



Marketing Wisconsin: The Key Travel Motivators for Leisure Travelers

ANNA BLOUNT
March 2022





WHO WE ARE

Established in 1978 as a market research consultancy

Headquartered in Columbus, OH and Toronto, ON

Focused in tourism since 1985

Working with over 150 Destinations and Brands



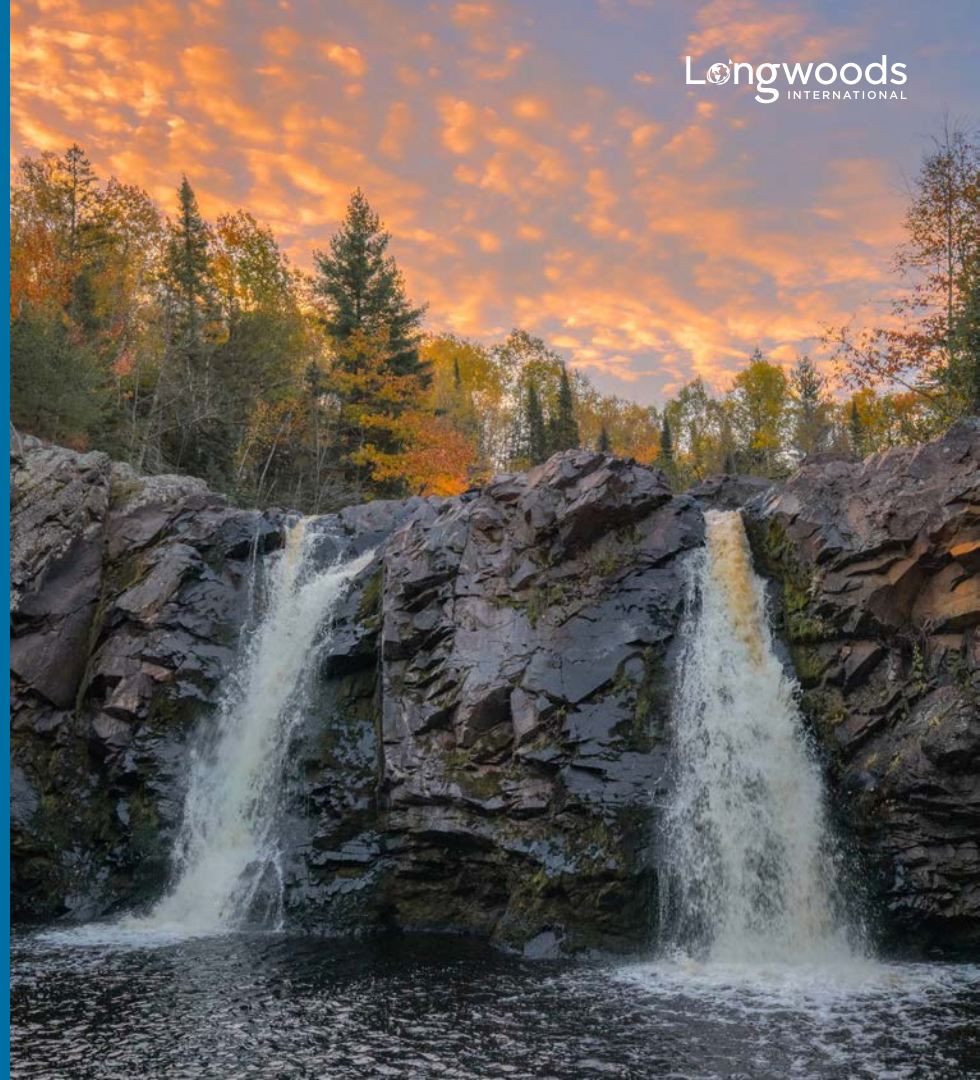


AGENDA

- U.S. Travel Trends Trends
- Wisconsin's Leisure Travel Motivators
- Impact of Advertising & Visitation
- Halo Effect of Tourism Advertising
- Questions

01

U.S. Travel Trends



Increased Competition for Domestic Visitors



Strategic Focus on Travel Motivators is Key





EST. MARCH 2020

COVID-19 American Travel Sentiment Study Wave 57

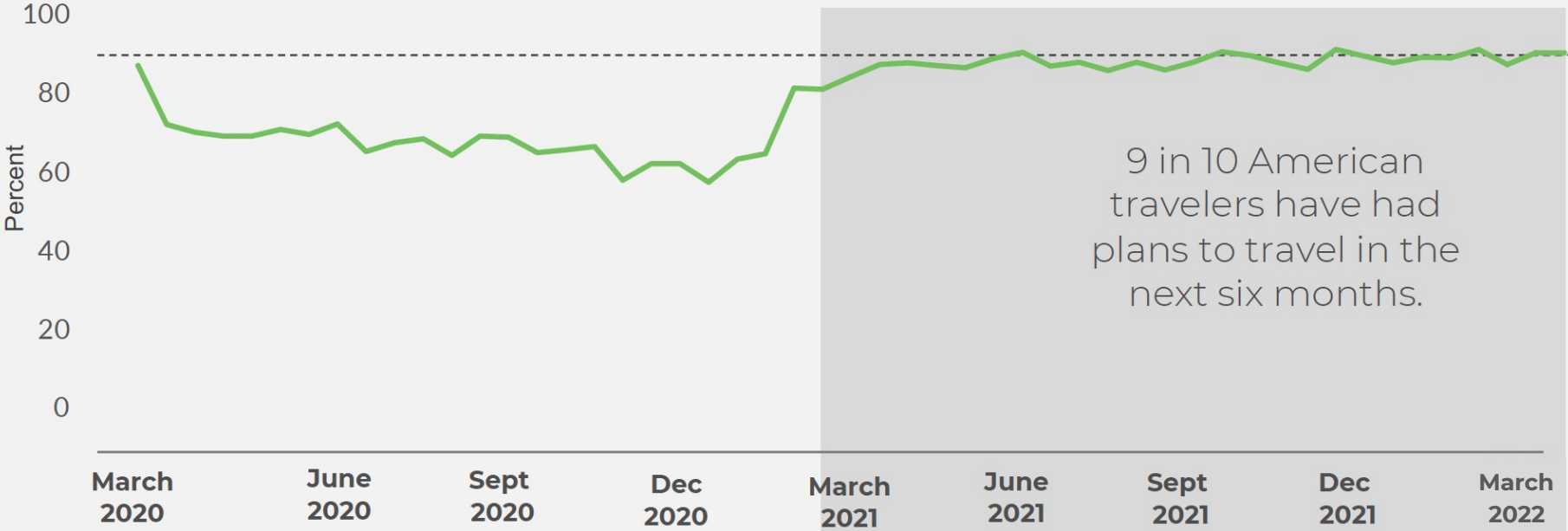
Fielded March 2, 2022

U.S. National Sample of 1,000 adults

miles
PARTNERSHIP

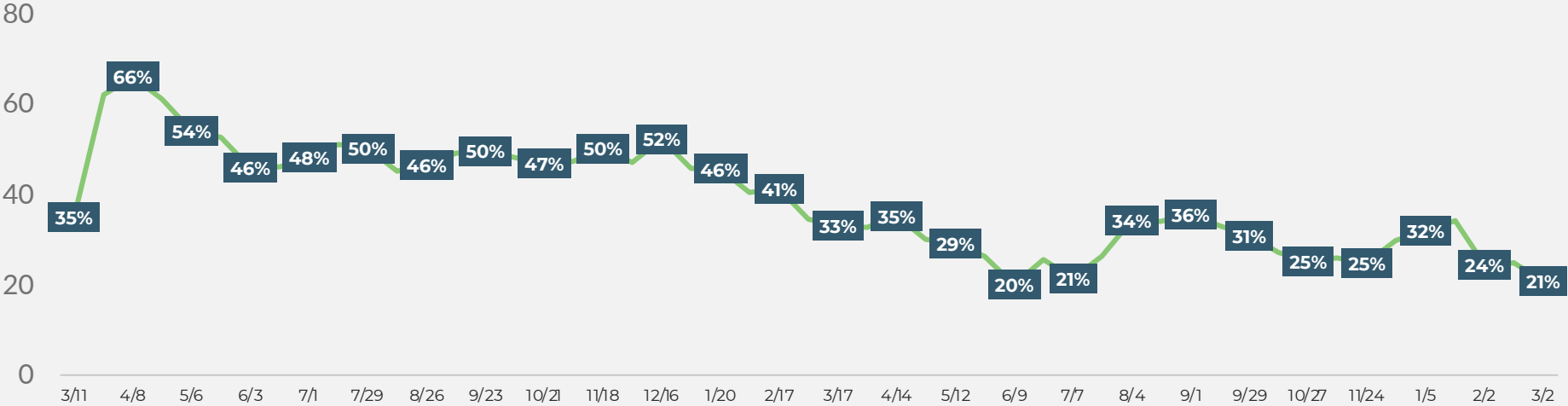
Longwoods
INTERNATIONAL

Do Americans intend to travel?



Impact of COVID-19 on Travel

Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months





Impact of Gas Prices

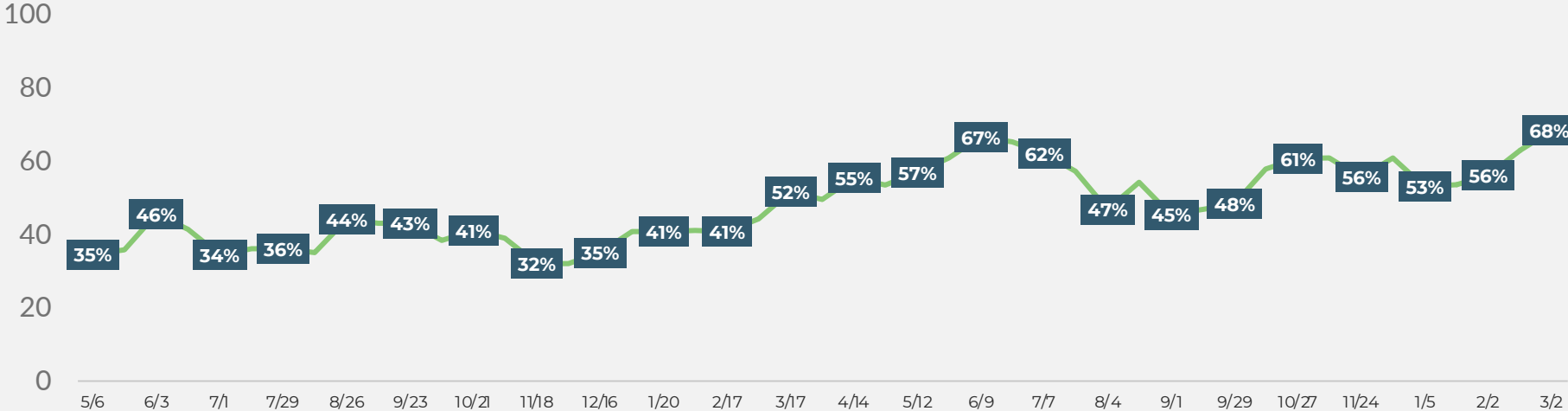
59%

**Rising gas prices will
impact decisions on
travel in next six months**

29% strongly impact

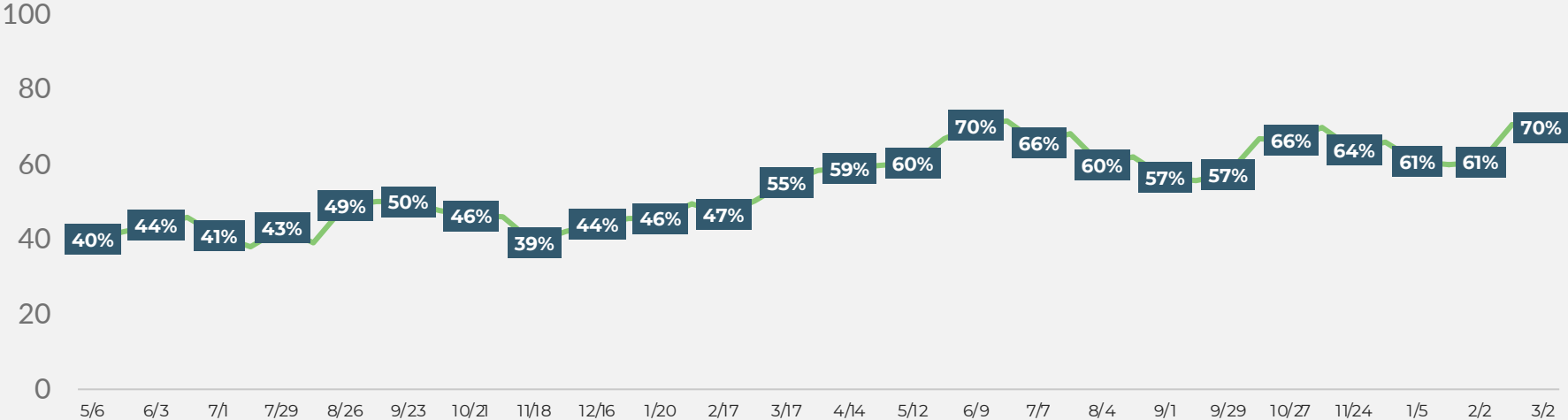
Travel Perceptions

Support Opening Up Community to Visitors



Travel Perceptions

Feel Safe Traveling Outside Own Community



02

Wisconsin's Leisure Travel Motivators

Deciding Where to Go on Vacation

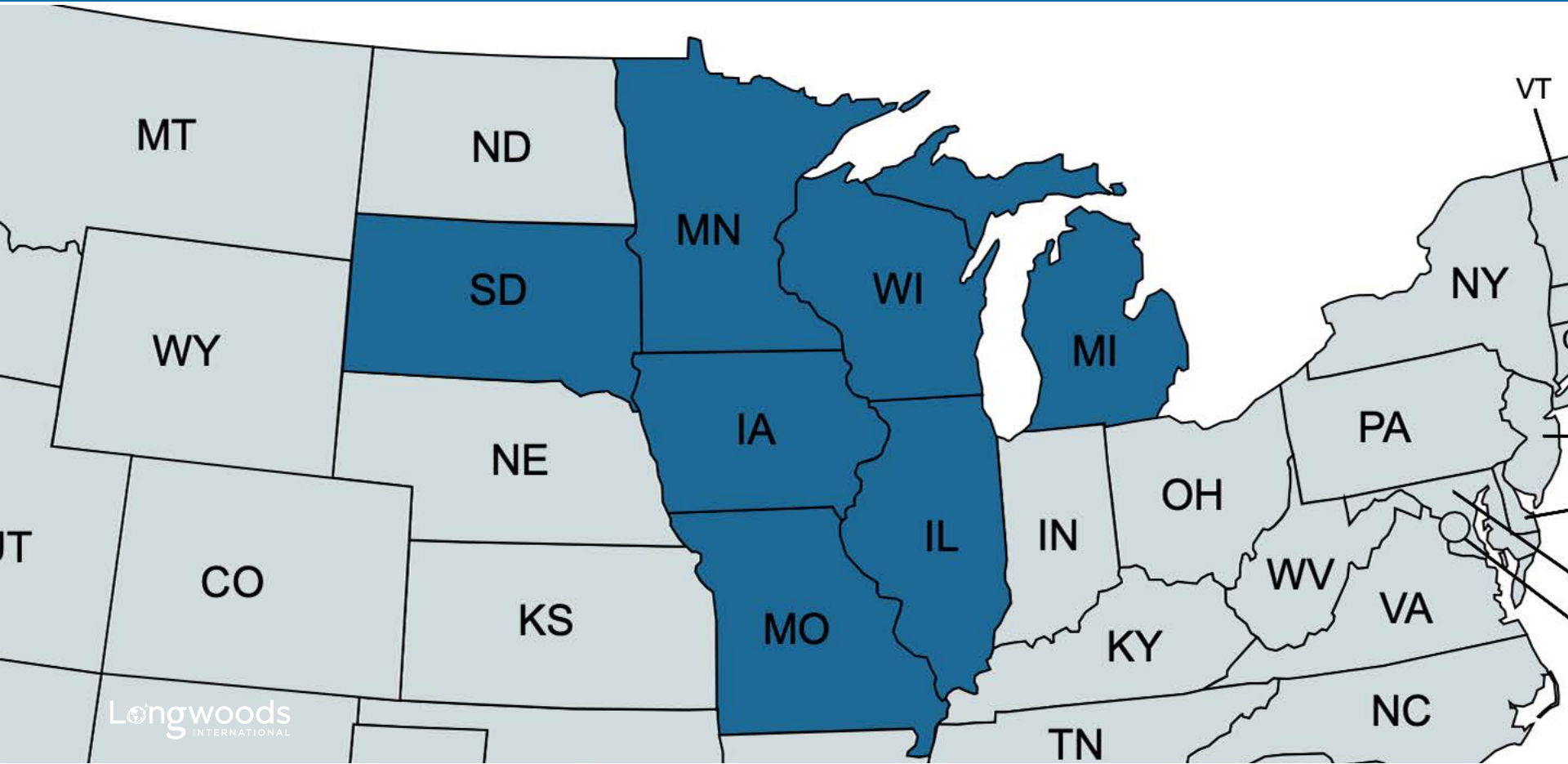




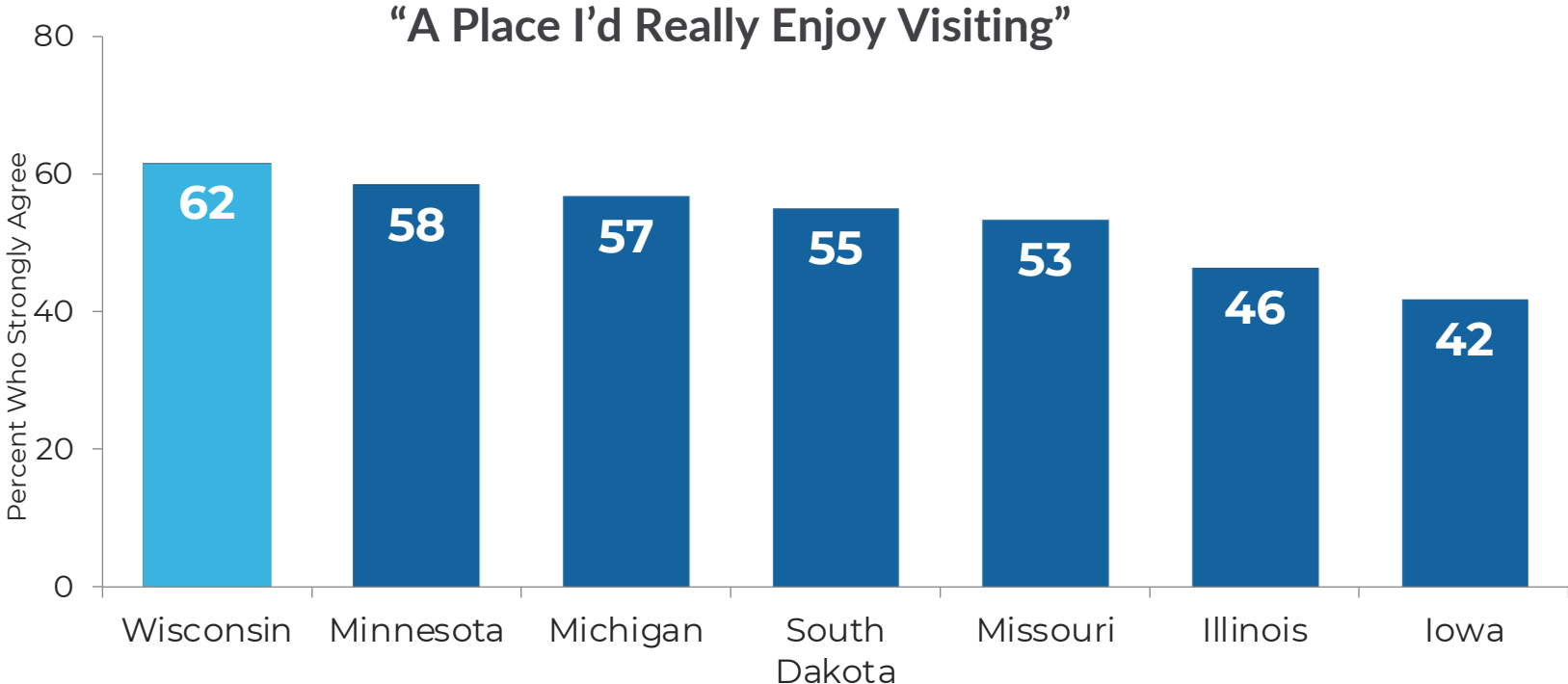
2021 Travel Wisconsin Image Study

- Measure the impact of the Travel Wisconsin Summer and Fall 2021 campaign on the state's reputation for and competitive placement as a leisure travel destination
- 1,431 respondents in Wisconsin's primary regional feeder markets
- In-field January 21 – February 9, 2022

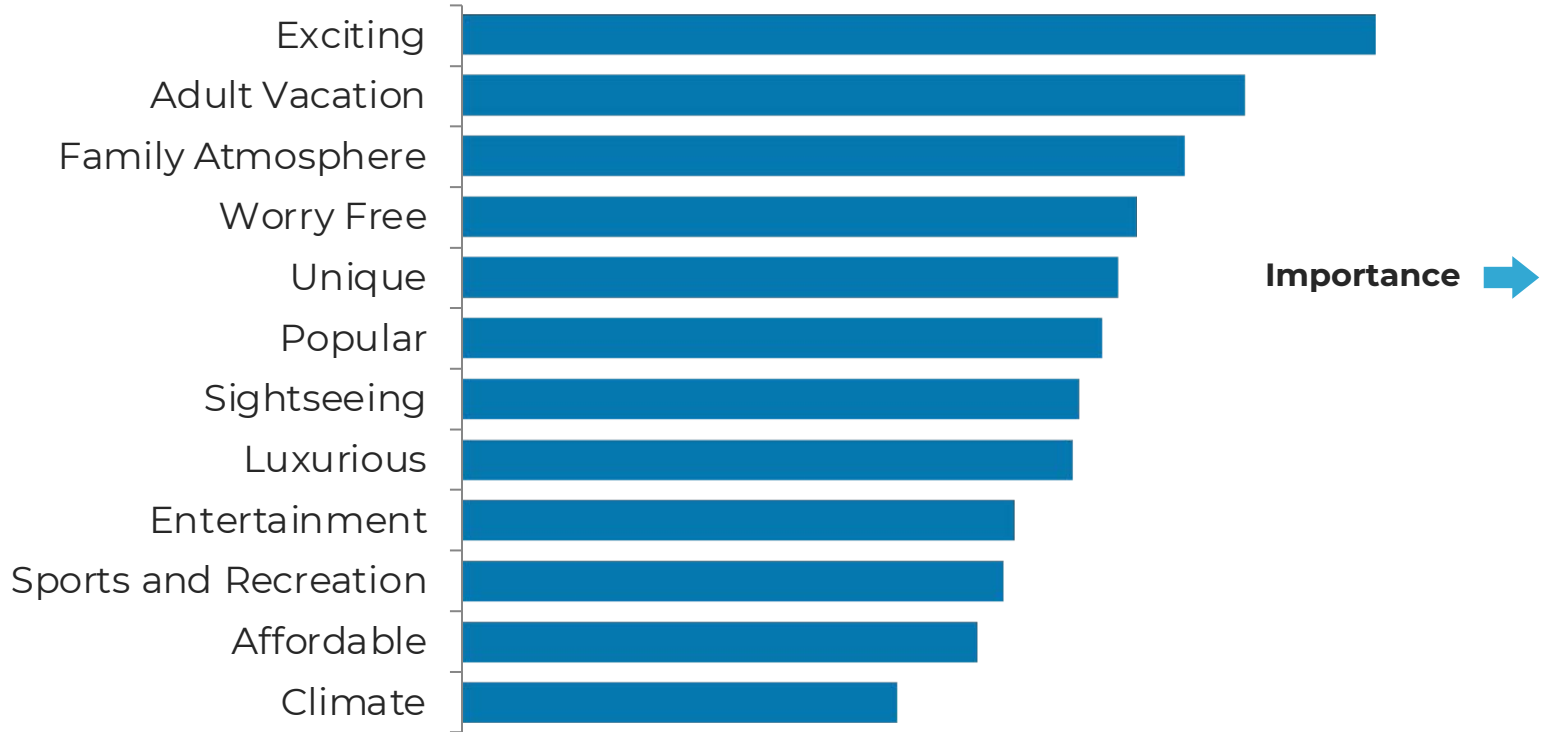
Wisconsin's Competitive Set



Competitive Set



Regional Travel Motivators



Hot Buttons



PLACES I WANT TO GO

- TREKKING SOUTH AMERICA
- SAFARI IN AFRICA
- ROADTRIP SCOTLAND
- DUBLIN
- CHINA
- JAPAN
- INDIA
- ICELAND / NORTHERN LIGHTS
- NEW YORK
- ROAD TRIP NORTH AMERICA
- BACKPACK EUROPE
- NEW ZEALAND

HAVE BEEN

Hot Buttons



A fun place for a vacation

2021 Travel Wisconsin ROI Study



An exciting place

Longwoods
INTERNATIONAL

Hot Buttons



**A vacation there is a
real adventure**

Longwoods
INTERNATIONAL



**Provides a unique
vacation experience**

2021 Travel Wisconsin ROI Study

Hot Buttons

Good for an adult vacation



Longwoods
INTERNATIONAL

2021 Travel Wisconsin ROI Study



Popular with vacationers

Hot Buttons



Truly beautiful scenery

Longwoods
INTERNATIONAL

2021 Travel Wisconsin ROI Study



**Children would especially
enjoy this place**

Hot Buttons



Lots of things to see and do

Longwoods
INTERNATIONAL

2021 Travel Wisconsin ROI Study



A place I would
feel welcome

**WE'RE GLAD
YOU'RE
HERE!**

Wisconsin Hot Buttons

A fun place for a vacation

62%

Popular with vacationers

59%

An exciting place

48%

Truly beautiful scenery

66%

A vacation there is a real
adventure

53%

Children would especially enjoy
this place

60%

Provides a unique vacation
experience

58%

Lots of things to see and do

59%

Good for an adult vacation

62%

A place I would feel welcome

62%

Wisconsin Hot Buttons vs Competitive Set

A fun place for a vacation	+ 11	Popular with vacationers	+11
An exciting place	+6	Truly beautiful scenery	+10
A vacation there is a real adventure	+7	Children would especially enjoy this place	+15
Provides a unique vacation experience	+8	Lots of things to see and do	+6
Good for an adult vacation	+6	A place I would feel welcome	+7

03

Impact of Advertising & Visitation



Advertising Impacting Reputation



Hot Buttons Advertising Lift for Travel Wisconsin

Difference in Percent Who Strongly Agree

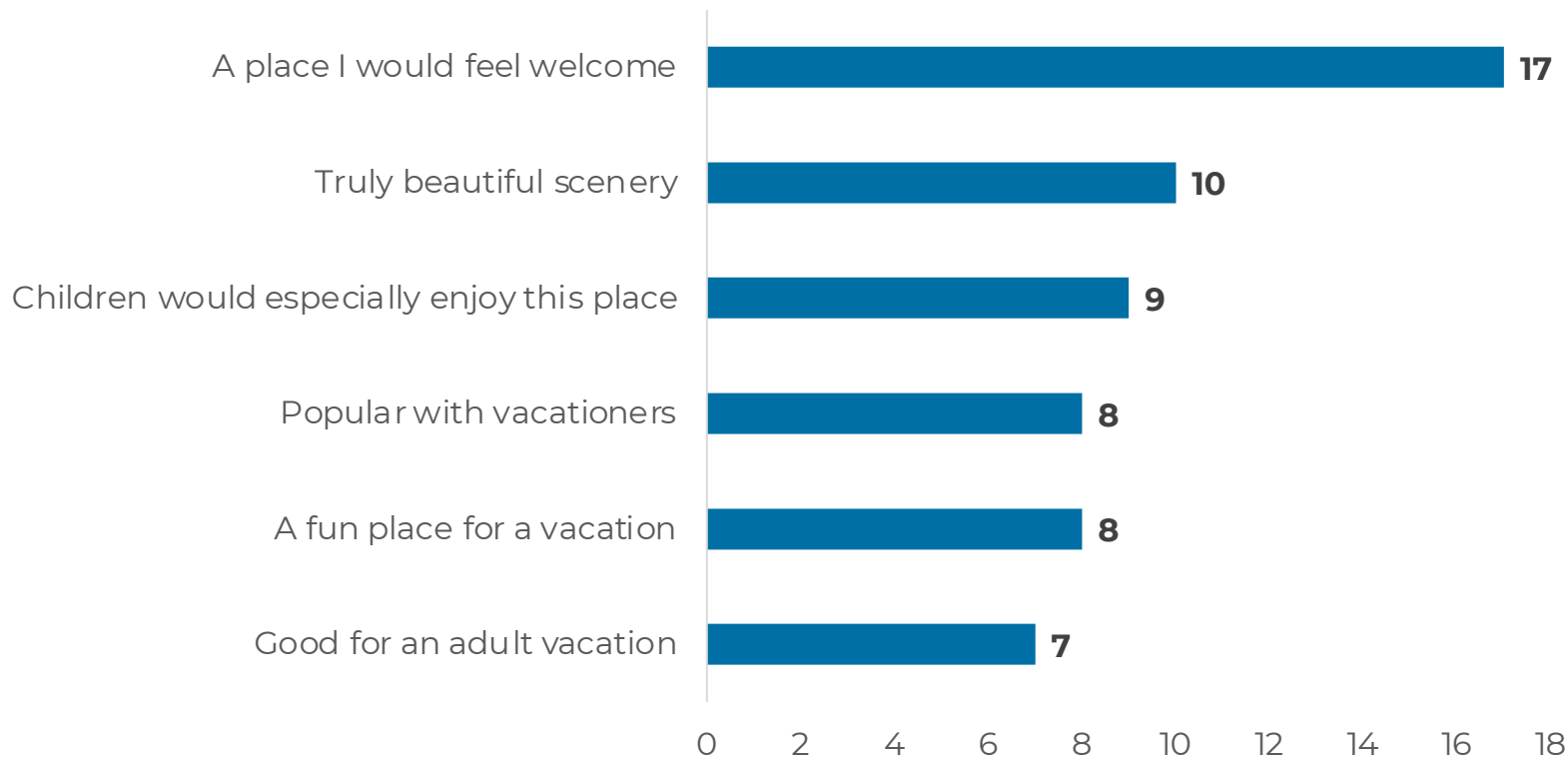


Visitation Impacting Reputation



Hot Buttons Visitation Lift for Wisconsin

Difference in Percent Who Strongly Agree



State Ambassadors



04

Halo Effect of Tourism Advertising

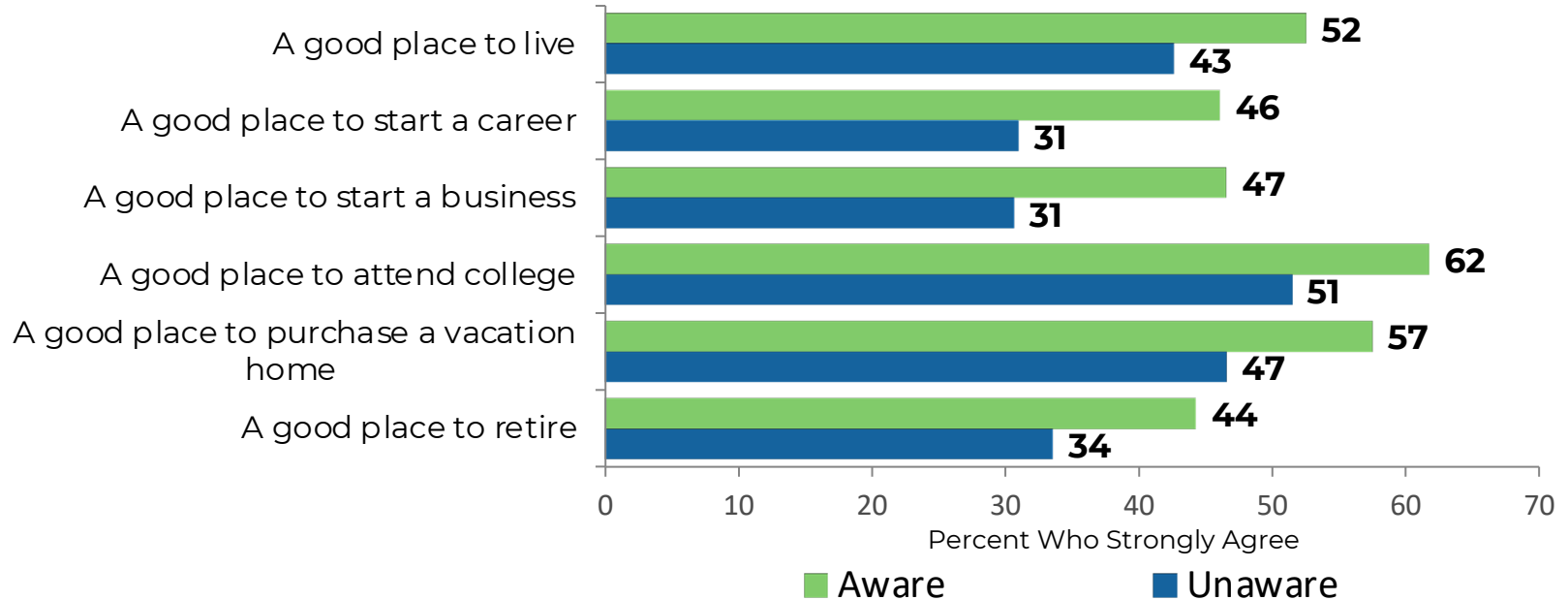


Halo Effect of Tourism Advertising

PASSION LED US HERE

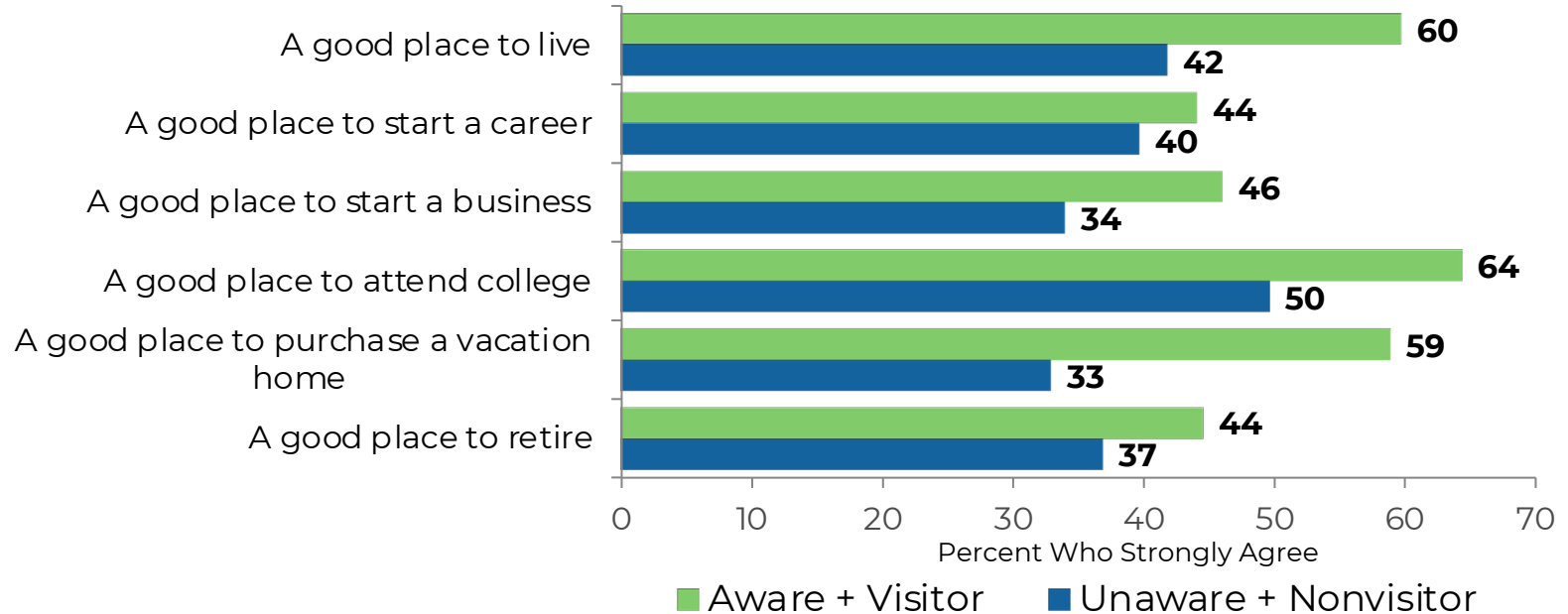
Wisconsin Halo Effect: Advertising Impact

Out-of-State Residents of Wisconsin's Regional Advertising Markets



Wisconsin Halo Effect: Advertising + Visitation

Out-of-State Residents of Wisconsin's Regional Advertising Markets



Key Takeaways

New Reality

With DMO grant money flowing into the Midwest, it's more important than ever to focus marketing strategy on the key travel motivators driving leisure travel destination decisions.

Reputation Builders

Advertising and the resulting incremental visitation build your reputation as a destination. Those with positive experiences then become your brand ambassadors.

Hot Buttons

Understanding what travelers are looking for from a destination and focusing on those that match your strategic strengths will lead to higher conversion and visitor satisfaction.

Halo Effect

Your advertising, and the resulting visitation, are attracting out-of-state interest and investment in your community.



Thank You!

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