



# Supporting Our Community Through Visitor Opportunities

7 August 2018

# 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



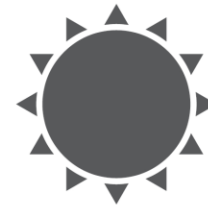
**\$258M** 21%

## 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

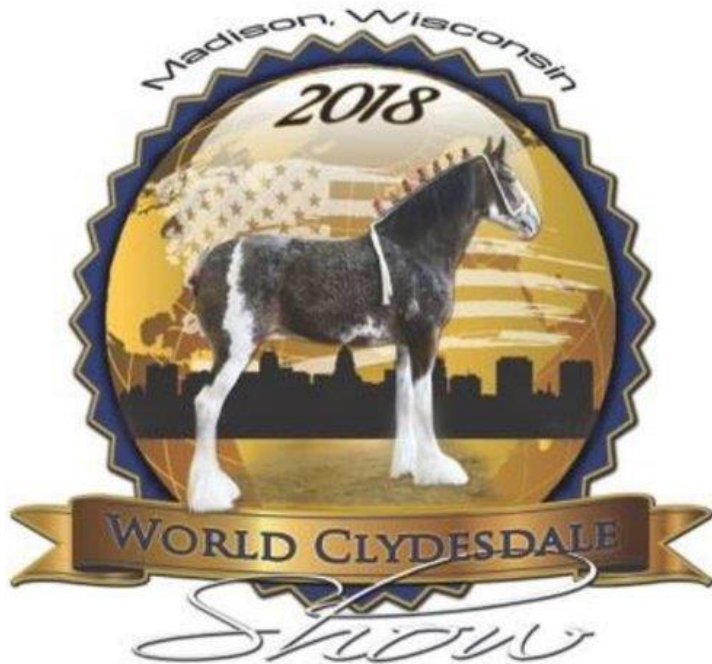
**BUSINESS FACILITIES**

**LIVE X CHANGE**

NETWORK - LEARN - FIND NEW LOCATIONS FOR YOUR BUSINESS



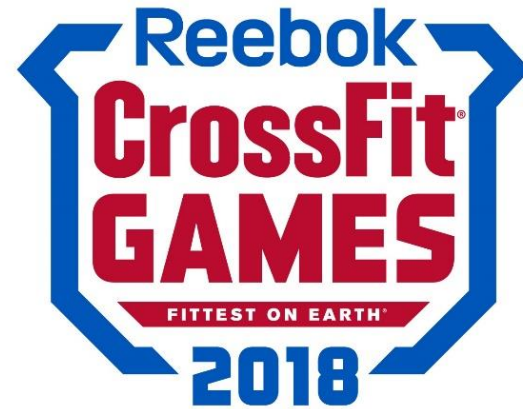
COGNITIVE SCIENCE SOCIETY



**WIZARDWORLD**

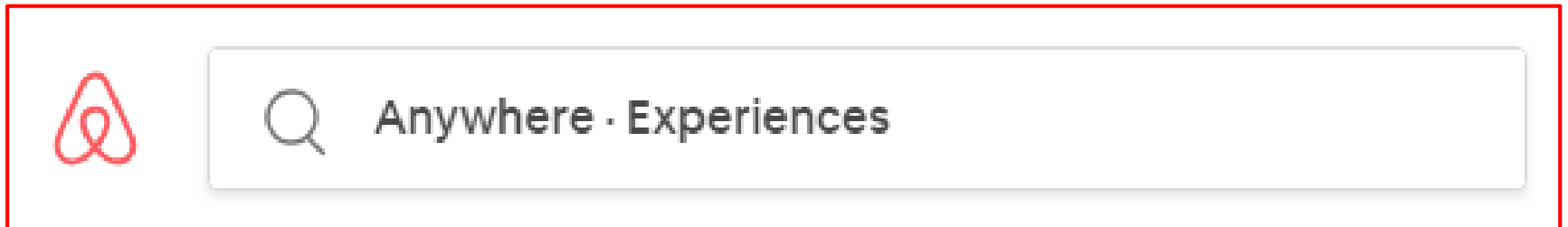
**MADISON**  
GOING > BEYOND > VISIT™

# 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](http://buckyonparade.com)**

# THANK YOU

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