

Destination Wisconsin Full Membership

Full membership is open to an officially-designated marketing organization (DMO) of a given municipality (or municipalities in a zone perceived by the traveling public as a single destination within the State of Wisconsin), organized on a non-profit basis, to solicit and service convention and visitors, and recognized as the sole organization performing that function in the destination. Membership is limited to one organization per destination. The DMO must devote no less than 75% of its operating budget to tourism promotion and development and the organization maintains the services of a paid executive who has the full authority to represent its bureau in Destinations Wisconsin activities and affairs. In the case of a DMO existing under the umbrella of a parent organization, the DMO division maintains the services of a paid executive who has the full authority to represent the bureau in Destinations WI activities and affairs. Destinations WI Board Seats are reserved for the CEO of the member organization and regular attendance at board meetings is highly encouraged to maintain membership status. Annual member investment in Destinations Wisconsin is based upon bureau budget and are as follows:

Budget Dues

\$250,000 & Under \$1750

\$250,001 - \$500,000 \$2500

New Members are required to pay a one-time application fee of \$250. Destinations Wisconsin Benefits include:

Communication link to the Wisconsin Department of Tourism, Governor's Council on Tourism, Tourism Federation of Wisconsin, Upper Midwest CVB Association, Destinations International.

Joint Marketing Initiatives, including Homepage link and presence on www.MeetinWisconsin.com, www.DestinationWisconsin.com and www.SportsWisconsin.com; Access to leads and coop tradeshow and advertising participation for meetings and convention, sports marketing efforts if/when applicable.

Education & Research such as CEO & Staff Educational Forums, Room Tax Utilization, Internal DMO Practices/Policies, Travel Trends Research

Government Affairs assistance from a contracted government affairs firm that provides legislative updates and lobbying on state tourism issues.

DMO & Tourism Industry Advocacy efforts such as the Tourism Trailblazer Awards, Gov. Conference on Tourism Visibility, Destination Marketing Organization Accreditation and Networking.