



WISCONSIN ASSOCIATION
OF CONVENTION
& VISITORS BUREAUS



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2010 WISCONSIN FALL TOURISM CONVENTION BRINGS TOURISM INDUSTRY TO MANITOWOC

Sun Prairie – (Monday, October 04, 2010) Tourism organizations and businesses from throughout Wisconsin will gather in Manitowoc November 4 & 5 for the Wisconsin Fall Tourism Convention. The convention, themed “*Anchors Aweigh to Success*”, will feature the latest trends and issues affecting one of the state’s top industries.

The 15th annual convention, hosted by the Wisconsin Association of Convention and Visitors Bureaus (WACVB), kicks off with a keynote address, titled “*Capitalizing on the Recovery!?!?*” by national tourism expert and Wisconsin native Dr. Lalia Rach. Rach will share her unique and timely perspectives and strategies about the new recovery consumer and how tourism organizations can capitalize on the shift in mindset. Convention breakout sessions will cover such subjects as social media, marketing research and Wisconsin’s political landscape. On Friday, November 5th, Wisconsin Department of Tourism Secretary Kelli Trumble will address attendees on how the state agency is marketing Wisconsin tourism in the recovery economy. She will also join WACVB in presenting the annual Wisconsin Tourism Trailblazers Awards. The awards are given to tourism organizations that have executed outstanding marketing and partnership projects in the past year. Convention attendees will also have the opportunity to explore Manitowoc on Thursday evening with visits to the Wisconsin Maritime Museum and area restaurants.

Sponsors of the 2010 Wisconsin Fall Tourism Convention are the Manitowoc Area Visitor & Convention Bureau, Potawatomi Bingo Casino, Midwest Living Magazine and Tribune Media Group. For more information about the convention and to register, visit www.escapetowisconsin.com/fallconvention.

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