

SUCCESS STORY

TRAVEL WISCONSIN: WISCONSIN DEPARTMENT OF TOURISM

DRIVING YEAR-ROUND INTEREST IN SEEING WISCONSIN.

SITUATION

Inspire more people to visit the badger state.

With an objective of developing interest in Wisconsin as a year-round vacation destination, the Wisconsin Department of Tourism embarked on seasonal email campaigns that paired practical information such as “snow reports” and “fall color reports,” with inviting images of people having fun. In addition, travelwisconsin.com was organized around events and activities designed to entice visitors to subscribe to updates.

SOLUTION

Expand and energize audience.

Leveraging the GovDelivery Network to expand its sphere of traditional partners, the Department targeted partners in neighboring states—such as Chicago’s transit agencies—that might attract potential Wisconsin travelers. When a citizen or stakeholder signs up for messages from one public sector organization, the Network displays relevant topics from other government organizations. This cross-promotion and collaboration maximizes outreach for each organization in the Network to grow its audience by hundreds, even thousands of people.

Wisconsin’s travel-related emails are coordinated with rotating seasonal branding, featuring mobile-friendly, colorful design paired with informative, activity-related content on the Travel Wisconsin Website. In addition, an RSS feed for each activity automatically packages that content in an email inside a high-energy custom template that stimulates interest.

RESULTS

Impressive engagement results.

Travel Wisconsin has been especially effective in getting people to sign up for subscriptions to season reports. Content is customized for each subscriber, which promotes a high level of engagement. More people who are more deeply engaged translate into more Wisconsin visitors.



ABOUT

The Wisconsin Department of Tourism markets the state as the Midwest’s premier travel destination for fun. By executing industry-leading marketing programs, providing reliable travel information and establishing strategic partnerships, the department generates greater economic impact and jobs for Wisconsin.

METRICS

51% ENGAGEMENT RATE

81% INCREASE IN SUBSCRIBERS



ABOUT GOVDelivery

Over 1,000 public sector organizations use GovDelivery’s highly-secure cloud solutions every day to enhance the citizen experience for more than 100 million people. GovDelivery offers leading solutions for managing government communications, internal and external learning, and open data. The GovDelivery Network offers a unique and impactful way for public sector organizations to work together to cross promote content and increase digital reach. Organizations using GovDelivery see higher utilization of citizen services and greater citizen engagement.