

**PERFORMANCE REPORT  
JANUARY – MARCH 2015**

**MADISON**  
GOING > BEYOND > VISIT™  
GREATER MADISON CONVENTION & VISITORS BUREAU



**Presented to City of Madison  
Common Council  
June 16, 2015**

# PERFORMANCE REPORT: Q1 2015

In the first quarter of 2015 the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) achieved the following:

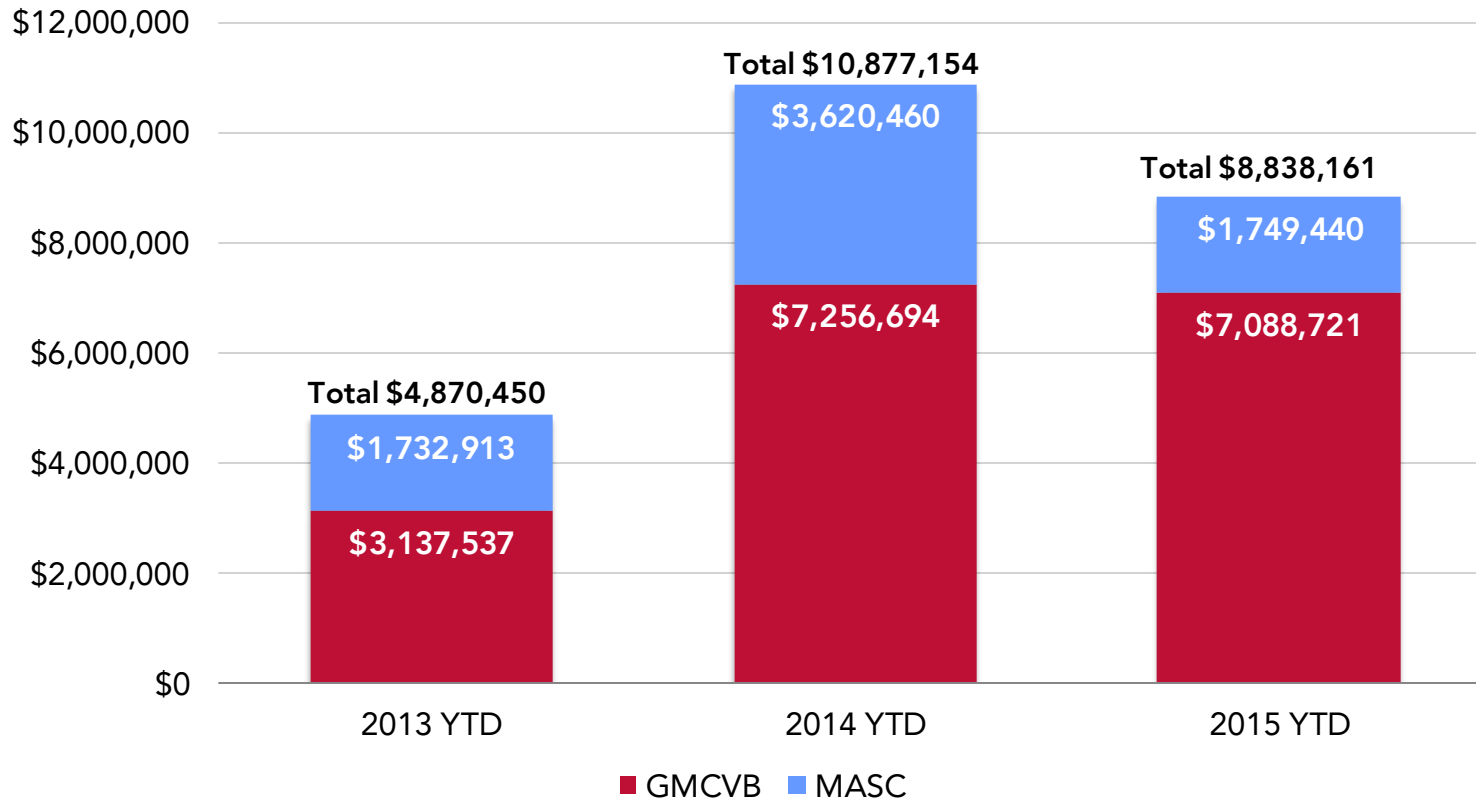
- Contracted for 43 future events that are expected to generate \$8.8 million in direct spending (economic impact) in our communities.
- Generated \$276,657 in contract revenue for Monona Terrace – 37.1% of goal
- Dane County Visitor Spending numbers were released May 1, 2015 and continue to show the strength of the tourism economy in our area: Direct spending increased to \$1.1 billion – up 6.22% - with total business sales of \$1.9 billion.
- Preliminary First Quarter 2015 Room Tax revenue of \$2,586,834 is \$407,068 (18.7%) above the same quarter of last year.

We continued to pursue several strategic initiatives during the first quarter:

- Engaged in the product development conversations for a downtown Madison convention hotel (Judge Doyle Square)
- Continued involvement and support for the Alliant Energy Center Visioning Study
- Welcomed new and returning state legislators at our Meet Madison event, held in collaboration with the Greater Madison Chamber of Commerce
- Launched a new mobile app to serve visitors across many device platforms (see slide 13 for more information)

For additional information about materials in this report please contact Diane Morgenthaler, EVP at [morgenthaler@visitmadison.com](mailto:morgenthaler@visitmadison.com)

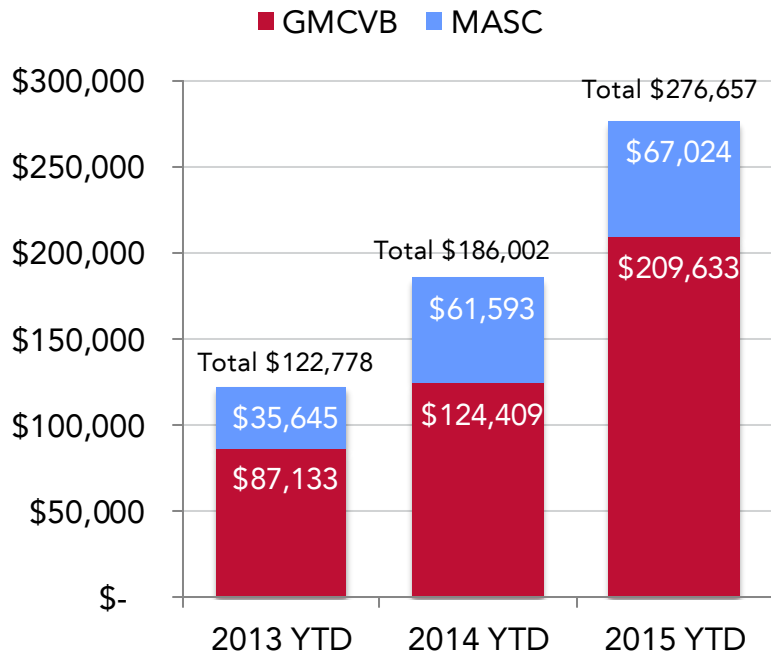
# GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS



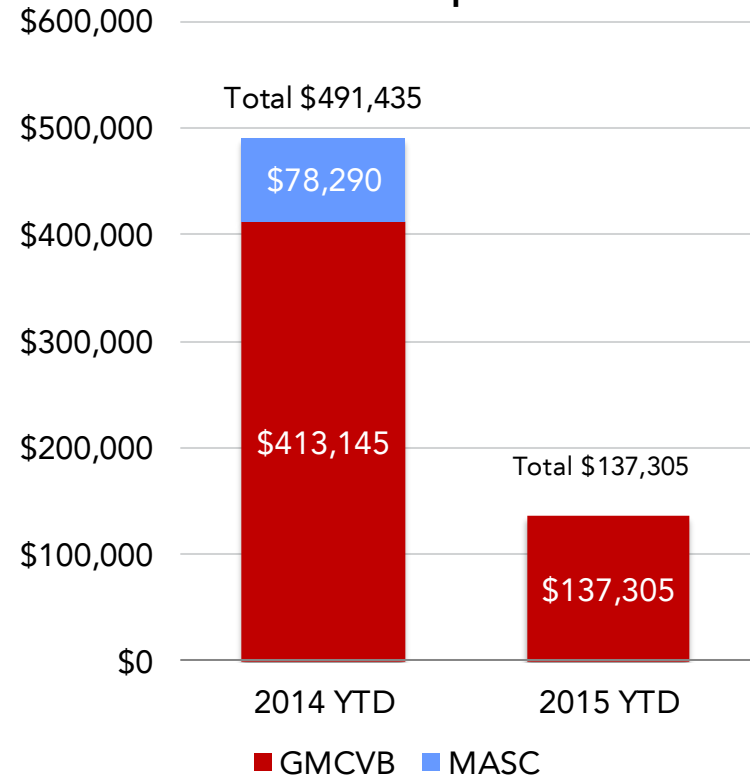
Direct spending is a measure of the expected visitor spending that is generated during the timeframe of the future event

# GMCVB & MASC CONTRACT REVENUE GENERATED

## Monona Terrace Contracted Space Revenue Goal: \$745,000 37.1% goal achieved

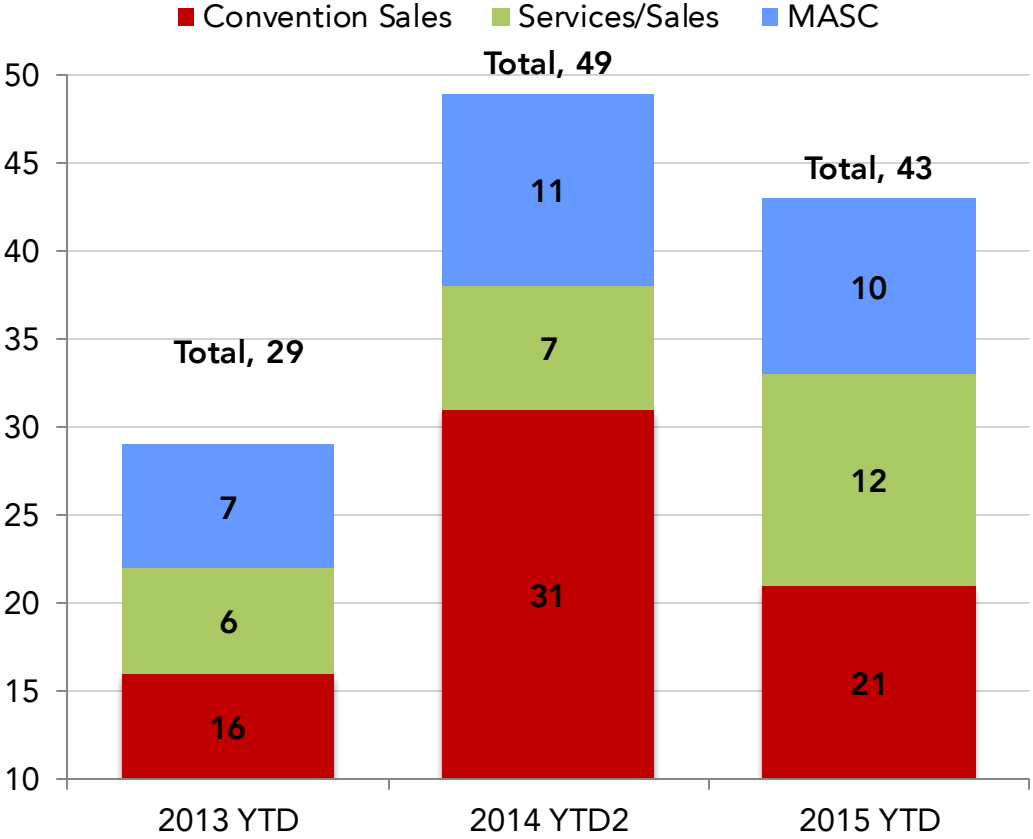


## AEC Contracted Space Revenue



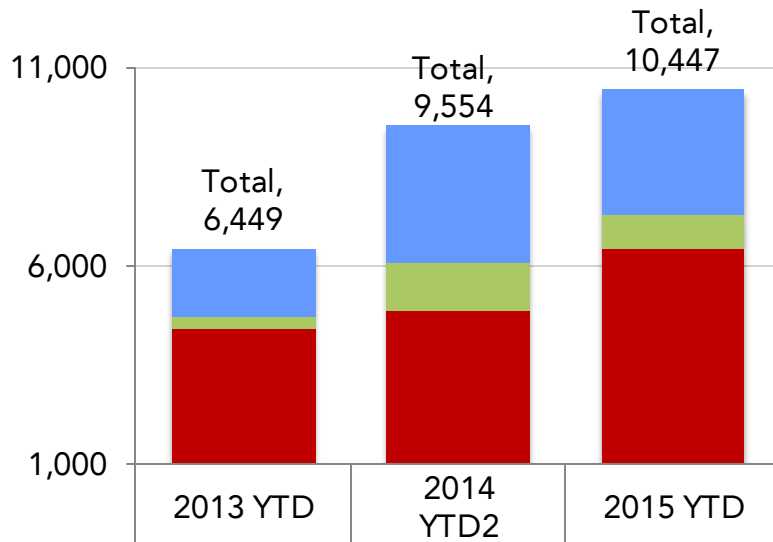
Contracted space revenues do not include ancillary revenues that will be generated through Food & Beverage, Audio/Visual and other onsite needs for these events

# ALL GMCVB & MASC CONFIRMED EVENTS



The direct spending and contract revenues were generated by a total of 43 events that have been confirmed for the future

# TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC



This chart reflects room nights contracted for all GMCVB and MASC confirmed events.

Each GMCVB department has a room night goal. The GMCVB and MASC each have organizational room night goals.

We do not include room nights for groups that we assist with services but do not secure for the destination or handle housing reservations. These groups include World Dairy Expo and WIAA.

	2013 YTD	2014 YTD2	2015 YTD
Total	6,449	9,554	10,447
MASC	1,755	3,463	3,146
Services	273	1,199	848
Sales	4,421	4,892	6,453

## RECENT & UPCOMING SALES ACTIVITIES

### STRATEGIC SALES ACTIVITIES

- German Group Tour Operator Familiarization Tour, May 3-4; Madison, WI
- Three City Alliance (Madison, Providence, Spokane) Client Event, May 7; Chicago, IL

### TRADE SHOWS AND MARKET SEGMENT ACTIVITIES

- Clydesdale Breeders of the USA National Sale, April 23-26; St. Louis, MO
- Meeting Professionals International (MPI) -WI, May-6; Milwaukee, WI
- Professional Convention Management Association Capital Chapter Leadership Retreat, June 1; Washington, DC
- Cryogenic Engineering Conference / International Cryogenic Materials Conference Pre-Promote, June 28-July 1; Tucson, AZ
- MPI-WI, June 11; Wisconsin Dells, WI
- National Junior Shorthorn Show (American Junior Shorthorn Assoc.), June 24-25; Grand Island, NE
- National Association of Sports Commissions, April 27 – 30, Milwaukee WI

# GMCVB DESTINATION MARKETING HIGHLIGHTS: NEW MOBILE APP LAUNCHED

**MADISON**  
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Things to Do Events Hotels Restaurants Plan

DOWNLOAD OUR NEW APP!

**Plan**

- Visitor Centers
- App
- Video
- Maps & Transportation >
- Sample Itineraries >
- Group Tours
- Living In Madison >
- Request Information
- Community Links
- E-News Sign-Up

**BOOK NOW**

Arrival

Departure

Adults

**SEARCH AVAILABILITY**

**Visit Madison App**

Discover the ins-and-outs of being out-and-about in scenic Madison, Wisconsin, with the FREE Visit Madison app for iOS and Android.

- ▶ Start by searching for places to play, stay, shop and dine, by category or location.
- ▶ Make a note of Madison events taking place during your stay.
- ▶ Use in-app features like "near me" or "call" to make quick decisions.
- ▶ Detailed listing view allows one-touch calling, social sharing and ability to add events to your calendar.
- ▶ Once you're here, star your favorite experiences for the next time you're in town!

App Demo Vid

**MADISON**  
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CREATED MADISON CONVENTION & VISITORS BUREAU

see our city the way YOU want

Download the official VISIT MADISON app to your device using the links below and enjoy the best way to plan your stay!

AVAILABLE ON THE **App Store**

GET IT ON **Google play**

New functionality leverages native phone features:


- "Near me" drives listing order
- Detailed listing view allows one-touch calling, social sharing, favorites
- Events calendar: can add events to your phone
- Future: push notifications

Download the NEW VisitMadison app for [iOS](#) and [Android](#).



# MASC: MARKETING HIGHLIGHTS

- 100<sup>th</sup> Anniversary of WIAA Boys State Basketball Championships
  - Background
  - Executed a city-wide, multi-media Marketing Campaign
  - Extensive Welcome Program implemented
- MASC Youth Grants awarded and “Big Check” Presentations conducted with grantees
- “Morning Sports Report”
  - September 16, 2015
  - Hotel Rec
  - 7:45 am – 9:00 am



The screenshot shows the Madison Area Sports Commission website. The header includes the logo and navigation links: About Us, Events, Choose Madison, Experience, News, and Community. The main content area features a large image of a cheering crowd at a sports event. Overlaid on the image is a logo for 'The Championship Capital Madison' featuring a stylized 'W' and 'M' with a football. Below the image is a green box with the text 'WE HAVE A PASSION FOR SPORTS.' and a paragraph of text. To the right, there are three article teasers: 'Cities of the Big Ten', 'Morning Sports Report', and 'MASC Youth Grant'.

**MADISON AREA SPORTS COMMISSION** About Us Events Choose Madison Experience News Community

73°

**WE HAVE A PASSION FOR SPORTS.**

Our community is passionate about sports. From youth soccer leagues to Wisconsin Badger football Saturdays, Greater Madison is always abuzz with athletes and fans that adore any opportunity for a little healthy competition.

Combine that with a geographically diverse landscape and you've got a sweet setting for a wide variety of sports.

The Madison Area Sports Commission brings all of these diverse elements together to help create some of the most

**Madison is the Championship Capital!** [More >](#)

**Cities of the Big Ten**

MASC has joined forces with other communities of the Big Ten Conference to launch Cities of the Big Ten, a portal website for game day travel. [...more >](#)

**Morning Sports Report**

The Madison Area Sports Commission and ESPN Madison have partnered for the Morning Sports Report, a quarterly breakfast series. Join us for the next one on December 16. [...more >](#)

**MASC Youth Grant**

The MASC Youth Grant mission is to provide financial assistance to you in

# PUBLIC RELATIONS EARNED MEDIA

Earned media generated in the first quarter totaled \$700,984.

This represents the value of Public Relations coverage in national, regional and local media.

Traditional media (television, radio, print) as well as social media is included.



10 Things To Do on a Budget in Madison



Top Ten Travel Worthy State Capital



Feature on Madison's Coffee Shops



Madison as a Gay-Friendly Travel Destination

# THANK YOU & QUESTIONS