



▶ ROOM TAX COMMISSION

AUGUST 1 2026

destination
madison



Destination Madison powers
our thriving tourism industry, creating
meaningful connections and real belonging
that turns visits into *room tax growth*.





Our *role* is to
create the hotel
demand that grows
the room tax fund.





Definitive Convention + Conference Contract Revenues

Future Hotel Room Nights Attributed to Monona Terrace

Destination Marketing Investments

PR Value Impressions

Destination Website Visits

Increase Email Subscribers

Our funding is tied
to *performance*
and impacted by
shifts in travel.





VISITOR BEHAVIOR

ECONOMIC IMPACT

HOTEL PERFORMANCE
+ DEMAND

VISITOR + RESIDENT
SENTIMENT

We *track* impact
so we can make
smarter and more
responsible
decisions.

PARTNER INSIGHTS

INDUSTRY + MARKET
RESEARCH

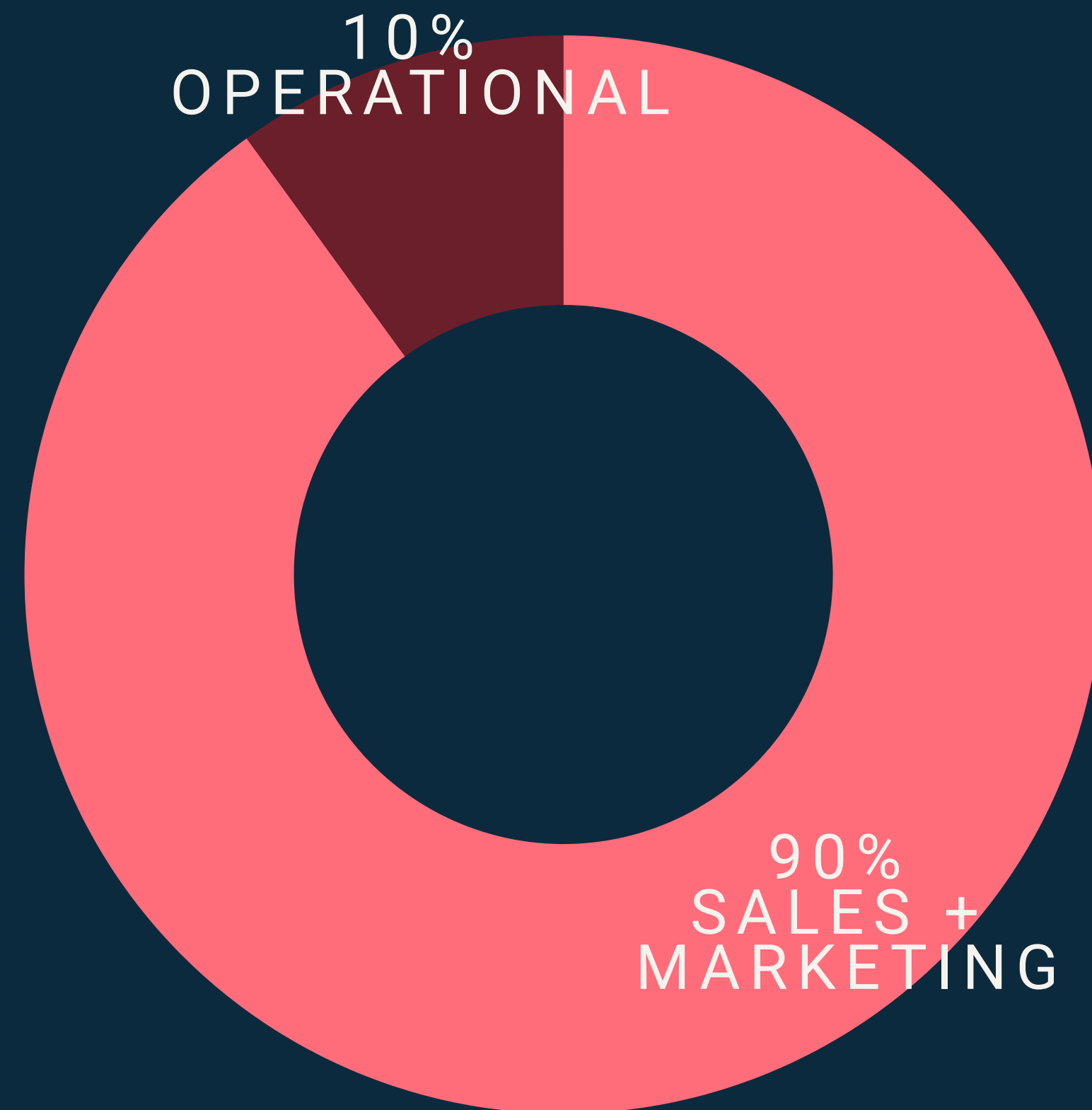


Destination Madison
is deliberately
structured *to bring*
meetings and events
to Madison's major
venues so they can
compete and grow.





90% of the room tax
invested in Destination
Madison is reinvested
into bringing visitors
to Madison.





Destination Madison
ensures that *visitor
spending* benefits
the future of Madison
by guiding tourism
through a people-planet-
place approach.



PEOPLE

We consider how **tourism supports residents, workforce and visitors**—creating inclusive experiences, access and shared benefit.



PLANET

We consider how **tourism impacts our natural and created environments**—ensuring we protect what makes Madison a place people want to visit, work and live.



PLACE

We consider how **tourism strengthens our local economy, businesses and community assets**—supporting long-term vitality.



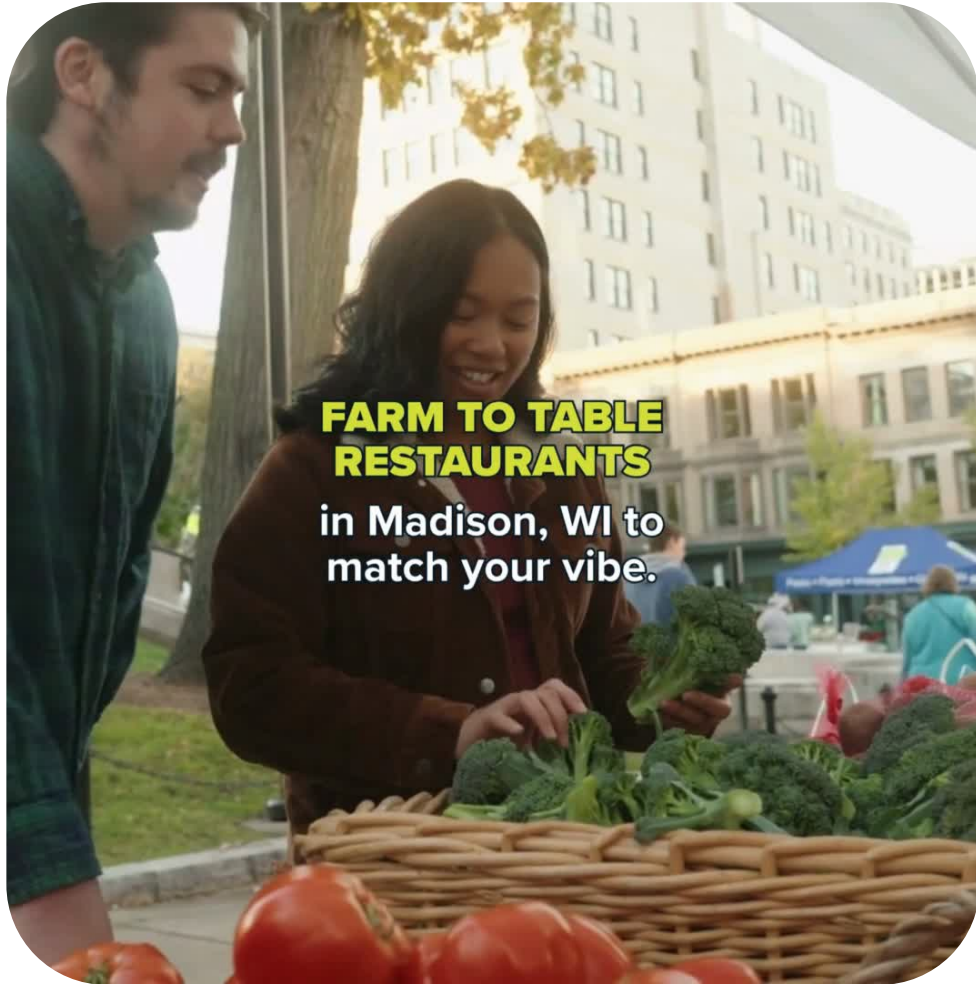
*Authentic stories
help visitors
connect with the
heart of Madison.*



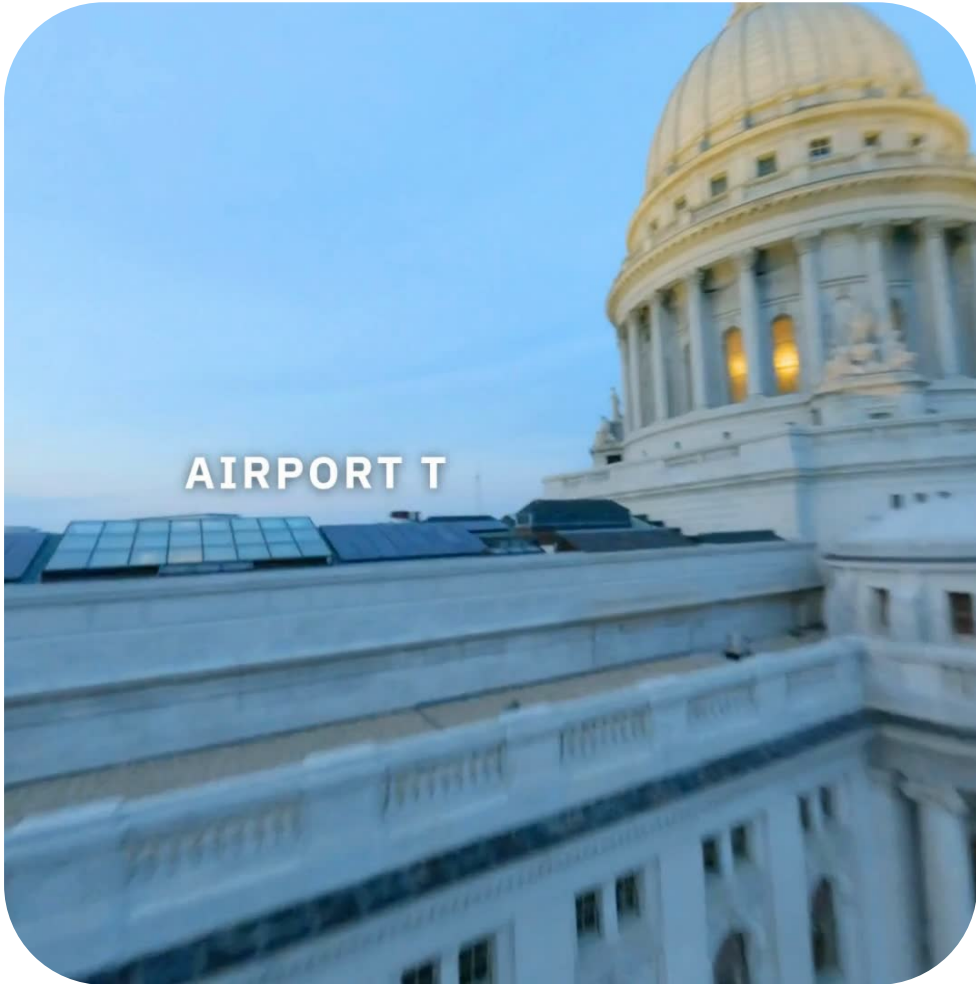
Winter in Madison is...



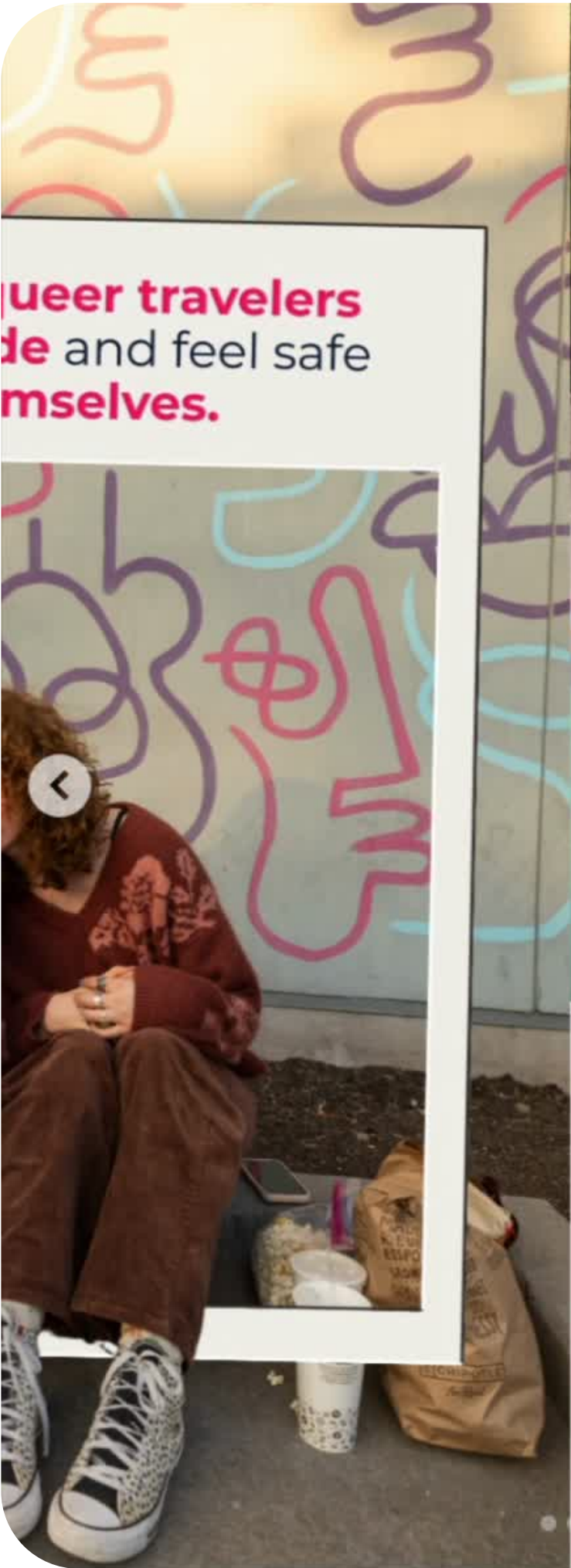
You're used to everything being BIGGER



FARM TO TABLE RESTAURANTS
in Madison, WI to match your vibe.



AIRPORT T



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The city's
investment in
Destination Madison
extends the reach of
Madison businesses
at the heart of our
community.



I N 2 0 2 5

940 travel media visits
to partner locations.

Thousands of partner
touchpoints across ads,
media stories, blogs,
newsletters and social posts.

42 partner businesses
and organizations
featured in new
photography and video.



Sales outreach turns
awareness into
booked business.



FOOD
&
WINE

TRAVEL+
LEISURE

People

NATIONAL
GEOGRAPHIC

ESSENCE

Earned *media*
allows people
to see Madison
through other
respected eyes.





*"Our membership to
Destination Madison is our
most valuable money spent.
We love the opportunities
and partnerships!"*

ARTS & CULTURE PARTNER

*We invest in
the people and
businesses that
welcome visitors.*





The *return on investment* comes through visits, spending, jobs and room tax growth.



I N 2 0 2 5

9.65 million visitors
generated *\$1.6 billion*
in spending in 2025.





Our new
2026-2028 strategy
focuses on the
work that grows
room nights.

*Grow visitor attraction and
event activity that
increases room nights*

SUSTAINED ECONOMIC
GROWTH + SUPPORT

*Strengthen Madison's brand
to attract like-minded visitors*

VALUES-BASED
BRANDING

*Expand opportunities
for partners and strengthen
our tourism ecosystem*

PARTNER RESILIENCY
+ GROWTH

*Support initiatives that
enhance the visitor experience
and grow tourism*

DESTINATION
DEVELOPMENT



Collaboration
with *hotels*
strengthens
the full visitor
economy.

“Destination Madison’s team keeps our market top of mind in a competitive industry, attracting a diverse mix of conferences, events and leisure visitors to Madison & Dane County. They provide us the reassurance of guaranteed future meetings business and propel the success of our leisure bookings.”

RANETTE MAURER

GENERAL MANAGER, AC HOTEL MADISON DOWNTOWN



Accountability
ensures the
investment creates
lasting value.





*Thank
you*