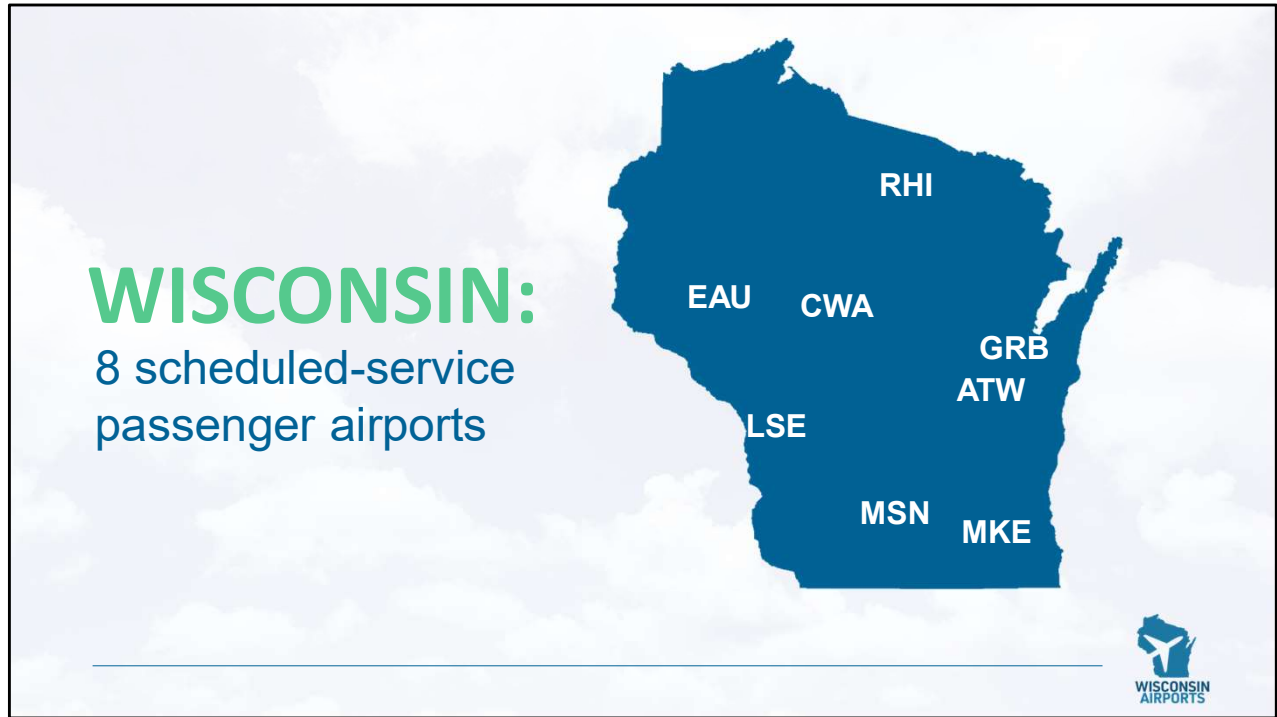
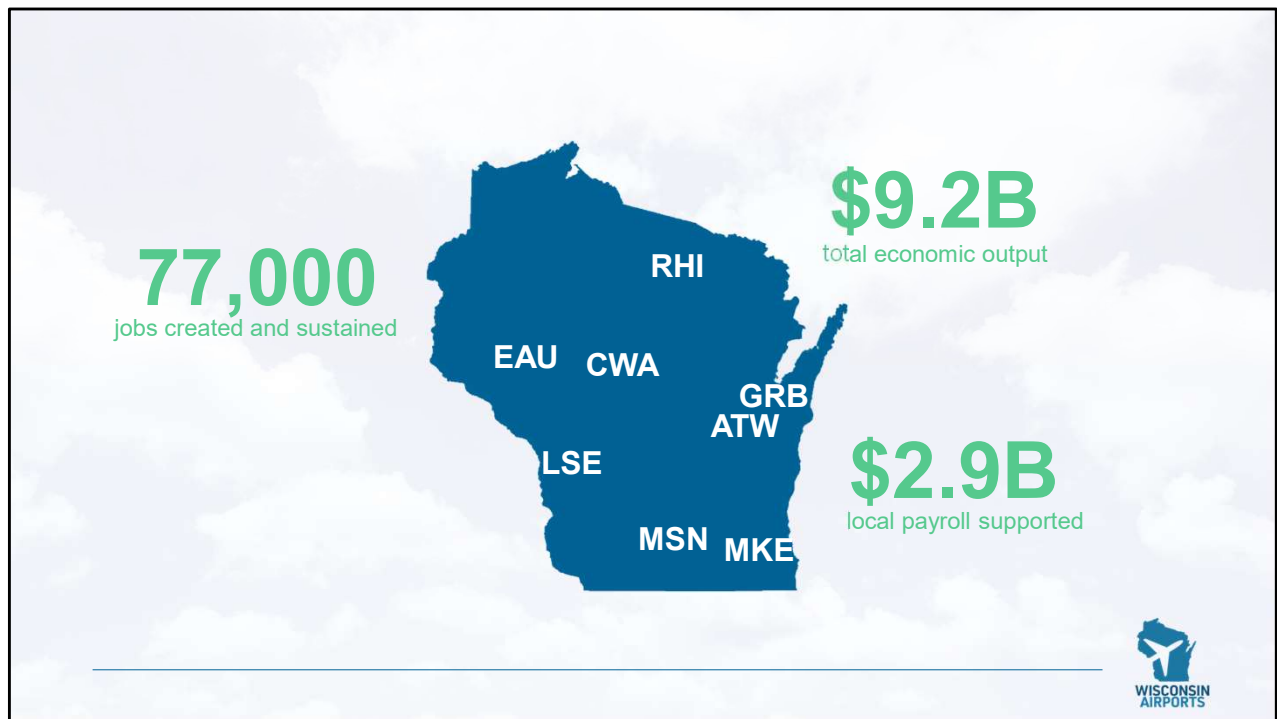


**PUT WISCONSIN'S  
AIRPORTS TO WORK  
AND WATCH OUR  
ECONOMY SOAR!**





While Wisconsin has dozens of airports, just eight have scheduled passenger service.



These eight airports are powerhouses for our state and local economy, contributing 77,000 jobs, supporting \$2.9 Billion in local payroll and creating \$9.2 Billion total economic output.

Wisconsin airports are city or county-owned. Our smaller airports may be funded by both user-fees and local taxes; a larger airport such as Milwaukee's is entirely self-supporting through revenue generated from user-fees, such as airline landing fees and parking and concessions revenue.



Each Wisconsin airport manager knows the breakdown of the local and state economic impact of her or his airport. I don't have each airport's data, so I'll use Milwaukee's economic impact report as a sample. These results are based on the calendar year 2017.

An airport's total economic impact is broken down into the jobs and commerce created by operating the airport and that created by visitors arriving and departing by air. Together, in the Milwaukee example, they have a \$3 billion impact on our local and state economy, creating nearly 25,000 jobs, and generating more than \$900 million in earnings, or personal income and spending.



In 2017, activity generated by Milwaukee's airport contributed nearly \$95 million in total tax revenue. About 60% of that is state tax revenue and 40% is local. Each Wisconsin airport is contributing a similar percentage to state and local tax revenue.



When visitors come into our communities, they spend the most on lodging and food. The 1.6 million visitors flying into Milwaukee in 2017 spent more than a billion dollars on hotel or lodging stays, nearly \$230 million at restaurants, and millions more on shopping, entertainment and transportation. These general categories are the same for every Wisconsin airport.

# 5 WAYS

OUR STATE'S AIRPORTS CAN BE  
TRANSFORMATIONAL  
TO WISCONSIN'S ECONOMY:



But your airports are ready to take it to the next level. We want to contribute even more to our state and local coffers. We're going to talk today about five ways our state's airports can be transformational to Wisconsin's economy.

# #1 INVEST IN AIR CARGO INFRASTRUCTURE – WISCONSIN PRODUCTS FLYING FROM WISCONSIN AIRPORTS



#1 Invest in Air Cargo Infrastructure - let's get Wisconsin products flying from Wisconsin airports.





**Cargo handlers move to airport suburbs to escape O'Hare congestion**  
Companies invest in outside warehouses to reduce shipping delays in Chicago

**Fed up with cargo congestion, freight forwarders flee O'Hare airport**  
Responsive service in Rockford attracts freighter operators to alternative Midwest gateway

**Chicago Rockford International Airport generates \$4.7 billion in 2020 in economic impact**  
ROCKFORD, Ill. (WIFR) - Published: Dec. 21, 2021

Growth at the Rockford, IL airport	
Jobs	Economic Impact
2012: 5500 Jobs	2012: \$1 billion
2020: 21,476 Jobs	2020: \$4.7 billion

**WISCONSIN AIRPORTS**

Wisconsin is a top manufacturing state. Our goods are exported via seaport, rail, road and air, and the cargo on many of the semi trucks headed to and from O'Hare are Wisconsin products.

Considering what is lost in time and money through delays moving freight in and out of O'Hare, it is a good time to analyze whether we can reduce costs for Wisconsin manufacturers while giving our own economy a boost by investing in the infrastructure needed to fly our products from a Wisconsin airport.

The hours that semi drivers spend waiting in line to deliver or pick up freight at O'Hare are legendary. The Rockford, Illinois airport has been built out to accommodate air freight, and we can see the impressive economic impact and jobs this has created over the last decade.

Large domestic and international cargo airlines don't like the added cost of these ground transportation delays either and are looking for alternative airports to handle their freight.

Illinois has invested tens of millions of dollars over the last 10 years to create an air cargo hub at Rockford, knowing what an economic generator air freight is.

Milwaukee is exactly the same distance from O'Hare as Rockford is, and it's worth a deep-dive analysis whether freight could fly into Milwaukee from other state airports, with some infrastructure investment, thereby helping Wisconsin companies with their bottom line, while creating good jobs and keeping the economic impact in Wisconsin.

# #2

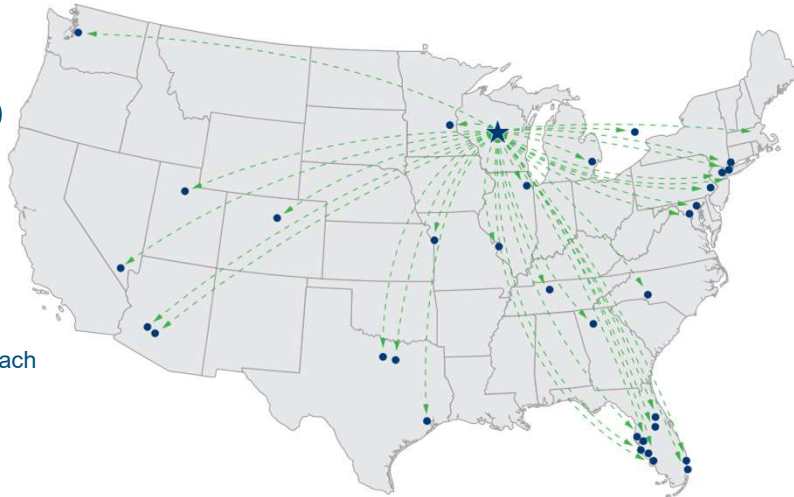
CHANGE THE WAY WE  
THINK ABOUT AIR  
TRAVEL



#2 Change the way we think about air travel.

## Wisconsin has **nonstop service** to most major cities.

With one connection, we can reach markets around the world



Let's start by talking about what it takes for an airport to "land" a flight (pun intended).

We can currently fly to many places nonstop from Wisconsin, and just about everywhere else with a connecting flight.

But if I'm reading your mind correctly, your question is "why don't we have more nonstop flights?"

I assure you that Wisconsin airport managers are FULLY engaged in campaigns to attract and retain more flights and more passengers, because they know growth in flights means growth in the local and state economy. I see all of the Wisconsin airport managers at airline industry "speed-dating" events, where the airport has 20 minutes to give our best pitch in one-on-one meetings with airline network planning executives. Airport managers also visit airline headquarters or invite airline executives to their community. Back in the office, they are in frequent contact with their target airlines. You may not hear much about these air service development efforts, because like all businesses, airlines want their conversations kept confidential so that competitors are not tipped off about their potential new routes.

Obstacles to robust air service include the ongoing pilot and crew shortages, fewer small regional jets in the system, and airline operational issues.

And airlines, of course, are in business to make money. When you look at the map, there is an obvious gap in service to the west coast. Flights to the east coast are considered “short-haul,” and allow the airline to use the same plane and crew for several flights in a day, which creates higher revenue. The west coast, on the other hand is “long-haul,” tying up a plane and crew for an entire day, generating perhaps the same amount of revenue as a short-haul flight, but with higher operating costs to cover the longer distance flown and reduced opportunity to use the same plane and crew for multiple flights.

If the airline can make a penny more per mile flying that plane between Boston and New York than it would flying from your market, chances are the higher profit route will win the flight.

Your airport managers frequently get requests for nonstop flights to a certain market, and explain that the decision where and when to fly is entirely the call of the airline. Every new flight is cause for celebration. Even convincing an airline to put a larger plane on a route is huge win, as it brings more revenue to the airport through additional landing fees and additional passenger spending in the airport.

## **Airlines want to know:**

Tell me about your market  
beyond the DoT statistics

Why a route from your airport?



When your airport managers pitch new service, two things that airlines want to know are:

Tell me what I can't see about your market in the Department of Transportation databases.

Tell me why a route from your airport will be more profitable for my airline than any other place we could assign that aircraft.

## Wisconsin is a **leader in industries** that will drive the nation's economic recovery



**Manufacturing**  
475,000 Employed



**Artificial Intelligence**  
Startup hub



**Bio-Health**  
47,000 Employed



**Food & Beverage**  
100,000+ Employed



**Forest Products**  
63,000 Employed



**Energy, Power & Control**  
100,000+ Employed



**Aerospace**  
26,000 Employed



**Water Technology**  
23,000 Employed



To answer those questions, your airport manager has to be an expert on your local economy. He or she knows the largest industry sectors in your region and which companies operate in those sectors.

Airlines are looking for the next big thing – the markets where growth is taking place in key sectors.

As part of the pitch to the airline, the airport will identify the largest employers in their area in industries that are viewed as driving the post-pandemic economic recovery.

# Wisconsin's Fortune 500+

## Fortune 500



## Fortune 1000



Wisconsin has an impressive number of Fortune 500 and Fortune 1000 company headquarters.



# Forbes' Largest Private Companies

THE BOLD LOOK  
OF **KOHLER**

**Johnson**  
A FAMILY COMPANY

**ASHLEY**  
FURNITURE INDUSTRIES, INC.

**Schreiber**

**MENARDS**

**ABC**  
Supply Co. inc.

## Other Major Wisconsin Employers

**KOSS**

**amazon**

**Johnson Controls**

**GE Healthcare**

**Miller**

**TREK**

**Epic**

**FOXCONN**

**CATERPILLAR**

**KOMATSU**

**JOCKEY**

**ULINE**

**Kroger**

**MICHELS**

**Bemis**

**CNI INDUSTRIAL**

**KIKKOMAN**

**Milwaukee**

**WISCONSIN AIRPORTS**

...with an equally impressive number of privately-owned companies and other large employers. In “normal times,” business travelers are the highest priority for an airline, because businesspeople travel more frequently and are more likely to purchase an upgraded ticket.

Your airport managers are sharing data on business relationships between their Wisconsin city and another city, and where company employees travel to reach subsidiaries, factories, satellite offices and customers, pitching the route as a good candidate for added flights or more seats on a larger aircraft.

If a major company announces a large new development in your market, THAT gets an airline’s attention. Another metric airlines look at is population growth, or net population gain. This, of course, often follows business growth.

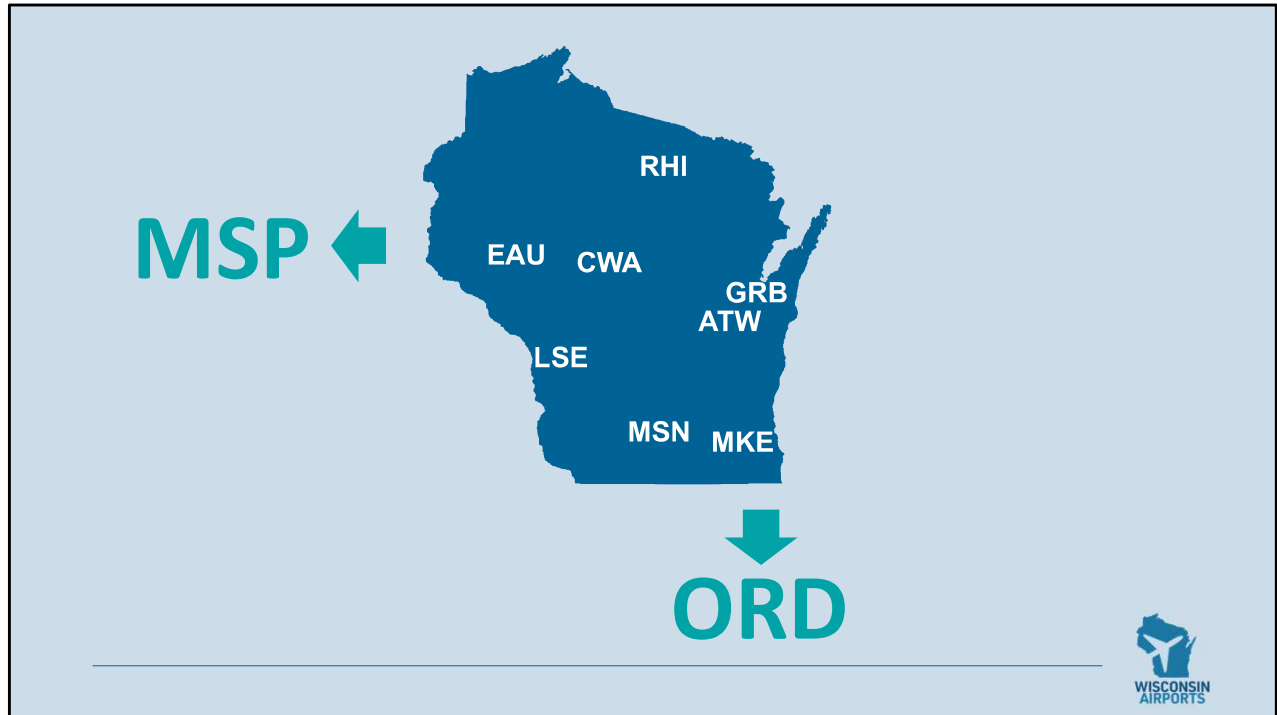
# Bleisure & Workcations



Business travel in every country, however, has been a bit slow to return post-pandemic, so airlines are now equally focused on booming leisure, vacation and tourism travel.

Remote work has created what is called the “Bleisure” (business + leisure) or “Workation” traveler, who can work from anywhere, and seamlessly combines vacation travel and job duties.

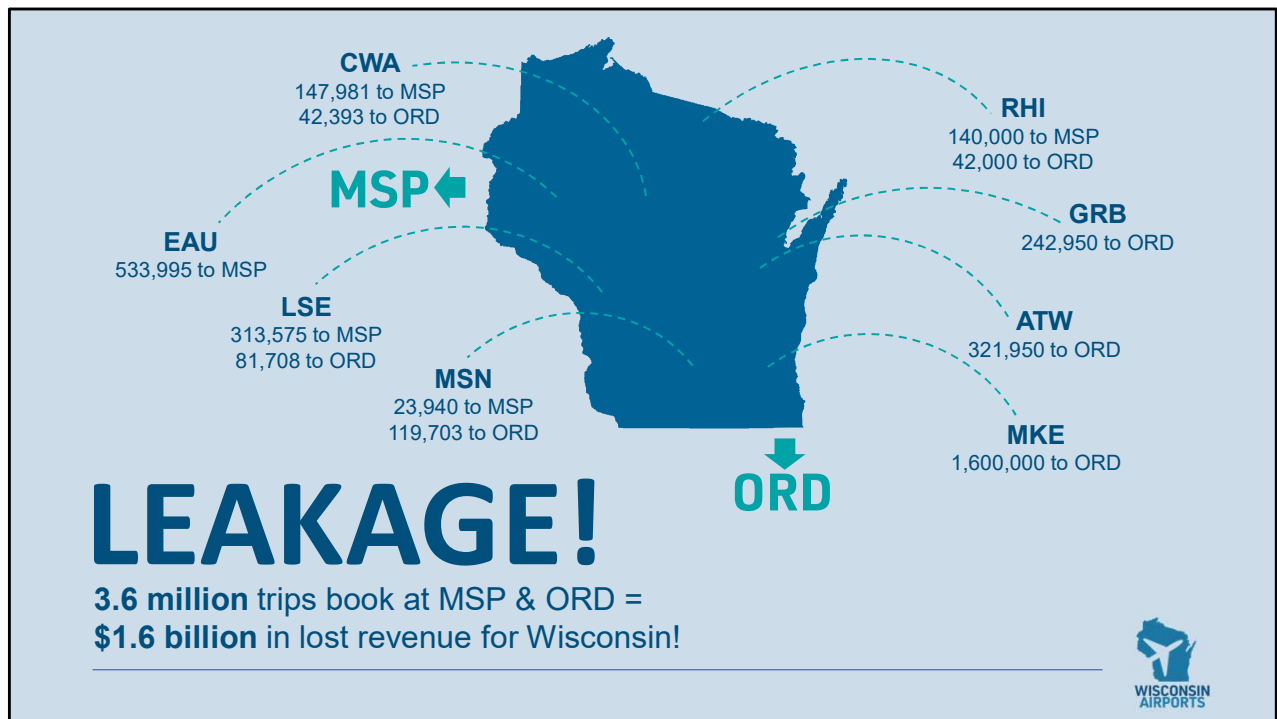
I’m sure you’ll agree that Wisconsin’s wealth of natural beauty, events and attractions in all four seasons makes us an ideal bleisure location.



So, here we are with plenty of business and tourism travel. What other factors might account for a less than optimum number of flights?

Of the Big 4 airlines, three have major hubs in Chicago (American, United and Southwest) and the other, Delta, which serves more Wisconsin passengers than any other airline, feeds our travelers through its Detroit and Minneapolis hubs.

Wisconsin airports truly are in a unique position, sandwiched between two large hub airports. It may surprise you to know what effect this has on our economy.



In the last full pre-pandemic year, 2019, nearly six million travelers boarded a flight at a Wisconsin airport.

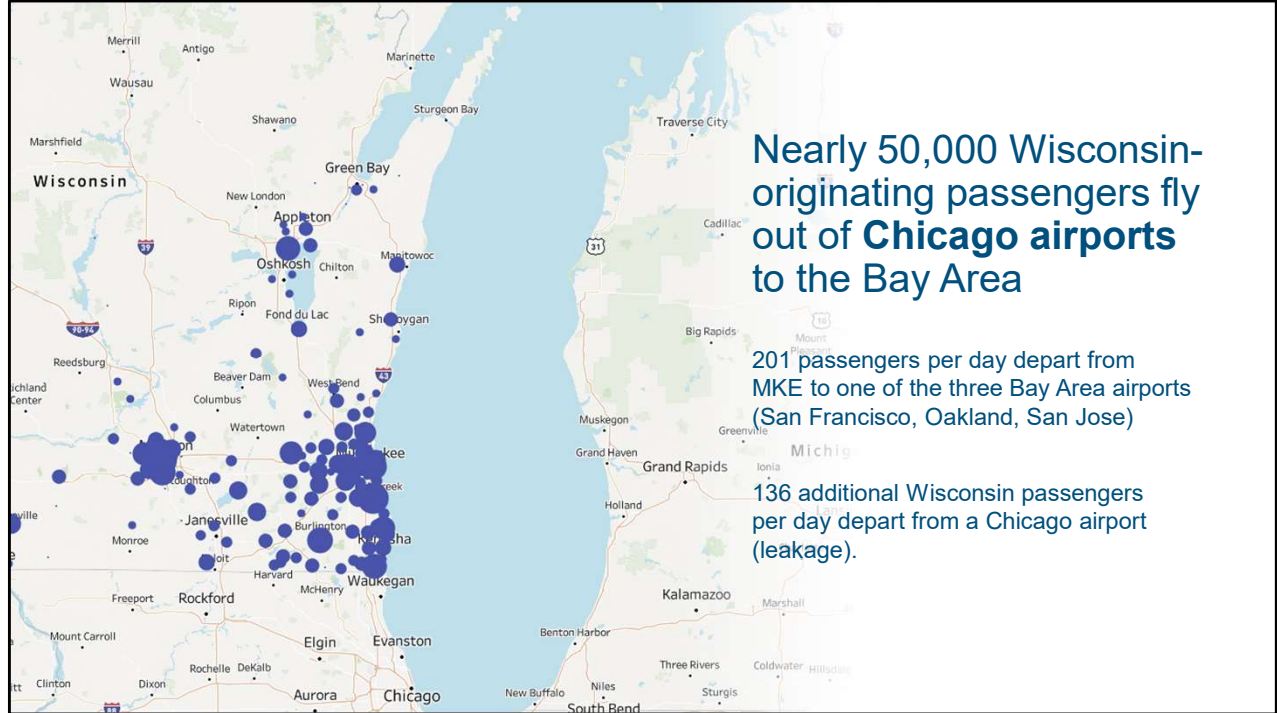
My colleague Susan Levitte, with the Green Bay Airport, gathered data from each of our Wisconsin Airports on how many passengers in their catchment area drive to out of state airports, which is called Leakage, a yucky but perfectly descriptive term.

Wisconsin loses an estimated \$1.6 billion dollars in revenue annually when air travelers choose to depart from either Minneapolis or Chicago, which happens an astonishing 3.6 million times each year.

In other words, if all Wisconsin travelers flew from a Wisconsin airport, our “buying power” for air service would increase from six million to almost 10 million passengers, making a very impactful case to airlines for more Wisconsin flights.

This \$1.6 billion dollars created by leakage then becomes revenue for the economies of Minnesota and Illinois, also creating more than 600 jobs in those states, as Wisconsin passengers pay for parking, food, gas and perhaps a hotel room while departing or arriving on a flight.

If one-third of Wisconsin's football fans bought Vikings or Bears jerseys, that would hurt the Packers. If a third of us bought cheese made in California, that would hurt Wisconsin dairies. If a third of our air travelers choose Minneapolis or Chicago, that hurts Wisconsin airports and the businesses that depend on them.



Using our desire for a nonstop flight to San Francisco as an example (and by the way, never doubt for a moment the gold mine of data your cell phone provides), in 2019, nearly 50,000 Wisconsin residents – represented by the blue dots - drove or took ground transportation to a Chicago airport to fly to the Bay Area. I don't have the precise number of those who drove to Minneapolis to fly to the Bay, but I'll bet La Crosse, Eau Claire, Central Wisconsin and Rhinelander airports could tell us.

THIS leakage moves the demand for the flight to Illinois.

When I'm making a pitch for nonstop service to the San Francisco Bay area, I can tell the airline how many Wisconsinites fly from a Chicago airport, and point out that this large number of passengers could instead be taking the airline's nonstop flight from Wisconsin... if they would add one...



...but the far better, stronger and more effective case is made by our departure from a Wisconsin airport and connecting in Denver, Minneapolis, Las Vegas or wherever your most convenient connection is to the San Francisco Bay. All Wisconsin airports have connecting air service through Minneapolis.

Now THAT the airline sees as demand for flights from Wisconsin to San Francisco. The airline does not include in its own demand analysis how many Wisconsin travelers leak to a Chicago or Minneapolis airport, only the actual number of travelers who board at a Wisconsin airport.

With air service, demand comes BEFORE supply. Flip this narrative from: "Well, if we had nonstop flights to San Francisco, I would leave from a Wisconsin airport" to "If we fly from a Wisconsin airport to San Francisco, we'll demonstrate demand for nonstop flights."

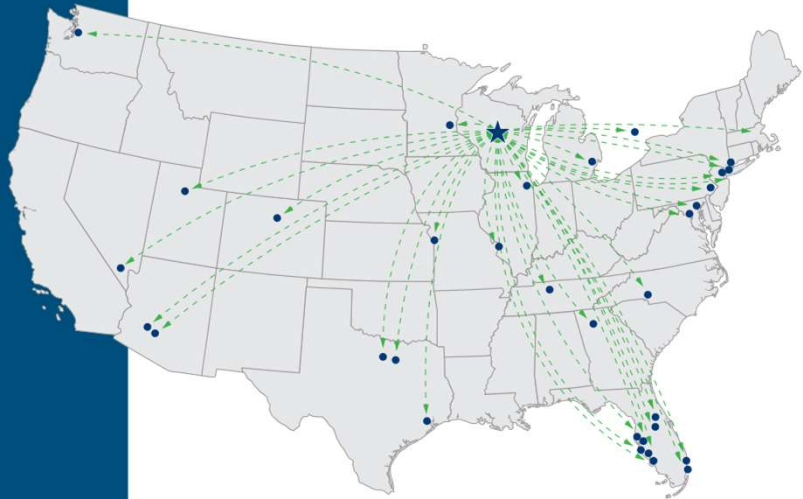
Depending upon where you live, it is anywhere from 4 to 8 hours driving round-trip to O'Hare or Minneapolis. In the same amount of time, you can depart from your local airport and connect, if needed, to and from your destination. When I travel internationally, I leave from Milwaukee – with its 10-minute TSA line - and connect. On the return flight, I love that I can clear Customs while connecting through, say,

Detroit or Minneapolis, and a short one-hour flight later I'm back at MKE, quickly in my car and home. Easy peasy. I cannot imagine getting off an eight-hour flight at O'Hare, the long slog through Customs, then another two-hour road trip home.

Instead of looking at connecting flights with dread, we can choose to see the ease and the time saved by using our local airports. Business, government and industry travelers, you hold the key. Airlines prize your business. Your airports would argue that you are not really taking a nonstop flight if you drive to Chicago or Minneapolis. You are "connecting by car" when we need you to "connect by air" from your local airport.



This  
includes  
**inbound**  
**travel, too!**



This applies to inbound travelers as well. Business managers - if a salesperson from Texas is coming to see you, insist that they fly into a Wisconsin airport. Rent their car in Wisconsin, buy the gas from a local station, stay in a local hotel, eat in a local restaurant. Boost our hospitality industry.

## Measuring Leakage Effect

City, State – Airport	Fortune 1000
Cleveland, OH – CLE	20
Milwaukee, WI – MKE	19
Columbus, OH – CMH	16
Cincinnati, OH – CVG	10
Indianapolis, IN – IND	10
Pittsburgh, PA – PIT	10
St. Louis, MO – STL	10
Kansas City, MO – MCI	7



What's the impact of Leakage in the final analysis? By one measure, Milwaukee ranks highly among its peer Midwestern cities in number of Fortune 1000 companies within a 60-mile radius, which is an indicator of a high volume of business travel.

## Measuring Leakage Effect

City, State – Airport	Fortune 1000	Passengers
St. Louis, MO – STL	10	10.45M
Kansas City, MO – MCI	7	7.68M
Cleveland, OH – CLE	20	7.28M
Indianapolis, IN – IND	10	7.18M
Pittsburgh, PA – PIT	10	6.35M
Cincinnati, OH – CVG	10	6.28M
Columbus, OH – CMH	16	5.82M
Milwaukee, WI – MKE	19	4.52M



But Milwaukee falls to lowest when looking at total passengers served in 2021.

## Measuring Leakage Effect

City, State – Airport	Fortune 1000	Passengers	Major Hub	Drive to Hub
Kansas City, MO – MCI	7	7.68M	MSP	6 h 20 m
St. Louis, MO – STL	10	10.45M	ORD	4 h 40 m
Pittsburgh, PA – PIT	10	6.35M	IAD	4 h 30 m
Cincinnati, OH – CVG	10	6.28M	DTW	3 h 50 m
Indianapolis, IN – IND	10	7.18M	ORD	3 h 40 m
Columbus, OH – CMH	16	5.82M	DTW	3 h 05 m
Cleveland, OH – CLE	20	7.28M	DTW	2 h 30 m
Milwaukee, WI – MKE	19	4.52M	ORD	1 h 30 m



The key variable is distance to a major hub airport. The farther the drive to a large hub, the more likely travelers are to use their local airport, and the more travelers use their local airport, the more attractive that airport is to airlines evaluating new or additional service.

It doesn't much matter to Delta whether you board in La Crosse or Minneapolis; you're still their customer. But it matters very much to La Crosse and to the state of Wisconsin. We have the corporate travel demand to support more flights. What we need is a competitive strategy to attract, retain and support more service.

Are we, partners, willing to review and revise company travel policies to "Fly Wisconsin First?" if your company's employees fly out of Chicago or Minneapolis, we know it doesn't save any time, and the cost of using a car service, or gas, tolls, parking and perhaps an overnight hotel stay, can wipe out any savings on a lower-cost ticket.

Wisconsin doesn't need to wait for a large Microsoft or Google hive to be built here to boost its air service. We don't have to wait for a volcanic eruption or tectonic plate shift or the next glacier to carve out a Wisconsin Yellowstone national park. We have the superpower to increase Wisconsin's flights simply by sealing up the leak

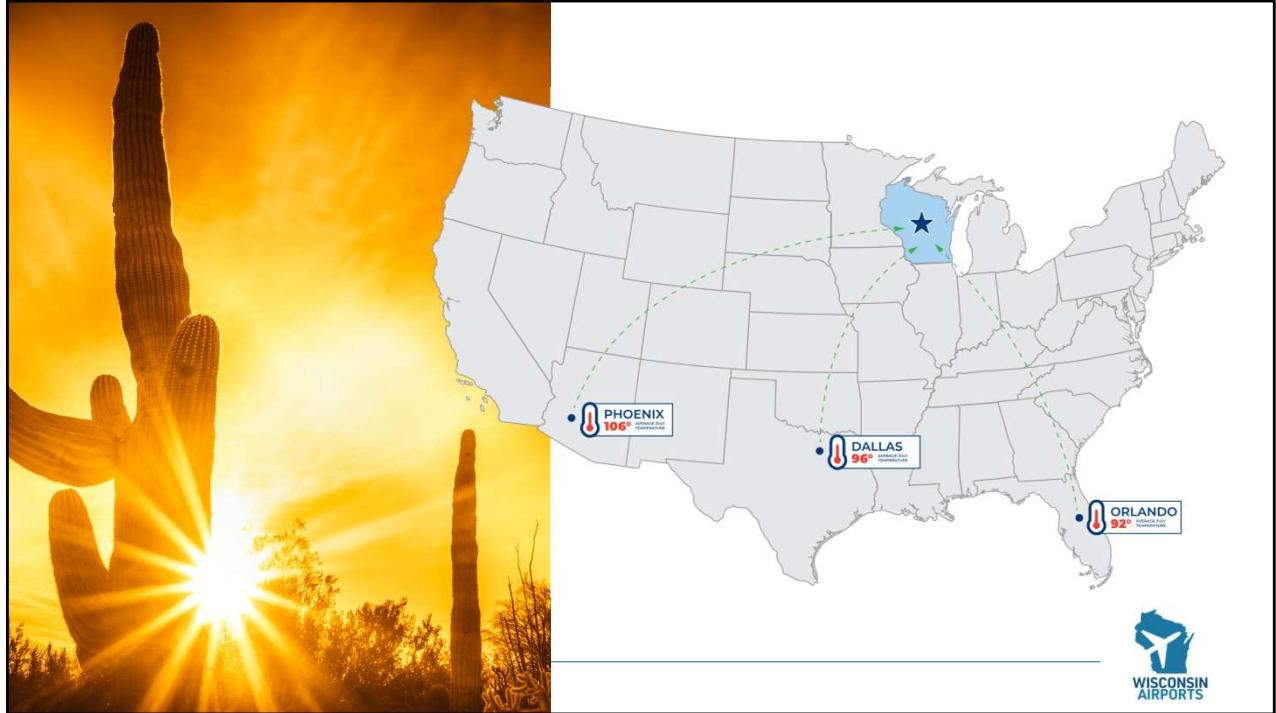
and committing to fly from Wisconsin's airports.

# #3

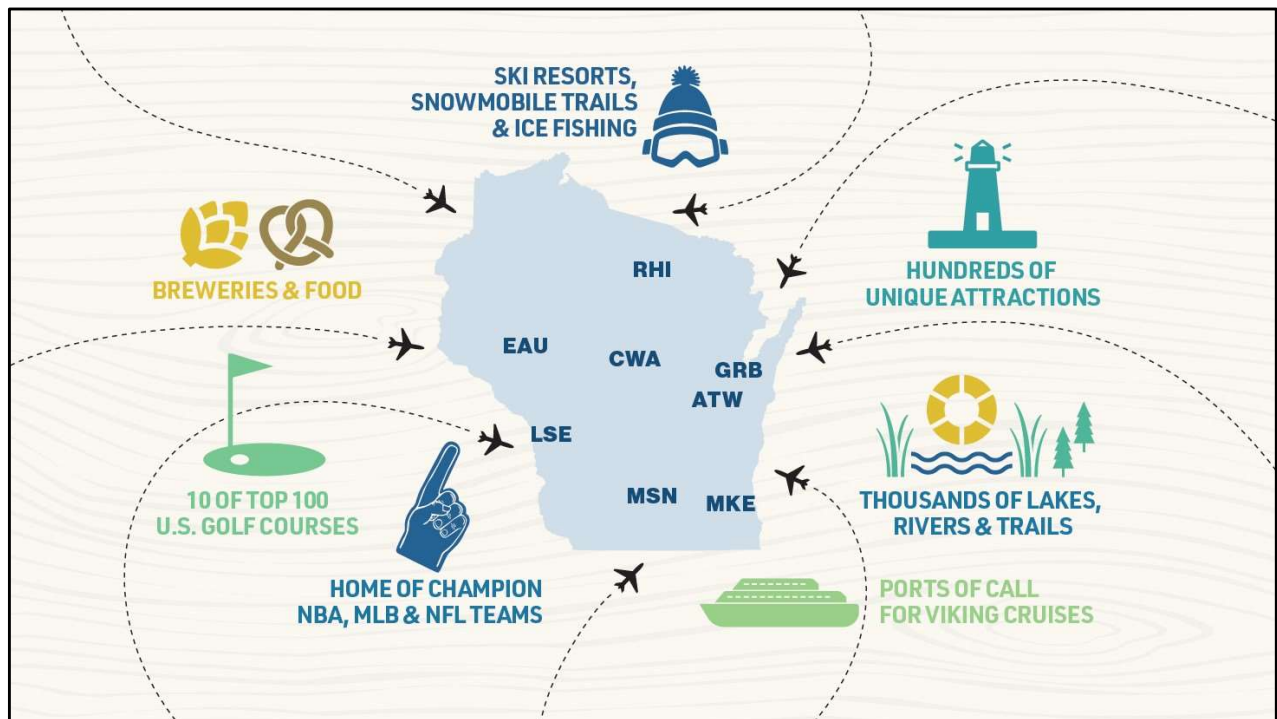
INCREASE  
VISITORS FROM  
“FLY MARKETS”



#3 Increase visitors from “Fly Markets”



You know how from April through October your friends and relatives who live in Arizona, Texas and Florida are constantly posting on social media that they cannot take the heat one more day... why wouldn't we invite them to fly into Wisconsin and enjoy being outside in our cool, comfortable temperatures?



Let's say you're a family living in Dallas planning a vacation with young kids. They would like the same kind of vacation our kids love – a resort or cabin on a lake, hiking, tubing... and their parents want to golf or relax on a beach chair with a beer in pleasant temperatures with late sunsets.

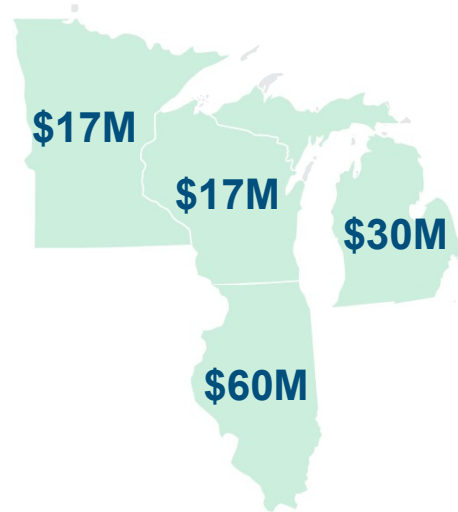
The Great Outdoors became the hot new destination during the pandemic and continues to attract vacationers. There is no better place to enjoy summer than our very own paradise – Wisconsin.

And in the winter, Aspen is expensive! Flying into Wisconsin for some skiing, sledding, tubing, boarding, snowmobiling is a WAY more budget and family-friendly getaway. Wisconsin may not have the high peaks of the West, but we have the third most ski resorts — as many as Colorado and more than California!

Our fictional vacationing family can find the best trip ever by flying into any of Wisconsin's airports. But first, the marketing team at Travel Wisconsin has to have the resources to reach out to them.



## State annual tourism budgets



We can't get the attention of potential tourists in Florida, Arizona and Texas... or Canada and Europe for that matter... without a boost in our state tourism budget. With its current budget amount, our state can afford to advertise in drive markets only. The cost to run a campaign inviting visitors from out of state to fly into Wisconsin would require additional funds.

There were more than 100 million visitor trips to Wisconsin in 2021. The investment of \$17 million that year brought \$20.9 Billion in economic impact to our state. Imagine the additional revenue for communities, businesses and the hospitality industry throughout Wisconsin if we increased funding to match that of our neighboring states and marketed to air travel tourists in the southern U.S., Canada and Europe.

Airlines view a state that brings in more tourists by air through promoting itself in fly markets as a state that will support more flights.

## City annual tourism budgets



In some cases, Wisconsin is competing for visitors with CITIES that have larger tourism budgets than our state.

This fly-in visitor travel serves the additional purpose of a “fam” (or familiarization) trip to your region of the state for future business investment.

Let’s say our fictional family from Dallas responds to Wisconsin tourism marketing, flies into the Chippewa Valley / Eau Claire airport to tour Leinenkugels and hike the start of the Ice Age Trail. They love the region, and work with the economic development staff to open a division of their robotics company there. Or maybe they fly into Central Wisconsin Airport to golf Sand Valley, then discover the Granite Peak ski area and find the perfect place to expand their medical supply business.

Visitors become residents become business investors. But we have to invest in inviting them. It is the perfect time to bring more fly market tourists into Wisconsin, as our state’s profile rises with high-end cruises, high-end golf and the highly-desirable natural beauty in a state bordered on three sides by abundant fresh water.

This becomes the synergy in which we use increased tourism marketing funds to attract fly-in visitors, thereby supporting airports throughout the state and the local

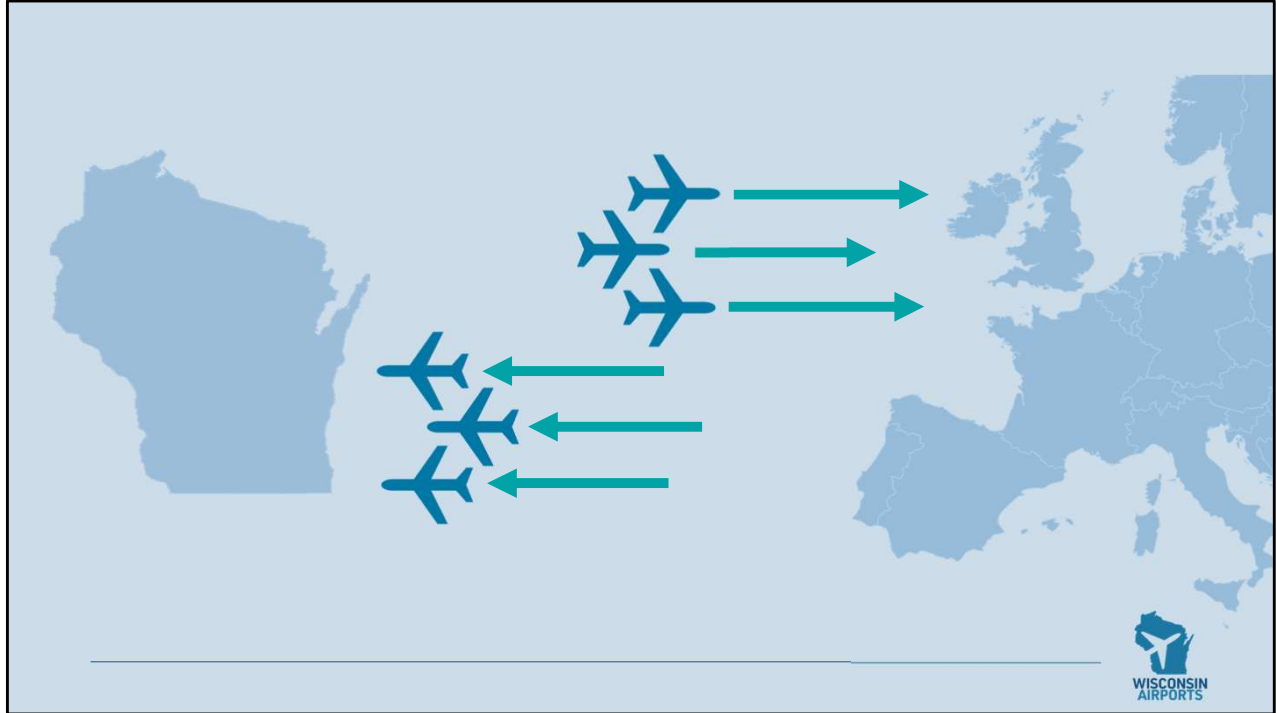
economies that depend on them, while introducing our Wisconsin regions to potential new business investors.

# #4

INCENTIVIZE  
INTERNATIONAL  
BUSINESS FLIGHTS



#4 Incentivize international business flights



Wisconsin sends about one million international air travelers per year throughout the globe, with the largest number going to Europe. According to the Global Business Alliance, 762 international companies have operations in Wisconsin, employing nearly 128,000 workers. The U.K., Canada and Germany support the largest number of jobs in Wisconsin among all international employers.

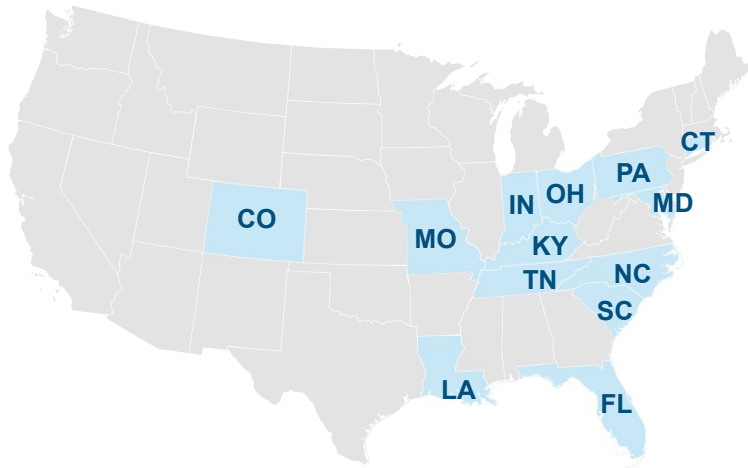
Combined, Wisconsin has enough transatlantic passengers to fill 3 widebody jets every day in both directions. However, more than 90% of Wisconsin travelers flying internationally depart from either O'Hare or Minneapolis.

Mid-size cities throughout the U.S. compete for transatlantic flights due to the revenue, travel efficiencies and economic impact they bring to their state. Airlines request start-up risk mitigation incentives (as do brick-and-mortar companies) to offer international service, with the airline committing as much as \$160 million in assets and operating expense to launch a new route.

The largest European destination from Wisconsin is London, with approximately 139 passengers flying daily in each direction, followed by cities in Germany, Italy, France, Ireland, Spain and the Netherlands.

Let's look at what other states are doing to win these flights.

## States that successfully offered transatlantic incentives



A number of states have already successfully invested in incentives to start transatlantic passenger service from their market.

## Minimum Revenue Guarantee model



Several Midwestern states have initiated start-up transatlantic air service incentives using the “Minimum Revenue Guarantee” model.

States get involved because federal regulations prohibit airports from subsidizing air service with revenue guarantees.

Under this agreement, an airline commits to a minimum number of weekly flights and the state commits to a fund holding a specific amount of money that is paid out only if the airline falls short of the agreed-upon target revenue. Other Minimum Revenue Guarantees or incentives may be offered by a consortium of state, local and private entities.



**Pittsburgh**



Incentive amount:  
**\$3.5M over 2 Years**

Economic impact:  
**\$62M Each Year**

---

Nonstop service from Pittsburgh to London sends a powerful message about the region's capacity when it comes to international business investment and strategic bilateral partnerships with companies abroad. I'm excited about future collaboration with the airport to keep moving the region forward."

— Stefani Pashman, Allegheny Conference CE

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From east to west:

The State of Pennsylvania DCED offered British Airways a \$3 million incentive over two years for service between Pittsburgh and London. Four flights per week minimum were required under the original agreement, but Pittsburgh will now have six flights per week after exercising an option to commit an additional \$500,000 in incentives.

The economic impact of the initial four flights per week is \$50 million annually. The additional two weekly flights create an extra \$12 million in economic impact.



Cuyahoga County	\$825K
City of Cleveland	\$600K
Greater Cleveland Partnership	\$600K
Destination Cleveland	\$275K
Team NEO	\$100K
JobsOhio	\$9.4M

Incentive amount:  
**\$11.8M over 3 Years**

Economic impact:  
**\$28.3M Each Year**

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"The announcement is the culmination of months of work by city, county and state officials to secure the new direct flight... this is important for the growth of major companies... that call Northeast Ohio home. We have won this service, now we have to use it."

-- Ohio Lt. Gov. Jon Husted

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Cleveland recently secured nonstop flights to Dublin, Ireland on Aer Lingus, with a contractually required minimum of four flights per week. In this case, an incentive package was put together by a consortium.

The total incentive investment is \$11.8 million over a three-year term.

The estimated economic benefit of this route is \$28.3 million per year.

The largest partner in the consortium, JobsOhio, is a private nonprofit corporation funded by the JobsOhio Beverage System liquor enterprise.

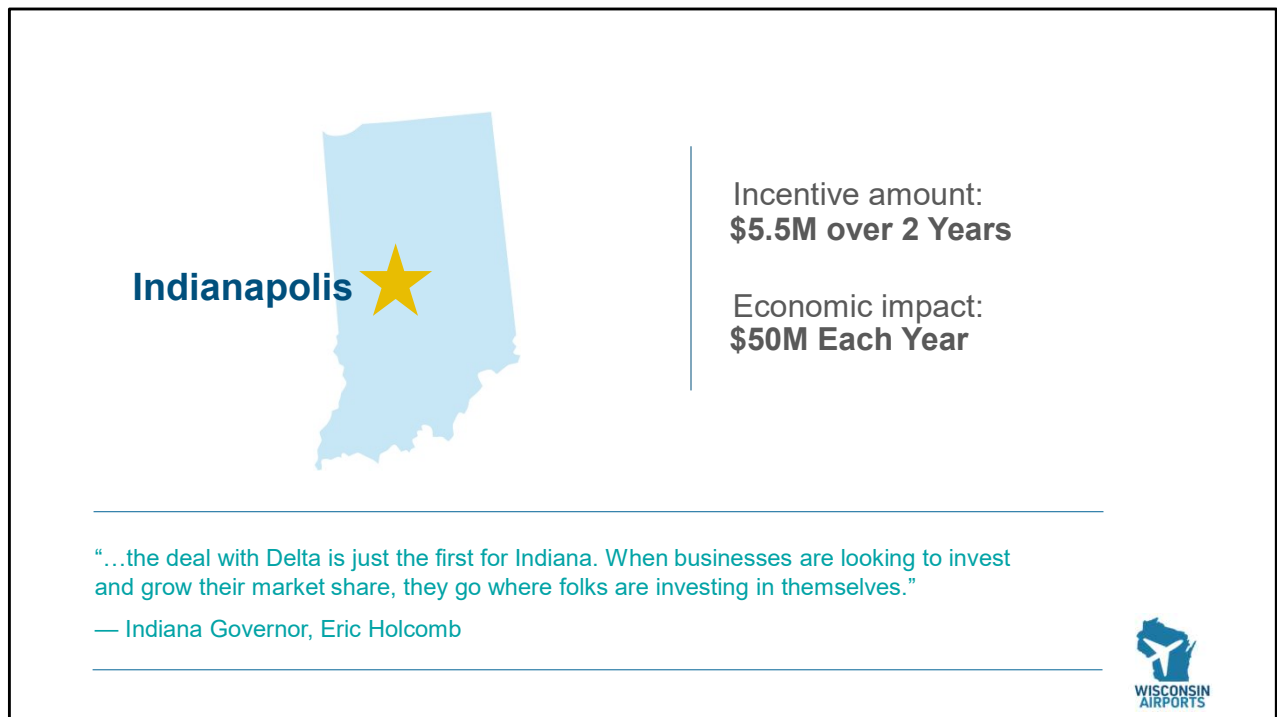


Cincinnati recently announced nonstop flights on British Airways to London that will begin in June.

The incentive amount has not yet been released, but we know that this was a creative collaboration between two states, Ohio and Kentucky (the Cincinnati airport is actually located in Kentucky).

JobsOhio, REDI Cincinnati, the Kentucky Cabinet for Economic Development, and Meet NKY formed the consortium.

The economic impact of this flight is estimated at \$57.3 million per year.



Indianapolis secured nonstop flights to Paris on Delta Air Lines, with a minimum of four weekly flights, when the State of Indiana EDC offered \$5.5 million in revenue guarantees over two years. Part of this agreement was the transportation of products made in Indiana as belly cargo on the flights, providing additional revenue toward the success of the flights.

Side note: Wisconsin, as a top manufacturing state, exports many products that could become belly cargo on our transatlantic flights, thereby boosting flight revenue toward the agreed-upon target.

The economic impact of these Paris nonstops is \$50 million annually.

Both Ohio and Indiana make their air service development funds available to smaller airports as well that have a business case for a particular route.



**Kansas City**

Incentive amount:  
**\$5M**

Economic impact:  
**TBA**

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“...an incredible opportunity... to help us build an international presence.”

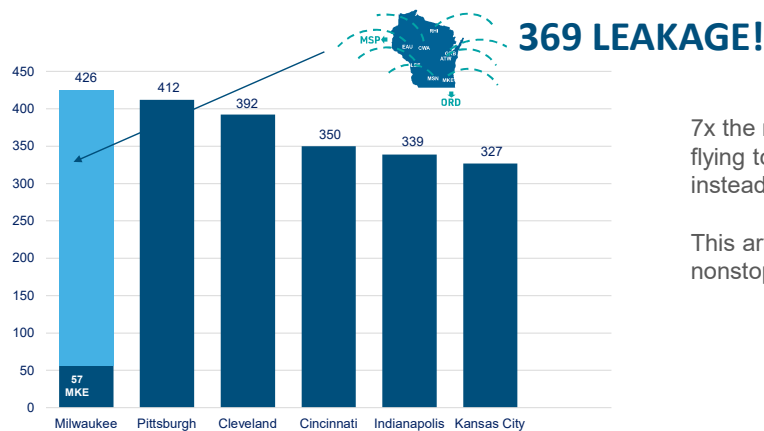
— Missouri State Sen. Lauren Arthur

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In Kansas City, no international flight has yet been announced, but the Missouri state legislature just authorized \$5 million in ARPA funds to offer as incentives for Kansas City to Europe service.

## MKE's daily number of passengers to Europe is larger than any of its peers



7x the number of Milwaukee area travelers flying to Europe leak to an out-of-state airport instead of departing from the local airport.

This artificially reduces perceived demand for nonstop international flights from Milwaukee.

For the win, Wisconsin has even more reason than Pennsylvania, Ohio, Kentucky, Indiana and Missouri to incentivize a nonstop flight to and from Europe – we have more daily passengers than any of those markets! The actual level of demand is hidden, however, by the number of international passengers leaking to O'Hare.

# #5 INCENTIVIZE SUMMER SEASONAL NONSTOP TOURISM FLIGHTS FROM EUROPE

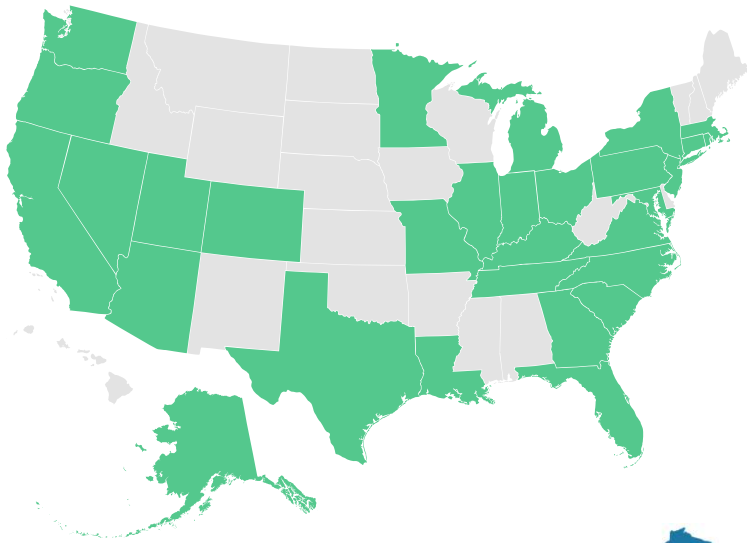


#5 Incentivize Summer seasonal nonstop tourism flights from Europe.

The British are coming! Along with the rest of Europe and the globe, to experience Wisconsin.

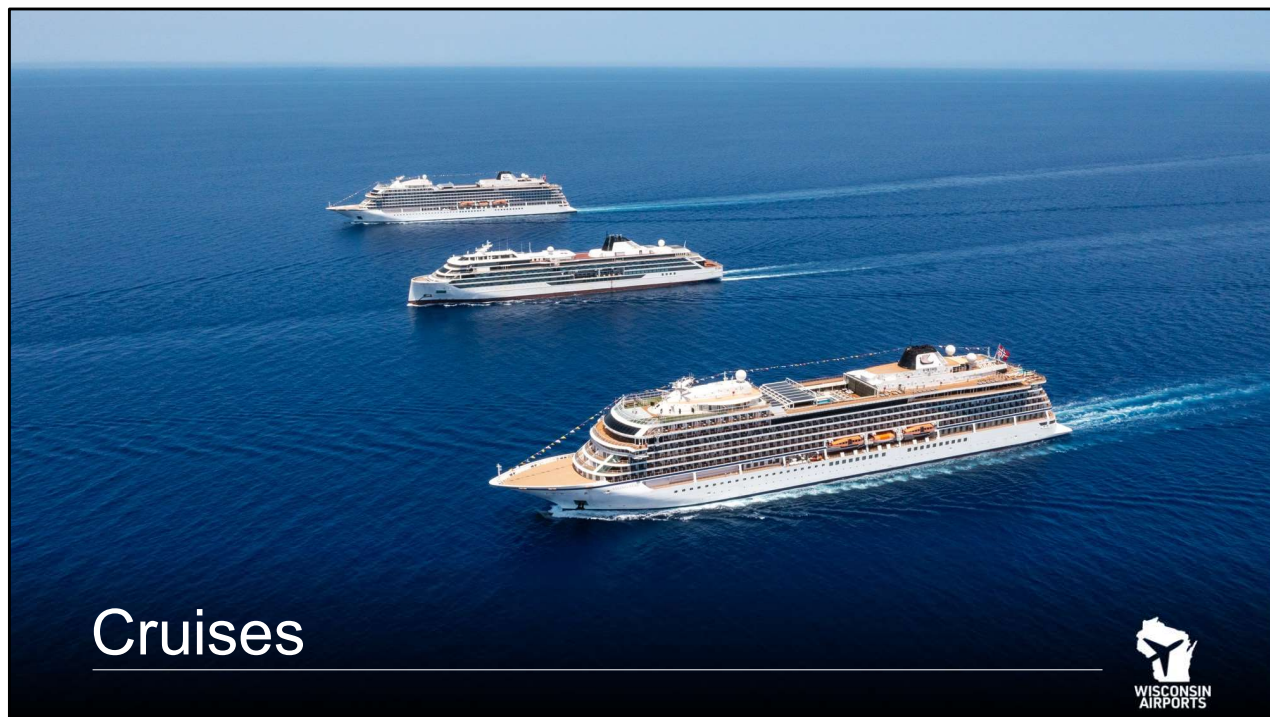
Wisconsin  
is the most  
populous  
state **without**  
**nonstop**  
**transatlantic**  
**air service**

Have Transatlantic  
No Transatlantic



Wisconsin, however, is the most populous state without nonstop transatlantic service...





... while Wisconsin's profile is on the rise as a tourism destination for Europeans. The Viking brand has elevated Great Lakes cruising to global appeal. A second Viking ship will be added to the routes this year, with stops not just in Milwaukee, but in Algoma and in Bayfield, with shore excursions in each port.

On the western side of the state, Viking's new Mississippi river cruise ship docks in La Crosse and also offers shore excursions.



Sports tourism, spurred by the Milwaukee Bucks games in Paris and Abu Dhabi,

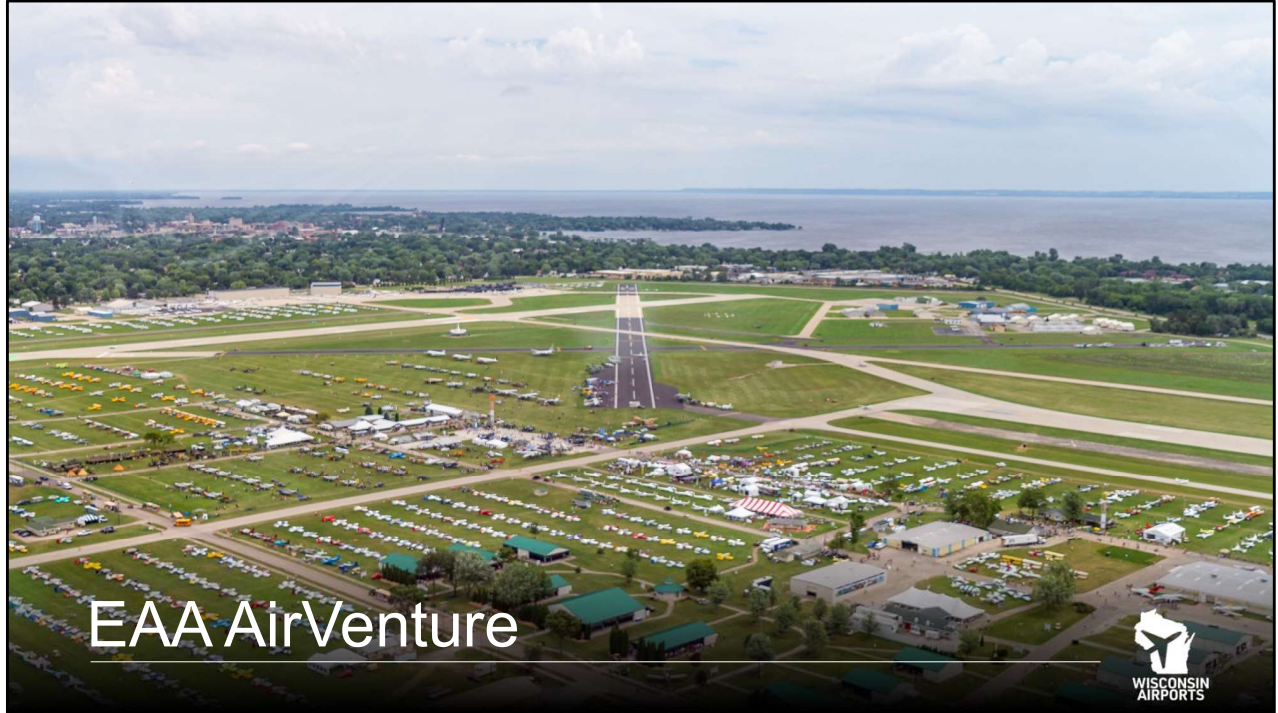


and the Green Bay Packers game in London, has raised further worldwide interest in our state,





along with the IndyCar and other premier races at Road America.



The EAA AirVenture last year drew visitors from 92 countries.



Wisconsin's incredible natural wonders, including the Apostle Islands National Lakeshore and the Ice Age Trail, respond to increased global interest in outdoor recreation.





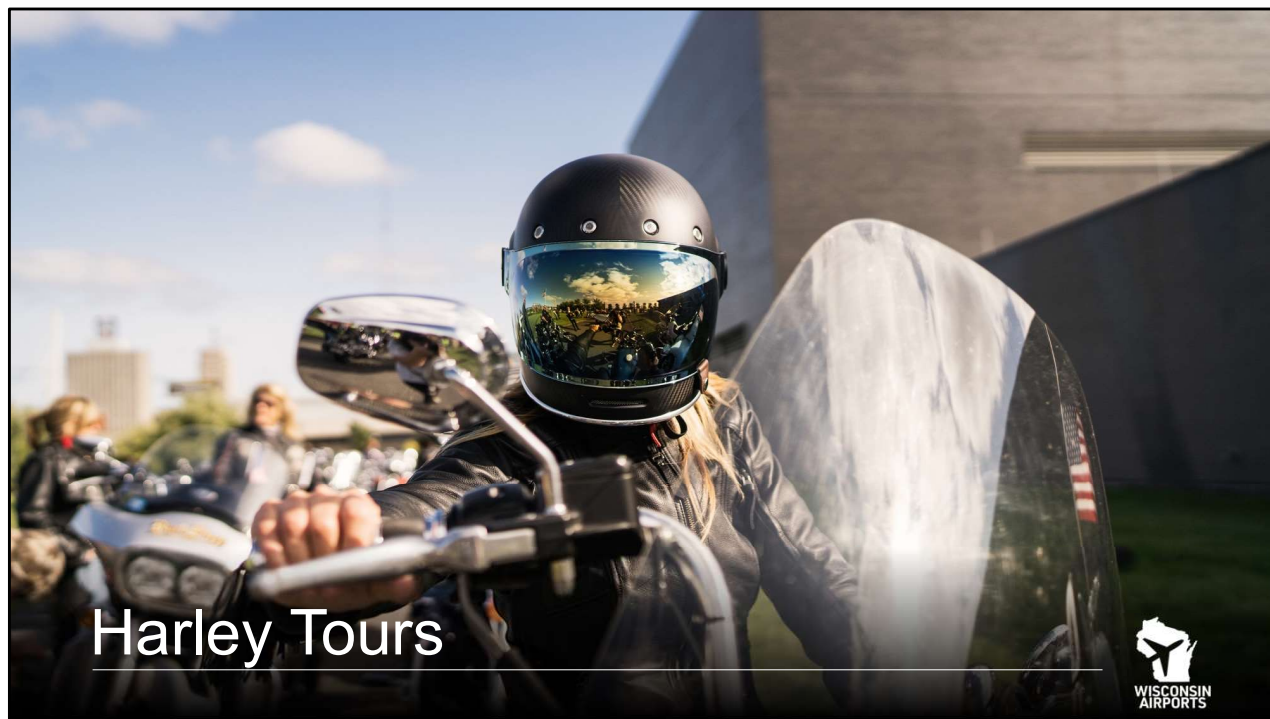
European visitors are also avidly interested in Native American culture, which is abundant in Wisconsin.

These major attractions and events boost tourism throughout the state. A Wisconsin company already works with cruise passengers on fun and educational day trips. There are opportunities for entrepreneurs to develop new tour companies throughout the state, such as Native American events,



European-heritage towns,





a Wisconsin beer, cheese and wine tour on the back of a Harley... Truly, the possibilities are endless.



These nonstop low-fare flights from Europe would also be a great travel option for the several thousand J-1 Exchange Visitor program employees who come to Wisconsin each year to work in our hospitality, attractions and tourism venues. Perhaps they will return to Wisconsin and become part of our young talent workforce.

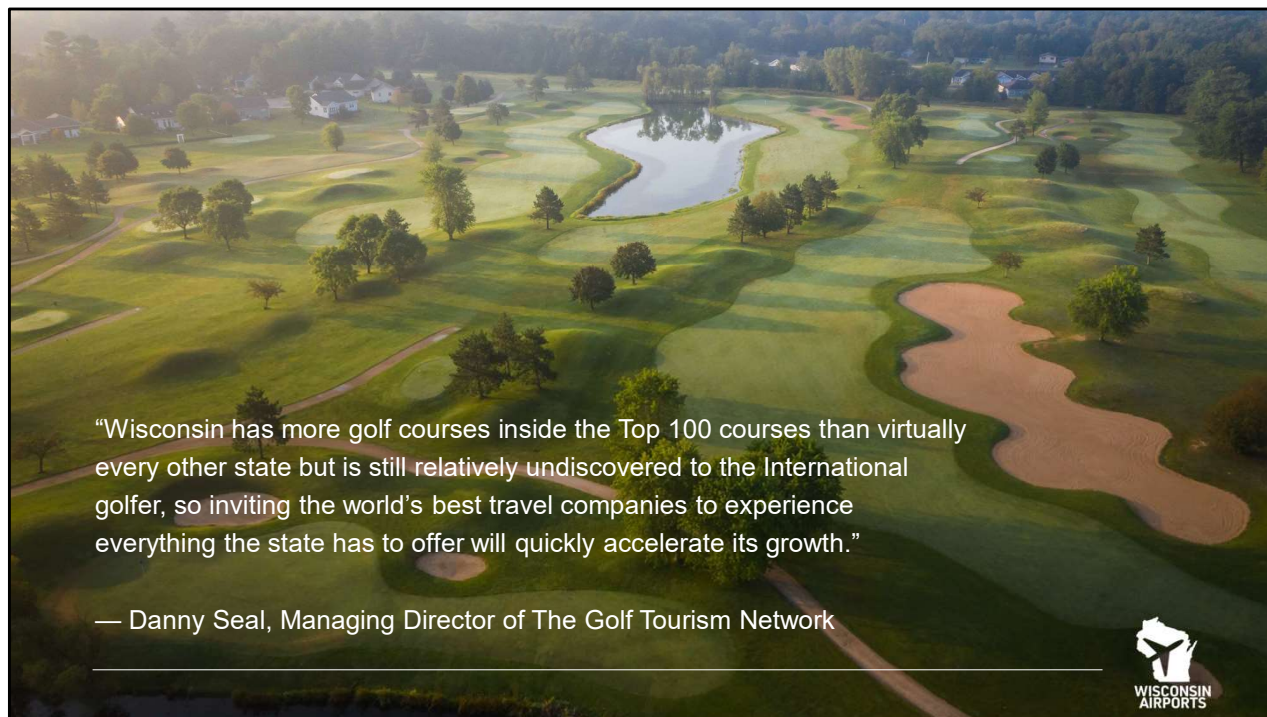


UK based Golf Tourism Network  
hosted first international golf tour  
operator fam in Wisconsin in 2022

One of the biggest catalysts bringing Europeans to Wisconsin is growing interest in playing our top-ranked golf courses.

In September, I participated in a Travel Wisconsin event that hosted golf tour operators from Argentina, Canada, China, Dominican Republic, Germany, Italy, Spain, Sweden and the UK. The organizer of the event said, “My experience flying into O’Hare has now left me looking for alternatives...”





"Wisconsin has more golf courses inside the Top 100 courses than virtually every other state but is still relatively undiscovered to the International golfer, so inviting the world's best travel companies to experience everything the state has to offer will quickly accelerate its growth."

— Danny Seal, Managing Director of The Golf Tourism Network

This event will be back here in future years, and it would be great for our international visitors to have a nonstop flight option to Wisconsin. We are not selling our state's best assets if visitors fly into Chicago or Minneapolis, take an hour to clear Customs, then face a several hours drive to their Wisconsin golf destination.

The golf tour operators made it clear that they want to make the trip as smooth and easy as possible for their high-end clients... Who, if we're doing it right, we'll attract as high-end investors in Wisconsin businesses.

Wisconsin works hard to put itself on the international stage with events like the Ryder Cup, but that hasn't yet been paired with a convenient way to get here.

A nonstop transatlantic flight into MKE will further elevate the Wisconsin brand among European business investors. We can support our state tourism division with additional marketing funds needed to attract tourists from domestic and international fly markets, and we can support our statewide businesses, attractions and hospitality industry with nonstop flights from Europe.

A lower amount of incentive funds is needed to attract an international summer seasonal tourism flight, which could then serve as a catalyst for future year-round

international business flights.

# 5 WAYS

OUR STATE'S AIRPORTS CAN BE  
TRANSFORMATIONAL  
TO WISCONSIN'S ECONOMY:



Let's review our Call to Action.

# #1 AIR FREIGHT

- Wisconsin Manufacturers
- State DOT
- Air Freight Experts
- Wisconsin Airports



#1 Air Freight: Convene a task force of manufacturers, state DOT, air freight experts and airports on infrastructure needed to import and export air freight directly from Wisconsin.

## #2 FLY WISCONSIN FIRST

- Wisconsin Businesses
- State and Local Government
- Tourism Leaders
- Economic Development Managers
- Wisconsin Airports



#2 Fly Wisconsin First. Every person in this room is on the Wisconsin air service development team. Meet with your local airport managers on a strategic plan to stop the leak and fly from Wisconsin.



# #3 FLY IN TOURISM

- Elected Officials
- Economic Development Managers
- Travel Wisconsin
- Hospitality, Lodging, Events and Attractions Industry Leadership



#3 Fly In Tourism. Leadership, let's increase Wisconsin's tourism marketing budget and go after the fly markets for a new infusion of visitors arriving by air throughout our state.

# #4 EUROPE NONSTOPS

## BUSINESS

- Elected Officials
- Wisconsin Corporations and Businesses
- State and Local Government
- Economic Development Managers



#4 Europe Nonstops for Business. Let's bring in business-friendly flights to and from Europe and give our state and local Foreign Direct Investment managers a valuable attraction tool. Let's get the template from other states and put together an offer.

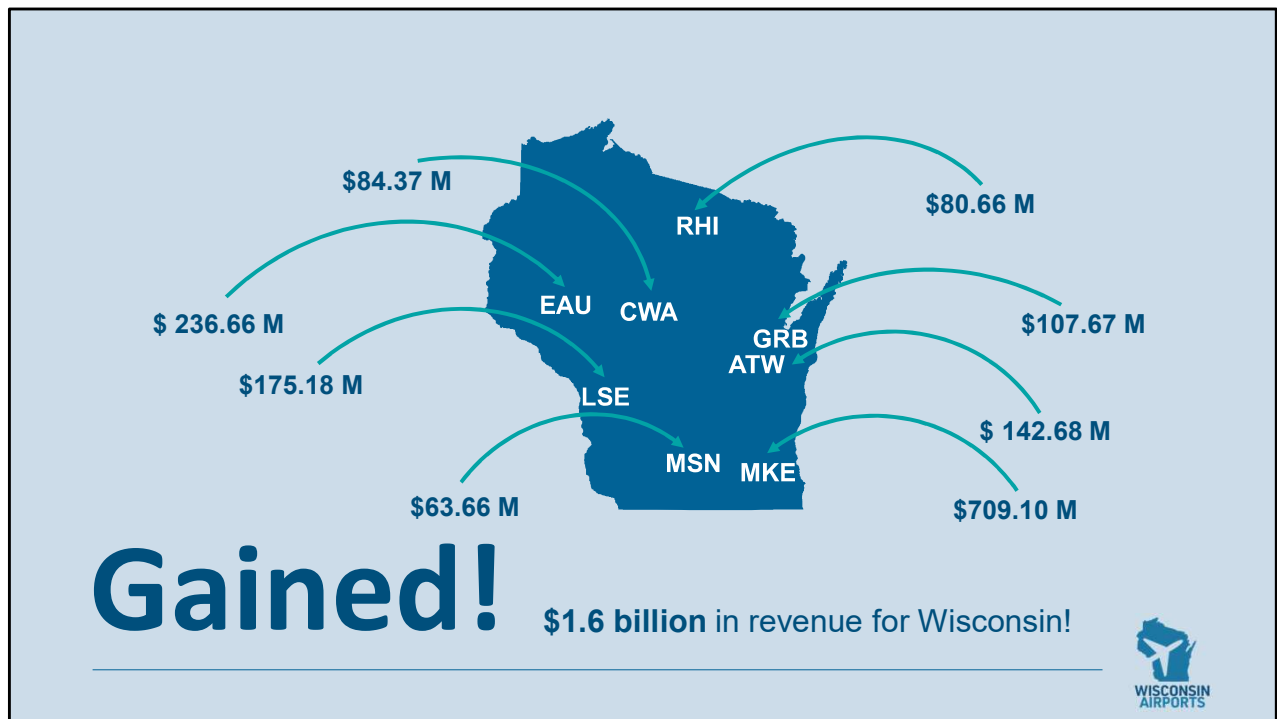
# #5 EUROPE NONSTOPS

## TOURISM

- Elected Officials
- Economic Development Managers
- Travel Wisconsin
- Hospitality, Lodging, Events and Attractions Industry Leadership



#5 Europe Nonstops for Tourism. We know European visitors are going to fall in love with Wisconsin. There is an interested airline standing by - let's put together a start-up incentive package and bring 'em in. I hope to see everyone in this room at a celebration welcoming the first nonstop flight from Europe, which can happen if we all work together on an incentive package over the next few months.



We all understand that we are part of a region, and we believe that regional cooperation with Chicago and Minneapolis is important in many ways.

But I think we would agree that first and foremost, we want to take care of the health and wealth of Wisconsin. The ideas we've discussed today are reasonably fast and easy ways to bring real, lasting, positive impact.

Your airports are ready, willing and able to take our state's economy to the next level. We ask that our state's leadership, businesses large and small, and our tourism, hospitality and lodging industry, together, put our airports to work to their full potential, attracting billions of new dollars and business investment to Wisconsin's economy.