

River Travel Media: “Welcome Back to Wisconsin’s Great River Road - On the Road Again” kicks off summer 2022!

Posted on Monday, Apr 11, 2022

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Wisconsin Great River Road (April 2022): The Wisconsin Great River Road was awarded a Destination Marketing Organizations Grant for the continuation of its successful [“Welcome Back to Wisconsin’s Great River Road - On The Road Again”](#) promotion for Summer 2022.

The multifaceted campaign was created to ramp up road trips and overnight stays on the Wisconsin portion of the Great River Road. The campaign is set to run from April through September to capitalize on the projected traveler sentiments and increase of road trips over flying vacations for 2022.

Previous “Welcome Back” campaigns told stories of the program that put the spotlight on each of the eight counties, their outdoor assets, businesses, attractions all in a positive way with images that were strong and made a connection with the traveler. Social/digital media was leveraged to engage with the public and tell the evolving story of the Summertime and Fall seasons. E-Newsletters provided itineraries, ideas about places to go and routes to get you there.

“Welcome Back to Wisconsin’s Great River Road” has again exceeded expectations and the business community feedback from the 8 counties that span 250 miles and the 33 communities of the WI Great River Road National Scenic Byway underscores this message over and over.” said Sherry Quamme, Chairperson - Wisconsin Mississippi River Parkway Commission.’

Visitors may visit <https://www.wigrr.com/welcome-back> to explore Inns, cozy cabins; overlooks, birding, hiking, biking, boating, and so much more. The perfect road trip offers you the refuge of the outdoors, including 4 State Parks with a wealth of winter activities, all nestled in the picturesque Upper Mississippi River National Wildlife & Fish Refuge.

Destination Marketing Organizations Grant Program

The purpose of this [program](#) is to provide tourism promotion and tourism-development organizations assisting with restoring economic activity in Wisconsin following the COVID-19 pandemic. Funding for this assistance was provided to Wisconsin by the federal American Rescue Plan Act of 2021.