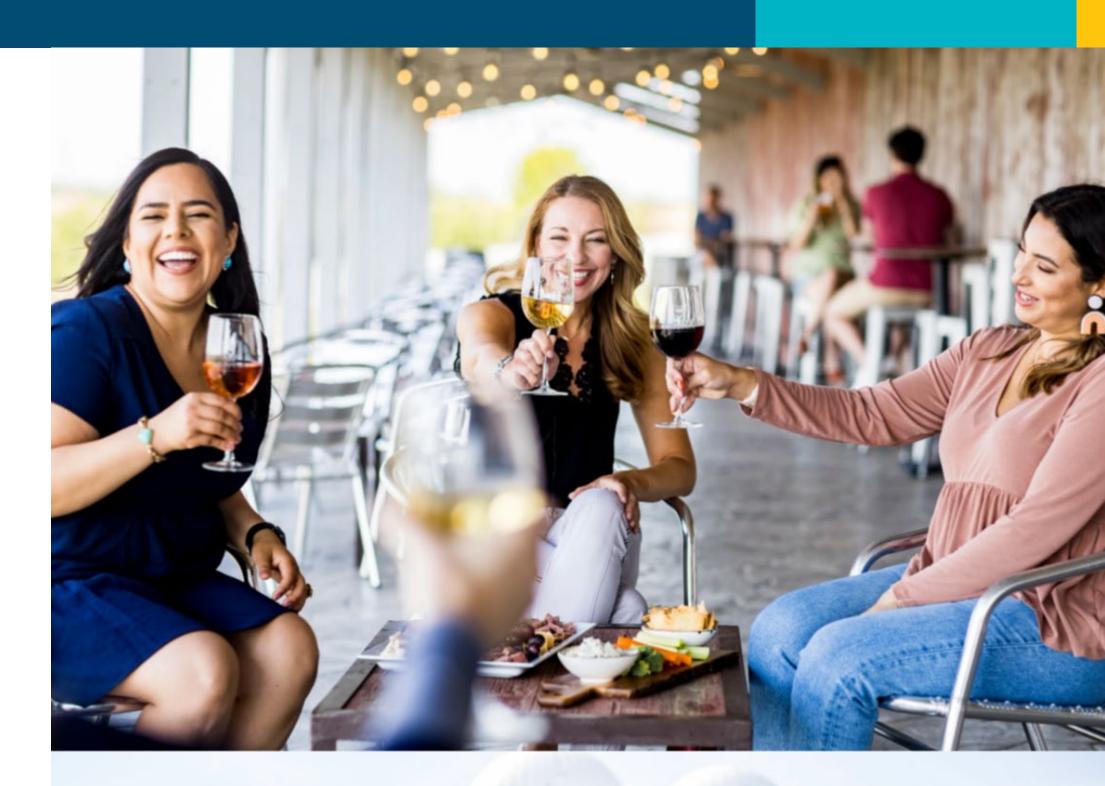
# MARKETING & PRCO-OPS

# CO-OP GOALS

- Increase awareness
- Elevate travelers' image of the state and our offerings
- Demonstrate measurable impact
- Increase tourism industries overall economic impact on the state of Wisconsin





#### CO-OP PROGRAMS

#### MARKETING PROGRAMS

- WI Traveler
- Facebook/Instagram
- Special Offers
- Data
- WTMJ
- Paid Search
- Custom Emails
- Sponsored Articles
- Guides

#### **PUBLIC RELATIONS PROGRAMS**

- Group FAMs
- Individual FAMs
- Influencers
- Media Missions
- Midwest Broadcast + Media
   Training



# 192 PARTNERS



#### CO-OP PROGRAMS

#### MARKETING PROGRAMS

- WI Traveler
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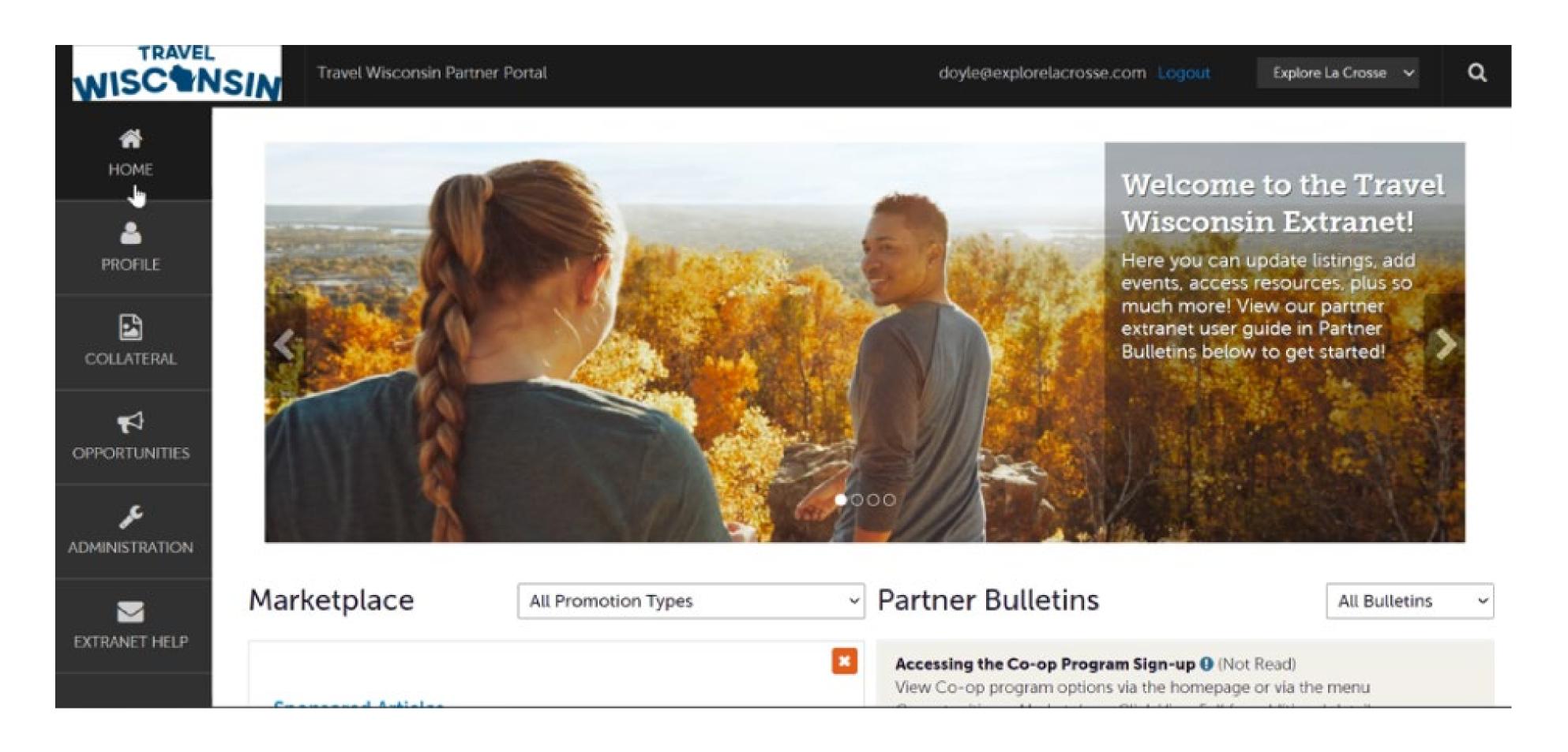
#### **PUBLIC RELATIONS PROGRAMS**

- Group FAMs
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   Training



## SIGN-UP FOR CO-OP PROGRAMS

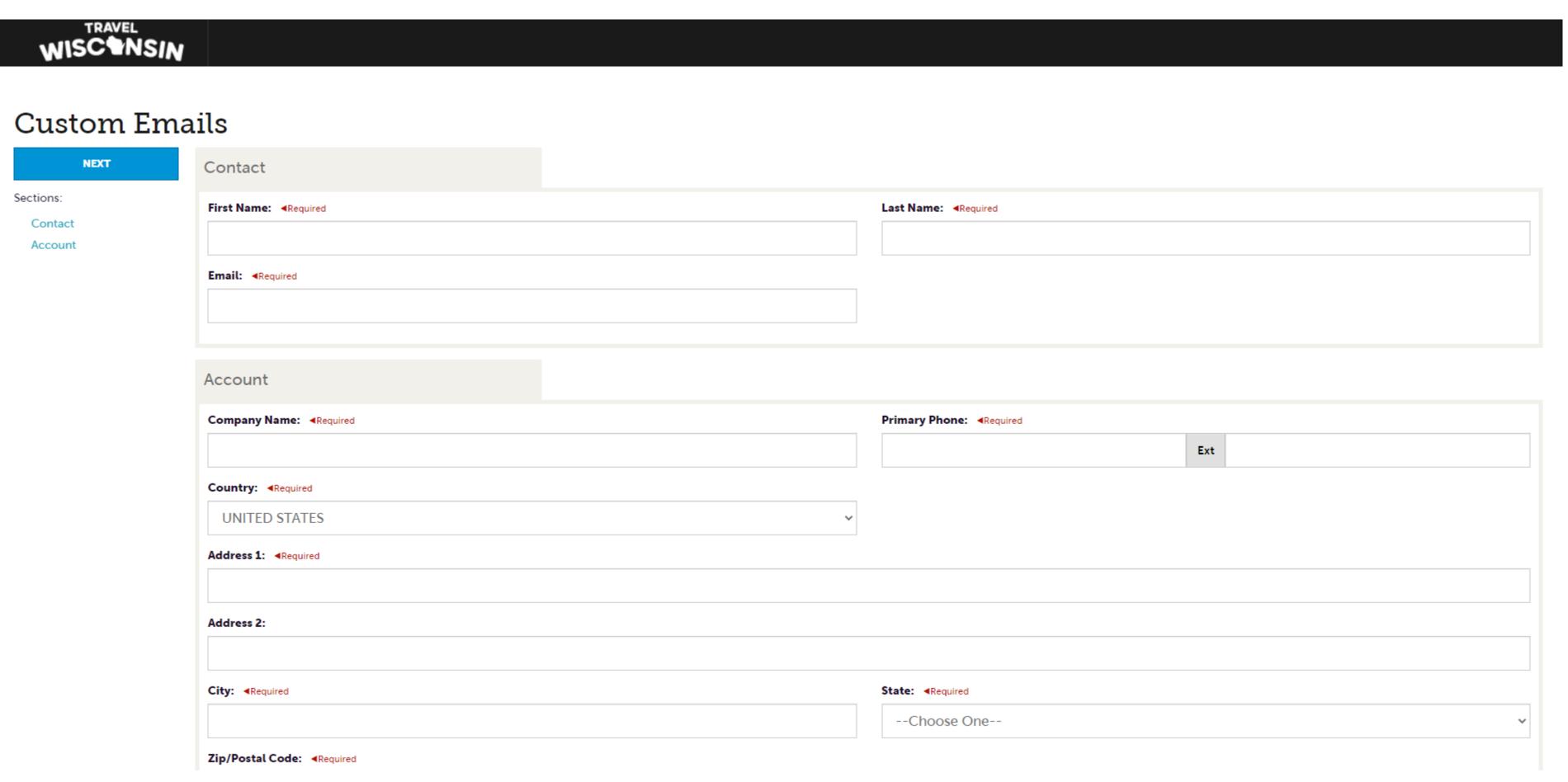
Extranet Partners:





### SIGN-UP FOR CO-OP PROGRAMS

Tourism Partners Without Extranet Login:





# 2023 CO-OP PROGRAM COMING OCTOBER 2022

