

Tourism Industry Update



Madison Common Council

December 5, 2017

WHO WE ARE & WHAT WE DO

The Greater Madison Convention & Visitors Bureau and Madison Area Sports Commission are dedicated to creating economic impact through tourism by:

- Attracting new conventions, sporting events and competitions to the community
- Providing service and support to existing and repeat events
- Providing comprehensive information to visitors to the area and prospective visitors
- Advocating in support of policy and development that further supports and sustains the tourism economy.

In addition, MASC is committed to giving back to our communities by supporting youth sports engagement through the MASC Youth Grant program

DESTINATION VISIONING PURPOSE

To create a destination and organization vision and define the destination and organization's strategic direction.

To identify changes needed to ensure a strong visitor economy for greater Madison in the future.

DESTINATION VISIONING RESEARCH

218 DestinationNEXT and custom surveys completed

66 stakeholders participated in two workshops

6 panels (focus groups) were held

23 '1-on-1' interviews were conducted

DESTINATION VISION

Greater Madison will be recognized as one of the world's most vibrant and innovative places to live, work and visit.

DESTINATION VISION STRATEGIES

Product Development

Destination Branding

Destination Development

Event Mix

Organization Viability

PRODUCT DEVELOPMENT

- Ho-Chunk/Madison Sports Complex
- Nolen Waterfront
- Judge Doyle Square hotel
- Alliant Energy Center campus
- Air Service and Forever Truax

DESTINATION BRANDING

■ Seekers – Our Visitors

- Experience over The Expected
- Sights and Sounds over Sites and Souvenirs
- Creative over Canned
- Unique over Usual

■ A New Message for the Destination

- Engaged LSB to research what will resonate to Seekers
- Combined our research with Chamber research to focus vision
- Will work with LSB in 2018 to refine and launch new messaging

DESTINATION DEVELOPMENT

- **Develop the Experience**
 - Experience Assessment
 - Train and support partners to develop deeper experiences for visitors
- **Develop the Expertise**
 - Partner with Madison College on hospitality training

EVENT MIX : Attract and Retain Diverse Events

- CrossFit Games - \$12 million
- Ironman - \$3 million
- World Dairy Expo - \$14 million
- WIAA Tournaments - \$22 million
- Clydesdales Breeders of the USA - \$1.8 million
- Cognitive Science Society - \$910,000
- Wisconsin Music Educators Association - \$870,000

EVENT MIX – Create our own



Bucky on Parade
Spring-Summer
2018

ORGANIZATION VIABILITY

The GMCVB aspires to be an exceptional organization for stakeholder and community engagement that inspires a thriving visitor destination.

THANK YOU

For more information contact:

Deb Archer

President and CEO

GMCVB and MASC

archer@visitmadison.com