

What's New in Wisconsin for 2027?

Hello Partner,

We want to hear from you! Travel Wisconsin is looking for captivating stories and newsworthy topics for 2027 and beyond that have national appeal. Whether it's a new attraction opening, important anniversaries or groundbreaking developments, your insights will help inform our marketing and public relations efforts. Even if you don't have complete details, getting new information on our radar as early as possible is very beneficial for planning. Thank you for everything you do to grow tourism's economic impact in Wisconsin. We can't wait to hear what's new and fresh!

1. Contact Information.
2. Please list new attractions, experiences, outdoor recreation amenities, outfitters, guided tours, restaurants, lodging, etc. for 2027. Please share why it is significant as well as any available relevant information such as open date, location, website, etc.
3. Please list any major renovations or restorations occurring in 2027.
4. Please list new events happening in 2027 and 2028.
5. What major anniversaries are being celebrated in 2027 and 2028 and what activities are planned around them?
6. List new or updated meeting, conference or event venue offerings (e.g. convention centers, retreat centers, resorts, etc.)
7. List new or updated sports complexes (e.g. arenas, athletic venues, athletic complexes, recreational centers, etc.)
8. In Wisconsin everyone is welcome! Tell us how new initiatives are welcoming all travelers through inclusion, diversity, equity and accessibility (IDEA). Please include links when applicable.
9. If you don't have anything new to note for 2027, tell us about any "fresh takes or spins" on current national travel trends you've implemented or added in the following areas:

- **Voluntourism** – Travelers are increasingly seeking meaningful ways to give back while exploring a destination, with growing interest in volunteer experiences tied to conservation, community impact and cultural preservation.
- **Wellness Travel** – Wellness continues to shape travel decisions, with travelers prioritizing experiences focused on rest, balance and mental well-being. Emerging areas of interest include neuro-resets, analog or screen-free travel and guided wellness experiences designed to help travelers disconnect and recharge.
- **Sustainability Initiatives** – Travelers are placing greater importance on sustainability, seeking destinations, accommodations and experiences that demonstrate a commitment to environmental stewardship.
- **Kid-Approved Picks** - With Gen Alpha's influence rising, families are planning multi-gen trips driven by kid-approved picks and cross-generational needs. Families are no longer traveling with kids, but for them.
- **Diversity in focus** - Travelers seek out diverse business with inclusive storytelling. Who are the diverse voices in your community who have untold stories to share?
- **Instagrammable Moments** - Social media-worthy visuals are more important than ever. What are the visually stunning, Instagram-worthy locations in your area? Think: eye-catching architecture, colorful murals, scenic overlooks or creatively presented dishes that would stand out in a photo or video.
- **Accessible adventures** - More travelers are seeking destinations that offer accessible experiences, ensuring that people of all abilities in their travel party can enjoy their vacation.

Survey Link: <https://www.surveymonkey.com/r/WhatsNew27>