

What's New in Wisconsin for 2026?

Hello Partner,

We want to hear from you! Travel Wisconsin is on the lookout for captivating stories and newsworthy topics for 2026 and beyond that would have national appeal. Whether it's a new attraction opening, important anniversaries or groundbreaking developments, your insights will help inform our marketing and public relations efforts. Smaller improvements and updates are better suited for local media efforts. Even if you don't have complete details, getting new information on our radar as early as possible is very beneficial for planning. Thank you for everything you do to grow tourism's economic impact in Wisconsin. We can't wait to hear what's new and fresh!

1. **Contact Information.**
2. Please list **new attractions, experiences, outfitters, restaurants, lodging, etc. for 2026.** Please share relevant information such as open date, location, website, description, why it's significant, etc.
3. Please list any **major renovations or restorations occurring in 2026.**
4. Please list **new events happening in 2026 and 2027.**
5. What **major anniversaries are being celebrated in 2026 and 2027** and what activities are planned around them?
6. List **new or updated meeting, conference or event venue offerings** (e.g. convention centers, retreat centers, resorts, etc.)
7. List **new or updated sports complexes** (e.g. arenas, athletic venues, athletic complexes, recreational centers, etc.)
8. **In Wisconsin everyone is welcome! Tell us how new initiatives are welcoming all travelers through inclusion, diversity, equity and accessibility (IDEA).** Please include links when applicable.
9. If you don't have anything new to note for 2026, **tell us about any "fresh takes or spins" on current national travel trends you've implemented or added in the following areas:**

- **America 250:** As America marks 250 years as a country, how is your business or community marking the significant anniversary? What local events, exhibits, experiences or activities tie into America 250?
- **Nature-first exploration:** Demand is growing for unplugged, off-the-grid travel with immersive outdoor experiences that prioritize reconnection and simplicity.
- **Kids are the new travel agents:** With Gen Alpha's influence rising, families are planning multi-gen trips driven by kid-approved picks and cross-generational needs. Families are no longer traveling with kids, but for them.
- **Noc-tourism:** From stargazing to moonlit paddles, travelers are embracing nighttime adventures that offer new ways to connect with nature and culture.
- **Diversity in focus:** Media and PR efforts alike are increasingly spotlighting diverse voices and creators and inclusive storytelling. Who are the people in your community who have untold stories to share from a diversity standpoint?
- **Transformational travel & Indigenous connection:** Travelers seek personal growth through authentic, Indigenous-led cultural experiences that foster deeper meaning.
- **Slow travel is here to stay:** Travelers are increasingly favoring "do-nothing" vacations and slow travel, where immersive, locally rooted journeys are prioritized. What offerings in your area allow visitors to slow down for the moment, connect with local culture and truly unwind?
- **Digital-first storytelling:** Content creator storytelling and content that performs well in publications' social channels are more important than ever. What are the visually stunning, Instagram-worthy locations in your area? Think: eye-catching architecture, colorful murals, scenic overlooks or creatively presented dishes that would stand out in a photo or video.
- **Sports tourism:** Fans are willing to travel far and wide to see their favorite team, athlete, stadium or niche sporting experience.
- **Accessible adventures:** More travelers are seeking destinations that offer accessible experiences, ensuring that people of all abilities in their travel party can enjoy their vacation.

Survey Link: <https://www.surveymonkey.com/r/WhatsNew26>