



TOURISM UPDATE

Madison City Council
September 20, 2016

WHO WE ARE & WHAT WE DO

The GMCVB and MASC 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

TODAY'S FOCUS

Providing service and support to existing and repeat events

Epic

World Dairy Expo 50th Anniversary



Thank you!

For additional information please contact:
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APPENDIX.

PERFORMANCE REPORT: Q2 2016

Through the second quarter of 2016 the Greater Madison Convention & Visitors Bureau (GMCVB) and Madison Area Sports Commission (MASC) achieved the following:

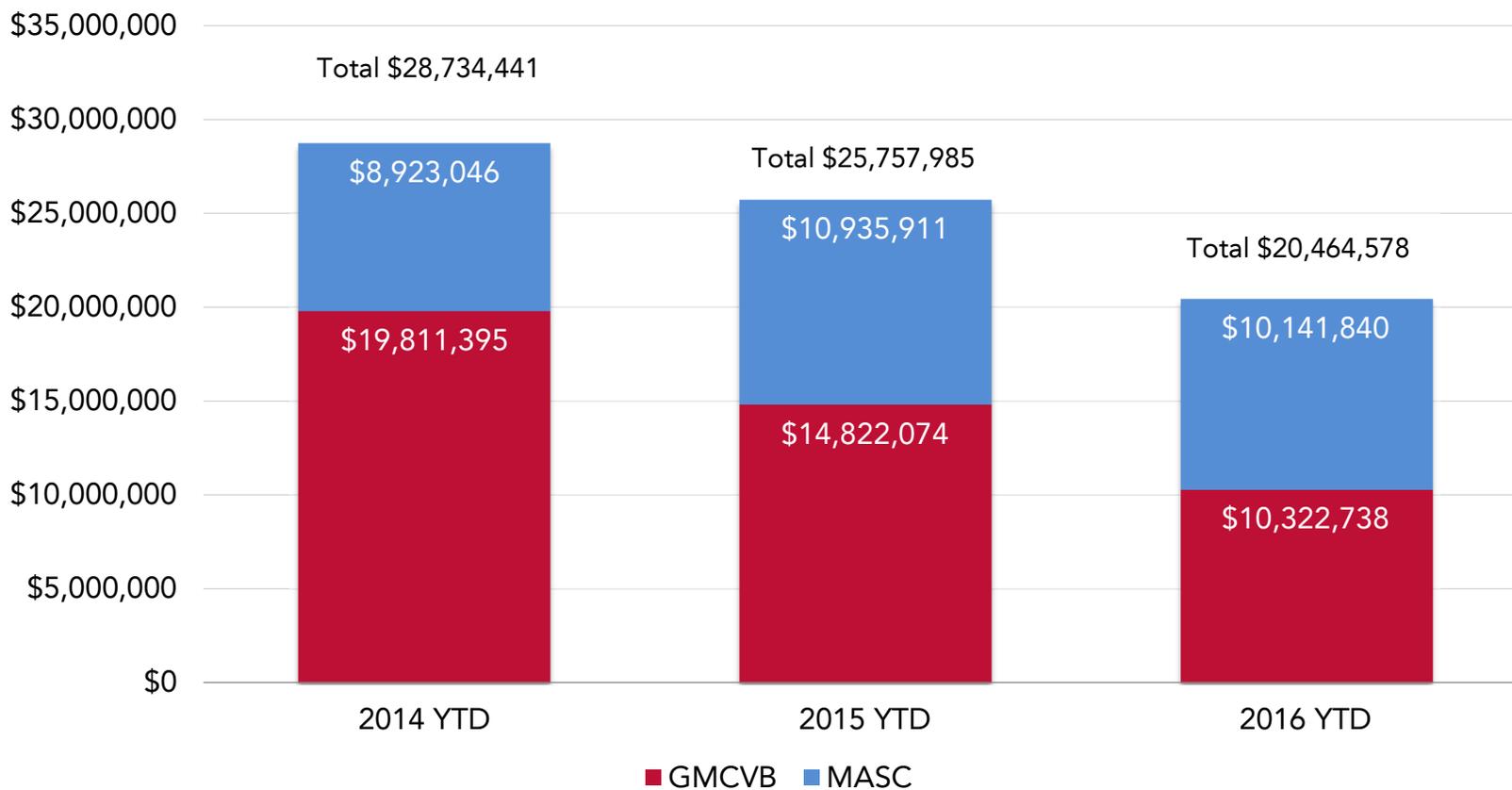
- Contracted for 80 future events that are expected to generate \$20.5 million in direct spending (economic impact) in our communities.
- Generated \$259,313 in contract revenue for Monona Terrace, 33% of goal.
- Year to date earned media totals \$1.4 million

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

- Destination Visioning initiative to identify future vision for greater Madison: continued workshops and refinement of destination vision. Next activities relate to CVB vision and strategies.
- Engaged in the product development conversations for a downtown Madison convention hotel (Judge Doyle Square)
- Participated in the Alliant Energy Center Feasibility Study task force
- Engaged in Truax support group, Badger Air Community Council

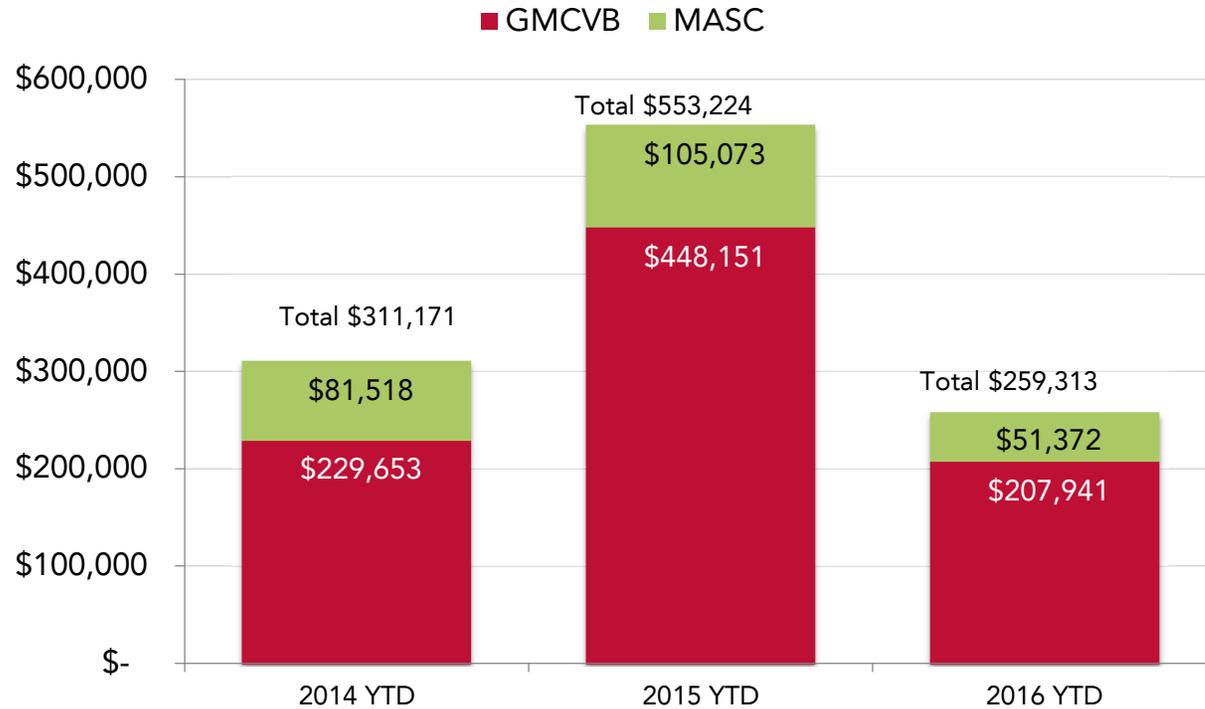
GMCVB & MASC DIRECT SPENDING FOR FUTURE EVENTS

2016 Goal = \$51,000,000
40.13% goal achieved

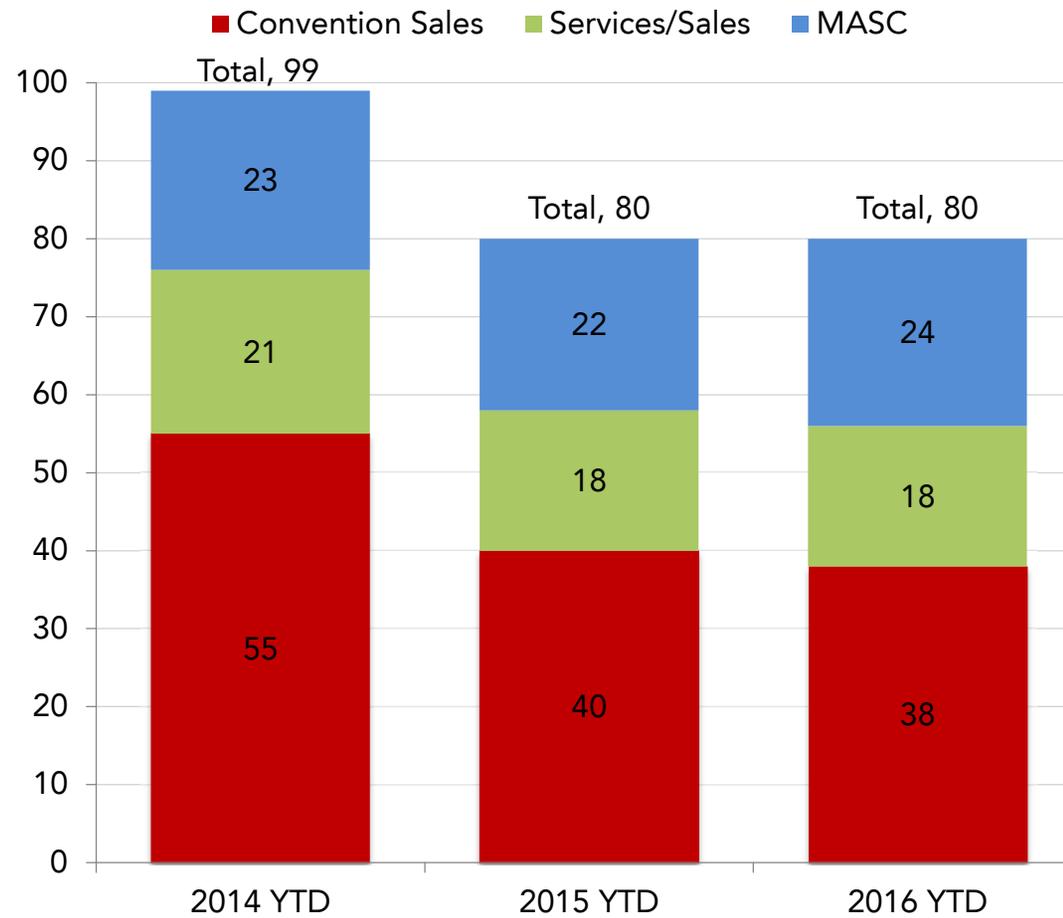


GMCVB & MASC CONTRACT REVENUE GENERATED

Monona Terrace Contract Revenue
Goal: \$785,000
33.03% goal achieved

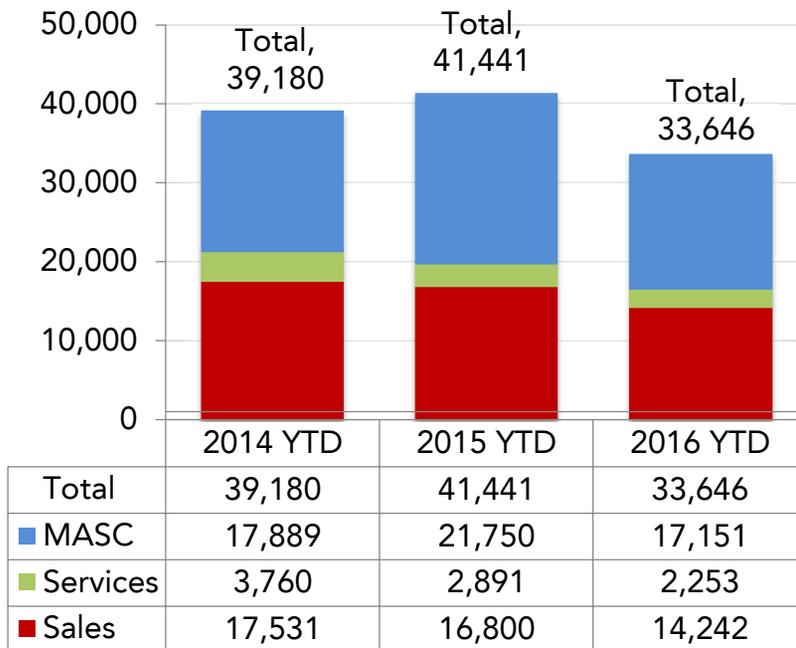


ALL GMCVB & MASC CONFIRMED EVENTS



2016 TOTAL CONTRACTED ROOM NIGHTS FOR GMCVB & MASC

2016 Goal = 92,000
36.57% 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.

SALES ACTIVITIES

Strategic Sales Activities – June/July 2016

- Association Client Event – St Louis – June 27, 2015

In Market Sales Activities

- MPI World Education Conference – June 11-15, 2016
- PCMA Capitol Chapter Board Retreat – June 16, 2016
- Fair Wisconsin Board Meeting – June 18, 2016
- MPI – WI June Meeting – June 22 -24, 2016
- PGA/American Family Insurance Golf Tournament – June 24-26, 2016
- PCMA Education Conference – June 25-28, 2016
- Concerts on the Square – MPI-WI – July 13, 2016
- CESSE Annual Meeting – July 25-29, 2016
- WSAE Summer Education – July 21, 2016

Site Visits and Pre-Promotions/ June - July

- FBLA-Wisconsin at AEC - Site
- Society for the Advancement of Scandinavian Studies – MT - Site
- Regional Dance America - Midstates

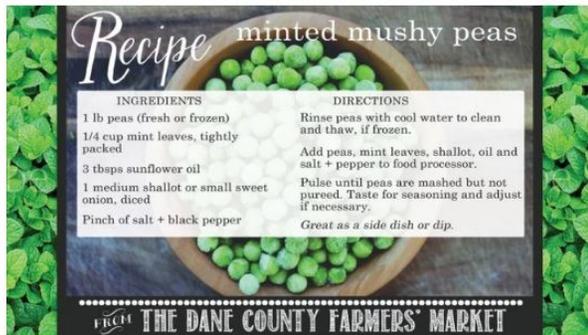
MARKETING: CONTENT MARKETING

FOOD & DRINK

GET ACTIVE

LAKES

EVENTS



**-Content Pages Sessions:
2,908**

**-Content Pages Pageviews:
5,821**

-Top 10 Articles/Topics:

- Best Brunch Spots
- Lake 2 Lake: 22 Things to Do
- Culinary Calendar
- Top 10 Trails to Try—and Why
- A Dozen Don't-Miss ... at the NEW Memorial Union Terrace
- Madison in Minutes
- Ten Places to Dine Alfresco
- Lion King Lookbook
- Arts Alfresco
- Water Sports You've Never Tried ... but Should

-Social Media a Key Driver

MARKETING: LEISURE CAMPAIGNS



SUMMER LOVIN'

Warm days are drifting away—learn why you should plan a trip to Madison now!

[READ MORE >](#)

YEAR-ROUND LEISURE CAMPAIGN

May/June: Agricultural Heritage and Dining

July/August: Lakes and active living

September/October: Sports and Alumni

Total page views: 3,565

Total Sessions: 1,886

Year-over-year Comparison:

Time on Page: 1:46 (up 6% from last year)

Social Media Referral Traffic: 679 page views (up 134%)

Cision: 1,487 clicks in June

Google Adwords: 618 page views for June

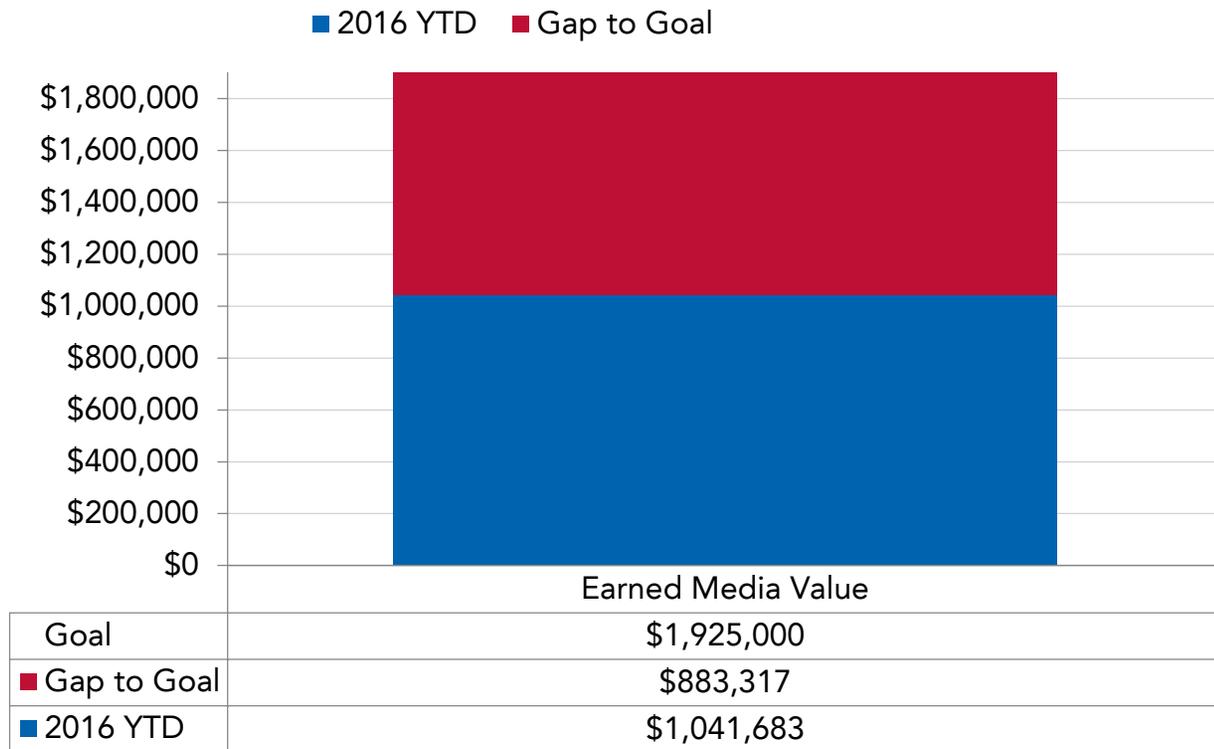
One-week Facebook ad: 614 page views

OTHER UPCOMING LEISURE EFFORTS:

Madison Hotel Week 2017: Participation forms due July 29

Zoo Lights: JEM Grant presentation and kick-off meeting in August

PUBLIC RELATIONS



GMCVB PR HIGHLIGHTS



BEFORE AFTER





MADISON AREA
SPORTS COMMISSION



SPORTS MARKETING HIGHLIGHTS

Morning Sports Report

- The Road to Rio – Former Olympians
- Hosted around 75 guests

American Family Insurance Championship

- Joint sponsorship in partnership with GMCVB
 - Hospitality Suites
 - Spectator Guide Ad
 - Marketing Support

Event Support

- Madison Half Marathon
- WIAA Spring Tournaments
- Wisconsin Milkman
- US Boomerang National Championships

MASC PR HIGHLIGHTS

- Local Coverage for:
 - WIAA Tournaments (Wrestling and Boys Basketball)
 - USA Climbing National Championships at Monona Terrace
 - 2nd year of National Speedskating Championships in Verona
 - Morning Sports Report coverage in The Isthmus
 - MASC Youth Grant award winner in weekly local newspapers
 - PGA Champions Tour, local coverage
- National Coverage: Assisted Golf Channel with B roll for Golf Channel
- Trade Coverage:
 - MASC New Board (Midwest Meetings, Connect Sports)
 - Brandon Holstein DMAI 30 under 30 (Midwest Meetings)
 - MASC Olympic Day Event (Midwest Meetings)



MONONA TERRACE – GMCVB & MASC

Confirmed Events in 2016

Account Name	Event Start Date	Room Nights	Attend	Direct Spending	Contract Revenue
High Temperature Plasma Diagnostics	6/5/2016	930	300	\$353,065	\$12,585
UW Health Public Affairs	6/6/2016	300	300	\$120,087	
International Conf on Quantitative Genetics	6/11/2016	1,850	1,000	\$1,029,984	
Cooperative Educational Services Agency CESA 5	6/13/2016	75	200	\$53,086	\$6,000
Symp on Research in Child Language Disorders	6/15/2016	490	300	\$190,313	\$5,736
Association of Wisconsin School Administrators	6/21/2016	323	500	\$291,200	\$25,361
Syngenta Crop Protection	6/27/2016	180	340	\$61,569	\$4,900
Society for Conservation Biology	7/15/2016	1,735	800	\$741,433	\$38,214
International Herpesvirus Workshop	7/22/2016	1,385	450	\$451,800	\$43,419
American Meteorological Society	8/13/2016	1,184	375	\$492,274	\$23,100
LeMans Corporation	8/22/2016	1,600	1,000	\$811,982	\$46,748
World Triathlon Corporation	9/6/2016	7,572	30,000	\$4,244,405	\$32,269
Wisconsin Section of American Water Works Assoc	9/13/2016	460	500	\$336,700	\$22,110
Edison Electric Institute	9/25/2016	250	100	\$87,040	\$5,750
North American Assoc for Environmental Education	10/16/2016	1,716	1,000	\$1,021,398	\$55,389
Wisconsin Music Educators Association	10/26/2016	1,257	5,000	\$928,200	\$33,909
Society of American Foresters	10/30/2016	2,843	1,300	\$1,416,424	\$59,362
Upper MW Reg-Assoc College & Univ Housing Officers	11/6/2016	790	500	\$350,625	\$22,655
Madison Festivals Inc	11/10/2016	559	8,000	\$493,038	\$10,455
Wisconsin Housing and Economic Dev Authority	11/13/2016	60	600	\$80,492	\$12,010
Lead Wisconsin	11/19/2016	10	80	\$7,043	
	39 Events	33,582	87,125	\$19,649,381	\$794,381

LOOK WHO'S COMING TO TOWN...

Below are some examples of groups coming to town in the next quarter.

Start Date	Convention/Event	Attendees	Direct Spending
9/19/2016	Epic Users Group Meeting	9000	\$9,576,398.00
9/28/2016	National League of Cities	75	\$64,775.00
10/13/2016	Wisconsin Veterinary Medical Association	1500	\$230,688.00
10/18/2016	North American Association for Environmental Education	1000	\$1,021,398.00
10/26/2016	Wisconsin Music Educators Association	5000	\$928,200.00
10/29/2016	Wisconsin Interscholastic Horsemanship Association	750	\$196,685.00
11/2/2016	Society of American Foresters	1300	\$1,416,424.00
12/3/2016	USA Gymnastics	2000	\$290,732.00