



NEWSLETTER

May 2024 Edition

**National Tour & Travel Week May 19-25, 2024
and World Agricultural Tourism Recognition May 16-18, 2024**

It is time for Guests to plan their next Ag-Venture!

ABOUT NATIONAL TRAVEL AND TOURISM WEEK

Join us May 19-25 in celebrating National Travel and Tourism Week and help highlight our industry's undeniable impact! Travel matters to Wisconsin America's Agricultural Tourism Destination. #LUVRAG #NTTW24

Established in 1983, National Travel and Tourism Week (NTTW) is an annual tradition to celebrate the U.S. travel community and travel's essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses and elevating the quality of life for Americans every day.

WATA Continues Kicks Marketing Campaign to Drive Visitors to Your Farm



Wisconsin Agricultural Tourism Association continues a statewide push to get more visitors to members' farms, event barns, vineyards, petting zoos, and tree farms.

Large, easy-to-read signs boasting LUV-R-AG and smart-phone friendly QR codes were placed at highway rest stops and visitor centers from Hurley to Kenosha, Ashland to Beloit, Superior to Platteville, and Menominee to La Crosse. Travelers will be able to see the signs, use the QR code, and find their next ag-venture. Take a minute to view the videos created and please share on your social media channels:

[LUV R AG scan the QR code](#) [Napa Valley of the Midwest](#) [Wisconsin Farm Weddings](#)
[Family Fun on the Farm. Plan your Ag-Venture Today](#)

Share these PSA's with your local radio stations.



[PSA 1](#)



[PSA 2](#)



[PSA 3](#)



[PSA 4](#)



[PSA 5](#)



[PSA 6](#)

Enhancing and Growing your Agricultural Tourism Business -Educational Webinar Series-

Educational Webinar Series

This online Educational Series is a free membership benefit.

- ~Available 24/7
- ~Members Only Page
- ~Member Generated
- ~New Webinars in 2024



WIAGTOURISM.COM

Owning your own Agricultural Tourism Destination can be challenging and rewarding at the same time. Join WATA and spend the off season exploring, planning, rejuvenating, networking and boosting your creative entrepreneurial spirit. Production is happening now.

News to Know... Upcoming WATA Events

WISCONSIN AGRICULTURE TOURISM ASSOCIATION
PROOF SHEET FOR EST-924-1431- 12-8-2023

NOTICE

A PERSON WHO OBSERVES OR PARTICIPATES IN AN AGRICULTURAL TOURISM ACTIVITY ON THIS PROPERTY ASSUMES THE RISKS INHERENT IN THE AGRICULTURAL TOURISM ACTIVITY. RISKS INHERENT IN THE AGRICULTURAL TOURISM ACTIVITY MAY INCLUDE CONDITIONS ON THE LAND, THE UNPREDICTABLE BEHAVIOR OF FARM ANIMALS, THE ORDINARY DANGERS ASSOCIATED WITH EQUIPMENT USED IN FARMING OPERATIONS, AND THE POTENTIAL THAT A PARTICIPANT IN THE AGRICULTURAL TOURISM ACTIVITY MAY ACT IN A NEGLIGENT WAY THAT MAY CONTRIBUTE TO INJURY OR DEATH. THE AGRICULTURAL TOURISM PROVIDER IS NOT LIABLE FOR THE INJURY OR DEATH OF A PERSON INVOLVED IN AN AGRICULTURAL TOURISM ACTIVITY RESULTING FROM THOSE INHERENT RISKS.

Rural Mutual
Member Company

WATA
Wisconsin Agricultural Tourism Association

- Rural Mutual Agents are offering Signs for their clients. Contact your agent. [Page 45 WFBF Rural Route](#)
- Pica Grove Image Allies of Sparta is offering a \$50 discount to WATA members for all your signage posting needs to be in compliance with WI Act 269. See these and more products at their website: www.picagrove.com .
- USDA SCBG23-10 gowiaqtourism.com podcasts featuring specialty crop growers. Listen to these podcasts.

Conduct a safety review. Inspect your operation with visitor safety in mind. Remember, many visitors have never been on a farm or don't understand what might harm them on a farm. Examine all areas visitors will be in, including surrounding "off limits" areas visitors might try to access, and identify any possible safety hazards. Great Article [Morning Ag Clips](#) [Checklists and Resources from Safe Agritourism](#)

Save the Date — August 6, 2024

WATA State Fair Stage Show 5-6 p.m.

Would you like your Agricultural Tourism Destination recognized at the Wisconsin State Fair?

Send trivia prizes to:

WATA 4618 West County Road A Janesville, WI. 53548
before August 1, 2025 Ideas: hats, t-shirts, admission tickets, lotions, balms, jams, keychains, etc.



TRAVEL. Powering the Economy. Connecting America.

- National Travel and Tourism Week celebrates the industry's critical role in powering our nation's economy, communities and connections. Together, let's demonstrate our industry's critical importance—in every corner of our country.
- Travel is a \$2.8 trillion industry that supports nearly 15 million American jobs while fueling other important industries like manufacturing, health care and agriculture—all which depend on travel to generate business, spur innovation and support education.
- The travel industry is essential to America's success—it is an economic powerhouse that unites people, benefits society and is paramount to the United States' global competitiveness.
- It's important to continue to grow this vital sector of the U.S. economy. We must elevate the perceived value of the industry among policymakers, opinion leaders and business leaders. [Resources link.](#)
- May 16-18 South Tyrol, Italy hosted the 2nd World Agritourism Congress - [Agritourism is More.](#)
- June Dairy Breakfasts - [Wisconsin Dairy Breakfast & Events \(grilled cheese\)](#) June 1-30, 2024
- Fairs and Festivals - [Wisconsin Fairs - June 19 - September 15](#)
- [Packers Draft Central](#) NFL Draft – Two Wisconsin Corn Mazes being cut “ All Roads lead to Green Bay – NFL Draft” Watch for the reveals.
- [Travel Wisconsin Link to Tours and Trails](#)

Remember to invite fellow Agricultural Tourism Operators to join WATA. [Online membership form.](#)



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