

Dept. of Tourism: Celebrates National Travel and Tourism Week with full line-up of events

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Tourism Secretary-designee Meaney, Deputy Secretary Sayers to reveal economic impact numbers

MADISON, Wis. (May 3, 2019) – In celebration of National Travel & Tourism Week (NTTW), Tourism Secretary-designee Sara Meaney and Deputy Secretary Anne Sayers will travel across the state to promote Wisconsin tourism's latest economic impact research, to be unveiled on Monday, May 6.

NTTW is the annual salute to travel in America. During the first full week in May, communities nationwide unite around a common theme to showcase travel's contributions to the economy and American jobs.

This year's theme celebrates why "Travel Matters." Each day, the travel industry will spotlight a different way travel matters to American jobs, economic growth and personal well-being. The full list of events open to the media is below:

Monday, May 6: Travel Matters for New Experiences

Secretary-designee Sara Meaney joined by Governor Evers

10:30-11:15 a.m. Hike at Rib Mountain State Park

4200 Park Rd., Wausau, WI 54401

12:15-1 p.m. Tour of Great Northern Distilling

1740 Park Ave., Plover, WI 54467

Deputy Secretary Anne Sayers

11 a.m.-1 p.m. EAA Aviation Museum

3000 Poberezny Rd., Oshkosh, WI 54902
5-7 p.m. Platteville Regional Chamber Open House
275 Hwy 151 West, Platteville, WI 53818
Tuesday, May 7: Travel Matters to Our Jobs

Secretary-designee Sara Meaney joined by Governor Evers
10:45 a.m.-12 p.m. Visit to Island Outdoors
1330 Bainbridge St., La Crosse, WI 54603
1:30-2:15 p.m. Tour of Pablo Center at the Confluence
128 Graham Ave., Eau Claire, WI 54701
3:30-4:15 p.m. Tour of Sassy Cow Creamery
4192 Bristol Rd., Columbus, WI 53925
Deputy Secretary Anne Sayers
3-5 p.m. JEM Grant check presentation followed by tour of Racine Zoo
2131 N. Main St., Racine, WI 53402
Wednesday, May 8: Travel Matters to Keeping America Connected

Secretary-designee Sara Meaney
11-11:45 a.m. Joined by Governor Evers
Visit to Mitchell International Airport
5300 S. Howell Ave., Milwaukee, WI 53207
3-4 p.m. Joined by Lt. Governor Barnes
Visit to Paramount Plaza Walk of Fame
1304 12th Ave., Grafton, WI 53024
Deputy Secretary Anne Sayers
10 a.m.-12 p.m. Tour of Taliesin
5481 County Rd. C, Spring Green, WI 53588
1:15-2:15 p.m. Tour of American Players Theatre
5950 Golf Course Rd., Spring Green, WI 53588
Thursday, May 9: Travel Matters to our Health

Secretary-designee Sara Meaney joined by Lt. Governor Barnes
10-11:30 a.m. JEM Grant check presentation followed by tour of Thornberry Creek at
Oneida
4470 N. Pine Tree Rd., Oneida, WI 54155
1:10-2 p.m. JEM Grant check presentation followed by tour of The Automobile
Gallery
400 S. Adams St., Green Bay, WI 54301
Deputy Secretary Anne Sayers

10:15–11:15 a.m. Urban nature walk Wisconsin Point
Wisconsin Point Rd., Superior, WI 54874
1–1:30 p.m. Hike to Big Manitou Falls at Pattison State Park
6294 WI-35, Superior, WI 54880
2–3 p.m. Hike at Amnicon Falls State Park
4279 County Rd. U, South Range, WI 54874
Friday, May 10: Travel Matters to Hometown Pride

Secretary-designee Sara Meaney

9:30–10:45 a.m. Tour of ArtStart
68 S. Stevens St., Rhinelander, WI 54501

11 a.m.–12 p.m. Tour of Pioneer Park Historical Complex
Martin Lynch Dr., Rhinelander, WI 54501

Deputy Secretary Anne Sayers

10–10:30 a.m. JEM Grant presentation at Chippewa Falls Area Chamber of
Commerce

1 N. Bridge St., Chippewa Falls, WI 54729

1–2:30 p.m. Tour of Jacob Leinenkugel Brewing Company
124 E. Elm St., Chippewa Falls, WI 54729

The mission of the Wisconsin Department of Tourism is to market the state as the
Midwest's premier travel destination for fun. For more information, visit
www.travelwisconsin.com.

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