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Just Get in Your Car and Go!

Destinations in Wisconsin and the Upper Peninsula of Michigan create sample itineraries to help visitors plan the perfect trip

(April 27, 2010)—With the current economic downturn putting the pinch on household budgets across the U.S., a number of Wisconsin destinations have created sample itineraries promoting affordable attractions, activities and lodging options.

A sample itinerary tells prospective visitors with a concise overview of recreational options, top attractions and even places to eat. For the time-strapped head-of-household who's in charge of putting together vacation plans, the sample itineraries are a great tool.

Research has shown that travelers are planning these vacations much closer to the actual travel date than in the past. Sample itineraries allow travelers planning their vacation to find out what a particular destination has to offer in a glance.

The most helpful itineraries are ones that include both indoor and outdoor activities and recreational options that suit a wide range of ages and interests. For example, Oneida County just published a sample itinerary that features fishing, a boat tour, paddling, bowling, golf and a visit to the Kovac Planetarium, as well as a list of rainy day activities. Their itinerary can be found online at www.oneidacountywi.com.

Another helpful feature of sample travel itineraries is cost planning. For travelers who are watching their budgets, itineraries provide a useful outline for planning lodging, dining, transportation and other trip costs. The very best sample itineraries will even give a total trip estimate up front, which helps travelers feel confident when making their travel selections.

The one-week itinerary just released by the resort community of Boulder Junction, clearly states estimated trip costs for a family of four and a couple, giving a cost range that they have found to be accurate surveys of their visitors. Boulder Junction's itinerary can be downloaded at www.boulderjct.org.

Here are just a few other communities that have put together sample itineraries:

- [Porcupine Mountains of Michigan's Upper Peninsula](#)
- [Rusk County, Wisconsin](#)
- [Vilas County, Wisconsin](#)

For more information on these itineraries and other ways Wisconsin destinations are trying to create convenient and affordable vacation options to suit the changing travel-planning habits of today's consumer, contact Susanne Thiede-Barnet at 608-242-8895 or Susanne@pilchbarnet.com.