



WELCOME

Madison Common Council
September 2024

destination
madisonTM

**destination
madison™ exists to create
economic impact by driving
visitors to our local community,
and to our businesses.**



HOW WE ARE GOVERNED



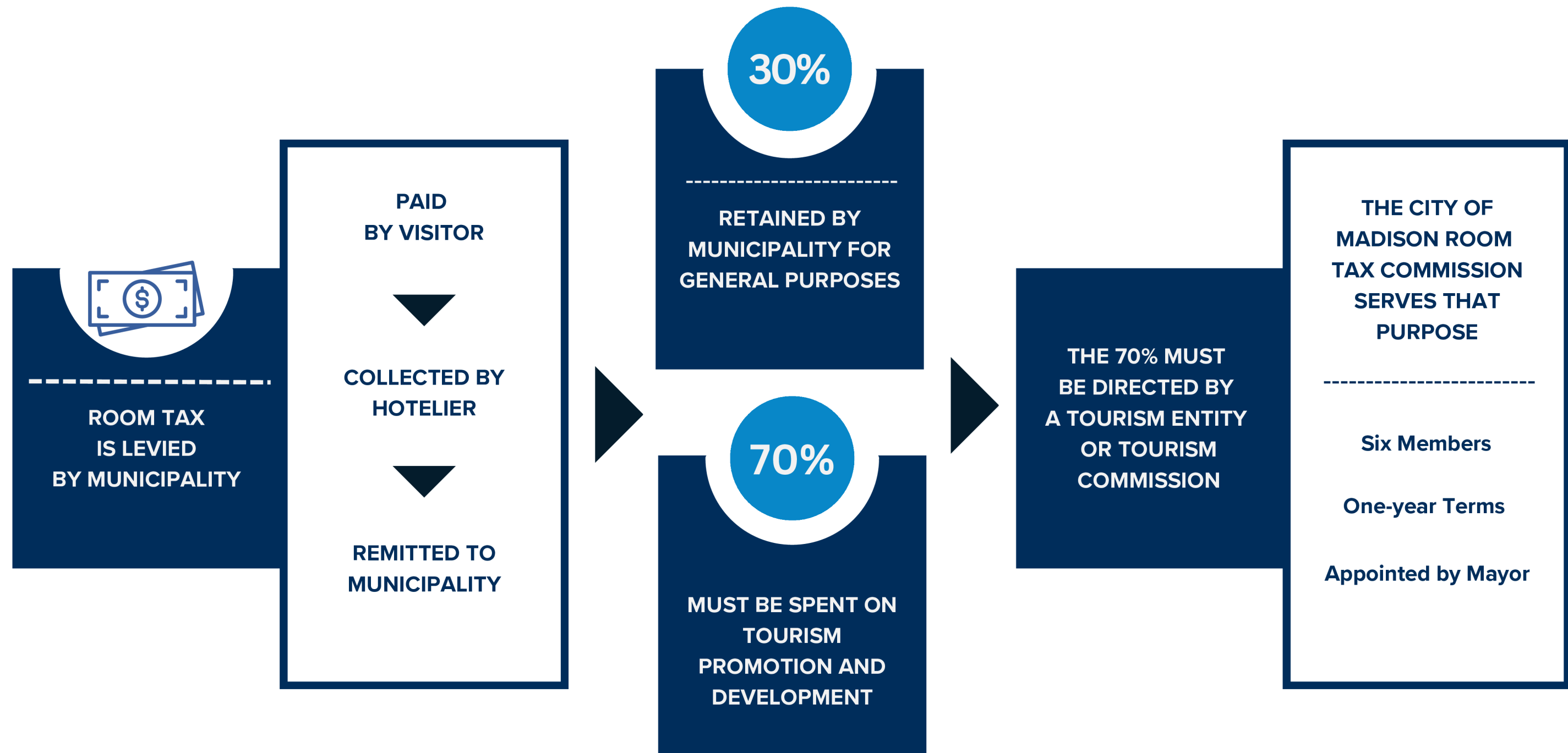
Eric Kottler, The CO Hospitality
Judd Schemmel, American Family Insurance
Caitlin Suemnicht, Food Fight Restaurant Group
Brewer Stouffer, Roman Candle Consulting
Amy Supple, The Edgewater Management Company
Bill Tishler, City of Madison Common Council
Ellie Westman Chin, Destination Madison & MASC
Noble Wray, City of Madison
Steve Zanoni, The Madison Concourse Hotel and Governor's Club



Turina Bakken **Madison College**

Lauren Birkel, Orange Shoe Personal Fitness
Dan Brown, Ho-Chunk Gaming Madison
Jane Clark, Lake Effect HR & Law, LLC
Rob Crain, Madison Gas and Electric Company
Laura Cullen Huibregtse, JP Cullen
Baltazar De Anda Santana, Latino Academy of Workforce Development
Chuck Erickson, Dane County Board of Supervisors
Jason Fields, Madison Region Economic Partnership

HOW WE'RE FUNDED



According to the Wisconsin STATUTE on room tax

OBJECTIVES

**Promote Madison
to new and
repeat visitors**

**Attract new and
repeat conventions,
sports tournaments/
championships and
events to
the community**

**Provide expert
service and support
for conventions,
events and leisure
travelers**

**Connect with
and strengthen
Madison's community
through meaningful
partnerships, advocacy
and placemaking work**

**Conduct and analyze
tourism research**

**Grow our local
economy**



GROUP BUSINESS: CONVENTIONS, SPORTS, & EVENTS

► We've booked
89,452 room nights
for future years.



- ▶ We booked **67** events including sports and conventions with an estimated economic impact of **\$44,814,509** for future years.

Event Economic Impact

\$1.7M | International Plastic Modelers Society

\$1.3M | American Angus Association

\$1.2M | American Society of Limnology & Oceanography

\$1.17M | Official Strongman Games

\$1.15M | Wisconsin State Basketball Championships

\$895K | League One Volleyball

\$885K | American Society of Biomechanics

\$769K | Association of Fish & Wildlife Agencies



2024 Sales Team FAM Tour

- Accreditation Board for Engineering and Technology
- Society for Optical Engineering
- Society for Maternal-Fetal Medicine
- National Association of Professional Employer Organizations
- HelmsBriscoe x2
- National Conference for Health Disparities
- Wild Birds Unlimited
- Technical Assoc of the Pulp and Paper Industry
- National Animal Supplement Council
- National Junior College Athletic Association



► For every \$1 invested in group sales (conventions/sports/events), we drove \$24 in visitor spend.

▶ **68% of residents** believe we should develop/host more major events to attract tourists to our area.

Compared to 53% of Midwest residents and 52% for the US norm.



LEISURE BUSINESS

► We brought Bravo's **Top Chef** to our city.

SINCE JULY '23 ANNOUNCEMENT:

852 Mentions | 348.2M Reach

\$475M Equivalent Media Value

SINCE MADISON AIRINGS IN APRIL '24:

35 Mentions | 6.6M Reach

\$2M Equivalent Media Value

MADISON EPISODE:

2.1M on Bravo and millions more streaming



Photos courtesy of Cap Times: Ruthie Hauge

► We were featured on **Good Morning Washington.**

BROADCASTS IN MARKET:

115K Viewers | 200K Social Impressions | 4K Clicks



► We are currently running a campaign in **Downtown Chicago.**



► We grew our **direct flight** test markets from 2 to 6.

DIRECT FLIGHT MARKETS include:
DEN, LGA, DFW, PHX, EWR, DCA



► Our website has been visited **3.0M** times on a year end goal of 4.2M.

► Our social posts have been seen **27.1M** times on a year end goal of 42.4M.

► For every \$1 invested
in leisure marketing,
we drove \$22
in visitor spend.

► **2/3 of residents feel they're ambassadors for the Madison area even among tourists they don't know.**

destination
madisonTM sales and marketing
efforts drove these results.





DESTINATION MADISON PARTNERS

► We have **893 partners**, approximately 60% are defined as small businesses.



- ▶ Madison residents believe **tourism improves their quality of life** (dining, recreation, shopping and preservation of local culture).



THE IMPACT

► The tourism industry
employs 18,811
Madison area residents.

**In 2023, direct visitor spending
was \$1.5B in Madison.**



- ▶ 2023 room tax collections generated **\$710 per household** in equivalent public services, funding things such as street repairs and adding firefighter positions.

**destination
madison[™]
FOUNDATION** is a 501(c)(3), not-for-profit organization, founded by Destination Madison in 2005. Guided by a Board of Trustees, it provides a means for accepting tax-deductible contributions to support the Strategic Plan of Destination Madison



Foundation Grantees

- Lakeview Community School
- Bikes for Kids Wisconsin
- Central Midwest Ballet Academy
- American Mensa 2024
- The Grove Regional Community Center
- MadCity Futbol Club
- Dairyland Sports



► **73% of residents
agreed with the
following statement:**
**“My local area
benefits from a strong
tourism industry.”**



OUR 2023-2025 STRATEGIC PLAN

GOALS

Brand Awareness + Visitor Conversion

1

Increase awareness and love for Madison through strong positioning of the destination in key growth markets and overnight visits.

4.2M Website Visits
42.4M Social Impressions
22 Media Inclusions from 100 Top Targeted Outlets

Direct Room Nights

2

Leverage the region's competitive strengths and event facilities to grow taxable room nights.

105k Direct Group Business Room Nights
5%↑ Average Contract Size

Community Partnerships + Advocacy

3

Strengthen Destination Madison's community relations through greater visibility, engagement, and partnerships.

900+ Total Partners
10%↑ Partner Engagement

Placemaking

4

Address aging facilities, infrastructure, redevelopment, and new projects.

Complete Resident Sentiment Survey
Hire + train a placemaking position in conjunction with DMI



BY 2024

\$1.8B Direct Visitor Spend

BY 2025

\$2B Direct Visitor Spend

THANK YOU

destination
madison

