

TOURISM IS BIG BUSINESS IN DANE COUNTY

IN 2017:

VISITORS SPENT
\$1.25 BILLION
IN DANE COUNTY

Tourism Economics, April 2018

TOURISM IS BIG BUSINESS IN DANE COUNTY

IN 2017:

FOOD/BEVERAGE



\$354M 28%

LODGING



\$330M 27%

RETAIL



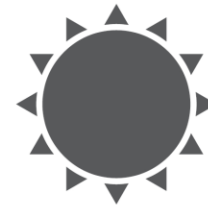
\$258M 21%

TRANSPORTATION



\$156M 12%

RECREATION



\$150M 12%

OTHER TOURISM IMPACTS - DID YOU KNOW?

Providing Work for **21,915** Locals



Visitor spending supports community services in Dane County, helping to relieve people's taxes by **\$730 annually**

WHO WE ARE AND WHAT WE DO: 2017 Results



153
FUTURE EVENTS



\$1.8 million
IN CONTRACT REVENUE FOR
MONONA TERRACE AND THE
ALLIANT ENERGY CENTER

\$65.1 million
IN FUTURE DIRECT SPENDING



\$10.6 million
IN PUBLIC RELATIONS EARNED MEDIA

Data is supplied by GMCVB and MASC Annual Reports

TOP CONVENTIONS IN 2018

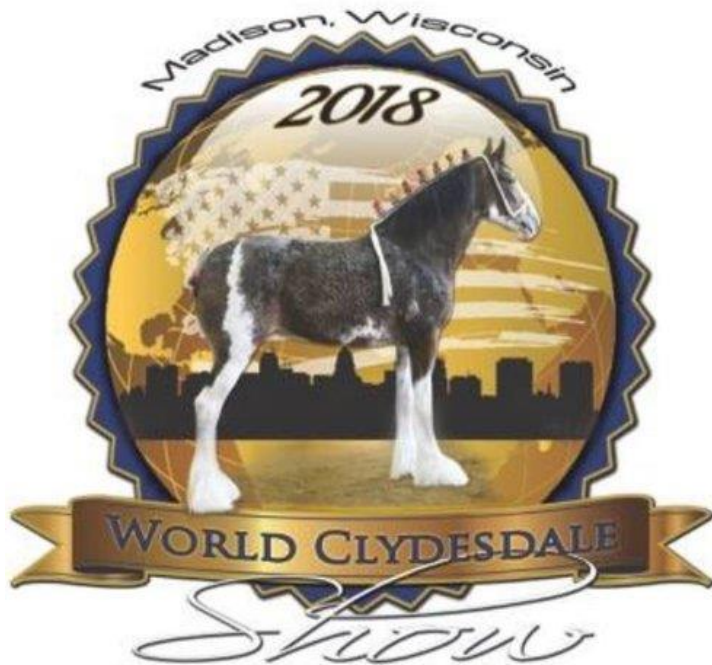
BUSINESS FACILITIES

LIVE X CHANGE

NETWORK - LEARN - FIND NEW LOCATIONS FOR YOUR BUSINESS



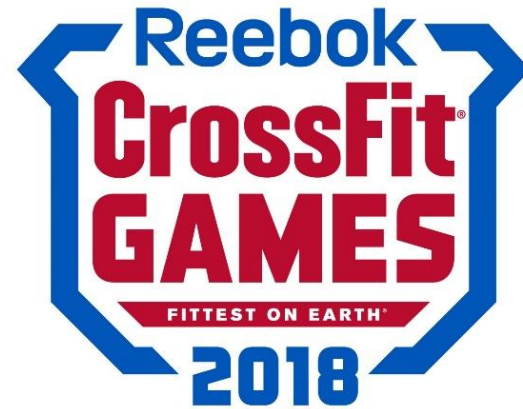
COGNITIVE SCIENCE SOCIETY



WIZARDWORLD

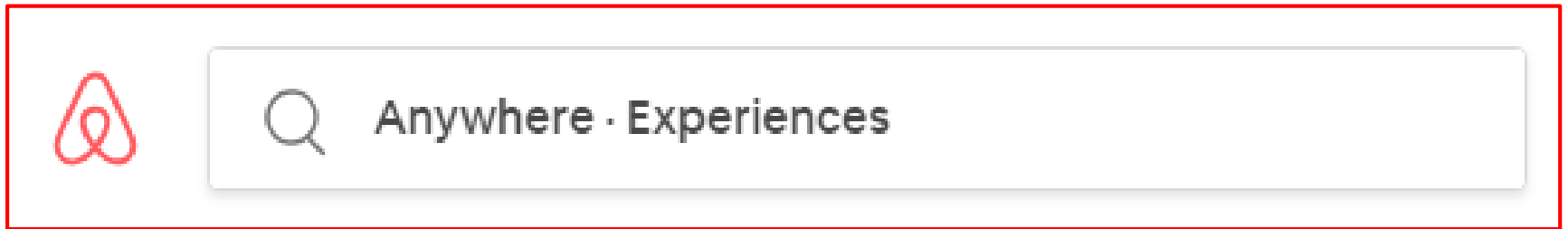
MADISON
GOING > BEYOND > VISIT™

TOP SPORTS EVENTS IN 2018



WHAT'S ON THE TOURISM INDUSTRY HORIZON?

DISRUPTERS ARE THE NEW NORM



WHAT'S ON OUR HORIZON? FUTURE DESTINATION STRATEGIES

- > Product Development
- > Experience Opportunities
- > Branding Our Community

PRODUCT DEVELOPMENT

- > Alliant Energy Center Master Plan & Destination District
- > Together Truax & Air Service
- > JDS and JDS Hotel
- > Destination Training
- > WI Historical Museum
- > Nolen Waterfront Development
- > Sports Venue Development (Ho-Chunk, SERF Pool, Stoughton, etc.)

EXPERIENCE OPPORTUNITIES



BRANDING OUR COMMUNITY





**YOU'VE NEVER SEEN
BUCKY LIKE THIS BEFORE!
FINALE SEPTEMBER 29 2018**

buckyonparade.com

THANK YOU

For more information contact:

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