



NEWSLETTER

May 2025 Edition

National Tour & Travel Week May 4-11 and

World Agricultural Tourism Recognition May 15-16

It is time for Guests to plan their 2025 Agricultural Tourism Adventures!

ABOUT NATIONAL TRAVEL AND TOURISM WEEK

Wisconsin Agricultural Tourism Association members celebrated National Travel and Tourism Week to help highlight our industry's undeniable impact!

National Travel and Tourism Week (NTTW) May 4-11, is an annual tradition that highlights travel's essential role in driving economic growth, creating jobs and enhancing quality of life across the United States.

Travel matters to Wisconsin America's Agricultural Tourism Destination.

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.



Travel is one of America's most powerful economic engines—supporting 15 million jobs, generating \$2.9 trillion in economic output and funding essential public services. It strengthens every sector of the economy, from restaurants and retail to tech, manufacturing and agriculture.

Every day we celebrate agricultural tourism, an industry that fuels opportunity and connects us all. If you, ate today Thank a Farmer. 2025 is the year for our audience to plan their agricultural tourism on-farm experience by visiting a tulip farm, cut flower farm, lavender farm, petting farm, apple orchard, winery, experience a farm stay, cooking class, farm to table dinner, pizza on the farm and so much more.

Wisconsin Tourism In 2023, Wisconsin saw a \$25 billion total economic impact and welcomed 113 million visits.

Wisconsin Agriculture Industry. Wisconsin agriculture is a big economic driver contributing \$116.3 billion annually to our state's economy. Food processing activity contributes \$107 billion to industrial sales. The state is home to 58,521 farms on 13.8 million acres. The average farm size in Wisconsin is 236 acres.

Wisconsin Outdoor Recreation's \$11.2 billion industry.

Wisconsin Agricultural Tourism is the marriage of all three industries, outdoor recreation, tourism and agricultural. Travel is not red or blue. Travel is green - economic impact green - Revenue for Wisconsin, small businesses, family farms and more. Check out all the action in this [photo gallery](#).

[Governor Tony Evers visits Fond du Lac shop to celebrate travel and tourism week](#)
WBAY — May 6, 2025

[Gov. Evers visits Eau Claire, talks about tourism in 2025-2027 budget](#)
Eau Claire Leader-Telegram — May 5, 2025

National Travel & Tourism Week

- [Reel from Governor's Visit to LaClare Creamery for National Travel & Tourism Week](#)
- [Travel Wisconsin Photo Gallery 2025 National Travel & Tourism Week](#)
- [Governor Visits Busy Barns Farm Adventures](#)



In the News... On the Air

Let's talk Green

Celebrating the power of Green; travel to fuel economies, strengthen communities and to showcase Wisconsin. Agricultural Tourism, Travel & Tour Week, follow-up Draft, and Class Green Reunion "All things John Deere" 3-day event - June 12-14, 2025

- [Agricultural Tourism June 12- 14 Class Green Reunion Podcast WCLO](#)

- [Win Tickets to Keller Retired Tractor Bus Tour - Classic Green Reunion](#)

Win a Ticket to the Classic Green Reunion 2025 Keller Retired Tractor Museum Bus Tour! (click on link <https://wiagtourism.com/Events>).

When: Friday, June 13, 2025 @ 1:30 PM

Where: Ziegler Family Expo Center, 3000 Hwy PV, West Bend, WI

Join us for an exclusive bus tour to the Keller Retired Tractor Museum, home to one of the world's most unique and rare John Deere collections! With over 588 farm tractors, including one-of-a-kind, first-production, and experimental models, this is a must-see for tractor enthusiasts!

Tour Details:

- ✓ Motorcoach Bus Transportation
- ✓ 2-hour leisurely self-guided tour of the Keller Collection
- ✓ Food & drinks available for purchase at the museum



Fri, Jun 13 at 1:30 PM

🚗 Win a Ticket to the Classic Green Reuni...

Event by Wisconsin Agricultural Tourism...

- Follow the Wisconsin Agricultural Tourism Association on Facebook. [#ClassicGreenReunion2025](#) [#JohnDeereHistory](#) [#TractorTour](#) [#KellerMuseum](#) [#LuvRAG#WIAgTourism](#) [#farmfamily](#) Promotion sponsored by Everhart Family Farms. <https://www.classicgreen.org/keller> Eligible for Classic Green Reunion Spectator.
- [Civic Media Up North News - WI Agricultural Tourism](#) Travel & Tourism Week
- [Deep Roots Radio](#) Agricultural Tourism Economic Impact... "All things John Deere Green."
- USDA SCBG23-10 gowiagtourism.com podcasts featuring specialty crop growers. Listen to these podcasts featuring Northland Grains and Four Acre Flowers-Tulip Farm. Listen to all 24 podcasts.

The screenshot shows the WATA (Wisconsin Agricultural Tourism Association) website. At the top, there is a navigation menu with links for Home, Blog, Podcasts, Find an Ag-venture, and Our Association. Below the navigation is a social media bar with icons for Facebook, Twitter, YouTube, and LinkedIn. The main content area features a video player titled "Go WI Ag Tourism SCBG 23-10". The video player is currently playing a video titled "Ancient Grains Enrich Modern Palates" with a play button icon and a timestamp of 0:00 / 2:24. Below the video player, there is a list of related podcast episodes with their titles and durations.

Episode Title	Duration
Ancient Grains Enrich Modern Palates	2:24
Tulip Queen Speaks for 15th Year Farm Family	14:01
Preparing Farms to Capitalize On Learning Draft	15:40
Feeding Back to the Farm: A Sustainable Strategy	10:03
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Discover Agricultural Tourism Bus Tours open to the Public - Please help us promote these opportunities. Consider joining us!

The Marketing Committee is promoting the upcoming Discover Wisconsin Agricultural Tourism WATA bus tours happening during the Classic Green Reunion 2025.

As a WATA Member, please support us in spreading the word. We'd love for you to help promote the tours via your social media channels, newsletters, and other outreach efforts. To make it easy, we've included a sample post to copy below!

"Foodies, families, and farm fans—this one's for you! Join the Wisconsin Agricultural Tourism Association (WATA) and the Classic Green Reunion for two brand-new motorcoach tours on June 12 & 13! Hop on board for a day of farm-fresh fun, including cheese tastings, local wine, baby goats, and behind-the-scenes experiences at some of Wisconsin's most vibrant farms. Buy tickets online at <https://classicgreen.org/watatour!>"

Blog post with full tour info: <https://wiagtourism.com/blog/all-new-wata-bus-tours/>

Ticket purchase link: <https://classicgreen.org/watatour>



www.classicgreen.org/seminar



www.classicgreen.org/schedule

WISCONSIN WELCOMES YOU!

JUNE 12-14, 2025
ADMISSION \$15/DAY OR \$40/SHOW

CLASSIC GREEN

REUNION 2025
IT'S ABOUT THE PEOPLE!

CLASSIC GREEN
Reunion 2025
West Bend, Wisconsin

FEATURES FOR CGR25

- JOHN DEERE MODEL "B"
- WATERLOO BOY GAS ENGINES
- INDUSTRIAL WHEELED TRACTORS
- VAN BRUNT EQUIPMENT
- 90 SERIES LAWN AND GARDEN
- 100, 200, 300 AND 400

FAMILY FUN

- COLLECTOR SEMINARS
- LIVE DEMONSTRATIONS
- KIDS ZONE
- KIDS PEDAL PULL

CLASSIC GREEN
FAIR PARK & HOTEL
3800 COUNTY HIGHWAY 74
WEST BEND, WI 53090

[WATA's Marketing Campaign continues to Drive Visitors to Your Farm](#)

[LUV R AG scan the QR code](#) [Family Fun on the Farm](#)

[Plan your Ag-Venture Today](#) [Napa Valley of the Midwest](#) [Wisconsin Farm Weddings](#)

Share these PSA's with your local radio stations.

[PSA 1](#) [PSA 2](#) [PSA 3](#) [PSA 4](#) [PSA 5](#) [PSA 6](#)

News to Know... Upcoming WATA Events

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 4, 2025 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.

- June Dairy Breakfasts - [Wisconsin Dairy Breakfast & Events \(grilled cheese\)](#) May 30- July 6, 2025
- Fairs and Festivals - [Wisconsin Fairs June 18 - Sept 14](#)
- [Travel Wisconsin Link to Tours and Trails](#)
- Wisconsin Farm Technology Days August 5-7, 2025



2025 Wisconsin Farm Technology Days at Clinton Farms

Bear Creek, Wisconsin
August 5-6-7, 2025

Clinton Farms is located on State Highway 22 just west of Highway 45 near Bear Creek, Wisconsin. It is a 750 cow dairy operation, now in its fourth generation. Check out the video on the right to see more about the farm!

Clinton Farms hosted the 25th anniversary show of the old **Wisconsin Farm Progress Days** in 1978 as well as the very first **Wisconsin Farm Technology Days** show in 2003.

Be sure to join us this August 5-6-7!

- Wisconsin Christmas Tree Producers Summer Conference August 14-16, 2025 details in June.



- Wisconsin Agricultural Tourism Fall Season September 11- October 31, 2025. WATA Maze Challenge #WATAMAZE.



Remember to invite fellow Agricultural Tourism Operators to join WATA. Online membership form.

