

destination •  
**madison**

50 YEARS OF *Impact*

*Tourism that matters*

DRIVING VISITORS TO OUR LOCAL COMMUNITY

(Resource: 2022 Tourism Economics Impact Report)

**\$3.7M**

Average daily spend by visitors in Dane County

=

**\$1.4B**

Direct Annual Visitor Spend in Dane County

In 2022:

**17,946 jobs supported by tourism**

**Partner family of over 800 local businesses**

**8.83 million visitors**

**2.2 million website pageviews**

**TikTok audience grew by 400% (from ~2k to ~8k)**

**108 conventions + events booked for future years**





# Raising the Bar

OUR 2023 – 2025 STRATEGIC PLAN HAS ONE BIG GOAL

**\$5.5M**

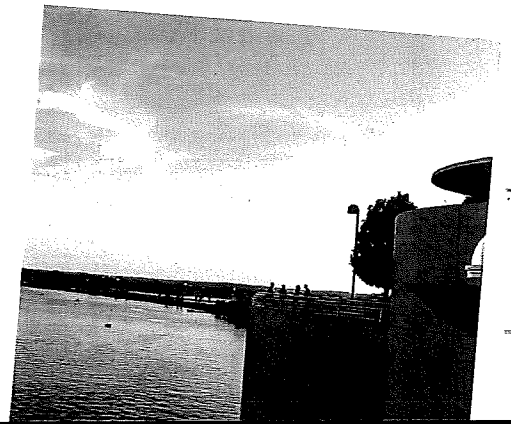
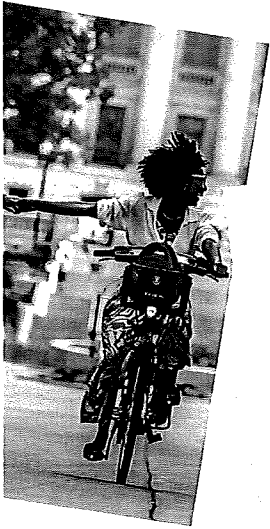
Average Direct Daily Visitor Spend in Dane County

=

**\$2B**

Direct Annual Visitor Spend in Dane County

*(43% increase over pre-pandemic spending)*



# *It all starts in 2023*

Here are the pillars that will help us get there over the next three years.

2023 GOALS

**GROW BRAND AWARENESS  
+ VISITOR CONVERSION**

<b>3%</b> INCREASE Overnight Visitors	<b>2.3M</b> Website Visitors
<b>30M</b> Social Impressions	<b>\$1.6B</b> Direct Visitor Spend

2023 GOALS

**DIRECT ROOM NIGHT GROWTH**

<b>3%</b> INCREASE Direct Group Business Room Nights	<b>5% INCREASE</b> Average Contract Size
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2023 GOALS


**COMMUNITY PARTNERSHIPS  
+ ADVOCACY**

<b>880</b> Total Partners	<b>86%</b> Partner Retention
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2023 GOALS

**SUPPORT REGIONAL  
DEVELOPMENT**

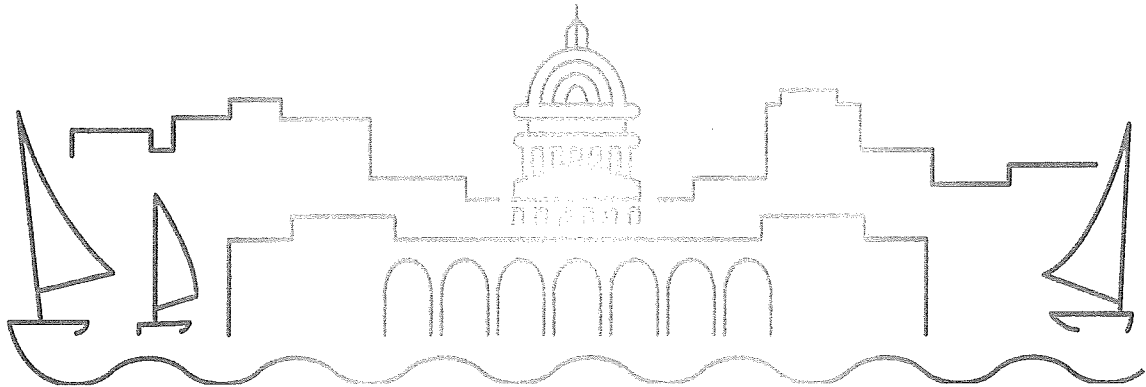
Foster Development of the Destination District	Resident & Visitor Sentiment Surveys
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Inspiring a   
for Madison

**'10 cities where you can see hipsters in their natural habitat' | *USA Today***

**'Little Cities That Think Big: 8 Forward-Thinking Destinations Across the U.S.' | *AFAR***

**'6 Midwest cities to visit in 2023' | *Chicago Tribune***



Find more ways to engage and invest in these efforts:

[visitmadison.com/getconnected](http://visitmadison.com/getconnected)

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50 YEARS OF *Impact*

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