



Adventure Finder

Grow your business in 2011 with the Discover Wisconsin Adventure Finder Partnership

For 2011 Discover Wisconsin will be promoting your business to millions of potential customers through our Adventure Finder discount program.

- » The Adventure Finder is made up of Wisconsin tourism related businesses including attractions, restaurants, events, lodging and shopping through the state.
 - » Similar to many discount book programs with a few key bonuses for you.
 - » No cash cost to you! Your only investment is the discounts you provide us. Discover Wisconsin will print, promote and distribute the Adventure Finder.
 - » Every week Discover Wisconsin will promote the Adventure Finder with television ads reaching 8.1 millions households in the Midwest that are interested in Wisconsin vacations. We also promote and sell it through DiscoverWisconsin.com
 - » As a participating Adventure Finder partner your business gets an online ad (300x100) on DiscoverWisconsin.com for the entire year. The ad links to your website and we create it for free!
 - » Discover Wisconsin will print a maximum of 2000 books. Of course your business will not see all 2000 visitors. Your offer must have enough perceived value to be used by visitors. (*Example; Buy one get one, 50% off, 3rd night free, etc.*) Your offer will be valid Jan.-Dec. 2011 unless your business is seasonal.
 - » The Adventure Finder means revenue for your business. Customers don't travel alone so even discounted offers make you revenue and bring in new faces.
-

