



WISCONSIN OUTSIDE | August 2025

A NOTE FROM THE DIRECTOR

This month, we're starting with a simple note of gratitude.

In July, Governor Evers and the Wisconsin State Legislature made the Office of Outdoor Recreation permanent with the passing and signing of the 2025-2027 biennial budget, underscoring the value of the outdoor industry to Wisconsinites. We are thrilled to receive the support of decision-makers across the state who see firsthand how outdoor recreation benefits their residents, communities and local economies.

Our gratitude doesn't end there. We are so grateful to you — the passionate, dedicated industry professionals. Your support of the Office and our work fuels our fire every day. We are here to serve you, now, permanently.

Here's to working with you, our partners and friends, to continue strengthening Wisconsin's economy and quality of life through outdoor recreation.

With gratitude and enthusiasm for Wisconsin's outdoors,



Cassie Mordini
Director, Office of Outdoor Recreation

The Office is interested in making industry connections.
Click [here](#) to update your information and help build Wisconsin's outdoor recreation directory.

Wisconsin Outside is a monthly newsletter from the Wisconsin Office of Outdoor Recreation. Please share it with friends or colleagues with a vested interest in Wisconsin's outdoor recreation industry by forwarding this email or [subscribing here](#).

Capitalizing on a Love of the Outdoors: Sustainable Tourism Marketing

For those who love to play outside, they're naturally concerned for the health and well-being of their favorite outdoor spaces. It's human nature to care for people, things and places with whom we have developed relationships and that carry meaning to us. That care and concern influences behaviors, lifestyles and decision-making that help protect and sustain the outdoors.

This is the synergy between outdoor recreation and sustainable travel. As a top driver of tourism in Wisconsin, the outdoors certainly attracts visitors who value sustainability. Outdoorist or not, recent tourism studies show consumer interest in traveling more sustainably continues to be high. One [study](#) reported that three-quarters of respondents wanted to travel more sustainably in the next 12 months

and 59% want to filter their options for those with a sustainable certification next time they book.



The family-owned and operated Spur of the Moment Ranch is located near the entrance of the Chequamegon-Nicolet National Forest and offers cabins, campsites and horse accommodations. Eco-friendly practices like the use of LED lighting, energy-efficient heating systems and guinea hens as natural pest control demonstrate the ranch's firm commitment to sustainability.

While the market offers various certifications and programs for businesses looking for assistance in pursuing sustainable practices, Travel Wisconsin launched the Travel Green program in 2006 as one of the first state tourism programs focused on recognizing sustainable tourism businesses for their eco-friendly practices. It also offers a marketing opportunity to promote those efforts to consumers.

[Travel Green](#) is a free and simple program for tourism partners who demonstrate a commitment to sustainability. To participate, partners take an annual pledge indicating action in at least four of six key focus areas: community, education, energy efficiency, transportation, waste reduction and water conservation. Once complete, partner listings on [TravelWisconsin.com](https://www.TravelWisconsin.com) display the Travel Green logo and show in results filtered for sustainable travel. Partners can also utilize the Travel Green branding and logo for their own website and marketing materials.

More Americans than ever before are participating in outdoor recreation and

developing connections with the natural world. At the same time, the sustainable tourism market is growing – from a reported \$172 billion worldwide in 2022 to a projected \$374 billion in 2028. With these current trends aligned, putting efforts into sustainable practices is not only good for the environment, it's good for business.



Learn More About Travel Green

Join Travel Wisconsin on August 7 for a 30-minute webinar to learn more about the program, its benefits and how to strategically position your business as eco-friendly and attract visitors seeking sustainable travel. [Register here](#).

Join Our Team!

The Office of Outdoor Recreation is seeking a creative and experienced communications go-getter to support the Office's strategic imperative to amplify outdoor recreation in Wisconsin as a renowned destination and a valued element of the state's economy and culture.

The [Senior Communications Specialist](#) is responsible for executing all communications and collateral materials of the Office, including press releases, speeches, website copy, social media copy and more, that will reach industry professionals, Wisconsin residents and travelers.

In addition, this position will work in coordination with Travel Wisconsin's communications and marketing teams, as well as their agencies of record, to lead and support cross-bureau collaborations that elevate outdoor recreation narratives in consumer-facing media through Travel Wisconsin's comprehensive marketing and public relations efforts.

View the full position description and learn how to apply [here](#).

Application deadline: Thursday, August 7, at 11:59 p.m.



Help Shape Future Business Support: Take This Survey

Do you own or run a for-profit outdoor business in Wisconsin?
We want to hear from you!

The Office has partnered with [Founded Outdoors](#) to review the business landscape in Wisconsin and identify opportunities for programs, resources and support for small outdoor businesses. Help us better understand your business, your experience accessing support in Wisconsin, the challenges you're navigating, and the types of expertise or resources you'd like access to.

We're seeking input from Wisconsin businesses that provide outdoor gear, or apparel, guiding services, races or events, campgrounds, outdoor infrastructure, digital tools or other products and experiences that help people enjoy the outdoors.

Take this [short 5–7-minute survey](#) to share your perspective.

Eligibility:

- For-profit outdoor recreation business
- Currently operating
- Less than \$10 million in annual revenue
- You're the owner or primary decision-maker (Only one response per business, please.)

BONUS: The first 100 respondents will receive a \$15 gift card, courtesy of Founded Outdoors!

Take the Survey

Your insights will help shape the future of Wisconsin's outdoor economy.
Thank you for being part of it!

MEET YOUR WISCONSIN OUTDOOR INDUSTRY

This month's industry highlights showcase outdoor businesses and organizations demonstrating their commitment to sustainable practices through programs like [Travel Green](#), [Wisconsin Clean Marina](#) and [Green Tier](#):



Nonprofit: [Beaver Creek Reserve](#)

- Founded in 1947 just outside of Eau Claire, Beaver Creek Reserve has always been about connecting people to nature. Today, visitors can explore and learn about diverse habitats sprawling their 400 acres as well as the renewable energy sources, rainwater recovery system and native landscaping that help limit the campus' environmental footprint.



Guides, Tours, Rentals: [Door County Kayak Tours](#)

- The eco-tourism company, Door County Kayak Tours, offers kayaking and e-bike tours throughout Door County and paddleboard and sauna tent rentals. It harnesses solar to power its operations.



Retailer: [Manitowoc Marina](#)

- On the shores of Lake Michigan, Manitowoc Marina offers a comprehensive service facility and full retail store. The marina is pursuing the Wisconsin Clean Marina certification.



Manufacturer: [Fincantieri Ace Marine](#)

- Fincantieri Ace Marine, based in Green Bay, specializes in designing and constructing high-performance aluminum vessels, including response boats for the U.S. Coast Guard and other patrol boats. Fincantieri Ace Marine was the first Wisconsin participant in Green Marine, a national program, and joined Green Tier this January.



Destinations: [Wildwood Haven Resort & Campground](#)

- Located near Copper Falls in Ashland County on the shores of Long Lake, Wildwood Haven is a retreat that encourages connection with nature and environmentally responsible recreation.

Interested in being featured? To be considered, make sure your business or organization is listed in our [Outdoor Business Directory](#). There, you can submit a request to be added or to update your information. If you are already listed, feel free to send us an [email](#) with your interest to be featured in the newsletter.

INDUSTRY & COMMUNITY NEWS

What's New in Wisconsin Outdoors in 2026?

Help us showcase what's new in Wisconsin's outdoors in 2026. Take this brief survey to share information that will spark significant media interest — important anniversaries (and ways they are being celebrated), noteworthy developments or anything that aligns with current national trends or would have national appeal. [Take the survey](#).

Wisconsin Paddler Crushes FKT on the Wisconsin River

GearJunkie covers the full story of Andrew Nevitt's preparation for and journey down the Wisconsin River chasing his own record. [Read the story](#).

Drive Travelers to Your Destination: Become a Fall Color Reporter

Travel Wisconsin is seeking volunteers to share local fall color updates throughout the season for the [Fall Color Report](#). Updates will appear on one of the most popular pages on TravelWisconsin.com, inspiring trips and providing an opportunity to help support economic impact in your community. [Sign up today](#).

International Mountain Bicycling Association (IMBA) Seeks Input

IMBA is seeking feedback from Wisconsin mountain biking enthusiasts and advocates to inform how the organization can provide statewide and local

support for trail development. Share your thoughts: [take the survey](#).

Paddles & Premiers Weekend, August 8-10

The three-day celebration of paddling and the unique waterways of the La Crosse region will host a variety of paddling events and activities. Friday evening will feature the 20th anniversary of the Paddling Film Festival at Rivoli Theatre. [Learn more](#).

Vendor Request for Information (RFI) for Shooting Ranges

The Wisconsin Department of Natural Resources is seeking information from vendors interested in shooting range management and operations. Responses are due August 15 at 1 p.m. [Learn more](#) by viewing “Event Number 13742.”

Volunteers Needed for Snapshot Day to Combat Aquatic Invasives

The one-day volunteer event takes place on Saturday, August 9, on waterways across the state. Volunteers receive brief training on how to spot, identify and log aquatic invasive species. [Learn more](#).

RESOURCES

New Rural Development Trail Map

The new tool from [Outdoor Recreation Roundtable](#) is designed to provide insights and guidance for leaders looking to harness the power of outdoor recreation to strengthen rural economies. [Learn more](#).

Bicycle Safety, Instruction and Education Opportunities

The Wisconsin Bike Fed is hosting several education and training courses in Racine this August. Find dates, courses and how to register [here](#).

JOB LISTINGS

Senior Communications Specialist, Wisconsin Office of Outdoor Recreation, Madison. [Learn more](#).

Executive Director, Baraboo Range Preservation Assoc., Baraboo. [Learn more](#).

Fall Crew Member, WisCorps, La Crosse. [Learn more.](#)

Education and Conservation Specialist, Upham Woods, Wisconsin Dells. [Learn more.](#)

Various positions, Mercury Marine, Fond du Lac. [Learn more.](#)

Various positions, Harley-Davidson Motor Company, Milwaukee. [Learn more.](#)

Various positions, Trek Bicycle, Waterloo. [Learn more.](#)

Production Team Member, St. Croix Rod, Park Falls. [Learn more.](#)

Warehouse Temp, Vortex Optics, Barneveld. [Learn more.](#)

Wood Paddle Assembly and Production Assembly positions, Bending Branches, Osceola. [Learn more.](#)

Various positions, Northport Marine (MirroCraft), Gillett. [Learn more.](#)

Various positions, Burger Boat Company, Manitowoc. [Learn more.](#)

IT Infrastructure Analyst, Pacific Cycle, Madison. [Learn more.](#)

LTE Wildlife Biologist, Wisconsin DNR, Poynette. [Learn more.](#)

The Wisconsin Office of Outdoor Recreation is part
of the Wisconsin Department of Tourism

WISCONSIN
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