

A VOICE FOR WISCONSIN'S ATTRACTIONS

Our Mission

To represent and promote Wisconsin tourism attractions and pro-tourism initiatives.

About AWTA

The Association of Wisconsin Tourism Attractions (AWTA) was formed in 1986 to represent and promote Wisconsin tourism attractions. Over the years, AWTA has grown to become a major force in promoting Wisconsin's tourism economy.

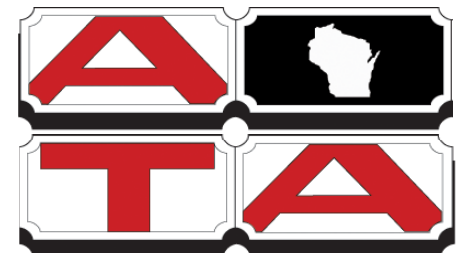
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www.wiattraction.com
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Association of Wisconsin
Tourism Attractions

A Voice for Wisconsin's Attractions

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SUCCESSES

Tourism Funding

The annual budget for state tourism promotion has grown considerably since AWTA was formed in 1986. Every two years, we work with the Department of Tourism and the Legislature to advocate for the importance of tourism marketing dollars. With reliable studies showing a 8 to 1 return on investment, we continue to push for increased state support in tourism promotion funding.

School Start Date

AWTA led efforts to change state law which requires all K-12 public schools to begin no earlier than September 1. This ensures that our members have both customers and staff during the last two weeks of August

Liability/Tort Reform

AWTA members are leaders in defeating legislation that would have held businesses accountable for 100% of damages even when those businesses were found to be only 1% at fault.

A Voice For Small Business

AWTA is a voice for our members on all issues impacting the viability and profitability of small businesses, such as minimum wage, workers compensation, unemployment compensation, etc.

Tourism Federation of Wisconsin (TFW)

TFW is an organization of like-minded associations that lobby at state and federal levels on behalf of tourism. AWTA is a founding member.

GOVERNMENTAL AFFAIRS

AWTA provides members with various governmental affairs services ensuring that members' voices are heard and that efforts to support tourism are carried out.

Examples of some of these services are listed below:

Lobbying

- Track issues and bills relating to tourism and attractions
- Keep members up to date on issues affecting them

Legislative Day

- Annually host Legislative Day for members in the State Capitol
- All members are invited to attend and meet with legislators

Legislative Tours

- Give of member attractions with legislators
- Connects members to legislators and raises awareness of attractions

Annual Meeting

- AWTA Annual Meeting is held in conjunction with the Governor's Tourism Conference
- All members are invited to attend the meeting and participate in the conference

MEMBERSHIP

Communication

- AWTA communicates with members via newsletters, website, and Facebook page
- Members are able to utilize website and Facebook to further market and connect with other attractions

Membership Levels

Annual membership dues range from \$500 to \$3,000 per year, based upon level of attendance.

- **Category A - \$500**
Less than 50,000 annual visitors
- **Category B - \$ 750**
50,000 - 100,000 annual visitors
- **Category C - \$ 1,000**
100,000 - 250,000 annual visitors
- **Category D - \$1,500**
250,000 - 500,000 annual visitors
- **Category E - \$2,000**
500,000-1,000,000 annual visitors
- **Category F - \$3,000**
1,000,000+ annual visitors
- **Associate Membership - \$375**
Businesses that service attractions or are affiliated with the tourism industry