



PERFORMANCE REPORT

January-March 2015



LEADERSHIP

January-March 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.

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

- GMCVB was a guest on “For the Record” with Neil Heinen. Joining Deb Archer on the panel were Janet Sperstad (Madison College) and Bill Geist (Zeitgeist Consulting). The show can be viewed here: <http://www.channel3000.com/news/opinion/For-the-Record-Economic-impact-of-tourism/32943888>
- 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
- Attended the Wisconsin Governor’s Conference on Tourism
- Participated in the Wisconsin Association of CVB’s Legislative Day at the Capitol
- 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)
- Recent organization activities included our National Travel and Tourism Week celebration of tourism and the economic importance of tourism to our region.

Our annual organization event “Destination Next” is scheduled for Wednesday, May 27, 2015 at Monona Terrace. Rick Antonson (www.rickantonson.com) will be our featured speaker sharing his insight into Cathedral Thinking.

For additional information about materials in this report please contact Diane Morgenthaler, EVP at morgenthaler@visitmadison.com

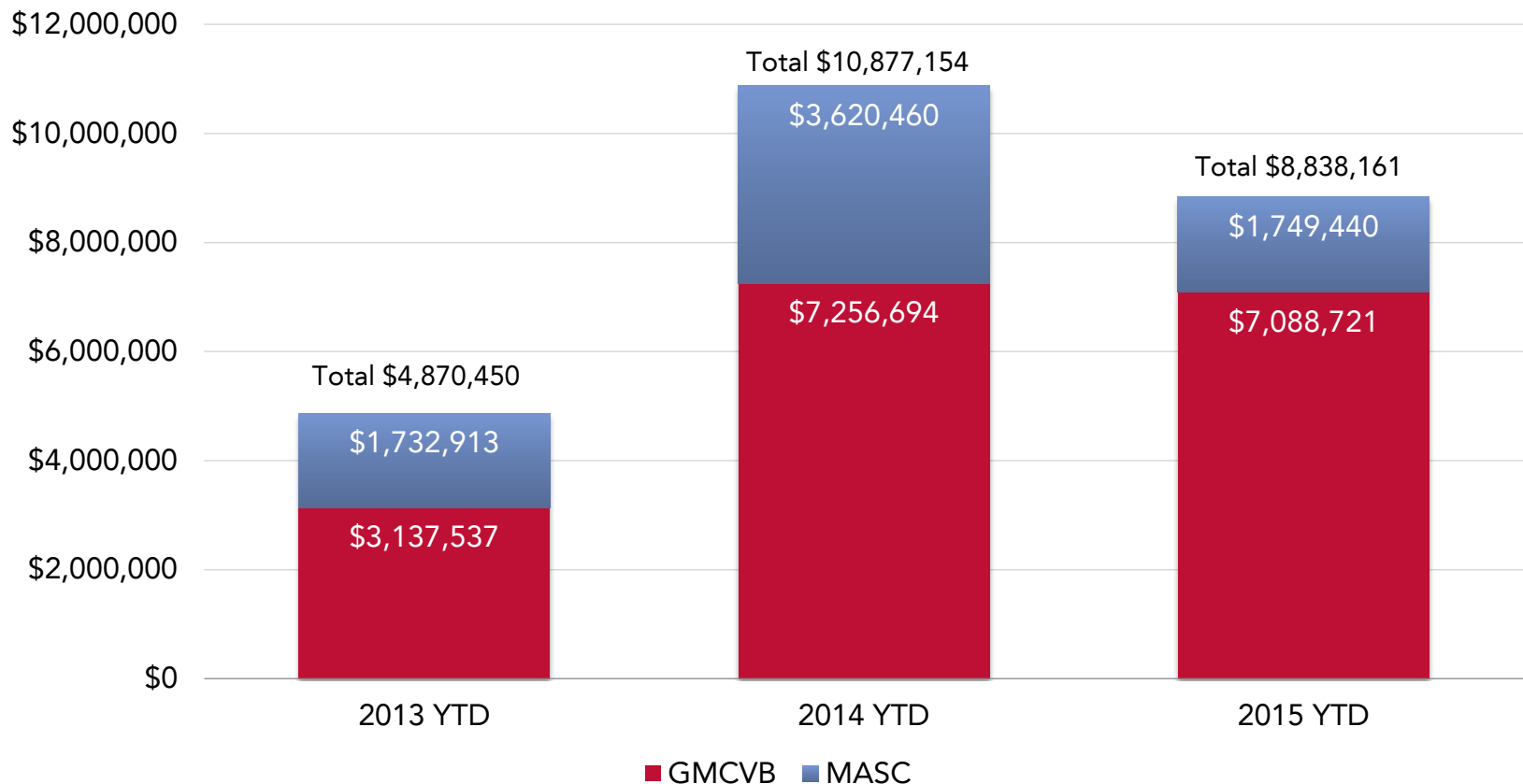


SALES

January-December 2014

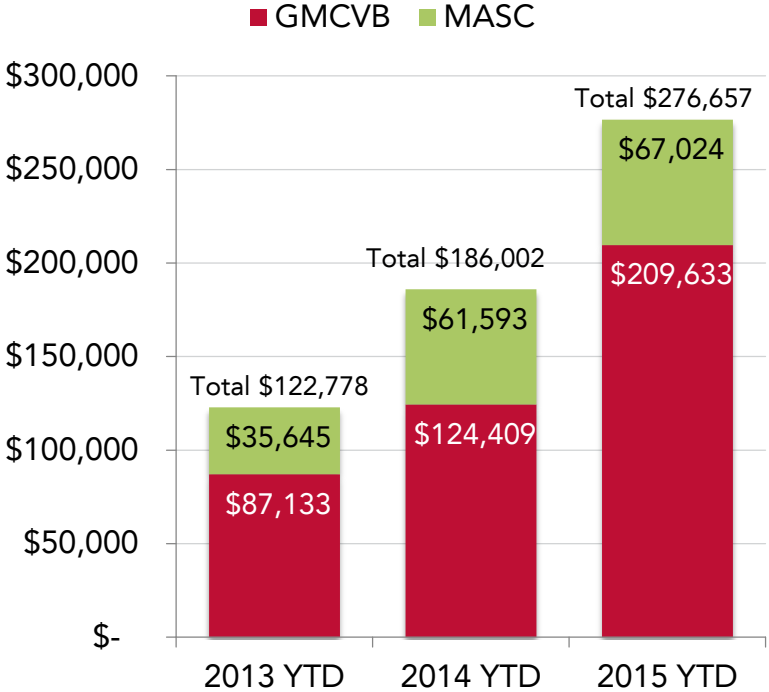
GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS

2015 Goal = \$39,000,000
22.7% goal achieved



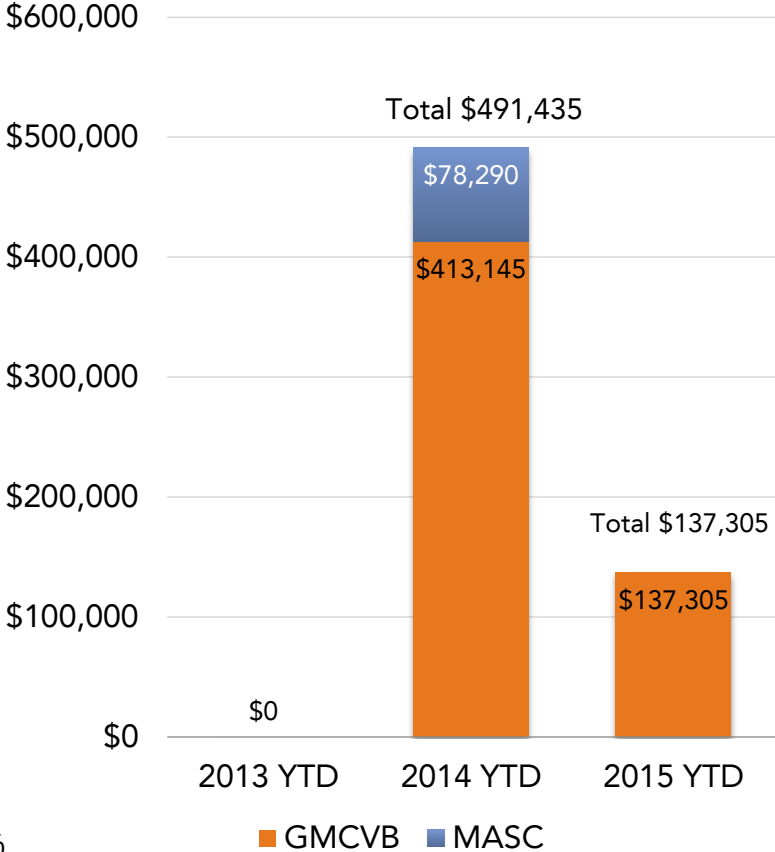
GMCVB & MASC CONTRACT REVENUE GENERATED

Monona Terrace Contract Revenue
Goal: \$745,000
37.1% goal achieved

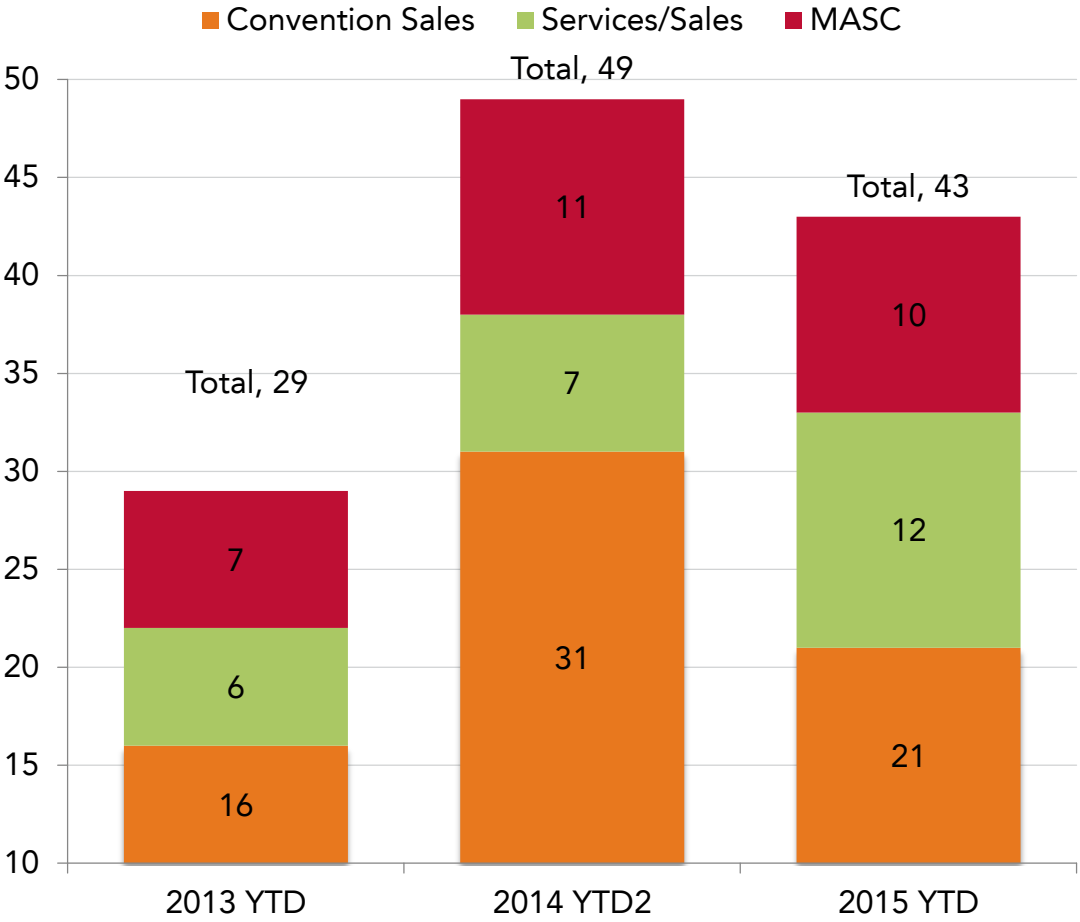


GMCVB contract revenue = 76% MASC contract revenue = 24%

AEC Contract Revenue

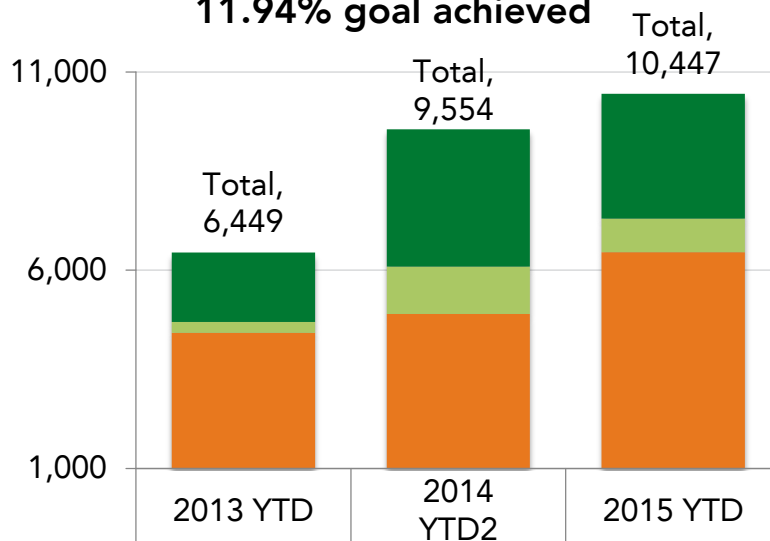


ALL GMCVB & MASC CONFIRMED EVENTS



2015 TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC

2015 Goal = 87,500
11.94% goal achieved



	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

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

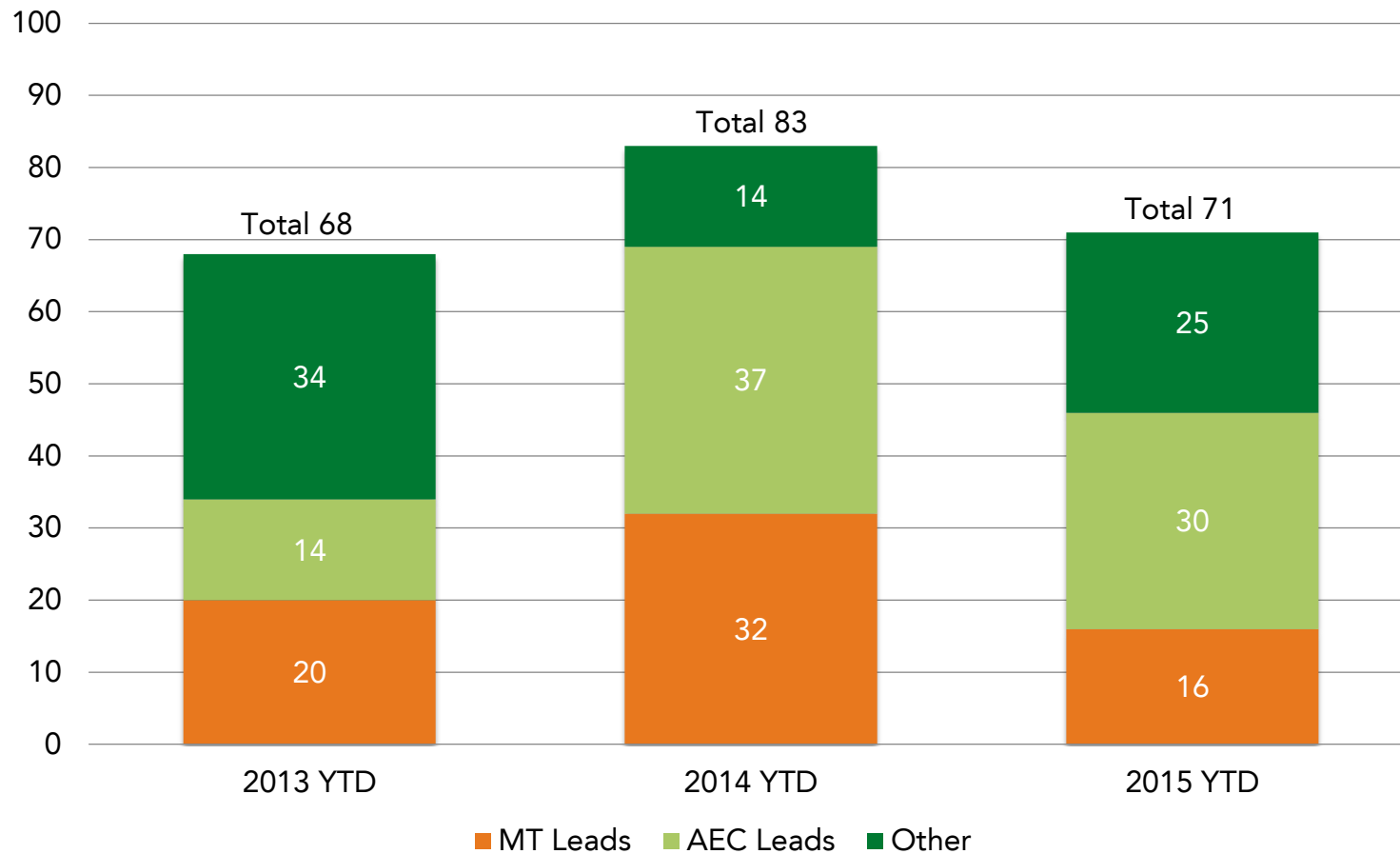
The GMCVB has an overall total goal for room nights, with each department, which includes MASC, also having internal goals.

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.

GMCVB & MASC LEAD PRODUCTION



RECENT & UPCOMING SALES ACTIVITIES

STRATEGIC SALES ACTIVITIES

- German Group Tour Operator Familiarization Tour, May 3-4; Madison, WI
- Three City Alliance 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
- MPI-WI, May-6; Milwaukee, WI
- National Restaurant Association Tradeshow, May 18; Chicago, IL
- PCMA 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
- Junior National Hereford Expo (American Hereford Association), June 26 –July 4; Grand Island, NE
- National Association of Sports Commissions, April 27 – 30, Milwaukee WI



MARKETING & PR

January-March 2015

MARKETING METRICS: WEB ANALYTICS

MADISON
GOING > BEYOND > VISIT™

Meeting Planners | Partners | Media | About Us

Things to Do | Events | Hotels | Restaurants | Plan

Welcome to Madison!

From first-time visitors to veterans who have tried every tradition—and keep coming back for more! —an amazing experience always awaits in Madison, Wisconsin.

Newsletter Sign-up

Email Address Zip Code Sign-Up >

- Visitor and Page View stats continue upward trends:
 - YTD Unique Visitors = 137,904 (up 17% YOY)
 - YTD Total Visits = 175,969 (up 20% YOY)
 - YTD Page Views > 505,997 (Up 11% YOY)

- Primary section page views results mixed:
 - Events= 143,959 (up 12% YOY)
 - Things to Do = 85,859 (up 3% YOY)
 - Restaurants = 35,708 (down 15% YOY)
 - Plan = 28,194 (up 22% YOY)
 - Hotels = 15,891 (down 20% YOY)

- Other Observations:
 - Top cities visiting: Madison, Chicago, Sun Prairie, Milwaukee, Middleton (all sessions increased YOY)
 - Mobile sessions continue to increase, up 72% YOY (Tablet sessions are up 16%)

GMCVB: NEW MOBILE APP LAUNCHED

MADISON
GOING > BEYOND > VISIT™

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

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
GOING > BEYOND > VISIT™
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**

BOOK NOW

Arrival May-05-15

Departure May-07-15

Adults 2

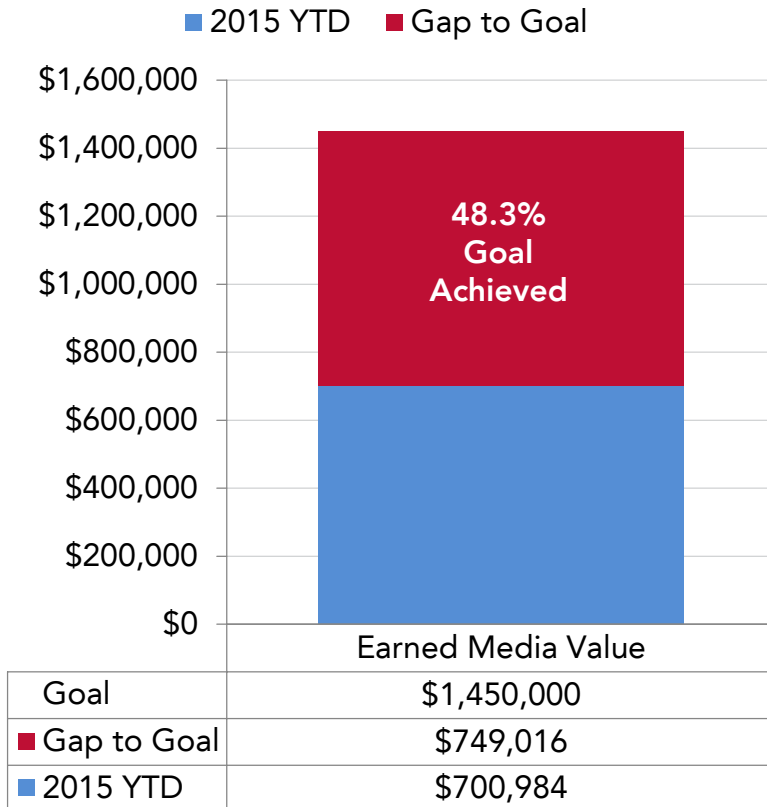
SEARCH AVAILABILITY

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](#).

GMCVB PUBLIC RELATIONS EARNED MEDIA



Midwest Living®

10 Things To Do on a Budget in Madison



Top Ten Travel Worthy State Capital

TRAVEL+
LEISURE

Feature on Madison's Coffee Shops

THE
ADVOCATE

Madison as a Gay-Friendly Travel Destination




MADISON AREA SPORTS COMMISSION

January-March 2015

SPORTS MARKETING HIGHLIGHTS

- 100th Anniversary of WIAA Boys State Basketball Championships
 - Executed a city-wide, multi-media Marketing Campaign
 - Extensive Welcome Program implemented
- Morning Sports Report: next event June 16, 2015, Hotel Red
 - Networking 7:45-8:15 am
 - Introductions & Panel Discussion 8:15 am
 - Event concludes 9:00 am
- MASC Youth Grants awarded and “Big Check” Presentations conducted with grantees



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

MASC PR HIGHLIGHTS



Widespread Coverage of 100th anniversary WIAA Boys Basketball Championship



Mad City Pond Hockey Championship coverage



APPENDIX.

ALL 2015 **GMCVB** DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Revenue
	Symposium on Research in Child Language Disorders	6/9/2016	490	300	\$190,313	\$5,736
	Wisconsin Housing and Economic Development Authority	11/16/2015	60	600	\$80,430	\$10,530
	Wisconsin Music Educators Association	10/23/2019	481	5,000	\$469,872	\$34,016
	LeMans Corporation	8/22/2016	1,600	1,000	\$811,982	\$46,748
	Wisconsin Music Educators Association	10/28/2020	481	7,000	\$1,095,534	\$35,718
	Wisconsin Music Educators Association	10/27/2021	481	7,000	\$1,120,811	\$37,504
	Wisconsin Music Educators Association	10/26/2022	481	7,000	\$1,146,518	\$39,381
	7 Definite Contracts		4,074	27,900	\$4,915,460	\$209,633

ALL 2015 **MASC** DEFINITE CONTRACTS FOR MONONA TERRACE

New or Non-Annual	Definite Contracts	Mtg Date	Rm Nts	Attend	Direct Spend	Contract Rev
	USA Climbing	1/22/2016	645	1,500	\$761,418	\$52,860
	Gymfinity Children's Activity Center	2/26/2016	230	1,200	\$185,474	\$14,164
2 Definite Contracts			875	2,700	\$946,892	\$67,024

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

Pending Contracts	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
L & L Exhibition Management	2/8/2017	125	8,000	\$720,976	\$29,061
North American Assoc for Environmental Education	10/16/2016	1,850	1,000	\$1,080,574	\$55,389
Amer Soc of Heating, Refrigerating and A-C Engineers	4/28/2016	185	200	\$99,448	\$5,935
Cryogenic Engineering Conference	7/9/2017	2,150	800	\$902,037	\$59,253
American Meteorological Society	8/13/2016	1,495	375	\$481,579	\$23,100
5 Pending Contracts		5,805	10,375	\$3,284,614	\$37,619

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

Pending Contracts	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
World Triathlon Corporation	9/6/2016	5,950	30,000	\$3,359,200	\$37,619
1 Pending Contract		5,950	30,000	\$3,359,200	\$37,619

MONONA TERRACE – GMCVB CONFIRMED EVENTS 2015

2015 Meetings	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
L & L Exhibition Management	1/8/2015	55	9,200	\$532,180	\$41,101
USA Climbing	1/29/2015	1,236	1,500	\$331,935	\$19,925
Wisconsin School Counselor Association	2/16/2015	765	1,200	\$563,646	\$20,586
Wisconsin Wetlands Association	2/24/2015	95	250	\$111,676	\$7,789
Gymfinity Children's Activity Center	2/27/2015	50	1,000	\$237,235	\$14,058
Mary Kay Inc	3/18/2015	202	2,000	\$303,940	\$20,290
Arrowhead Conferences and Events	3/25/2015	189	500	\$128,916	\$8,207
Central States Water Environment Association	4/6/2015	30	150	\$20,270	
Pharmacy Society of Wisconsin	4/8/2015	65	250	\$80,320	\$9,792
National Association for Campus Activities	4/15/2015	798	800	\$455,000	\$42,733

GMCVB CONFIRMED EVENTS for MONONA TERRACE 2015

2015 Meetings	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
AIA Wisconsin	4/21/2015	120	2,000	\$160,640	\$26,429
Wisconsin Medical Society	4/24/2015	170	300	\$163,800	\$12,246
Sonic Foundry	4/26/2015	670	270	\$271,080	
Wisconsin Nurses Association	4/30/2015	745	520	\$473,200	\$16,291
Geological Society of America	5/17/2015	370	750	\$273,000	\$9,277
Madison Festivals Inc	5/22/2015	563	4,500	\$249,077	\$5,695
International Economic Development Council	5/27/2015	560	300	\$301,200	\$16,451
Symposium on Research in Child Language Disorders	6/3/2015	458	300	\$212,940	\$6,906
Association of Wisconsin School Administrators	6/16/2015	645	600	\$546,000	\$23,504
LeMans Corporation	8/25/2015	1,600	1,000	\$837,200	\$44,521
World Triathlon Corporation	9/8/2015	7,278	30,000	\$4,061,028	\$37,420
National Berry Crops Initiative	10/11/2015	395	200	\$167,047	\$7,400

GMCVB CONFIRMED EVENTS for MONONA TERRACE 2015

2015 Meetings	Meeting Start Date	Room Nights	Attendance	Direct Spending	Contract Amount
Wisconsin Dental Association	10/14/2015	830	2,400	\$1,089,000	\$39,846
Wisconsin Association for Environmental Education	10/21/2015	225	300	\$178,586	\$11,870
Madison Festivals Inc	11/5/2015	1,041	8,000	\$793,943	\$10,191
UW Extension	11/10/2015	555	800	\$372,712	\$30,420
Wisconsin Housing and Economic Development Authority	11/16/2015	60	600	\$80,430	\$10,530
Wisconsin Dental Association	10/14/2015	830	2,400	\$1,089,000	\$39,846
Wisconsin Association for Environmental Education	10/21/2015	225	300	\$178,586	\$11,870
27 Meetings		19,770	69,690	\$12,996,001	\$493,478