

PERFORMANCE REPORT

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



January – June 2014

Prepared for: City of Madison & Monona Terrace Community & Convention Center Board of Directors

Prepared by: Greater Madison Convention & Visitors Bureau & Madison Area Sports Commission

August 1, 2014

KEY TAKEAWAYS/EXECUTIVE SUMMARY

2nd QUARTER YTD RESULTS

- Contract revenue Year to Date totaled \$311,171. This meets 44.5% of goal for 2014
- Room nights to date total 39,180 representing 37.5% of goal.
- Pending contracts total \$102,154 and 2,900 room nights.

OTHER 2nd QUARTER HIGHLIGHTS

- Hotel Occupancy for the first half remains flat with 2013 averaging 62.1%
- Average Daily Rate outpaced 2013 with ADR up 8.5% averaging \$99.71 for the first half.
- GMCVB leadership has continued engagement in product development discussions:
 - Downtown convention hotel as part of the Judge Doyle Square Project
 - Alliant Energy Center visioning project



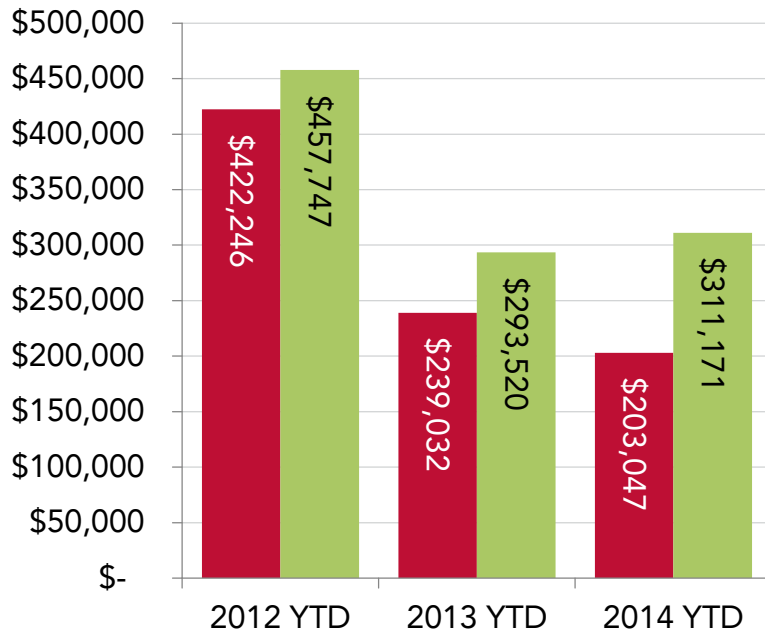
**CONVENTION &
SPORTS SALES**

January-June 2014

MONONA TERRACE CONTRACT REVENUE FOR GMCVB & MASC

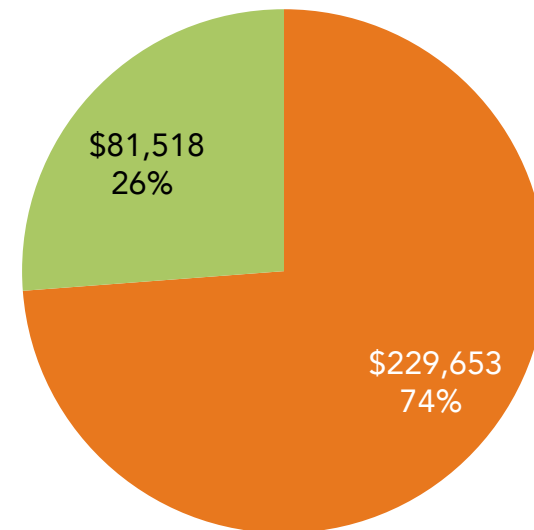
Goal: \$700,000
44.5% goal achieved

■ Convention & Conference Contracts*
■ All Contracts



**MT All Contracted Events
Breakdown
2014 YTD**

■ Convention Sales ■ Sports



ALL 2014 **GMCVB** DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Revenue
	L&L Exhibition Management	1/7/2016	125	10,000	\$643,425	\$35,697
New	L&L Exhibition Management	2/10/2016	125	8,000	\$705,418	\$28,329
Non-Annual	UW Extension	11/10/2015	555	800	\$372,712	\$30,420
	Mary Kay Inc.	3/9/2016	202	2,000	\$303,940	\$21,304
	Mary Kay Inc.	3/18/2015	202	2,000	\$303,940	\$20,290
	Pharmacy Society of Wisconsin	4/13/2015	65	250	\$80,320	\$9,792
	Symposium on Research in Child Language Disorders	6/3/2015	458	300	\$212,940	\$6,906
	LeMans Corporation	8/25/2015	1,600	1,000	\$837,200	\$44,521
	Wisconsin Music Educators Association	10/24/2018	479	5,000	\$429,520	\$32,394
9 Definite Contracts			3,811	29,350	\$3,889,415	\$229,653

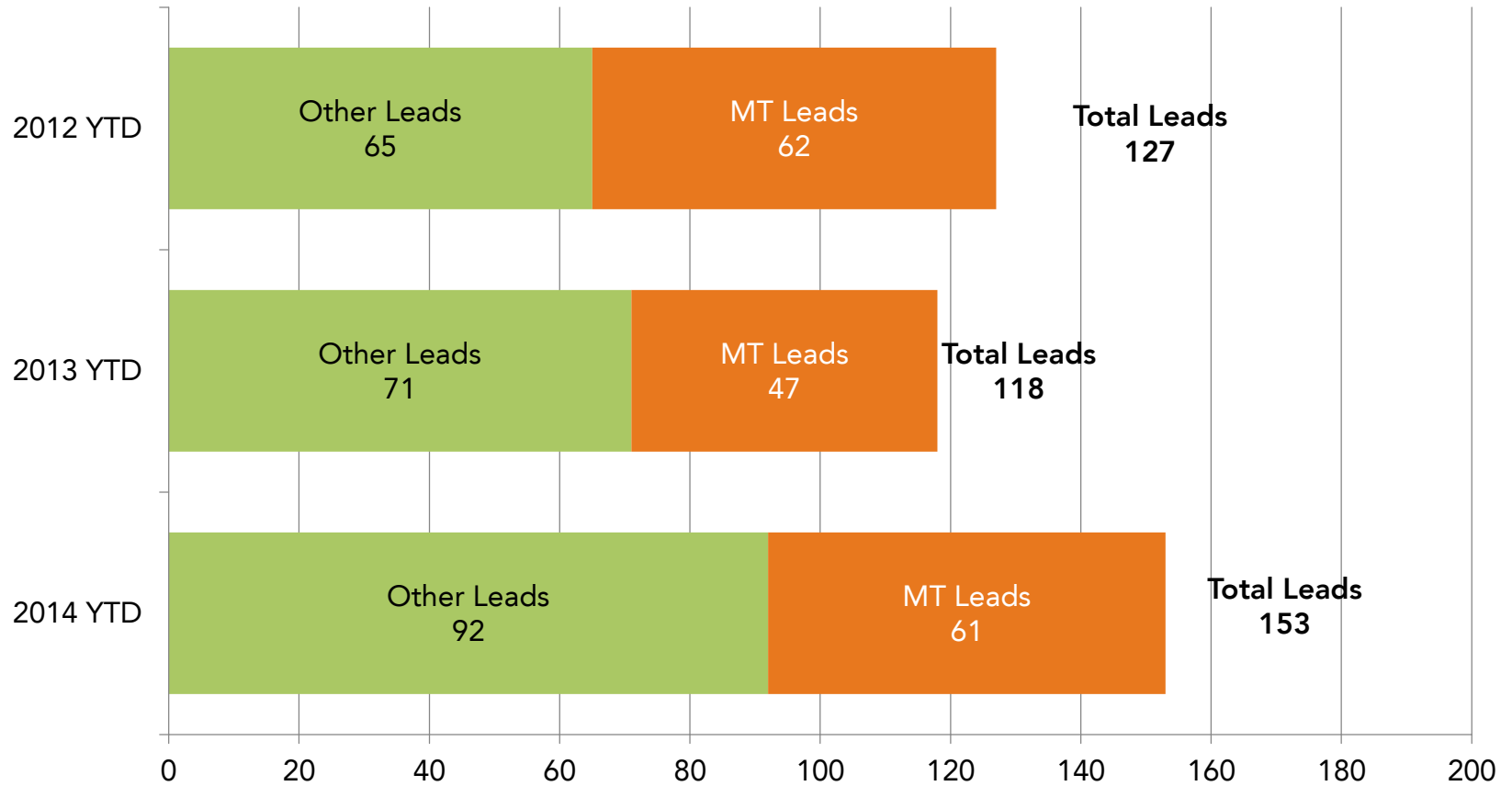
ALL 2014 MASC DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Rev
	World Triathlon Corporation	9/8/2015	5,950	30,000	\$3,359,200	\$37,420
	Gymfinity Children's Activity Center	2/27/2015	150	1,000	\$237,235	\$14,058
	Madison Festivals Inc.	11/7/2014	1,086	8,000	\$723,199	\$10,115
New	USA Climbing	1/30/2015	1,236	1,500	\$331,935	\$19,925
4 Definite Contracts			9,650	40,500	\$4,514,767	\$81,518

ALL CURRENT **GMCVB** PENDING CONTRACTS FOR MONONA TERRACE

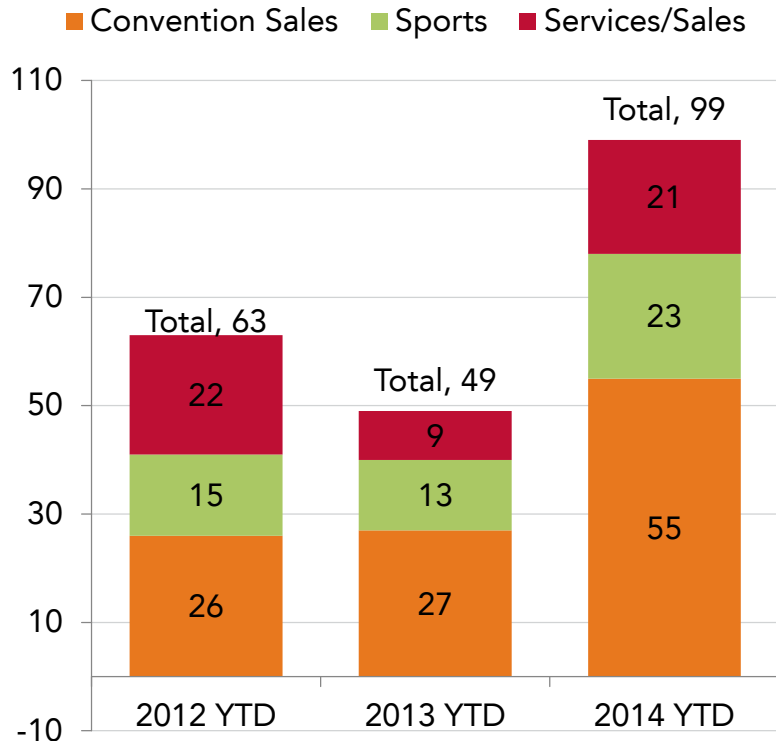
Pending Contracts	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
AIA Wisconsin Wisconsin School Counselor Association	5/8/2018	200	2,000	\$330,224	\$28,104
Wisconsin School Counselor Association	2/20/2018	900	1,100	\$537,940	\$23,486
Wisconsin School Counselor Association	2/19/2019	900	1,100	\$548,620	\$24,664
Wisconsin School Counselor Association	2/18/2020	900	1,100	\$559,617	\$25,900
4 Pending Contracts		2,900	5,300	\$1,976,401	\$102,154

2014 GMCVB & MASC LEAD PRODUCTION



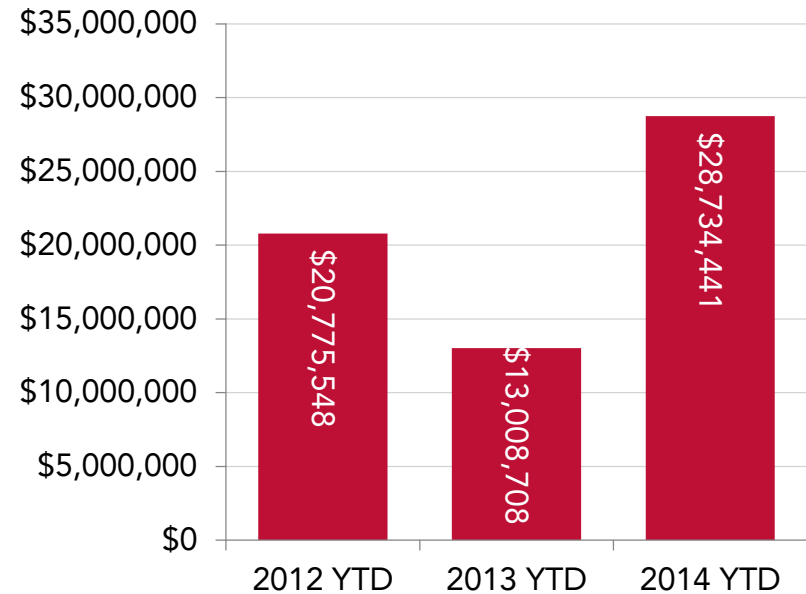
ALL GMCVB & MASC CONFIRMED EVENTS & DIRECT SPENDING

ALL CONFIRMED EVENTS



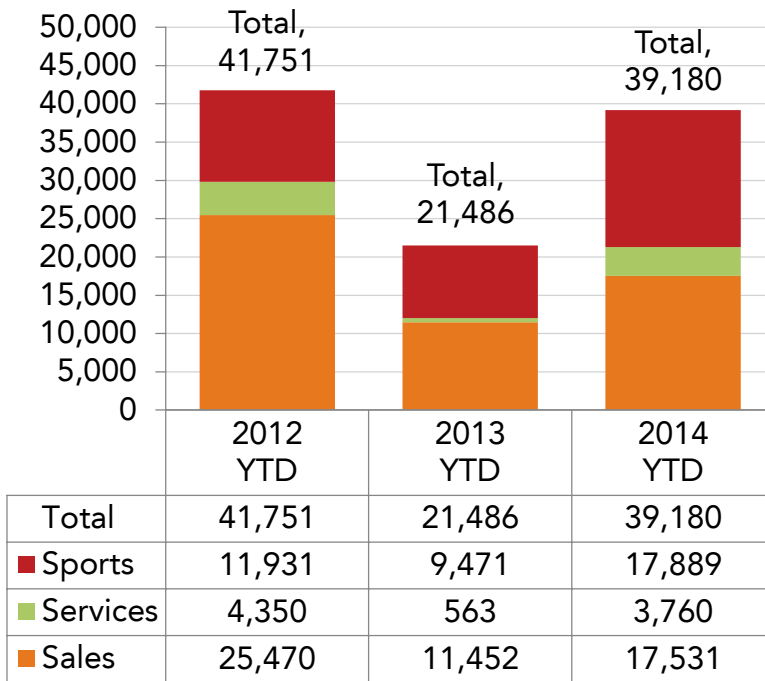
DIRECT SPENDING FOR ALL CONFIRMED EVENTS

2014 Goal = \$34,000,000
84.5% goal achieved



2014 TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC

2014 Goal = 104,500
37.5% goal achieved



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

The GMCVB has an overall total goal for room nights, with each department, which includes MASC, also having internal goals.

GMCVB and MASC reports room night sales for organization-related sales only.

This report does not reflect room nights for groups GMCVB and MASC services.

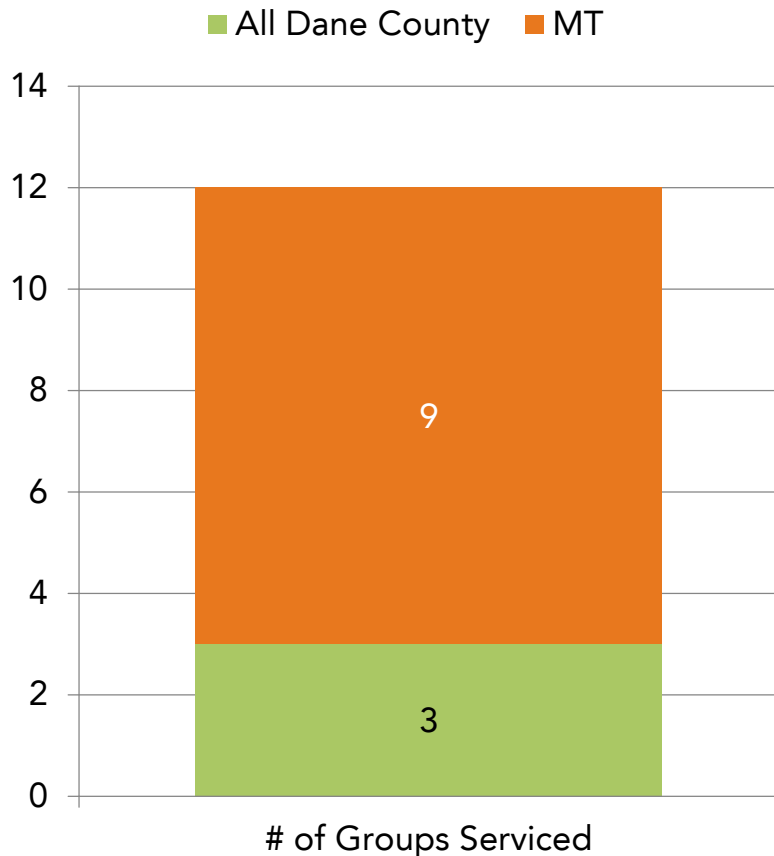
The MASC is currently working on tracking room nights for events for which it provides services, such as WIAA. The goal is to provide this information in future reports.



CONVENTION & EVENT SERVICES

January-June 2014

GROUPS SERVICED FOR MONONA TERRACE EVENTS



Services to groups may include some or all of the following:

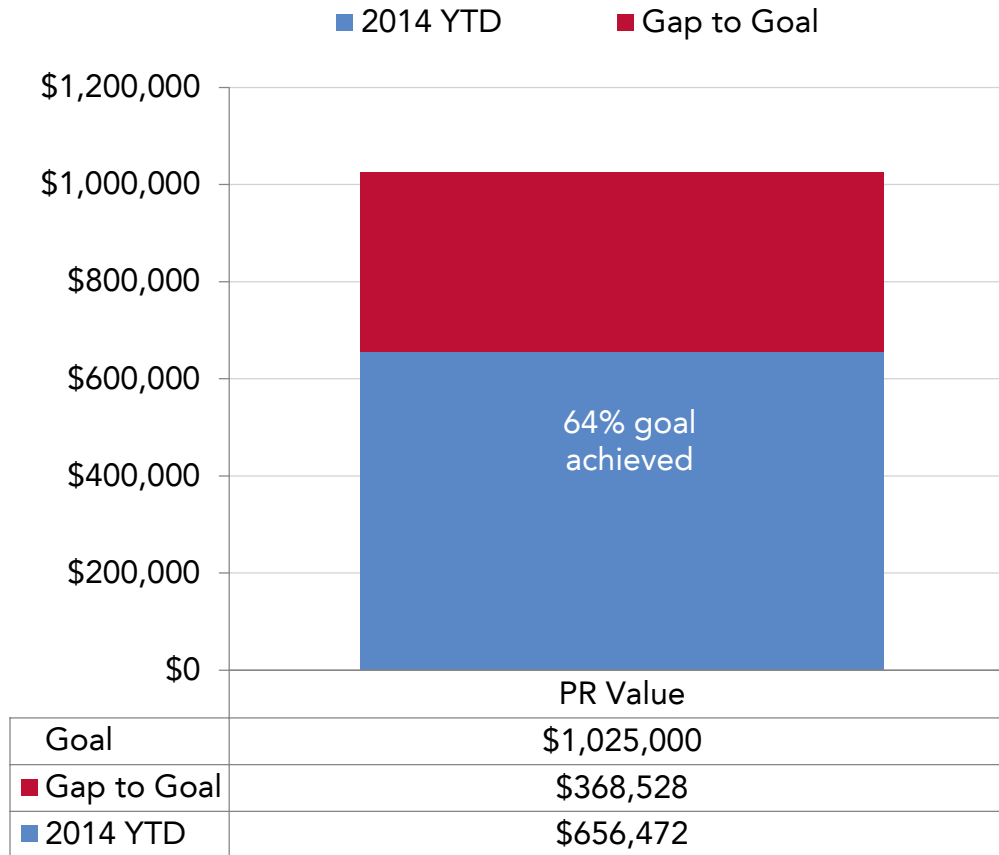
- Housing Bureau services and online housing
- Maps
- Visitors guides
- Letters of welcome
- Gifts
- Pre-promotes
- Site visits
- Registration and local information assistance
- Vendor referrals and leads
- Promotional materials
- Media assistance
- Images
- Logos and videos
- Day trip and tour recommendations
- Itinerary assistance
- Other requests



MARKETING & PR

January-June 2014

2014 PR EARNED MEDIA VALUE



PUBLICITY HIGHLIGHTS : Q1 2014

GMCVB

Madison Features:

- Online article on AndrewZimmern.com
- NerdWallet.com ranked Madison #1 on list of "Greenest Cities in America"
- Media coverage of Madison Craft Beer Week
- Huffington Post UK featured Madison in a travel article
- GQ Magazine feature article
- MSN Money website featured Madison in "8 Affordable Summer Road Trips"
- AP travel article picked up by local, regional, and Canadian newspapers

Trade/Convention Related Press:

- Local TV and newspaper coverage of the Wisconsin Association of School Councils conference
- Media coverage of Bacon Festival from local and regional newspapers

MASC

Madison Features:

- USA Today's 10Best ranked Madison #4 on list of "Best U.S. Cycling Towns"
- Adventure Cyclist Magazine feature article included Madison biking

Event Related Press:

- USA Climbing announcement in local media
- MASC Youth Grant press for new lacrosse scoreboard
- Local and Regional media coverage of USA Wrestling
- Local and Regional media coverage of USA Rugby



LOOKING AHEAD

January-June 2014

DESTINATION MANAGEMENT ACTIVITY 2014 Q2

INDUSTRY REPRESENTATION WITHIN THE STATE OF WISCONSIN:

- Serve on WI Governor's Council on Tourism
- Chair WI Meetings & Convention (M&C) Committee
- Serve on WI Sports Committee

DANE COUNTY REPRESENTATION WITHIN THE STATE:

- Board of Directors, WI Association of Convention & Visitors Bureaus (WACVB)
- WACVB Sports Marketing Committee

ORGANIZATIONAL LEADERSHIP ENGAGEMENT

- Judge Doyle Square development conversations
- AEC Strategic Design Committee
- Madison Festivals Board of Directors

KEY ORGANIZATION ACTIVITIES 2014 Q2

KEY SALES ACTIVITIES

- WSAE in Green Bay, April 8-9
- IPW FAM Tour, April 11-12
- MPI-WI in Waukesha, April 17
- Cvent Group Business Forum, April 23-25
- Three City Partnership Meeting, April 28-29
- Circle Wisconsin in Middleton, May 4-6
- MPI Chicago Area Chapter in Chicago, May 13, May 29 & June 16
- MPI-WI in Madison, May 14-15
- Sponsored Opening Reception at Monona Terrace for MPI-WI / PCMA Greater Midwest on May 14
- PCMA Capital Chapter Leadership Retreat in Washington, DC, June 2-3
- MPI-WI in Minocqua, May 12

KEY MARKETING ACTIVITIES

- Completed Q1Q2 web updates, including seasonal content, imagery and itineraries
 - YTD Unique Visitors=254,000 (up 50% YOY)
- Redesigned visual/verbal content for four e-newsletters including a new Madison Meetings Insights newsletter targeting meeting planners
- Conducted two partner education events: Spring into PR and Complete Guide to Customer Satisfaction
- Created Kickstart Your Summer leisure campaign that launched in conjunction with BratFest

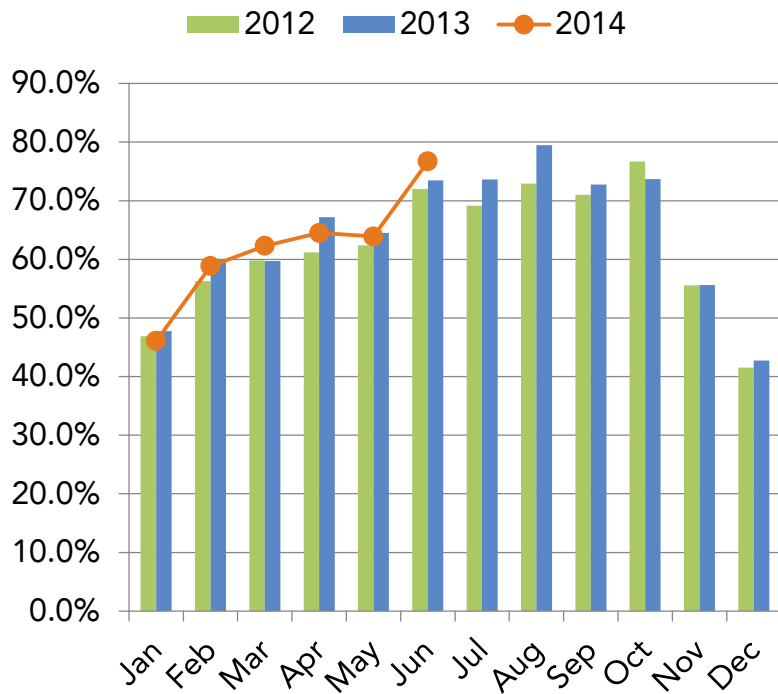


INDUSTRY

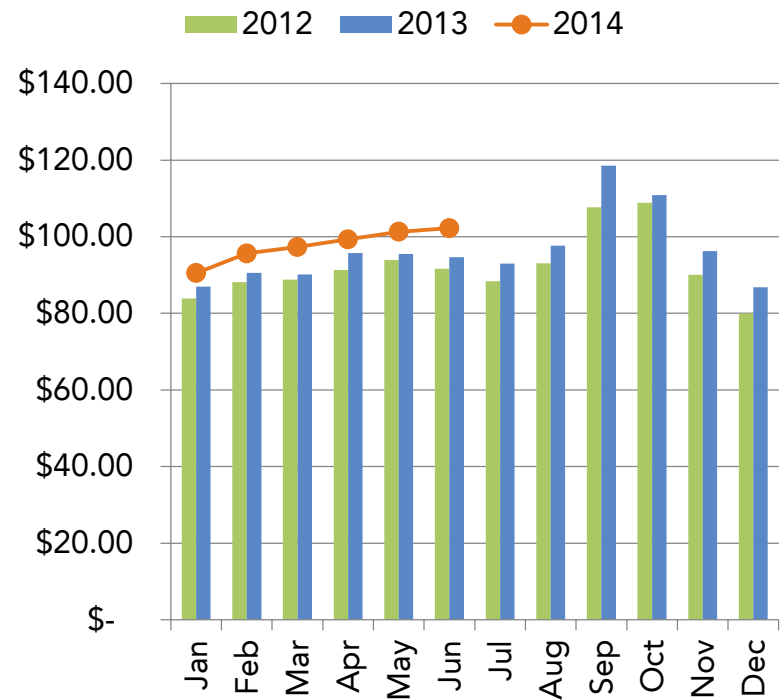
January-June 2014

MADISON MARKETWIDE HOTEL PERFORMANCE

OCCUPANCY RATE



AVERAGE DAILY RATE (ADR)



STR COMPETITIVE SET – CONVENTION HOTEL BLOCK

- Madison, WI Marketwide
- Madison Downtown /Convention Block
- Madison Overflow/Citywide
- Chicago-Downtown, IL
- Chicago-Suburban, IL
- Columbus, OH
- Des Moines, IA
- Louisville, KY
- Milwaukee, WI
- Minneapolis, MN
- Omaha, NE
- Portland, OR
- Providence, RI

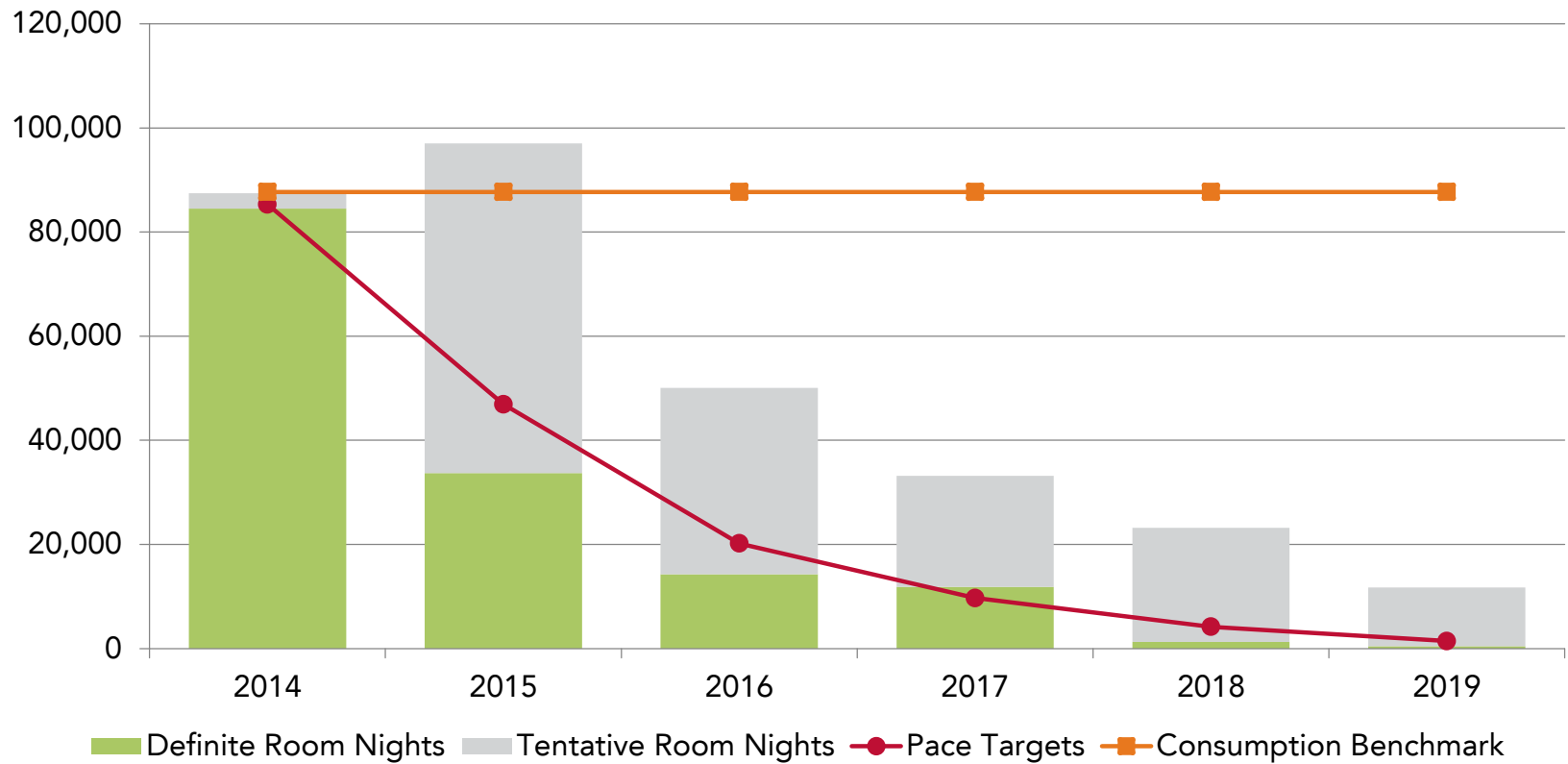
BANDWIDTH CHARTS

The following bandwidth charts visually demonstrate how Madison Downtown/Convention Block is performing against the convention blocks of other cities within our competitive set.

The gray bandwidth shows the span of the highest performance to the lowest performance and where Madison downtown/convention block compares within that span.

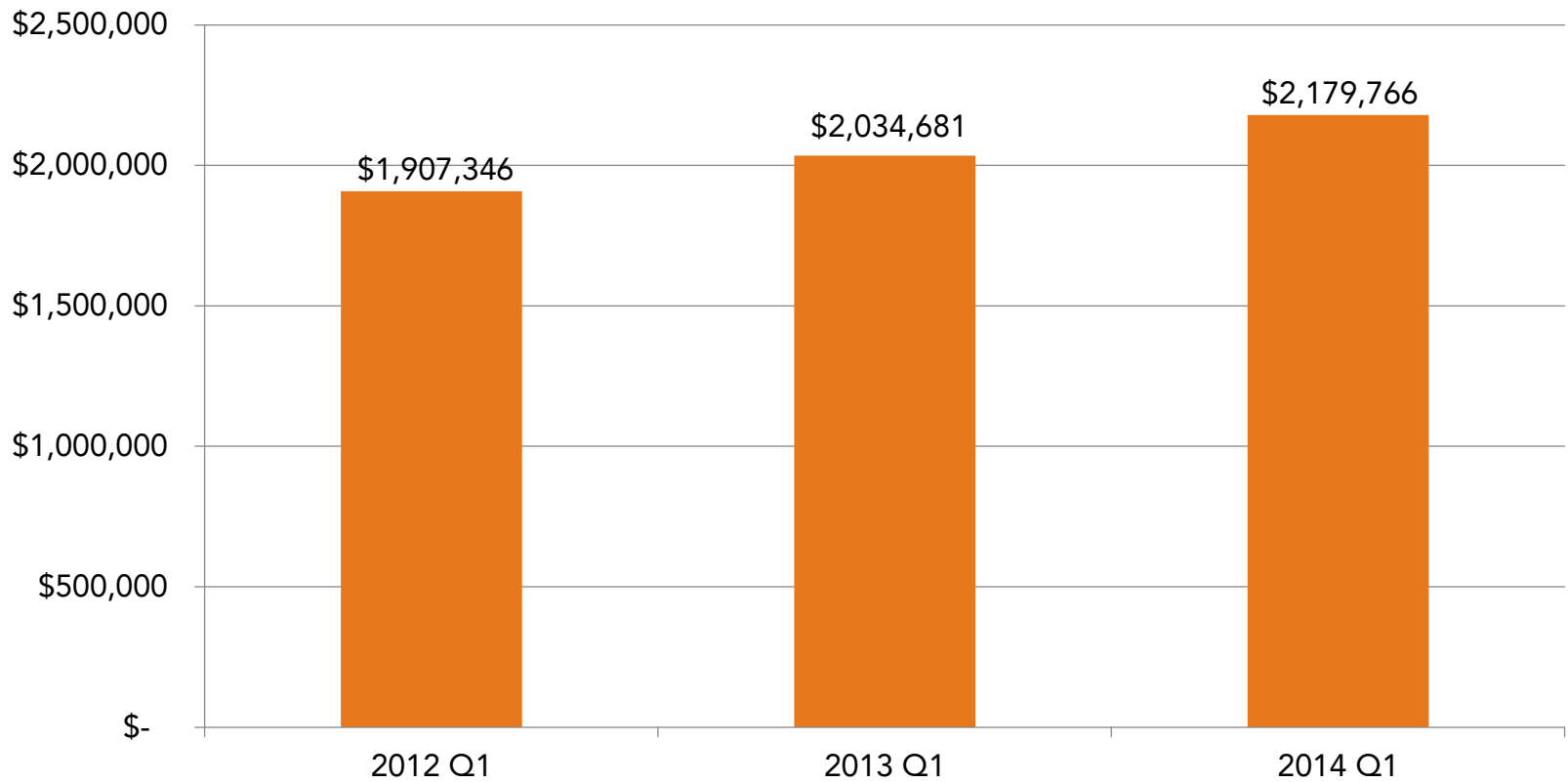
FUTURE EVENT SALES PACE

2014 Q2



CITY OF MADISON TOT COLLECTION

Through 2014 Q1



THANK YOU

APPENDIX: 2014 MONONA TERRACE CONFIRMED EVENTS

2014 Meetings	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
L&L Exhibition Management	1/9/14	125	6,200	\$368,425	\$35,501
Wisconsin School Counselor Association	2/17/14	1,220	1,200	\$1,104,400	\$29,956
National Academic Advising Association	3/5/14	426	300	\$163,603	\$8,737
Gymfinity Children's Activity Schedule	3/7/14	160	1,000	\$136,960	\$13,387
Mary Kay Inc.	3/19/14	379	2,000	\$624,260	\$23,628
The Matrix Center	3/22/14	1,857	2,000	\$894,737	\$38,235
Pharmacy Society of Wisconsin	4/9/14	80	250	\$100,400	\$9,641
Sonic Foundry	4/27/14	645	250	\$251,000	
AIA Wisconsin	5/6/14	215	2,000	\$300,300	\$27,373
Meeting Professionals International - WI Chapter	5/13/14	30	100	\$13,987	
Wisconsin Assoc for College Admission Counseling	5/17/14	650	500	\$455,000	\$10,985
Madison Festivals Inc.	5/23/14	675	4,500	\$522,620	\$10,115

APPENDIX: 2014 MONONA TERRACE CONFIRMED EVENTS

2014 Meetings	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
American Physical Society	5/30/14	2,754	1,000	\$910,00	\$57,549
Symposium on Research in Child Language Disorders	6/11/14	458	300	\$212,940	\$6,906
American Meat Science Association	6/13/14	1,036	550	\$453,180	\$19,071
Association of Wisconsin School Administrators	6/17/14	645	600	\$546,00	\$22,386
LeMans Corporation	8/18/14	1,559	1,000	\$773,500	\$43,834
World Triathlon Corporation	9/2/14	7,421	30,000	\$3,405,113	\$35,645
Wisconsin Society for Human Resource Management	10/14/14	940	700	\$847,000	\$33,358
PDS	10/20/14	430	750	\$401,134	\$29,750
Wisconsin Music Educators Association	10/27/14	700	5,000	\$566,020	\$32,345
Wisconsin Housing and Economic Dev Authority	11/5/14	75	600	\$100,400	\$12,005

APPENDIX: 2014 MONONA TERRACE CONFIRMED EVENTS

2014 Meetings	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
Madison Festivals Inc.	11/6/2014	1,086	8,000	\$723,199	\$10,115
23 Meetings		23,566	68,800	\$13,874,178	\$520,522

2013

YEAR IN REVIEW



Tourism is a very robust industry. So we take great pride in reporting the results of our 2013 activities that demonstrate how our work in bringing visitors to our area is a key economic driver for our city and all of Dane County. This Year in Review underscores how our work puts Greater Madison on the map in a powerful way.

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GREATER MADISON CONVENTION & VISITORS BUREAU



MADISON AREA
SPORTS
COMMISSION™

2013 YEAR IN REVIEW

2013 was a good year for our industry and our organization. As we reflected on our industry and our performance and accomplishments of the last year, it was also evident how rapidly our competitive landscape has changed—with the shared economy introducing new products and options such as UBER and airbnb—and increased investment in infrastructure in competing markets. This creates an ever-changing landscape within which we must compete for our destination's position in the consumer and event organizers' minds.

Much of our success stems from our ability as an organization to be nimble and proactive; shifting and repositioning ourselves—and the destination—over time as the industry, demographics and technology dictate and opportunities avail themselves.

Since our inception, the Greater Madison Convention & Visitors Bureau (GMCVB) has proudly led efforts to retain and attract events and visitors to our community. Beginning with our charter in 1972, we have paved the way for tremendous, positive economic impact from tourism for our community and also helped create some of our area's most popular community events including the Taste of Madison and the Madison Marathon.

In addition to providing our ongoing convention sales and marketing support to Monona Terrace, last year the GMCVB entered into an agreement with Dane County to provide an on-site Sales Manager at Alliant Energy Center (AEC). This investment has proven very successful, as we have secured new business for AEC including new sales for the soon-to-open New Holland pavilions on the AEC campus.

We continue to look to the future to ensure our work is relevant and impactful through initiatives such as the 2010 launch of the Madison Area Sports Commission. In 2013, we added to the Sports Commission staff and continue to see amazing results from this new entity.

The economic impact of tourism is something that benefits us all. Generation of state and local taxes, better services and quality of life, and variables such as world class dining and new event venues are just some of the elements of our community that are positively impacted by our work to bring visitors to Madison. And, while the external sales, marketing and PR work we do is largely invisible to local audiences and stakeholders, we know our economy is stronger and our quality of life much better thanks to increased visitors and visitor dollars.

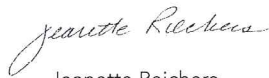
Over the past four decades, some of our most visible successes include bringing the IRONMAN Wisconsin triathlon to Madison, hosting the 2010 National Kidney Foundation U.S. Transplant Games, hosting multiple Drum Corps International World Championships and securing contracts to host several WIAA state tournaments through 2020. In addition to securing and hosting events, we proudly perform vital roles in assisting with some of our area's largest events such as World Dairy Expo and Epic Users Group meetings. Highlights of 2013 and exciting new events for 2014 are noted below.

In 2014 and 2015, our leadership is focusing on ways to secure sustainable funding and infrastructure for our organizations and the destination, so we can assure our ability to continue our work and performance levels, and keep the destination in a competitive position. Your support in these efforts is essential and will play big dividends for our community.

Our success is your success. It is because of your partnership and your commitment to supporting our efforts that we are successful and continue to make tourism a key economic driver in Dane County. We gratefully acknowledge the public and private stakeholders who have been instrumental in our success; the tireless energy of our volunteer Boards of Directors and committee members; and, of course, our hard working team. Our work will continue in the decades to come and we thank you for helping us live our brand of Going > Beyond>Visit™, by delivering great experiences for our visitors.



Deb Archer
President & CEO



Jeanette Reichers
Chair of GMCVB



Doug Chickering,
Chair of MASC

GREATER MADISON CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS

Officers

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Lynn Hobbie, Vice Chair, Madison Gas & Electric
Greg Frank, Secretary, Food Fight Inc.
Eliot Butler, Treasurer, The Great Dane Pub & Brewing Company
Deb Archer, GMCVB President & CEO

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Vince Sweeney, UW-Madison Chancellor's Office
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MADISON AREA SPORTS COMMISSION BOARD OF DIRECTORS

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Terry Murawski, Great Lakes Agency—Guardian
Barry Richter, Hausmann-Johnson Insurance
Gregg Shimanski, Gregg Shimanski Realty, Inc.
Val Steel, Middleton Tourism Commission
Joel Weitz, Vitense Golfland

WHAT WE'RE TALKING ABOUT...

Destination Product Development:

- > Judge Doyle Square—downtown convention hotel development
- > Alliant Energy Center—strategic visioning for the Alliant Energy Center campus
- > Sports Product Development—local and regional conversations to enhance community assets and opportunities
- > South Capitol Transit Oriented Development District—understanding the vision for the future of Law Park and enhanced access to lake assets

Visitor Experience:

- > Sharing Economy Conversations—airbnb and Gameday Housing
- > Quality of Life Downtown—committee engagement
- > Community Safety
- > WIAA 100th Anniversary

Representing our Destination:

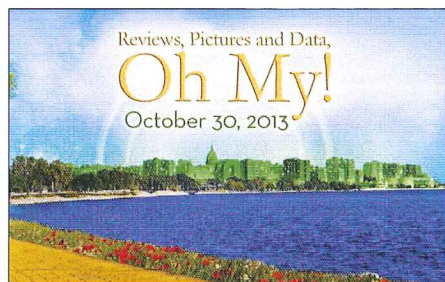
- > Wisconsin Governor's Council on Tourism
- > Department of Tourism Committees—Meetings & Conventions and Sports Marketing
- > Wisconsin Association of Convention & Visitors Bureaus Board of Directors

GREATER MADISON CONVENTION & VISITORS BUREAU

MARKETING UPDATE

The Marketing team provides marketing strategy and execution for our organization. This year, marketing achieved a major milestone with the launch of a redesigned web site in early 2013. The year-end web metrics demonstrate the value of this investment: **unique visitors are up 53%** and **page views are up 36%**. Primary section page views also increased significantly with **events up 115%**, **hotels up 35%** and **restaurants up 100%**.

Support for the Convention Sales & Services team included creating target market-specific and other new collateral for Sales and welcome posters for visiting groups. The marketing team also created memorable educational events such as the social media program "Reviews, Pictures and Data, OH MY". Two new videos were produced promoting Madison to visitors and meeting planners. And in partnership with our hotel colleagues, a new "Hotel Week" promotion was planned for an early 2014 launch. Madison is one of the first cities in the nation to launch this new event.



PR UPDATE

Our Public Relations efforts continue to provide visibility for our destination and organization nationally, regionally and locally. With a limited promotion budget, the media earned serves to ensure that greater Madison awareness is high among consumers and travel planners. In addition to pitching stories and responding to media requests, our staff hosted many journalists. **In 2013, earned media totaled \$1.3 million dollars.** Please see selected highlights below.

- > "Forbes Best Places for Business & Careers"—Forbes, 2013
- > "A Best Place to Retire"—Huffington Post, April 2013
- > "#3 in Best Iconic American Foods"—USA Today, August 2013
- > "#9 in Top 25 Tech Hot Spots"—The Atlantic Cities, October 2013

In addition to these great rankings, we played a key role to ensure Madison was featured prominently in national and regional media such as:

- > The "Ellen" show "Look Live" Costume Contest coverage
- > Dane County Farmer's Market featured in Chicago Tribune
- > December 2013 feature on Madison in Chicago Magazine
- > Frank Lloyd Wright media tour article in San Francisco Chronicle
- > Travel feature on Madison in San Jose Mercury News



COMMUNICATIONS UPDATE

Each year, we proudly create two Madison Visitors Guides that are widely distributed to meeting planners, attendees and visitors coming to our destination. These guides provide companion information to our web site **visitmadison.com** for partner businesses and highlighted activities and events that will occur each season.



PARTNERSHIP UPDATE

The Partnership team continued its review and assessment of partner expectations and needs, and explored best practices and trends in partnership models across the country. At year end, a restructuring of the department was implemented to move forward the findings of the team. The restructuring created additional contacts and touch points with partners to ensure that partners are taking advantage of the opportunities to connect with visitors. In addition, we created educational forums and networking opportunities to support partner business needs.

We are pleased to share that more than 93% of our partners renewed their partnership commitment for 2014. At year end, our partner roster included 513 businesses invested in supporting the tourism economy in our area. Our partner base represents a breadth of businesses from hospitality organizations such as venues, accommodations, attractions, restaurants, retailers and service providers.

We are also pleased to acknowledge the support of our Premier Investors from the greater Madison corporate community who generously invest in our work. **visitmadison.com/partners/premier-investors**



MADISON AREA SPORTS COMMISSION

KEY ACCOMPLISHMENTS

The Madison Area Sports Commission (MASC) continued to execute a business plan consistent with the MASC Strategic Plan priorities. We added resources to support our sales and marketing efforts, welcoming two full-time staff to the team. We invited new members to our governance team to build our volunteer support and launched our first Board Committee, the Sports Product Development Committee, to share our knowledge of sports product opportunities with local communities in our area.

The MASC sales team continues to focus on our primary market segments, keeping our sales targets consistent with the destination product. Marketing activities included updating sales collateral and bid books, providing welcome posters for events in town, and creating and executing the WIAA Boys Basketball welcome program across all media. In addition, a new ongoing program, "The Morning Sports Report" was launched in partnership with ESPN Madison and key sponsors HotelRED, Baird Private Wealth Management, American Family Insurance and Kollege Town Sports.

2013 Highlights:

- > Contracted 23 sporting events for future years that will bring an estimated \$9.4 million in direct spending to our community and account for approximately 16,000 hotel room nights
- > Generated more than \$135,000 in earned media (see GMCVB results for total earned media)
- > Renewed IRONMAN Wisconsin contract, securing events through 2018
- > Executed the WIAA Boys Basketball welcome programs including: Fan Central at Union South, radio, newspaper, online and outdoor media and "Championship Capital" branding
- > Hosted "Sports Trends and Product Development" workshop featuring key speakers from the National Sports Center, Rockford Area CVB, Sports Marketing Surveys research firm and Kenosha CVB
- > Awarded more than \$47,000 in grants to local youth sports providers through the MASC Youth Grant program supported by IRONMAN Foundation

KEY SALES ACTIVITIES

- > Attended the National Association of Sports Commissions conference
- > Participated in the appointment-based CONNECT Sports convention, conducting more than 20 meetings with prospective clients
- > Hosted sports events rights holders in a post-CONNECT Familiarization Tour in Madison
- > Traveled to Colorado Springs to attend Olympic SportsLink, where we hosted a luncheon with other Wisconsin destinations
- > Attended TEAMS conference in Salt Lake City
- > Hosted 14 site visits to Madison for event planners

KEY EVENTS

2013 HIGHLIGHTS

- > USA Cycling Cyclo-cross National Championships
- > US Lacrosse Central Championships
- > USA Cycling Amateur and Paracycling National Championships
- > US Chess Federation US Open
- > USA Ultimate College Championships

2014 HIGHLIGHTS

- > US Wrestling World Team Trials
- > US Rugby Club National Championships
- > US Lacrosse Central Championships
- > USA Cycling Amateur and Paracycling Road National Championships
- > National Archery in the Schools Program World Tournament
- > Tug of War International Federation Outdoor World Championships





GREATER MADISON CONVENTION & VISITORS BUREAU

KEY ACCOMPLISHMENTS

The Greater Madison Convention & Visitors Bureau (GMCVB) had an active year engaged in community conversations that will impact the future of our destination such as the Judge Doyle Square development project and the conversation surrounding the strategic vision for Alliant Energy Center. Both conversations will have impact on the future work we do to bring convention and events to both Monona Terrace and Alliant Energy Center as we fulfill our contracted work for the City of Madison and Dane County respectively.

Convention Sales and the support of our sales efforts are at the heart of our work. Our convention sales activities were enhanced in 2013 with increased resources committed to marketing and sales staff. A key resource added to support our sales efforts was a Sales Manager dedicated to support Alliant Energy Center. We have seen impressive results from this addition to our resources to date, and expect that as the new pavilions come on board, there will be additional business generated through this investment.

The GMCVB sales team continues to focus on our key target market segments, selling to groups in markets such as Environmental, Education, Technology, Bio-Science, Agriculture and Government among others. Marketing activities included updating sales collateral and bid books, providing welcome posters for events in town and redesigning the website and web content for meeting planners.

Highlights of 2013:

- > Contracted for 87 conventions for future years that will bring an estimated \$30.2 million in direct spending to our community and account for approximately 57,000 hotel room nights

- > Generated more than \$1.3 million in earned media promoting Madison in national, regional, local and trade publications
- > Contracted more than \$545,000 in Monona Terrace space revenue and more than \$300,000 in Alliant Energy Center contract revenue
- > Booked more than 28,000 hotel reservations on behalf of convention and event attendees
- > Executed the World Dairy Expo welcome programs including: Exhibition Lounge sponsorship, billboards, AgriView media content, customized visitor information and welcome posters

KEY SALES ACTIVITIES

- > Attended Professional Convention Management Association's (PCMA) Convening Leaders and Midwest Chapter quarterly meetings
- > Washington, DC sales trips and activities including: PCMA Capital Chapter Retreat, Destination Marketing Association International (DMAI) Showcase
- > Sales Training: DMAI Sales Academy, IEEE Sales Academy
- > Attended Wisconsin Society of Association Executives (WSAE) quarterly meetings
- > Conducted sales prospecting at quarterly and annual education events via Meeting Professionals International (MPI)
- > Attended target market meetings: CESSE, Wildlife Society, Society of Government Meeting Planners, Wisconsin Ag Tourism Association, Fraternal Executives Association
- > Hosted Madison Network of Black Professionals luncheon
- > Attended CONNECT Marketplace prospecting trade show and hosted related Meeting Planner Familiarization Tour
- > Hosted 55 site visits to Madison for meeting planners

KEY EVENTS

2013 HIGHLIGHTS

- > American Cheese Society—American Cheese Society Competition & Conference
- > Central States Water Environment Federation—Annual Meeting
- > Health Physics Society—Annual Meeting
- > International Symposia on Shock Waves 29th International Symposium on Shock Waves
- > Society for Ecological Restoration—World Conference on Ecological Restoration
- > Society of St. Vincent De Paul—National Meeting

2014 HIGHLIGHTS

- > American Meat Science Federation—Reciprocal Meat Conference
- > American Physical Society Division of Atomic, Molecular & Optical Physics (DAMOP) Annual Meeting
- > Blue Ribbon Bacon Festival—Madison Bacon Festival
- > Gold Wing Road Riders Association—Wing Ding 36
- > SkillsUSA Wisconsin Association State Leadership and Skills Conference
- > State Bar of Wisconsin National High School Mock Trial Championship
- > The Matrix Center WPC 15

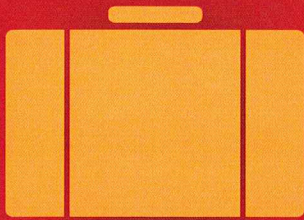
Our brand promise—Going>Beyond>Visit™—means one thing: we aim high.

We take great pride in reporting industry trends and results that reflect how our work in bringing various visitors to our area is a top economic driver for our city—and the entire state. This 2013 Year in Review underscores how our work puts Greater Madison on the map in a powerful way, especially compared to state and national numbers.

Travel is a Top 10 industry in 49 states and D.C. and locally, we're proud to play a part in that success.



Thousands of jobs



Tourism supports **19,857** full-time equivalent jobs in **Dane Co.**

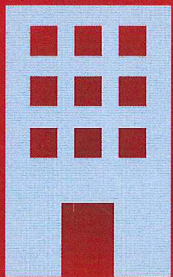
That's **10%** of tourism-related jobs in the entire state!



185,500 WI jobs are related to tourism

Millions of people

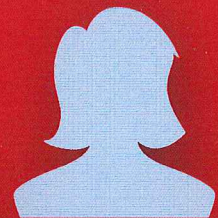
100 million visited the state of WI in 2013



The **GMCVB** and **MASC Booked** convention and sporting events in **2013**

110

> **\$39.6 million** in future direct spending in our community



\$135 million state and local taxes were generated by tourism spending in **2013**

Billions of dollars

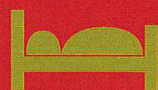
In Dane County alone, visitors spent **\$1.8 billion** in 2013



Food / Beverage
28%



Lodging
25%



Retail
22%



Recreation
11%



Transportation
14%

