

Friday
October 20
11:15 a.m.

The Making of \$20 Billion Industry

Closing Address

Hear why Wisconsin is the Midwest's premier destination for fun from Department of Tourism Secretary Stephanie Klett. She'll share the top trends and insights in tourism marketing and present the Department's award-winning ad campaign to promote the state's \$20 billion tourism industry.



Stephanie Klett

Secretary of Tourism

State of Wisconsin

Under Secretary Klett's leadership the past six years, tourism is up 35% and supports 193,500 jobs. In addition, the Tourism Department has earned an unprecedented 91 state, national and international awards for excellence in marketing and public relations.

Promoting Wisconsin is something Stephanie has been doing her entire adult life. She's logged more than one million miles criss-crossing all 72 counties during her 20-year career as the Emmy-winning host of Discover Wisconsin Television & Radio series. Prior to that Klett represented our state as Miss Wisconsin.

Tips, Trends & Tactics

The 119th League Annual Conference
October 18-20, 2017
Radisson Paper Valley
Appleton

