



May 2014 Newsletter

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS



Welcome Camping Season!

Published by the
Wisconsin Association of
Campground Owners

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It's that time of year again-- camping season! As many of you probably have already kicked the season off, the busier season is on its' way. What has your campground been up to over the off-season? What's new at your campground? We would like to know! Stay connected with us and comment on our Facebook at facebook.com/wisconsincampgrounds. Also keep updated with our blog on our website at wisconsincampgrounds.com. It's time for blue skies, sunshine, and CAMPING!

More Highway Sign (SIS) Info & New State Tourism Data Released

SIS PROGRAM- Blue Highway Signs

The following are some questions the WH&LA posed to the state Department of Transportation, along with their responses, to provide further clarification to their recent announcement regarding the vendor change for the signage program.

1. For lodging properties or restaurants in the middle of a contract with the last vendor, who will now provide the service, and is there any action required from the property?

Effective May 1, 2014, Interstate Logos - Wisconsin will be taking over the SIS signing program from Derse. Interstate Logos will be performing all service to these signs. Interstate Logos will be taking over the contracts from the businesses and there will be no additional costs charged to you. Interstate Logos plans to make contacts with each business and will introduce themselves and provide contacts and an invoicing address. You may also feel free to contact Interstate Logos at any time at 608/381-9242.

2. Will there be any changes in areas where all of the logo spots are sold out?

Current Wisconsin Administrative Code has essentially a "first come first serve" policy regarding the logos. If an interchange is maxed out, businesses are placed on a waiting list. Unless there would be a change with the Administrative Code, this policy would not change; however, a recent Administrative Code change now will allow four business logos on a sign with two categories, where previously the maximum was three. This Administrative Code change will allow for several businesses on waiting lists to now get logo signs, which should help.

3. If a lodging property or restaurant is currently not participating, but they now would like to, who do they contact?

Interested businesses may contact Interstate Logos directly at 608/381-9242.

4. Is there a website with all of the information on this program in one place?

Interstate Logos has a website with contact information, available here.

5. When will there be more information available about future plans, and will there be any opportunity for industry input?

Yes. There have been discussions about making revisions to the Wisconsin Statutes and Administrative Code involving SIS signs that will help provide more opportunities for businesses to be signed. Industry will be able to provide input to any proposed changes. Also, Interstate Logos - Wisconsin has an aggressive marketing plan that will provide better outreach to businesses to help increase the amount of signing for them.

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IN OTHER WACO NEWS...

Wisconsin Tourism Industry Continues Steady Growth In 2013

Tourism economy up 4 percent, visits to the state topped 100 million

According to the WH&LA Capitol Insider-Wisconsin Hotel & Lodging Association, travelers spending their hard-earned vacation dollars in Wisconsin remains big business for the state as tourism delivered a \$17.5 billion impact to the economy last year. Tourism activity was up 4 percent or \$700 million from \$16.8 billion in 2012 and continues to show stable, long-term growth according to just released economic impact figures. The total three-year growth of tourism activity is more than \$2.7 billion, up from \$14.8 billion in 2010, an 18 percent increase for this period, according to Tourism Economics,

the research firm commissioned by the Department of Tourism. Visitor growth in 2013 was the fastest since 2010, with Wisconsin receiving 100 million visits last year, an increase of 3.5 percent. Other industry indicators included a strong upswing in day travelers, which helped push recreation and entertainment spending up 6.3 percent and food and beverage up by 6.2 percent. International travel, which includes overseas and Canada, totaled \$700 million, up \$100 million from the previous year, and accounted for 6 percent of all travel last year. Tourism supports nearly 185,000 jobs and \$4.6 billion in personal income. One in nearly 13 jobs in Wisconsin relies on tourism. Visitors generated \$1.35 billion in state and local revenue and \$1 billion in federal taxes in 2013, saving Wisconsin taxpayers nearly \$590 per household.

Marketing & Travelers

According to Longwoods International, for every \$1 the Department spent on its 2013 summer and fall advertising campaigns, \$6 was returned to state and local governments in incremental tax revenue. In March, the Department's 2014 TV ad campaign made pop culture history by reuniting "Airplane!" stars Kareem Abdul-Jabbar and Robert Hays with Wisconsin natives and "Airplane!" writers and directors David and Jerry Zucker and Jim Abrahams. The summer, fall and winter spots include seasonal aerial footage of Wisconsin along with new scenes filmed in the original cockpit of the movie. In addition, last year's public relations efforts generated over \$70 million in earned media and 1.5 billion impressions. In another sign of increased interest in travel to Wisconsin, visits to TravelWisconsin.com and its app totaled 4.1 million in 2013, up 25 percent.



WACO is on Instagram!

Follow us at
Waco_campgrounds_

If you would like your campground photo to be posted, please e-mail ashleysinclair90@gmail.com with the subject WACO Instagram.



WACO Directory Distribution



WACO has recently been distributing more directories to other businesses such as BPs. Currently we have distributed around 91 boxes to the BPs and are aiming for more and also for other businesses. If you would like to display our directories or know of any place that would, please contact the office at 608-525-2327.



Undivided Attention®

Rural isn't where you live; it's what you value. It's a belief that people who know each other look out for each other. Rural Mutual Insurance Company provides "undivided attention" to campgrounds here in Wisconsin—so we get the details right. Working close together. That's what we do. That's who we are. Contact a Rural Mutual Insurance agent.

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