



## **Bike Council Tourism Updates:**

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### **Updates:**

#### **Fall Campaign:**

We recently launched our fall campaign at Travel Wisconsin. **Here's to Those Who Wisconsin campaign**—celebrating Wisconsin's most vibrant season and inspiring audiences to plan their next getaway.

With fall travelers typically favoring closer-to-home trips, key in-state and nearby drive markets are more important than ever.

With travelers ready to hit the road, we're seizing the moment with bold, high-visibility efforts that spotlight Wisconsin at its fall finest. Our campaign includes streaming video, audio, digital and out-of-home advertising. You can view our entire fall marketing campaign on our industry website.

<https://www.industry.travelwisconsin.com/travel-promotion/seasonal-marketing-plan/>

#### **First Day of Fall Takeover**

On September 22, we're owning the fall season's first official day with a can't-miss digital billboard statement across Milwaukee, Chicago and Minneapolis. Every Clear Channel digital board in these markets will be dedicated to Travel Wisconsin during peak commuting windows – three five-minute roadblocks in the morning and three in the evening – for a total of 15 minutes at the start and end of the day. This 100% takeover ensures fall kicks off with maximum visibility and impact in these markets.

- 89 boards in Chicago
- 85 boards in Minneapolis
- 79 boards in Milwaukee

#### **Fall Color Report**

As we welcome the season in a big way, we're also helping travelers make the most of it with one of our most trusted tools, our [Fall Color Report](#). A longtime campaign centerpiece, the Fall Color Report remains a top-performing planning tool, drawing audiences back year after year. This season, we're leaning even further into peak color tracking, pairing real-time updates with timely messaging to spark trip inspiration at just the right moment. From the first hints of color to peak brilliance, the Fall Color Report guides travelers to Wisconsin at its most vibrant—right when they're ready to go. Please reach out if you see a gap and would be interested in joining our team of fall color reporters.

#### **Fall Color Widget**

Consider placing a Travel Wisconsin fall color report widget on your website. This will provide your viewers with a direct link to our fall color report. Please email me with your interest and I will share the link.

<https://www.travelwisconsin.com/fall-color-report/widgetcreate>

## Trail Report

**The Travel Wisconsin Trail Report** is designed to connect families, solo explorers and weekend adventurers with some of Wisconsin's best hiking and biking trails. Whether consumers are looking for a smooth paved path, a rugged mountain biking route, or a peaceful segment of the Ice Age Trail, the report offers an easy way to explore what's possible.

Promote your trails by signing up to become a reporter for the [Wisconsin Trail Report](#) or help us [sign up a reporter](#) for your region.

- **Our total active users for biking is at almost 200% of last year's total** and Hiking is approaching 100% (we still have 4.5 months left of tracking the trail report)
- Over 85% of the traffic is from outside the state of Wisconsin

## Biking Events

- Please check to see if your favorite bike event is listed on [TravelWisconsin.com](#). This year, we've seen incredible growth with visitation to TW.com every year. List your event [here](#) and learn about listing bike trails, bike shops and other bike related tourism businesses [here](#).

## Winter Fat Biking

- We realize that winter fat biking is several months away. But keep the Wisconsin Snow Report in mind for next year when we will elevate the fat biking placement on our website. You can still take a look at the [Wisconsin Snow Report](#) to see the trails groomed for the sport as well as their current conditions. Please share this information with anyone who is active with grooming and maintaining winter fat biking trails in Wisconsin.

## What's New with Biking in Wisconsin

- What's new with Wisconsin biking in 2025? Please add noteworthy Wisconsin biking news to our [What's New Survey](#).

## JEM Grants

- We always like to see more biking events and marketing projects apply for our [JEM Grant Program](#). View the most current and past recipients list [here](#). Please reach out to us if you're aware of an event or project. We would be happy to discuss the program in details with potential candidates.

## Ready, Set Go Sports Grant

- Our [Ready, Set, Go Sport Grant](#) assists destinations in securing competitive sporting events that are not regularly held in Wisconsin and require an upfront financial commitment. Please share this information if you know of a possibility for bringing a national or international cycling event to Wisconsin. The RSG fund has \$110,000 per fiscal year available for matching grants. February 1-April 1-September 1

## WEDC Opportunities Grant

- The Wisconsin Economic Development Corporation has an [Opportunity Attraction Grant](#) with \$5 million available to attract the elite sporting events to Wisconsin. Think – NFL Draft – The Ryder Cup. They may consider assisting with attracting the cream-of-the-crop national/international biking events with this grant.

## **Gravel Biking**

- Gravel biking trails recently created a lot of interest and excitement with our team and our agencies. I'm aware of several projects in [Wausau](#). Please share any details that you have regarding other gravel biking projects in Wisconsin. I will share with my team.

## **Travel Wisconsin Newsletter**

- Please sign up for our Travel Wisconsin newsletter [here](#).