



Online Survey of What's New for 2021

Connect to the survey here <https://www.surveymonkey.com/r/WhatsNew2021>

You'll be asked to share the following information in the online survey.

- 1.) **Contact Information:** Name, title, e-mail, phone number.
- 2.) **New Attractions for 2021:** Please only include **new** attractions **opening in 2021**. (such as art exhibitions, museums, amusement rides, outdoor recreation areas, convention/conference centers, sports complexes) Include opening date and a brief description. Of particular interest are only-in-Wisconsin finds and businesses that speak to the state's culture, history, and natural resources. **Please include website links**
- 3.) **New Tourism-related Businesses for 2021:** Please only include new businesses opening in 2021 (such as restaurants, hotels, art galleries, retail stores, tours, and outfitters) opening in 2021. Include opening date and a brief description. Of particular interest are only-in-Wisconsin finds and businesses that speak to the state's culture, history, and natural resources. **Please include website links**
- 4.) **New Events for 2021:** Looking for **major new events that will bring people to your region of the state**. Include dates, location, description and whether or not it will be an annual event. If the event rotates locations, please note that too. **Please include website links**
- 5.) **Major Anniversaries being celebrated in 2021:** Interested in **attractions and events marking a major milestone**. Include date and how they plan to celebrate. **Please include website links**
- 6.) **Trend Topics:** We're always looking for ways to provide a **Midwest perspective on national travel trends**. **Please include website links**
Consider these specific trends:

- *COVID-19 Impact Recovery Ideas – unique ways your business or destination has pivoted due to COVID-19 restrictions that will continue into 2021*
- *Escapism/Off-the-beaten path – locations or things-to-do that allow travelers to explore away from crowds*
- *Wellness Travel – trips planned around outdoor recreation including urban recreation, unplugging, healthy foods locally sourced*
- *Centennials / Millennials – sustainable travel experiences, Insta-worthy stops, personal fulfillment*
- *Inclusive and Accessible – itinerary ideas for multicultural, LGBTQ+ and accessible travel*
- *Bleisure Travel – ways to combine business and leisure trips, including tack on an extra day to explore or turn it into a family vacation*
- *Major 2021 projects that will have intrinsic value in your communities (parks, trails, etc.)*
- *Heritage and Culture – sharing of Wisconsin's heritage and cultural experiences*

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