



## MEMBERSHIP APPLICATION

Destinations Wisconsin is a leader in Wisconsin's tourism industry that provides members with educational, legislative, marketing and networking opportunities. WACVB has nearly 40 members, representing over \$50 million in promotional power to drive tourism growth in Wisconsin. Incorporated in 1993, WACVB initiates programs to increase awareness and appreciation of destination marketing organizations (DMOs) as well as the entire tourism industry. Destinations Wisconsin partners with the Wisconsin Department of Tourism to promote the State as a meetings and convention as well as sports events destination and has a website – [destinationswisconsin.com](http://destinationswisconsin.com) - that serves as a portal to our member websites. Destinations Wisconsin is a voting member of the Tourism Federation of Wisconsin and has played an important role in advocating for Room Tax Reform, September 1 School Start Date legislation and the state tourism promotion budget. Destinations Wisconsin is also a member of Destinations International.

### APPLICATION FOR FULL OR ASSOCIATE MEMBERSHIP

The following DMO desires membership status in the Destinations Wisconsin:

Membership level requested:  Full membership  Associate membership

Name \_\_\_\_\_ Title \_\_\_\_\_

DMO \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_ Web site \_\_\_\_\_

Municipality(ies) Served: \_\_\_\_\_

Population Base: \_\_\_\_\_ Number of Hotel Rooms: \_\_\_\_\_

Current Rate of Room Tax: \_\_\_\_\_ % of Room Tax Receipts DMO receives: \_\_\_\_\_

Annual DMO Budget: \_\_\_\_\_

Please send completed form, a copy of your DMO's By-Laws or equivalent; most recent budget; annual report or equivalent; marketing plan and \$250 application fee to:

**Destinations Wisconsin**  
**PO Box 393**  
**Sun Prairie WI 53590**  
**[jhertel@DestinationsWisconsin.com](mailto:jhertel@DestinationsWisconsin.com)**