

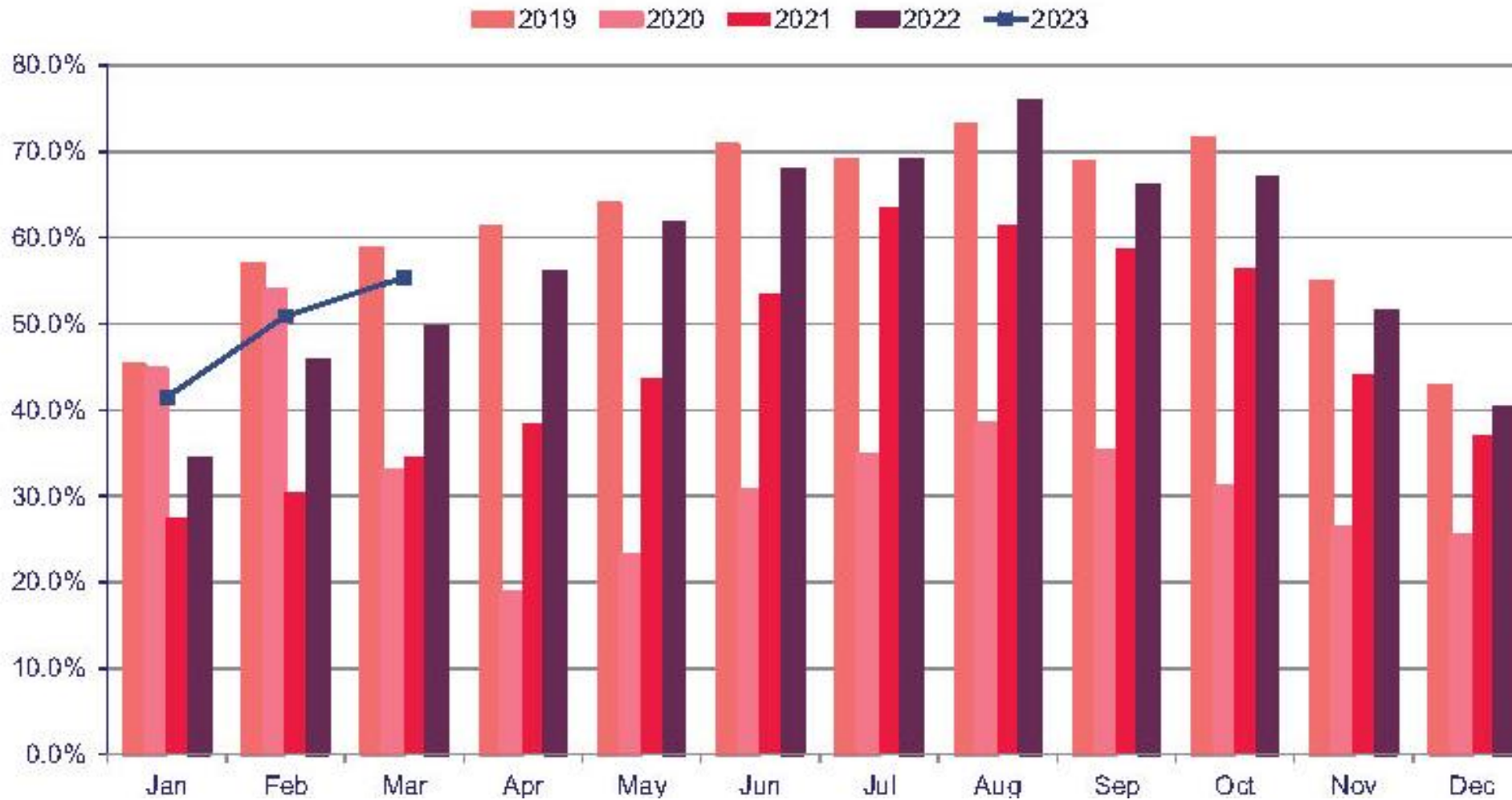
An aerial photograph of Madison, Wisconsin, featuring the Wisconsin State Capitol dome as the central focus. The dome is white with a gold statue on top. Below the dome is a large green lawn with many trees. To the right, a city street is filled with a large crowd of people, colorful umbrellas, and tents, suggesting a festival or event. The sky is blue with scattered white clouds.

Destination Madison Report

Monona Terrace Community and Convention Center
Board of Directors Presentation
May 18, 2023

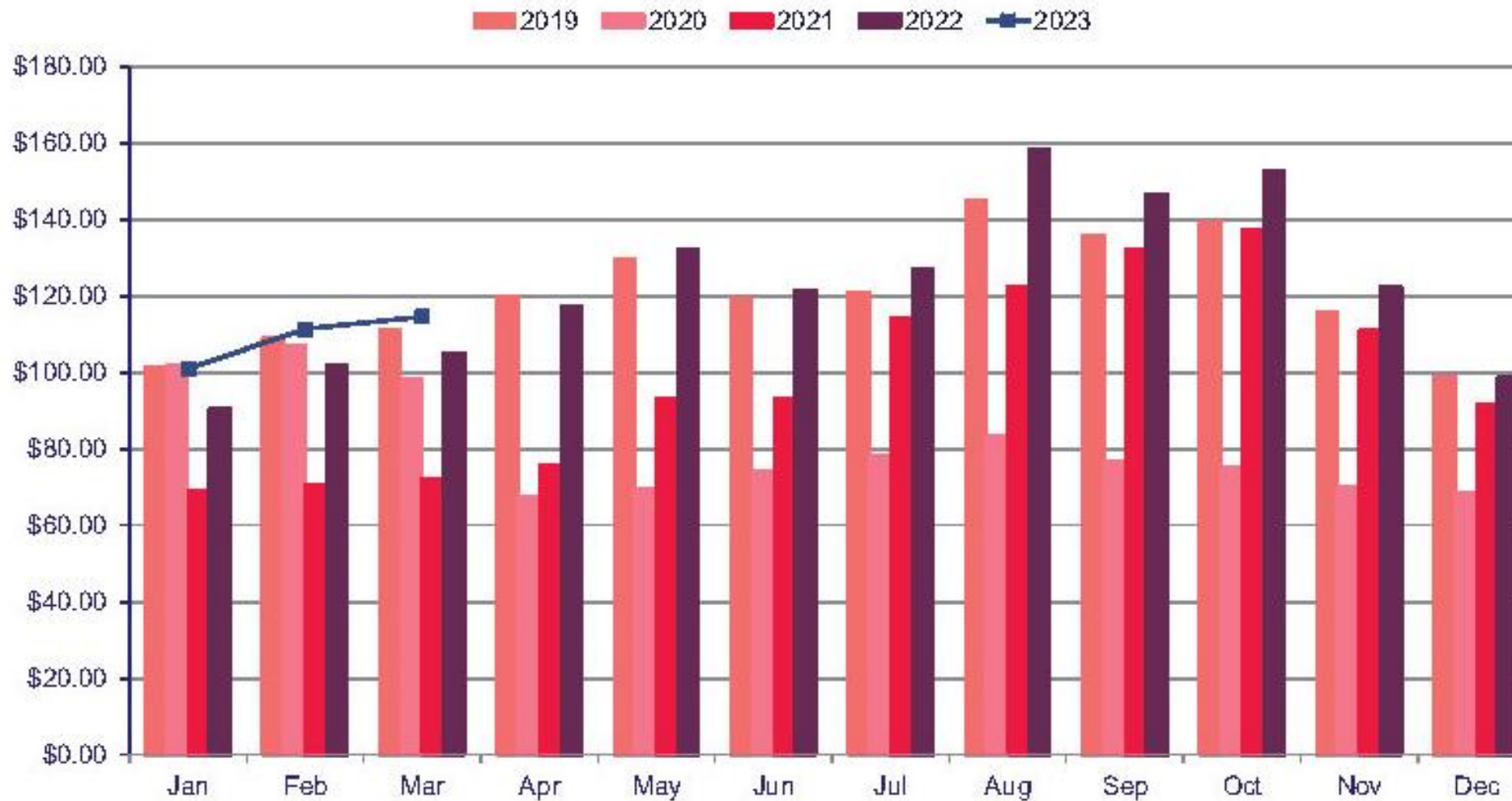
STATE OF THE INDUSTRY

Hotel Occupancy 2019-2023



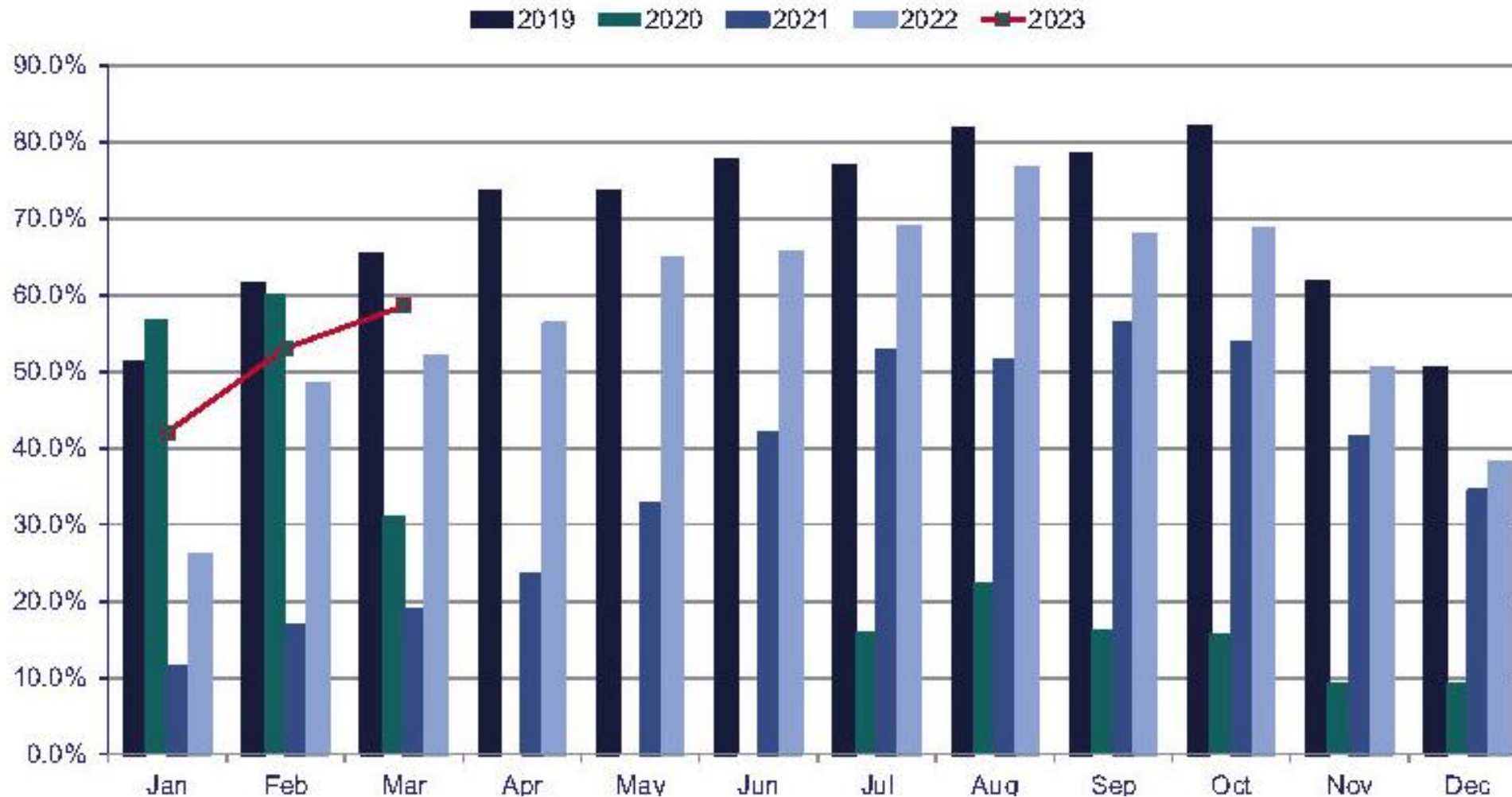
Note year over year inventory does not include COVID related closings

Hotel ADR 2019-2023



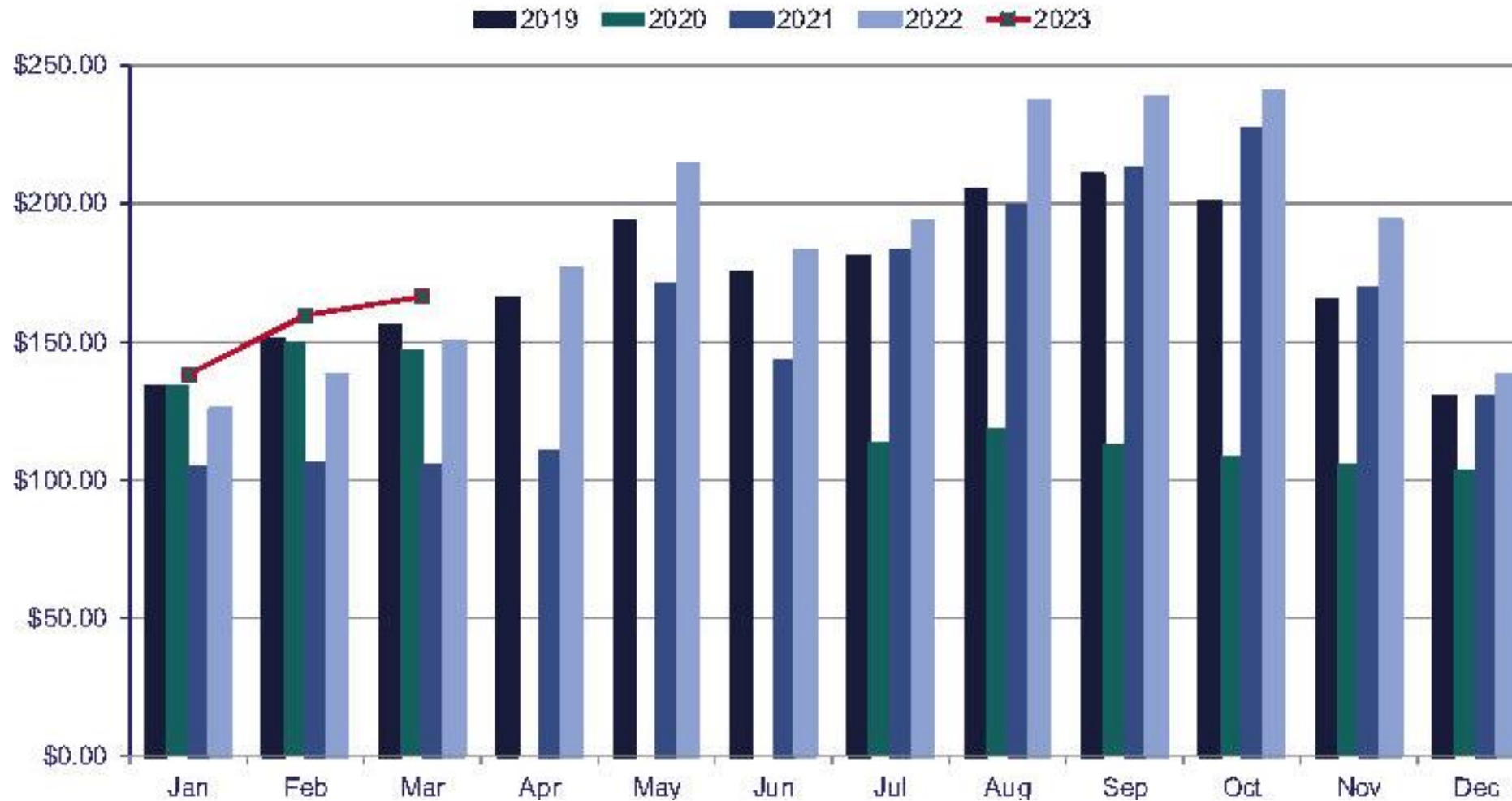
Note year over year inventory does not include COVID related closings

Madison DT Hotel Occupancy 2019-2023



Note year over year inventory does not include COVID related closings

Madison DT Hotel ADR 2019-2023



Note year over year does not include COVID related closings

for Period ending April 30, 2023

report date 5/3/23

Report: Simple Pace

Annual Pace

	2023	2024	2025	2026	2027	Total
Consumption (Definite Room Nights)						
Definite Room Nights	92,939	15,968	3,869	7,725	3,588	124,089
Target	82,900	19,928	9,467	4,694	2,436	119,425
Variance	10,039	-3,960	-5,598	3,031	1,152	4,664
Historical Avg	95,837	95,837	95,837	95,837	95,837	479,185
Events	94	18	6	5	4	127
Pace Percentage	112.11%	80.13%	40.87%	164.58%	147.29%	104%
Demand						
Total RNs	198,429	141,539	52,226	32,600	12,850	437,644
Target	183,894	144,203	91,212	44,488	24,570	488,367
Variance	14,535	-2,664	-38,986	-11,888	-11,720	-50,723
Historical Avg	187,107	187,107	187,107	187,107	187,107	935,535
Conversion Percentage	52.14%	16.46%	14.77%	39.09%	55.39%	37.86%
Historical Avg	44	44	44	44	44	44
Tentative Room Nights	20,168	44,523	26,023	12,840	6,372	109,926

5 Year Pace



CONVENTION & SPORTS SALES

Convention Sales Activities

Pending/Recently Confirmed business to close

- Association of Fish and Wildlife – September 2024 - \$32,639
- American Association of State Highway and Transportation – April 2024 - \$23,105
- Child and Language Disorders – May 2024 - \$5,920
- Evolang – May 2024 - \$18,280
- World Triathlon Corp – September 2024 - \$39,584
- Solution Tree – August 2025 - \$50,643
- American Public Works Association – May 2024 - \$16,695
- American Trails – April 2025 - \$42,113

Total = \$228,979

Convention Sales Activities

- 259 P1/P2 qualified prospects added/22 DEI P1/P2
- Site Visit
 - American Trails, POD, Transplant Organs
- Tradeshow activity
 - MIC - March - Denver, CO
 - Destinations Celebration - April – Kansas City, MO/Minneapolis, MN
 - Connect Spring Marketplace – April – Las Vegas
 - PCMA Philly Chapter – May – Philly
 - HelmsBriscoe ABC – May – Denver
 - MPI WEC – June – Riviera Maya
 - PCMA Educon – June - Montreal

Sports Sales Activities

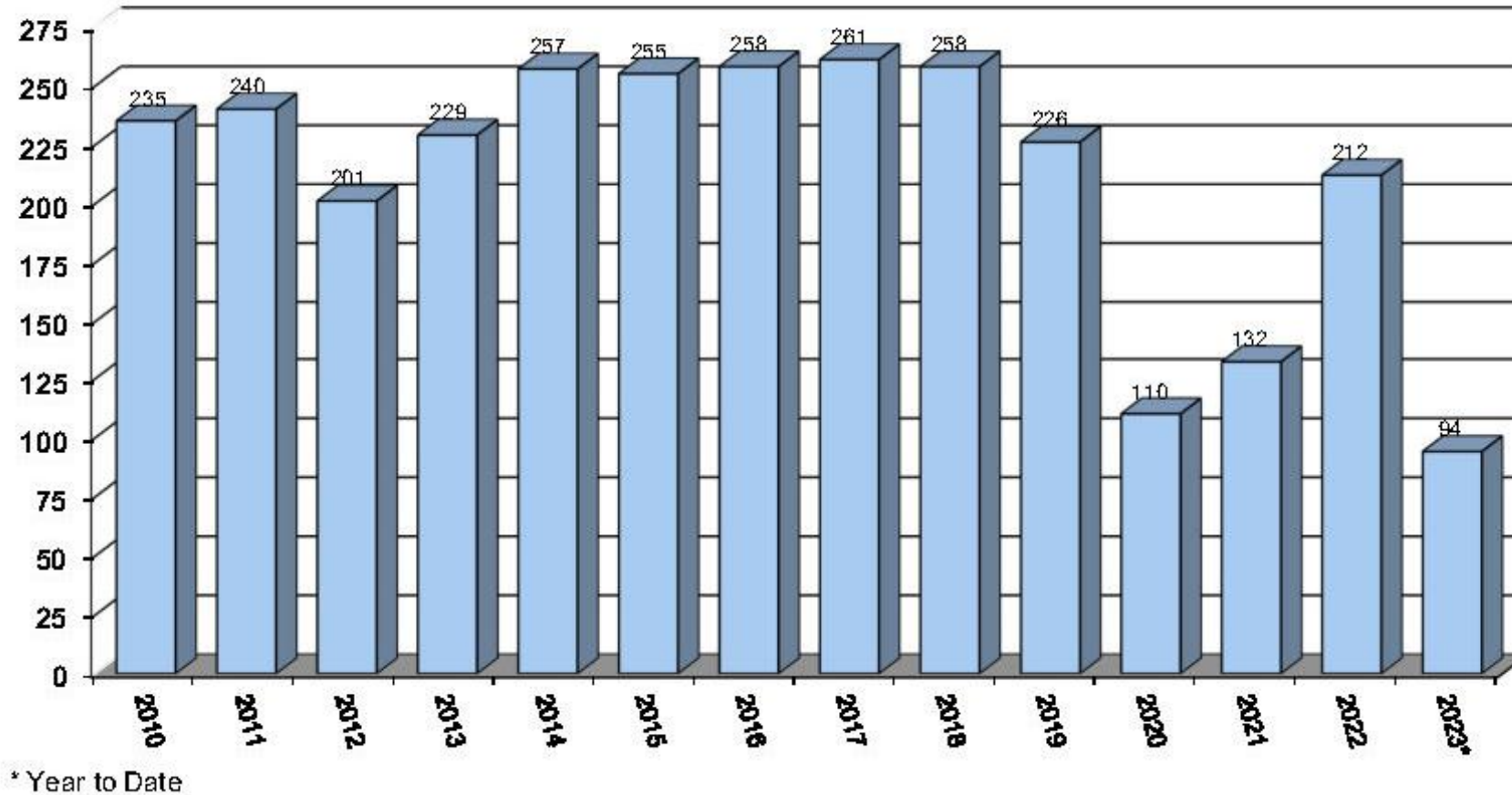
- Sports ETA Symposium, Kansas City - May
- Site Visit – American Trails, 2025 International Trails Summit
- Sports Feasibility Study
- LOVB

THANK YOU!

APPENDIX

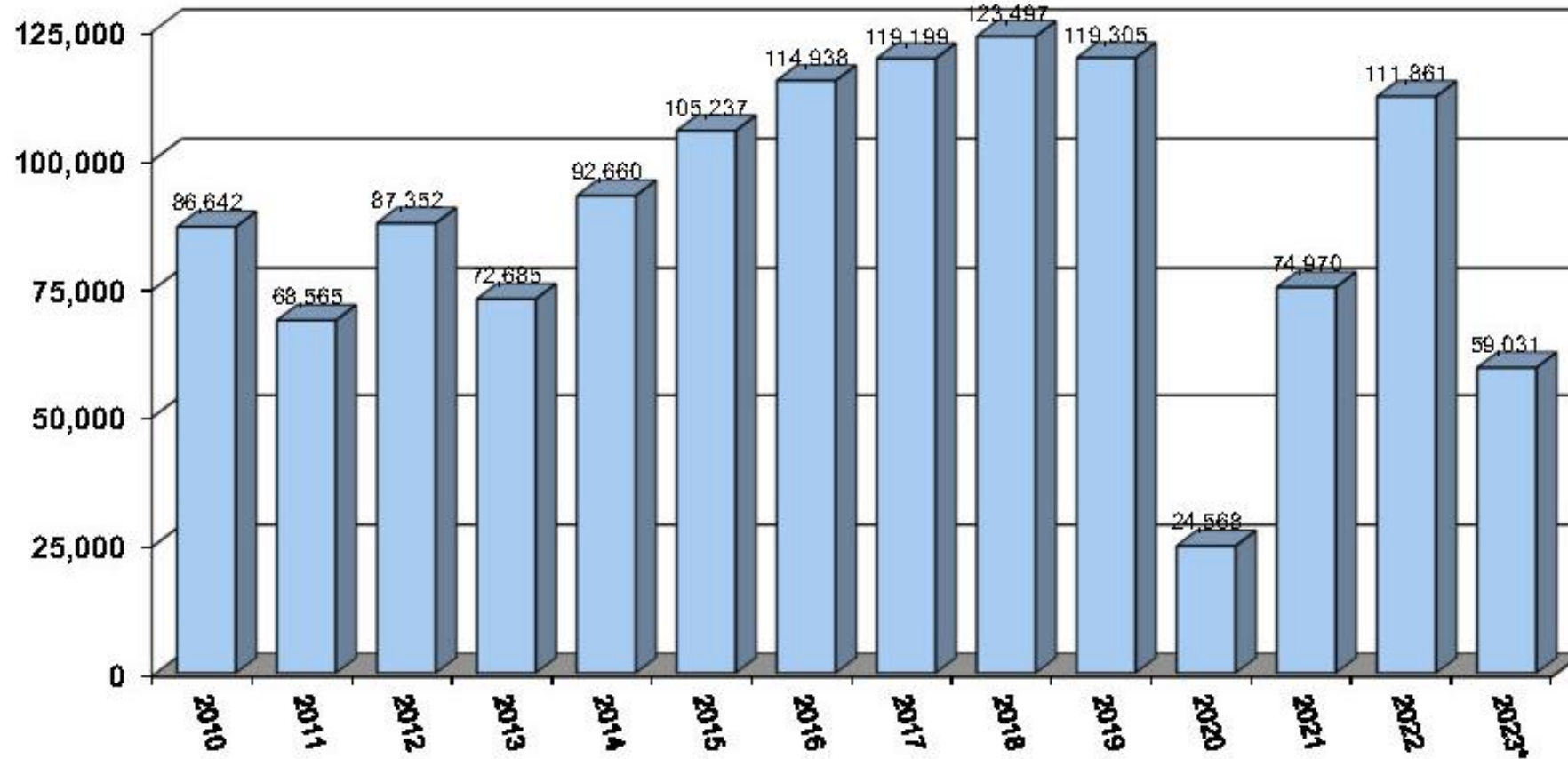
Sales Activities

Destination Madison Sales & MASC Sales
Leads per Year



Sales Activities

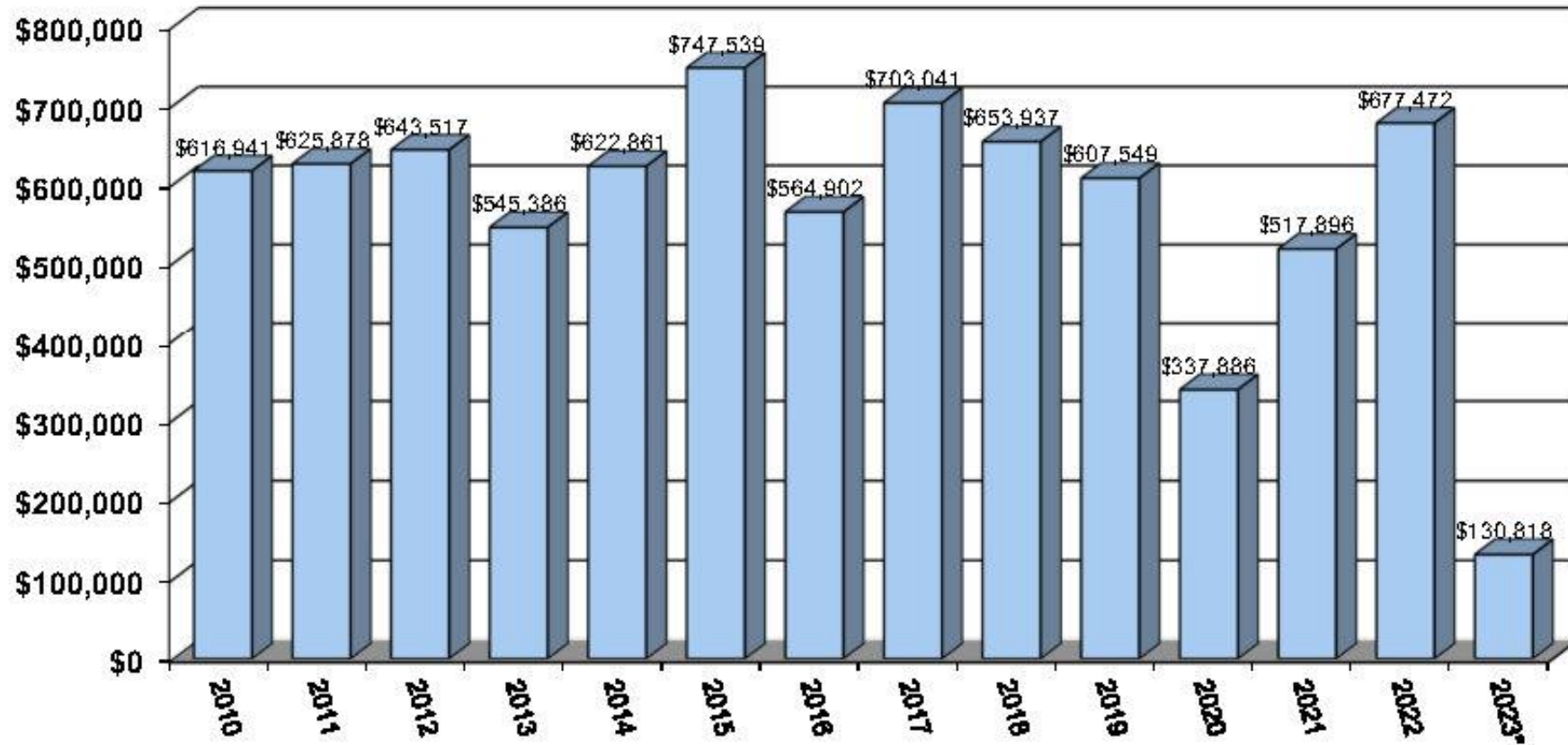
Destination Madison Sales & MASC Sales
Confirmed Event Room Nights per Year



* Year to Date

Sales Activities

Destination Madison Sales & MASC Sales
Monona Terrace Contract Revenue per Year



* Year to Date

2023 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Upledger Institute	Health Care Seminar Jan 2023	44	\$19,402	1/4/2023	75	Madison Concourse
Madison Aquatic Club	2023 MAC Midwest Invitational	2,000	\$495,300	1/5/2023	230	UW Nic
MYHockey	2023 MYHockey MidWinter Classic	500	\$257,277	1/14/2023	980	Sun Prairie Ice
Wisconsin State Bowling Association	2023 State Open Championship	9,000	\$5,235,418	1/20/2023	3,520	Bowling Centers
Confederation of Independent Football Associations	2023 Annual General Meeting	40	\$18,949	1/27/2023	80	Madison Concourse
Central Cross Country Ski Association	2023 Wis Nordic Ski League Sprint Championships	400	\$78,927	2/3/2023	120	CXC Middleton
Wisconsin Library Association	WLA Library Legislative Day 2023	200	\$20,443	2/6/2023	25	Madison Concourse
MYHockey	2023 MYHockey Presidents Cup	500	\$259,857	2/18/2023	880	Sun Prairie Ice
Wisconsin Interscholastic Athletic Association	2023 WIAA Individual Wrestling Athlete Rooms	1,200	\$499,427	2/23/2023	510	UW Kohl Center
Gymfinity Children's Activity Center	2023 Dairy Aire Gymnastics Invitational	4,000	\$165,022	2/24/2023	100	Monona Terrace
Wisconsin Emergency Management	2023 Governor's Conf on EM & Homeland Security	575	\$268,463	2/26/2023	560	Madison Marriott
Wisconsin Society of Association Executives	2023 WSAE Roadshow	75	\$13,971	3/1/2023	8	DoubleTree East
Wisconsin Interscholastic Athletic Association	2023 WIAA Boys and Girls State Hockey Team Rooms	400	\$169,149	3/1/2023	330	Capitol Ice Arena
Wisconsin Society of Science Teachers	WSST 2023 Conference	500	\$284,122	3/8/2023	295	Monona Terrace
State Basketball Championships	2023 Wisconsin Middle School State Championship	3,125	\$808,285	3/9/2023	675	UW Nic
American Society of Animal Science	Midwest Section Annual Meeting 2023	1,200	\$699,681	3/11/2023	1,100	Monona Terrace
Wisconsin Interscholastic Athletic Association	2023 WIAA Boys State Basketball Team Rooms	350	\$208,742	3/15/2023	795	UW Kohl Center

2023 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
USA Gymnastics	2023 XCEL State Championships	2,000	\$445,046	3/30/2023	450	Verona H.S.
Version1	Minnesota Røkk Home Series - Madison	1,000	\$117,325	3/31/2023	200	Orpheum
Wisconsin Cheese Makers Association	CheeseCon 2023	1,500	\$539,344	4/3/2023	1,565	Alliant Energy Center
Wisconsin Park and Recreation Association	Financial Sustainability Certification Program	50	\$38,388	4/12/2023	100	Warner Park
Wisconsin Medical Society	2023 Annual Convention	300	\$110,194	4/13/2023	180	Monona Terrace
Pharmacy Society of Wisconsin	2023 Educational Conference	400	\$124,154	4/17/2023	190	Monona Terrace
Wisconsin Nurses Association	2023 Annual Pharmacology & Clinical Update	520	\$321,318	4/19/2023	171	Monona Terrace
Wisconsin Indian Education Association	2023 WIEA Annual Conference	250	\$60,869	4/19/2023	225	DoubleTree East
SkillsUSA Wisconsin Association	State Leadership and Skills Conference 2023	2,300	\$711,007	4/24/2023	500	Alliant Energy Center
National Hydropower Association	NHA 2023 Midwest Regional Meeting	200	\$69,240	4/24/2023	111	Madison Marriott
Wisconsin Holstein Association	2023 Wisconsin Dairy Showcase	500	\$158,148	4/26/2023	225	Alliant Energy Center
Madison United Rugby	2023 Great Lakes Girls High School Rugby Tournament	500	\$73,913	4/27/2023	180	Wis Rugby Complex
League One Volleyball	Madtown Volleyball Fest	3,000	\$910,868	4/28/2023	646	Alliant Energy Center
Spiritual Directors International	2023 SDI Annual Conference	400	\$334,206	5/2/2023	544	Monona Terrace
Madison Minotaurs Rugby Football Club	2023 Madtown Scrumdown	150	\$42,310	5/5/2023	50	Wis Rugby Complex
Epic	2023 XGM - Week 1	4,700	\$4,912,416	5/6/2023	11,563	Epic Conf Center
Access to Independence	Access to Independence Meeting	25	\$16,373	5/8/2023	46	Hilton Grdn Sun Prairie

2023 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Madison Area Youth Soccer Association	2023 MAYSA Cup	3,000	\$425,063	5/12/2023	250	Reddan
Epic	2023 XGM - Week 2	4,700	\$4,912,416	5/13/2023	11,991	Epic Conf Center
Greg Reinhard Baseball Academy	2023 Midwest Elite (13U-14U)	1,000	\$267,130	5/19/2023	300	Deforest Sports Cmplx
Madison United Rugby	2023 Girls High School Rugby National Championships	500	\$112,359	5/19/2023	178	Wis Rugby Complex
Wisconsin Public Health Association	2023 Annual Public Health Conference	475	\$199,640	5/22/2023	405	Madison Marriott
Endurance Marketing Inc.	2023 Run Madtown	2,500	\$281,120	5/25/2023	108	Race Course
Greg Reinhard Baseball Academy	2023 Midwest Elite (9U-12U)	1,000	\$267,130	5/26/2023	300	Deforest Sports Cmplx
Symposium on Research in Child Language Disorders	44th Annual Conference - 2023	300	\$136,827	5/31/2023	455	Monona Terrace
National Association of County Veterans Service Officers	NACVSO Training Conference 2023	500	\$875,140	6/1/2023	2,292	Monona Terrace
National Association of County Veterans Service Officers	NACVSO Training Conference 2023 - WI Chapter Room Block	0	\$107,847	6/1/2023	515	Monona Terrace
Badger Aquatic Club	2023 Jack Pettinger Invite	1,000	\$382,233	6/1/2023	300	UW Nic
Madison Area Youth Soccer Association	2023 Reddan Thunder Invitational	3,000	\$413,715	6/2/2023	250	Reddan
Greg Reinhard Baseball Academy	2023 June Classic	1,000	\$258,063	6/2/2023	300	Deforest Sports Cmplx
National Council on Teacher Retirement	2023 NCTR Administrative Assistants & Directors Meeting	35	\$55,474	6/4/2023	184	Park Hotel
World-class Instructional Design & Assessment	2023 WIDA Board Meeting	125	\$71,788	6/5/2023	265	Madison Concourse
Credit Union National Association	AACUL League President Fly-In Meeting	32	\$24,853	6/5/2023	57	SpringHill Suites
Epic	Epic Connect Collab 2023	400	\$278,823	6/5/2023	800	Epic Conf Center



2023 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
USA Diving	2023 Zone D Championships	400	\$211,059	6/6/2023	330	UW Nic
Disabled American Veterans	DAV Department of Wisconsin 2023 State Convention	160	\$92,256	6/7/2023	325	DoubleTree DT
North American Singers Association	2023 Saengerfest	800	\$551,204	6/7/2023	690	Masonic Center
ABS Global	ABS Global Experience 2023 Room Block	200	\$89,312	6/7/2023	380	Holiday Inn Amer Cntr
Wisconsin Interscholastic Athletic Association	2023 WIAA State Softball Championships Team Rooms	600	\$232,643	6/7/2023	430	UW Goodman Fld
Wisconsin Association of FFA	Annual State Convention 2023	3,000	\$1,207,561	6/12/2023	1,770	Alliant Energy Center
National Association of State Budget Officers	2023 NASBO Analyst Professional Development Seminar	100	\$73,474	6/13/2023	215	Madison Concourse
Dairyland Sports	2023 Dairyland Games	100	\$29,925	6/15/2023	75	Verona High School
Race Day Events LLC	2023 Wisconsin Milkman Triathlon	1,200	\$204,387	6/16/2023	300	Triathlon Course
Public Relations Society of America	2023 PRSA Travel & Tourism Conference	450	\$379,648	6/19/2023	1,120	Monona Terrace
NACADA National Academic Advising Association	2023 June Institute	170	\$209,728	6/23/2023	727	Madison Concourse
Randy's Adventures	June 2023 Group Trip	40	\$18,337	6/23/2023	54	Other
International Society for Heart Research	ISHR North American Section Meeting 2023	250	\$254,118	6/25/2023	720	Monona Terrace
All-American Junior Sheep Show	2023 All-American Junior Sheep Show	1,000	\$481,937	6/27/2023	875	Alliant Energy Center
Madison Aquatic Club	2023 Summer Challenge	1,200	\$296,079	6/29/2023	230	UW Nic
Greg Reinhard Baseball Academy	2023 July Classic	1,000	\$362,366	6/30/2023	300	Deforest Sports Cmplx
American Hereford Association	2023 Junior National Hereford Expo	1,200	\$1,570,011	7/4/2023	3,581	Alliant Energy Center

2023 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Friendly Tours and Travel	Friendly Tours - Motorcoach 2023	25	\$6,609	7/8/2023	25	Courtyard Middleton
Solution Tree	2023 PLC Institute	1,500	\$708,555	7/10/2023	740	Monona Terrace
Greg Reinhard Baseball Academy	2023 Old School Elite Double Elimination	1,000	\$367,032	7/14/2023	300	Deforest Sports Cmplx
American Meteorological Society	32nd WAF/28th NWP/20th Meso	500	\$695,155	7/15/2023	1,340	Monona Terrace
Lacrosse America	2023 Lacrosse America Madison Capital Classic	1,500	\$474,447	7/21/2023	814	Reddan
Radiological Society of North America	2023 Annual Executive Retreat	34	\$21,205	7/25/2023	64	Edgewater
Madison Mini-Marathon L.L.C.	2023 Madison Mini-Marathon	11,800	\$969,147	7/27/2023	355	Marathon Course
CrossFit, Inc.	2023 CrossFit Games	35,000	\$8,665,019	7/28/2023	15,671	Alliant Energy Center
Federation of Tax Administrators	Mid States Association of Tax Administrators 2023 Meeting	200	\$185,071	8/13/2023	453	Monona Terrace
LeMans Corporation	Parts Unlimited & Drag Specialties NVP Product Expo 2023	1,000	\$781,474	8/15/2023	937	Monona Terrace
Epic	2023 Users' Group Meeting (UGM)	7,500	\$8,229,016	8/19/2023	16,491	Epic Conf Center
Wisconsin Holstein Association	2023 Wisconsin Summer Championship Show	500	\$229,349	8/21/2023	300	Alliant Energy Center
International Association of Wildland Fire	NE-MW Regional Prescribed Fire Science & Mgmt Workshop	300	\$400,055	8/27/2023	1,025	Madison Concourse
World Triathlon Corporation	IRONMAN Wisconsin and IM WI 70.3 2023	14,800	\$2,696,611	9/5/2023	3,899	Monona Terrace
American Assoc of State Highway & Transportation Officials	AASHTO Ware Pavement User Group	80	\$73,626	9/5/2023	210	Madison Concourse
National Class E-Scow Association	100th Anniversary National Championships	500	\$259,095	9/7/2023	600	Madison Park
Madison Area Youth Soccer Association	2023 Madison 56er's Fall Tournament	3,000	\$470,523	9/8/2023	250	Reddan

2023 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Wisconsin Section of the American Water Works Association	Annual Meeting & Water Utility Expo 2023	500	\$342,131	9/11/2023	264	Monona Terrace
Wisconsin Association of Health Plans	2023 Annual Meeting & Golf Challenge	125	\$47,011	9/20/2023	58	Park Hotel
American Association of Motor Vehicle Administrators	2023 Annual International Conference	800	\$1,015,294	9/21/2023	2,388	Monona Terrace
Madison Area Youth Soccer Association	2023 Reddan Toe Bash	3,000	\$470,523	9/22/2023	250	Reddan
Nlets	Finance and Management Meeting	25	\$25,110	9/26/2023	75	Hotel Indigo
Algae Biomass Organization	Algae Biomass Summit 2023	450	\$442,715	10/7/2023	804	Hilton Madison
Wisconsin Healthcare Public Relations & Marketing Society	WHPRMS 2023 Annual Conference	100	\$49,227	10/15/2023	65	Madison Concourse
State Farm Insurance	Fall All Agent Meeting	230	\$153,612	10/17/2023	260	Edgewater Hotel, The
Gamehole Con	Gamehole Con 2023 Room Block	3,000	\$946,984	10/18/2023	1,793	Alliant Energy Center
Shive-Hattery	Structural Swarm	60	\$30,121	10/18/2023	69	Park Hotel
Madison Area Youth Soccer Association	2023 Reddan Ice Age Classic	3,000	\$477,632	10/20/2023	250	Reddan
Wisconsin Library Association	2023 WLA Annual Conference	400	\$225,619	10/23/2023	534	Madison Marriott
Wisconsin Music Educators Association	Wisconsin State Music Conference 2023	3,800	\$861,036	10/24/2023	396	Monona Terrace
Wisconsin Housing and Economic Development Authority	WHEDA Conference 2023	600	\$198,728	11/5/2023	400	Monona Terrace

Confirmed Events to occur in 2023 = 99

168,670 \$64,338,946

109,381

as of 5/10/23

