

WISCONSIN meetings

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WINTER 2017



DESTINATION: MADISON

EXTREME

SITE TRANSFORMATIONS

2017 TECHNOLOGY TRENDS



IN THE NEWS

MADISON MAKES LIST OF TOP MEETINGS DESTINATIONS

Madison has been named the 20th top meetings destination by SmartAsset.com in its annual list of the Best Cities for Conferences. "This is a wonderful nod about an important element of our work and key contributor to the visitor economy. This confirms and validates what so many of our satisfied customers have expressed to us — that Madison is a great place to meet and host events," says Deb Archer, president and CEO of the Greater Madison Convention & Visitors Bureau. Criteria used for the survey include: number and size of hotels in the city, average room rate, distance between downtown and the airport, average cost of a three course meal at a mid-range restaurant, and the number of violent crimes per 100,000 people.

CHARMANT ANNOUNCES NEW SALES DIRECTOR

Stacy Erickson is the new Director of Sales at the Charmant Hotel in La Crosse. In addition to managing finances for the Aparium Hotel Group property, Erickson will oversee guest relations and focus The Charmant's communications to cultivate a warm environment that honors the hotel's historic setting.

THE RIDGE IS HONORED FOR RECENT RENOVATIONS

The Ridge in Lake Geneva has been awarded two honors: the Business Innovation Award from the Walworth County Economic Development Alliance and the Hospitality Impact Award from VISIT Lake Geneva. "Representing a multi-million-dollar transformation, The Ridge guest experience now benefits from the latest technology and a contemporary, upscale design that previously was not available in our market," said VISIT Lake Geneva President and CEO Darien Schaefer at the organization's annual dinner. "Rebranding the property has expanded

the guest demographics to include millennials and young professionals, which benefits the entire area and helps establish Lake Geneva as a business and vacation destination for yet another generation."

CONNELLY JOINS LAKE LAWN RESORT

Becke Connelly is the new director of marketing for Lake Lawn Resort in Delavan, Wis. Connelly joins the resort from Gage Marine in Williams Bay, Wis., where she developed and implemented a variety of revenue-building strategies, including print and digital advertising campaigns, media relations, website development, special event coordination, video and photo shoot direction, and more.

WHITE LODGING NAMES NEW CEO

Chief Financial Officer Ken Barrett has been named CEO of White Lodging, a developer of more than 125 upscale hotels across the country. Chairman and founder Bruce White said the changes were made because of an upcoming phase of rapid expansion. White Lodging plans to open new hotels in Wisconsin, Texas, Tennessee, Colorado and Indiana next year. The company owns two, soon to be three properties in downtown Milwaukee — Springhill Suites Milwaukee Downtown, Marriott Milwaukee Downtown and the Westin Milwaukee downtown (opening in 2017).

VISIT MILWAUKEE RECEIVES MARCOM AWARDS

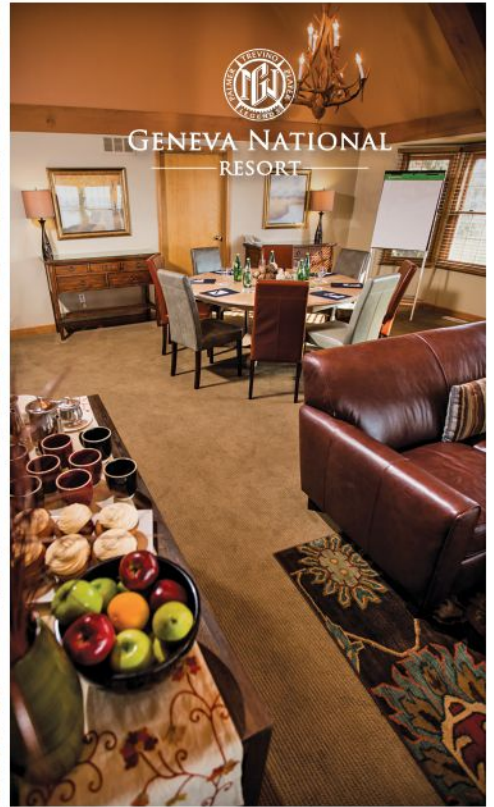
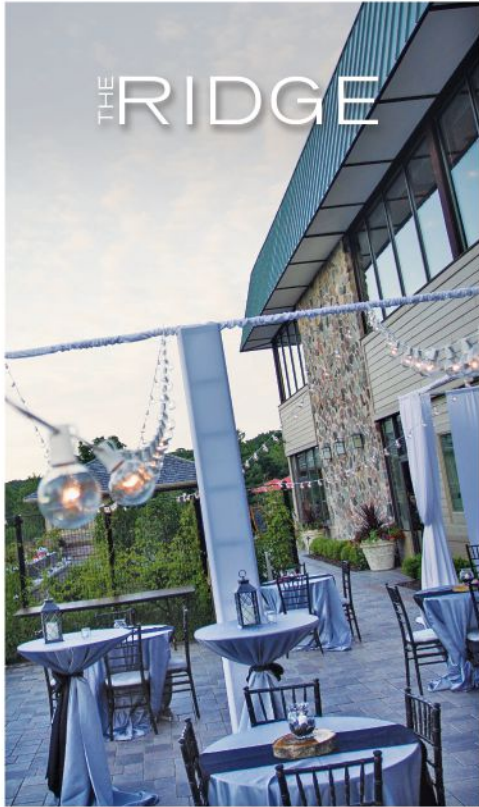
VISIT Milwaukee has been awarded four 2016 MarCom Awards for its marketing and communications efforts. The MarCom Awards are an international creative competition that recognizes outstanding achievement by marketing and communications professionals. Entries come from non-profit and corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. The awards are administered by the Association of Marketing & Communications (AMCP).

TRU BY HILTON COMING TO MADISON

North Central Group has announced plans to build a 106-room Tru by Hilton hotel on the west side of Madison. Construction will begin in early 2017 with a scheduled completion date of early 2018. North Central Group is a Middleton, Wis.-based hotel development company that is opening a 165-room AC Hotel by Marriott in downtown Madison this spring.

FOX CITIES EXHIBITION CENTER DETAILS RELEASED

Designs of the new Fox Cities Exhibition Center (FCEC) were recently unveiled, showing the facility's signature 82-foot-tall LED-lit tower and the seamless integration into Appleton's Jones Park. In addition to



GETAWAY OR GET DOWN TO BUSINESS?

The choice is yours.

Whether you are planning an inspiring breakaway, classic conference or intimate retreat, we have the Wisconsin venue for you. Lake Geneva's contemporary Ridge Hotel, all-suite Cove of Lake Geneva and clubby Geneva National Resort each offer shoreline settings, versatile event space, and on-site planners -- plus the rare opportunity to golf 54 legendary holes designed by Palmer, Player and Trevino. Even better, have it all at a fraction of the cost of a city stay.

LAKE GENEVA
MEETINGS

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