

DESTINATION MADISON UPDATE

April 2025

destination
madison



**MADISON AREA
SPORTS COMMISSION**



ORGANIZATIONAL UPDATE

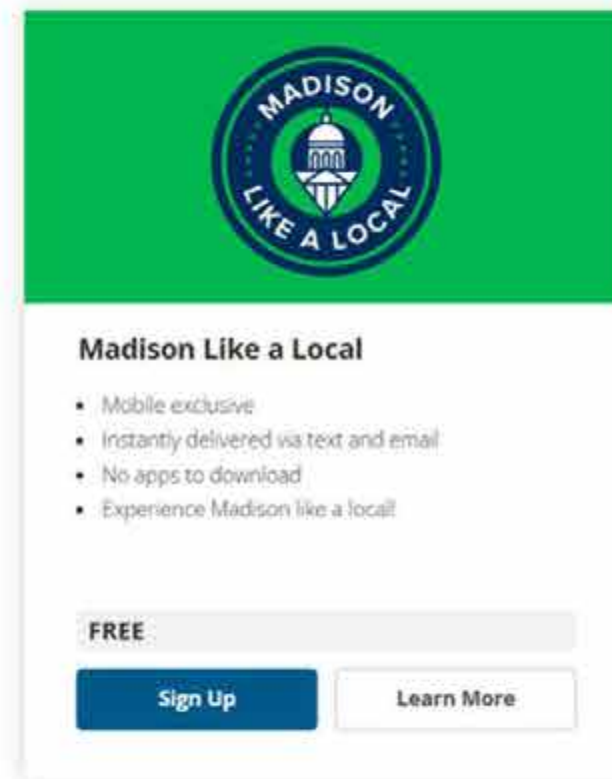
A wide-angle photograph of a city at dusk. In the foreground, a large, circular fountain with multiple water jets is illuminated. The water jets are lit from below, creating a warm glow. The fountain is set within a concrete basin. In the background, a large, domed building, likely a state capitol, is visible, illuminated by warm lights. The dome is a prominent feature. To the left and right of the capitol are other city buildings, some with lit windows. The sky is a deep blue, indicating twilight. The overall scene is a vibrant cityscape at night.

BUILDING OUR NEXT STRATEGIC PLAN

MADISON LIKE A LOCAL

A DIGITAL TRAVEL ITINERARY FOR MEETING ATTENDEES

Discover the lake-city-lake meeting place with **Madison Like a Local**, a digital travel itinerary designed to help meeting attendees explore the city's best local offerings beyond the meeting agenda. From mouthwatering local bites to eclectic shops, stunning natural beauty and cultural landmarks, this curated guide invites you to experience the best of what makes Madison a must-visit destination for both work and leisure.



How this Pass Works



Step 1 - Get Your Pass

This mobile exclusive itinerary provides you with a local's guide to nearby cafes, cultural attractions, dining, bars, natural areas and views, plus shopping. All within close travel distance from your hotel or convention center.



Step 2 - Receive Text

Your passport will be instantly delivered to your phone via text and email and is ready to use immediately! There is no app to download. Your pass can be saved to your phone's home screen for easy one-tap access.



Step 3 - Experience Madison Like a Local

Use the "filters" icon to discover new places to explore by category or find dining options that are open for lunch, dinner or on Mondays!



CONVENTION & SPORTS SALES



CONVENTION SALES

Recently Confirmed

- National Genealogical Society, May 2027 - \$45,491
- IRONMAN Wisconsin 2026, September 2026 - \$39,402
- Pharmacy Society of Wisconsin, April 2026 - \$15,244
- Symposium on Research in Child Language Disorders, June 2026 - \$6,747

Total: \$106,884

Pending business

- Outdoor Writers Association of America, August 2026 - \$21,428
- Democratic Party of Wisconsin, June 2026 - \$27,115
- Association of Medical Illustrators, July 2026 - \$37,535
- Solution Tree Leaders in a PLC Institute, September 2026 - \$22,067
- Gymfinity Dairy-Aire February 2027 - \$22,127

Total: \$130,272



CONVENTION SALES: SITE VISITS & TRADESHOWS

Site Visits

- Wisconsin Association of Collegiate Registrars and Officers
- Beta Sigma Phi
- Wisconsin Park and Rec Association
- National Collegiate Testing Association
- Wild Birds
- State and Local Governments Benefits Association
- Advancing Earth and Space Sciences (May)

Tradeshows

- Conference Direct APM - March, Philly
- Meeting Industry Council of Colorado - March, Denver
- Circle Wisconsin - April, Dubuque
- Connect Spring Marketplace - April, Vegas
- Destinations Celebrations - April, Minneapolis & Kansas City



SPORTS SALES

Sales Trips/Tradeshows

- Sports ETA - April, Tulsa
- Association for Chief Executives of Sports (ACES) - May, Louisville

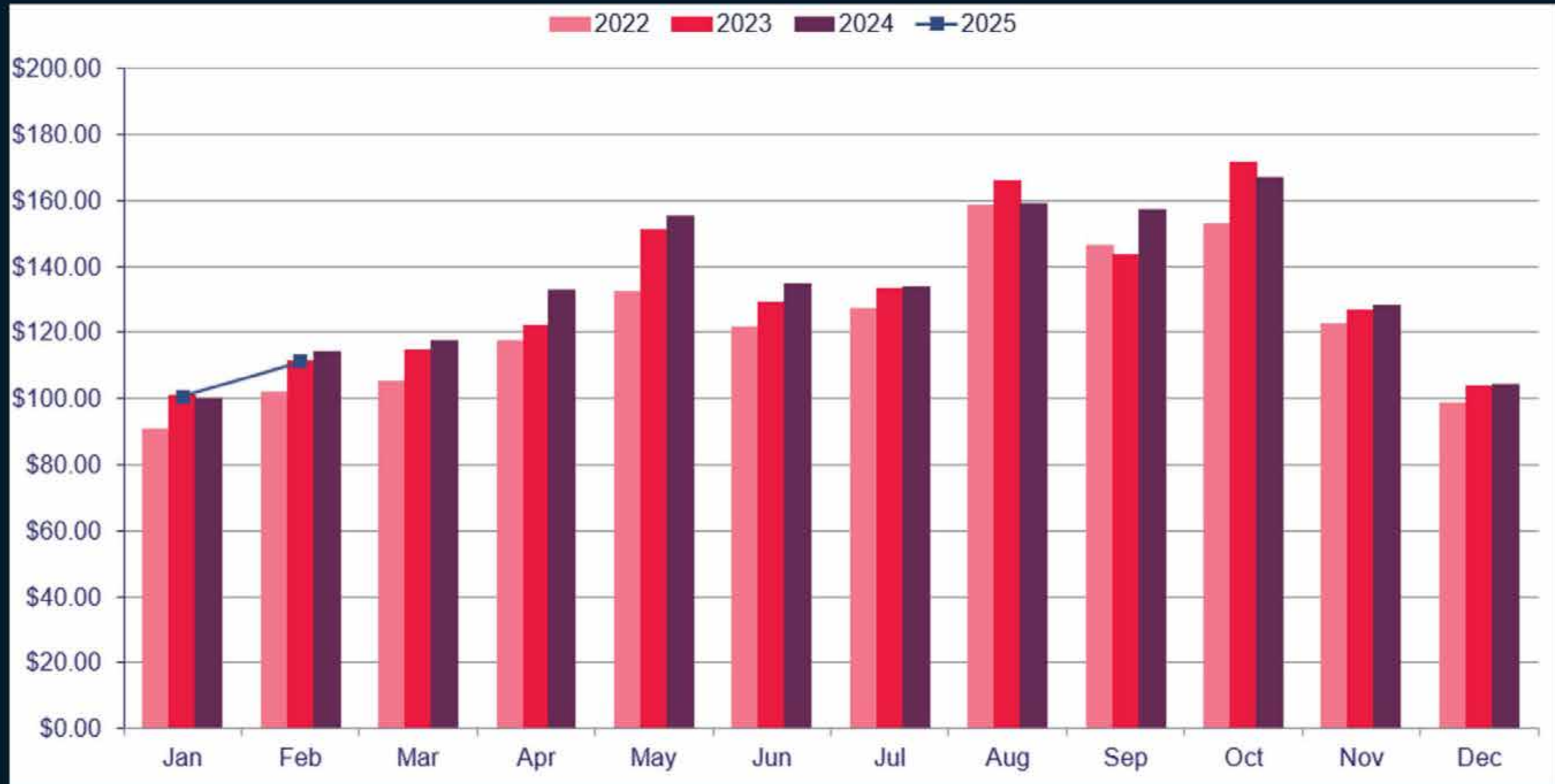
Site Visits

- Move United

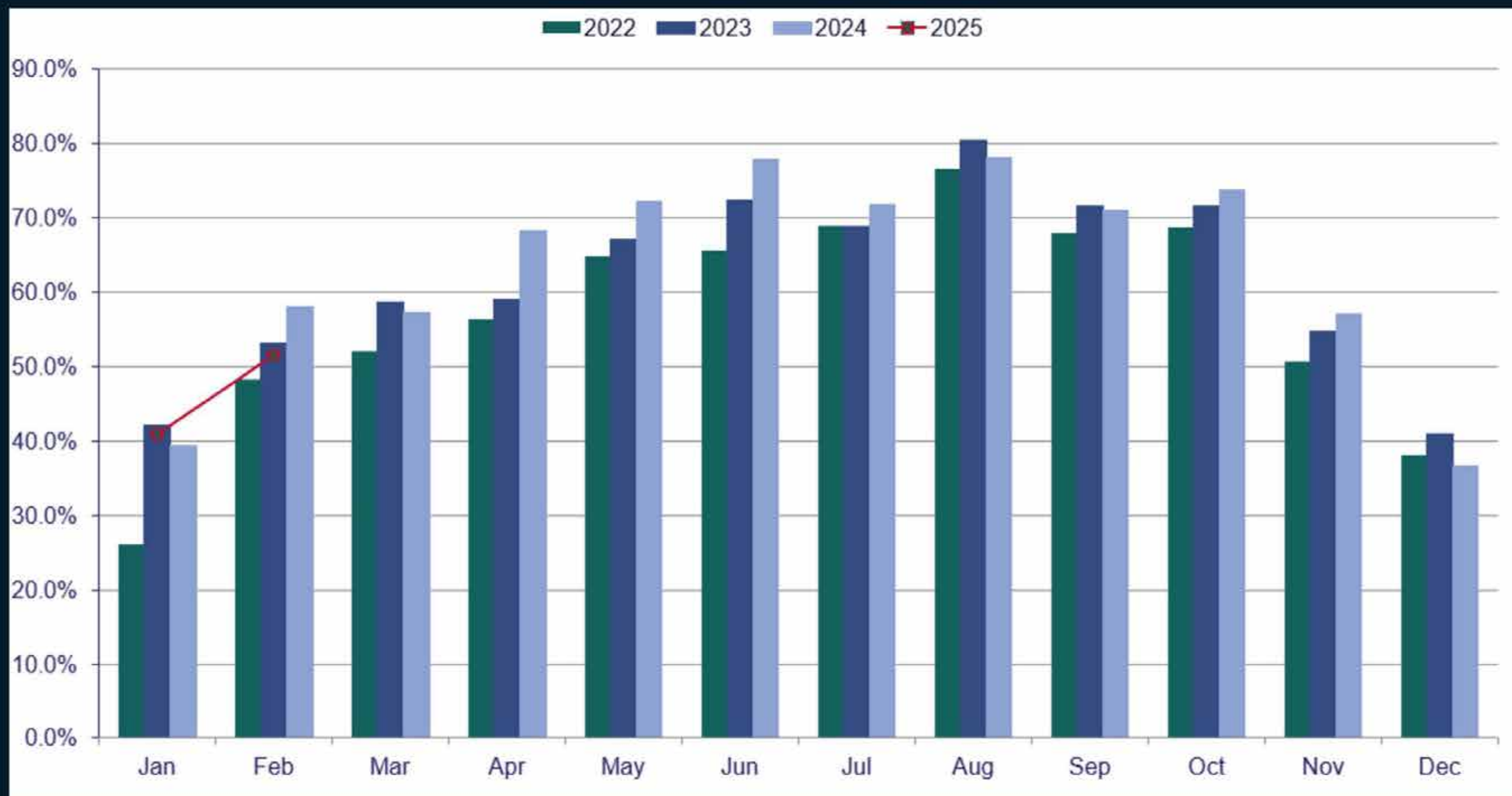
HOTEL OCCUPANCY



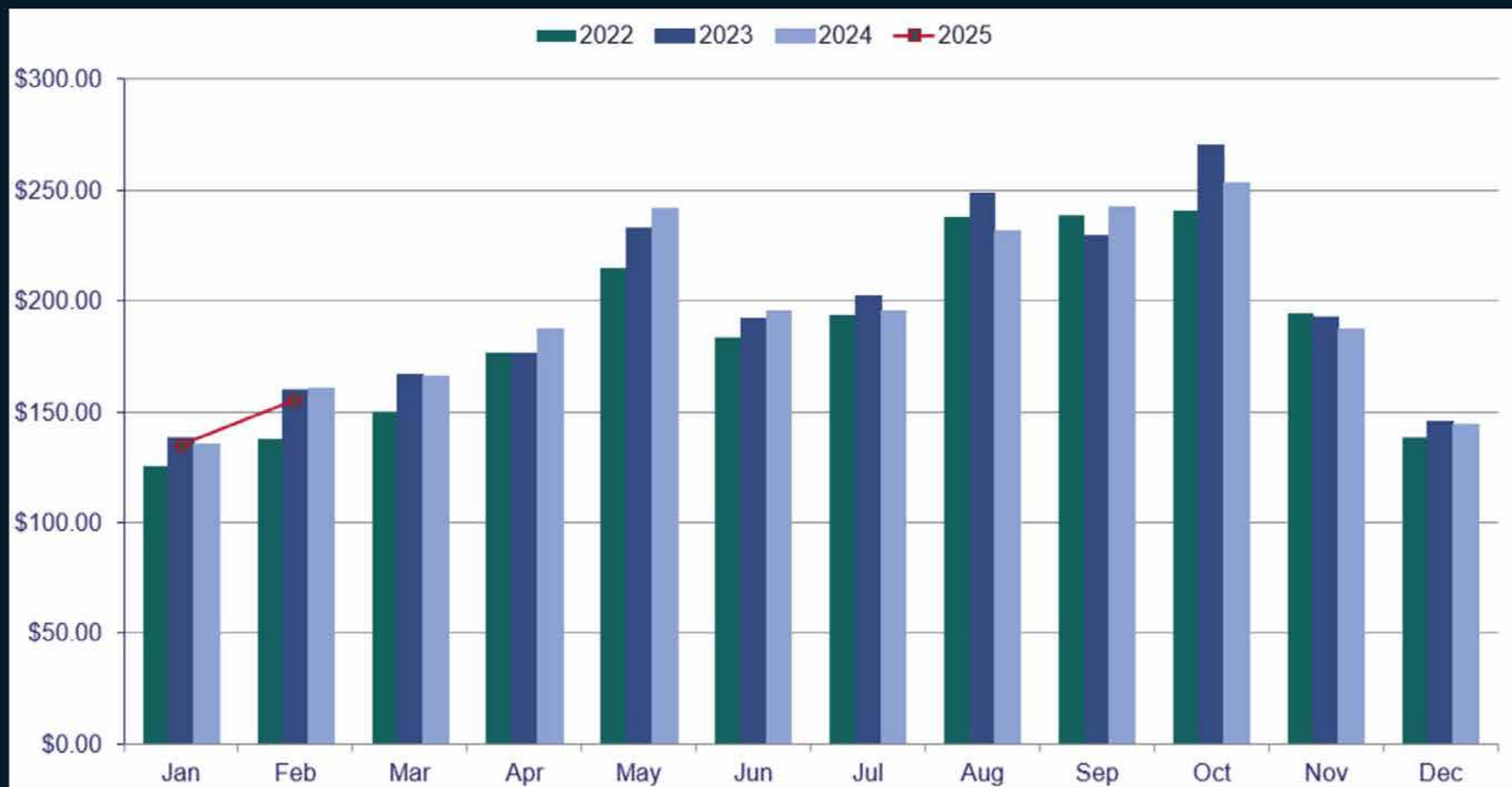
HOTEL ADR



MADISON DOWNTOWN HOTEL OCCUPANCY



MADISON DOWNTOWN HOTEL ADR



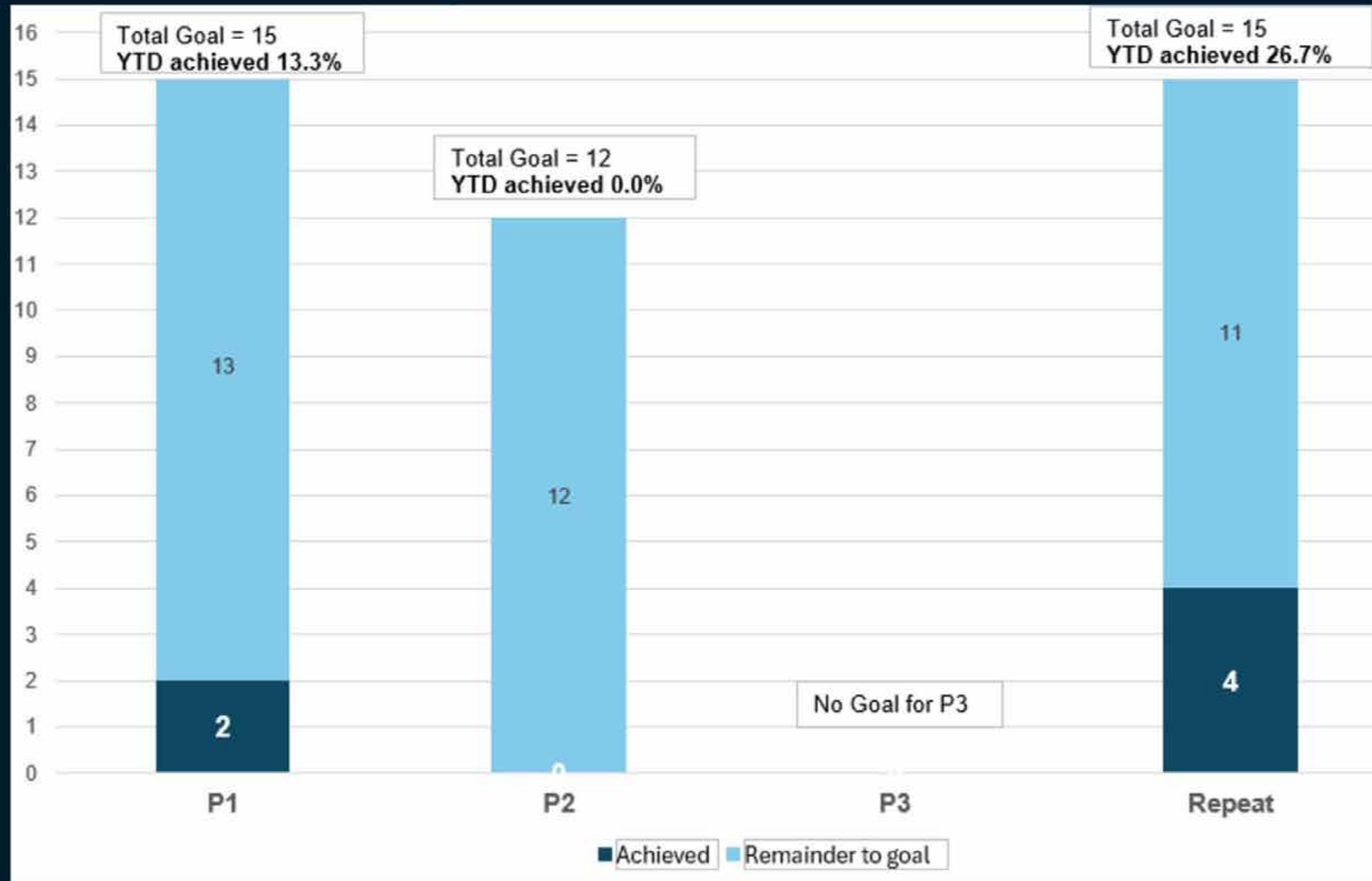


THANK YOU



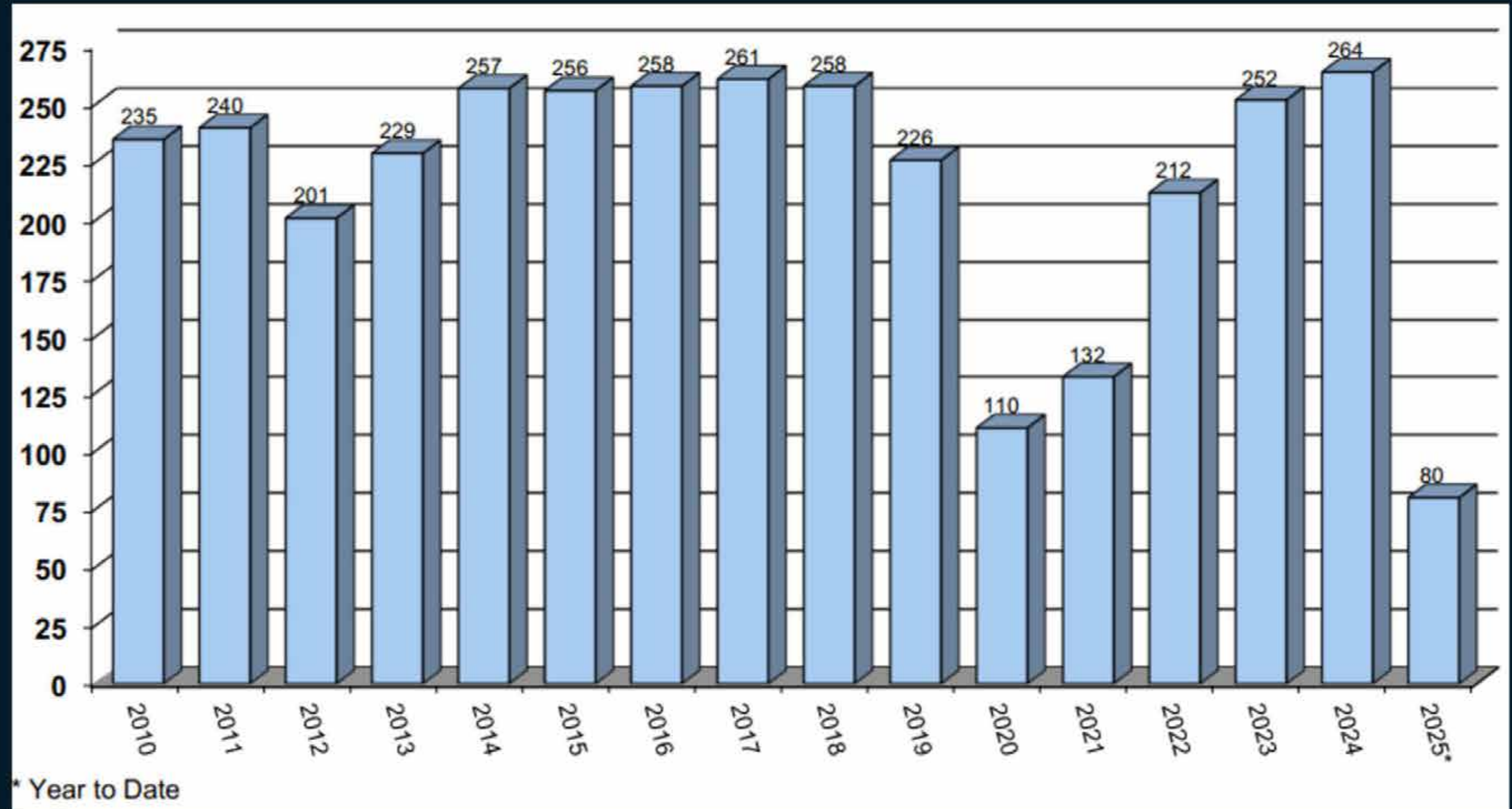
APPENDIX

MT CONTRACT PRIORITY GOAL AND YTD ACHIEVED



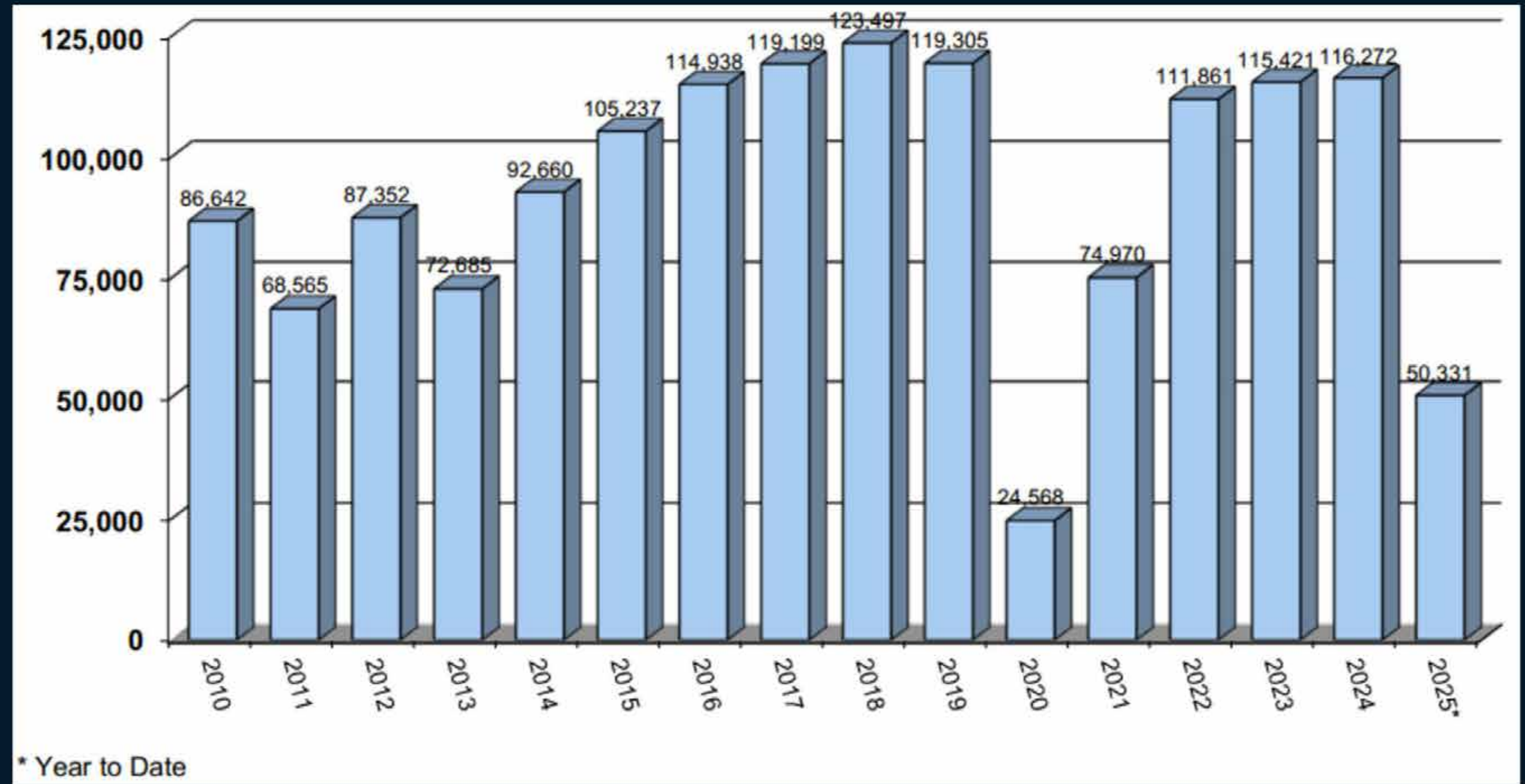
DESTINATION MADISON SALES AND MASC SALES

Leads per Year



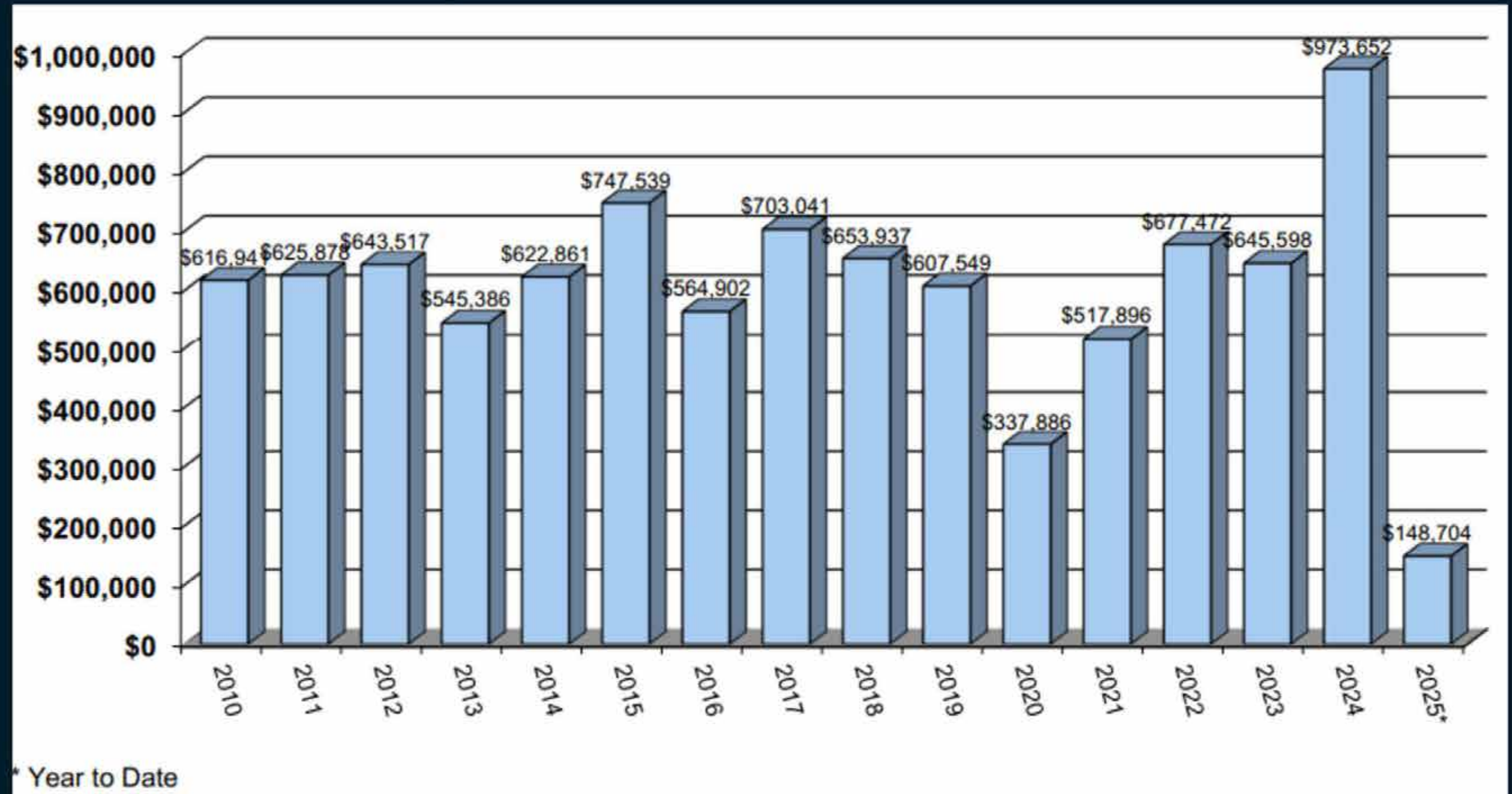
DESTINATION MADISON SALES AND MASC SALES

Confirmed Event Room Nights per Year



DESTINATION MADISON SALES AND MASC SALES

Monona Terrace Contract Revenue per Year



CONFIRMED EVENTS 2025

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
MYHockey	2025 MYHockey MidWinter Classic	500	\$568,274	1/17/2025	1,710	Sun Prairie Ice
World Ice & Snow Sailing Association	2025 World Championships	100	\$66,952	2/1/2025	156	Lake Mendota
Wisconsin Public Television	Garden & Green Living Expo 2025	15,000	\$1,329,801	2/6/2025	40	Alliant Energy Center
Wisconsin State Bowling Association	2025 Youth State Bowling Championships	2,400	\$2,019,649	2/7/2025	900	Bowling Centers
MYHockey	2025 MYHockey Presidents Cup	500	\$631,776	2/14/2025	1,815	Sun Prairie Ice
Gymfinity Children's Activity Center	2025 Dairy Aire Gymnastics Invitational	4,000	\$208,323	2/21/2025	100	Monona Terrace
Wisconsin Interscholastic Athletic Association	WIAA Boys State Individual Wrestling Tourn 2025	1,200	\$511,722	2/26/2025	270	UW Athletic Facility
Wisconsin Interscholastic Athletic Association	2025 WIAA Boys and Girls State Hockey Team Rms	400	\$300,733	3/5/2025	570	Capitol Ice Arena
Amwood Building Systems	Spring Kick-off Event	150	\$59,882	3/6/2025	96	Madison Concourse
United Way of Wisconsin	2025 United Way Great Rivers Conference	250	\$176,334	3/9/2025	417	Madison Concourse
Professional Dairy Producers of Wisconsin	2025 PDPW Business Conference	800	\$508,841	3/10/2025	595	Alliant Energy Center
Sunshine Travel Company	Onamia High School Band and Choir	60	\$19,975	3/10/2025	45	AmericInn South
Madison Speedskating Club	2025 Badger International Heartland Invitational	250	\$28,562	3/14/2025	40	McFarland Ice
Ultimate Derby LLC	Midwest Massacre 2025	4,500	\$684,323	3/16/2025	1,013	Alliant Energy Center
Wisconsin Interscholastic Athletic Association	2025 WIAA Boys State Basketball Team Rooms	350	\$421,949	3/18/2025	703	UW Kohl Center
TheaterWorks USA	Don't Let the Pigeon Drive the Bus - Madison, WI	7	\$5,894	3/19/2025	21	Hampton Inn East
Figure Skating Club of Madison	2025 Midwestern Adult Figure Skating Sectl Cham	200	\$61,196	3/20/2025	130	Other
State Basketball Championships	2025 Wisconsin Middle School State Championsh	3,125	\$1,201,490	3/20/2025	1,631	UW Nic
SkillsUSA Wisconsin Association	State Leadership and Skills Conference 2025	2,300	\$736,646	3/31/2025	595	Alliant Energy Center
USA Hockey	2025 Youth Tier 1 National Championships	2,000	\$1,345,703	3/31/2025	2,838	Capitol Ice Arena

CONFIRMED EVENTS 2025

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Wisconsin Society of Association Executives	2025 WSAE Women's Forum	100	\$20,796	3/31/2025	30	Monona Terrace
Society of American Foresters	2025 Rising Professionals Conference	100	\$89,154	3/31/2025	275	Madison Concourse
Medical College of Wisconsin	Wisconsin Bone Club Annual Conference	100	\$48,356	4/3/2025	125	Sheraton
Wisconsin Dive Club	AAU Diving 2025 RWB Qualifying Event	400	\$135,589	4/4/2025	250	UW Nic
Wisconsin Employee Relocation Council	2025 Midwest Relocation Conference	275	\$112,995	4/6/2025	260	Edgewater
Pharmacy Society of Wisconsin	2025 Educational Conference	400	\$141,783	4/7/2025	195	Monona Terrace
Wisconsin Nurses Association	2025 Annual Pharmacology & Clinical Update	520	\$264,459	4/9/2025	181	Monona Terrace
NIRSA	2025 National Basketball Championships	800	\$519,591	4/9/2025	503	UW Nic
American Broomball Alliance	2025 National Championships	750	\$433,429	4/10/2025	648	Capitol Ice Arena
Peoria Charter Travel	Farm Bureau Tour Group - Room Block Only	40	\$12,410	4/11/2025	40	Hyatt Downtown
American Trails	2025 International Trails Summit	800	\$902,121	4/11/2025	1,415	Monona Terrace
Wisconsin Cheese Makers Association	CheeseCon 2025	1,500	\$751,040	4/14/2025	1,856	Alliant Energy Center
USA Gymnastics	2025 XCEL Region IV Championships	3,000	\$1,208,414	4/24/2025	1,670	Alliant Energy Center
Wisconsin Medical Society	2025 Annual Convention	300	\$130,130	4/24/2025	180	Monona Terrace
PLAY Hockey	2025 Midwest Championship	1,000	\$254,818	4/25/2025	410	Capitol Ice Arena
Epic	2025 Epic XGM	4,700	\$10,319,756	4/26/2025	25,111	Epic Conf Center
Destinations Wisconsin	Destinations WI - Room Block Only	10	\$3,930	4/28/2025	10	Madison Concourse
Washington University in St. Louis	2025 Midwest Climate Summit	100	\$63,152	4/29/2025	204	UW-Madison
USA Cycling	2025 Collegiate Road National Championships	500	\$366,982	4/30/2025	425	Road Race
Social Security Administration	2025 SSA Meeting	120	\$59,919	5/1/2025	120	Madison Concourse

CONFIRMED EVENTS 2025

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Commerce Lexington	2025 Leadership Visit	250	\$134,717	5/12/2025	345	Edgewater
Dairyland Sports	2025 Dairyland Games	120	\$61,807	5/15/2025	140	Verona High School
Madison Aquatic Club	2025 MAC Long Course Midwest Invitational	1,500	\$462,289	5/16/2025	336	UW Nic
Endurance Marketing Inc.	2025 Run Madtown	2,500	\$282,673	5/22/2025	207	Road Race
Central States Water Environment Association	CSWEA 2025 Annual Meeting	500	\$304,029	5/28/2025	50	Monona Terrace
Symposium on Research in Child Language Disorders	46th Annual Conference - 2025	300	\$221,834	5/28/2025	775	Monona Terrace
Madison Area Youth Soccer Association	2025 Reddan Thunder Invitational	3,000	\$554,427	5/29/2025	942	Reddan
American Truck Historical Society	2025 ATHS Annual Convention and Truck Show	10,000	\$2,309,680	6/1/2025	2,280	Alliant Energy Center
Epic	Epic Connect Collab 2025	500	\$284,690	6/3/2025	730	Epic Conf Center
Wisconsin Association of FFA	Annual State Convention 2025	3,000	\$1,252,237	6/9/2025	1,288	Alliant Energy Center
Wisconsin Interscholastic Athletic Association	2025 State Softball Championships Team Rms	600	\$392,789	6/10/2025	705	UW Athletic Facility
Wisconsin Fellowship of Poets	75th Anniversary Conference	150	\$50,814	6/12/2025	100	Madison Concourse
Premier Ultimate League	2025 Championship Weekend	300	\$108,863	6/13/2025	60	Wisc Rugby Complex
Northwestern Mutual Life	NM 2025 ELG Summit	65	\$60,739	6/17/2025	172	Edgewater
Region 10 Arabian Horse Association	2025 Region 10 Show	800	\$770,905	6/23/2025	1,400	Alliant Energy Center
Solution Tree	2025 Assessment Center Institute	500	\$293,770	6/23/2025	360	Monona Terrace
American Simmental Association	2025 AJSA National Classic	1,000	\$776,673	7/5/2025	839	Alliant Energy Center
American Assoc of State Hwy & Transportation Officials	2025 AASHTO CES & CTSSR Joint Meeting	130	\$198,076	7/6/2025	582	Madison Concourse
Association of Alternative Newsmedia	2025 AAN Annual Conference	150	\$104,619	7/8/2025	275	Edgewater
Choose Folsom	Choose Folsom Study Mission to Madison	50	\$33,929	7/9/2025	100	Edgewater

CONFIRMED EVENTS 2025

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Health Physics Society	HPS 2025 Annual Meeting	1,000	\$1,085,882	7/10/2025	2,099	Monona Terrace
Association of University Technology Managers	2025 Central Region Meeting	200	\$178,364	7/19/2025	430	Monona Terrace
North American Securities Administrators Assoc	2025 Administrators Training	75	\$85,080	7/20/2025	249	Edgewater
Badger Region Volleyball	2025 USA All-Star Championships	2,500	\$2,483,281	7/21/2025	3,652	Alliant Energy Center
Uncle Charlie's Tournaments	2025 Rising Stars Summer Finale	600	\$172,605	7/25/2025	290	Deforest Complex
Potato Association of America	109th Annual Meeting	300	\$452,248	7/26/2025	1,242	Monona Terrace
Democratic Governors Association	DGA 2025 Summer Policy Conference	500	\$214,429	7/30/2025	360	Monona Terrace
Solution Tree	2025 PLC Institute	1,200	\$863,950	8/2/2025	940	Monona Terrace
Madison Mini-Marathon L.L.C.	2025 Madison Mini-Marathon	11,800	\$1,204,009	8/7/2025	105	Other
Kidz In Motion, Inc.	2025 National Child Passenger Safety Conference	350	\$564,043	8/10/2025	1,300	Monona Terrace
Anesis Therapy	2025 Anesis Multicultural Mental Health Conf	500	\$94,780	8/20/2025	50	Monona Terrace
World Triathlon Corporation	IRONMAN Wisconsin and IMWI 70.3 2025	14,800	\$3,637,465	9/2/2025	5,310	Monona Terrace
Wisconsin Public Television	The Great Wisconsin Quilt Show 2025	15,500	\$1,450,584	9/3/2025	200	Alliant Energy Center
Wisc Section of the American Water Works Assoc	Annual Meeting & Water Utility Expo 2025	500	\$290,200	9/8/2025	416	Monona Terrace
Wisc Section, American College of Ob and Gyn	WI-ACOG 2025 Annual Conference	100	\$46,423	9/12/2025	50	Madison Concourse
Mendota Yacht Club	2025 MC Scow Nationals	150	\$117,560	9/15/2025	335	Lake
Madison Area Youth Soccer Association	2025 Reddan Toe Bash	3,000	\$498,183	9/19/2025	792	Reddan
National Rural Electric Cooperative Association	NRECA 2025 Regions 5 & 6 Meeting	1,200	\$993,560	9/22/2025	1,268	Monona Terrace
National Conference of State Legislatures	2025 RELACS Professional Development Seminar	180	\$229,226	10/5/2025	530	Madison Concourse
Center for Problem-Oriented Policing	Annual POP Conference 2025	350	\$301,582	10/11/2025	465	Madison Concourse

CONFIRMED EVENTS 2025

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Wisconsin Land Information Association	2025 Fall Regional Meeting	85	\$45,103	10/13/2025	80	Park Hotel
Gamehole Con	Gamehole Con 2025 Room Block	6,000	\$1,474,935	10/15/2025	2,371	Alliant Energy Center
Land Cruise Inc.	2025 Fall Foliage Trip	52	\$21,297	10/15/2025	60	Park Hotel
Alpha Kappa Alpha Sorority, Inc.	2025 AKA Sorority Central Region Cluster II Retreat	300	\$47,295	10/24/2025	100	Marriott West
Wisconsin Music Educators Association	Wisconsin State Music Conference 2025	3,800	\$889,621	10/29/2025	392	Monona Terrace
Wisconsin Music Educators Association	2025 WSMA State Honors - Room Blocks Only	210	\$96,826	10/29/2025	207	Sheraton
Destinations Wisconsin	2025 Wisconsin Fall Tourism Conference	230	\$116,728	11/5/2025	180	Madison Concourse
Wisc Housing and Economic Devmnt Authority	WHEDA Conference 2025	600	\$195,743	11/11/2025	365	Monona Terrace
as of 4/8/25	Confirmed Events to occur in 2025 = 88	145,104	\$53,237,410		83,117	

LONG TERM PACE - ROOM NIGHTS ON THE BOOKS VS. PACE TARGET

