



# ROOM TAX COMMISSION

SEPTEMBER 3 | 2025

destination  
**madison**



**MADISON AREA  
SPORTS COMMISSION**



# 2024 HIGHLIGHTS



**We booked 107 events,  
including sports and  
conventions, with an  
estimated economic  
impact of \$65.7 Million  
for future years.**

ICYMI: [Allison Aguilar Bultman](#) was promoted to Convention Sales Manager, Multicultural Markets and promptly featured in last month's [Smart Meetings](#) "Smart Moves" section:

"In this role, she will position and sell the greater Madison area and its meeting facilities as a national destination to national accounts with an emphasis on culturally diverse groups, organizations and associations."

[Destination Madison](#) is committed to making our community a welcoming place for all, and creating this brand new sales position is just one of the steps we're taking to move that work forward.

Congratulations, Allison!

[#destinationmadison](#) [#madisonwisconsin](#) [#diversity](#) [#inclusion](#)  
[#conventionsales](#)

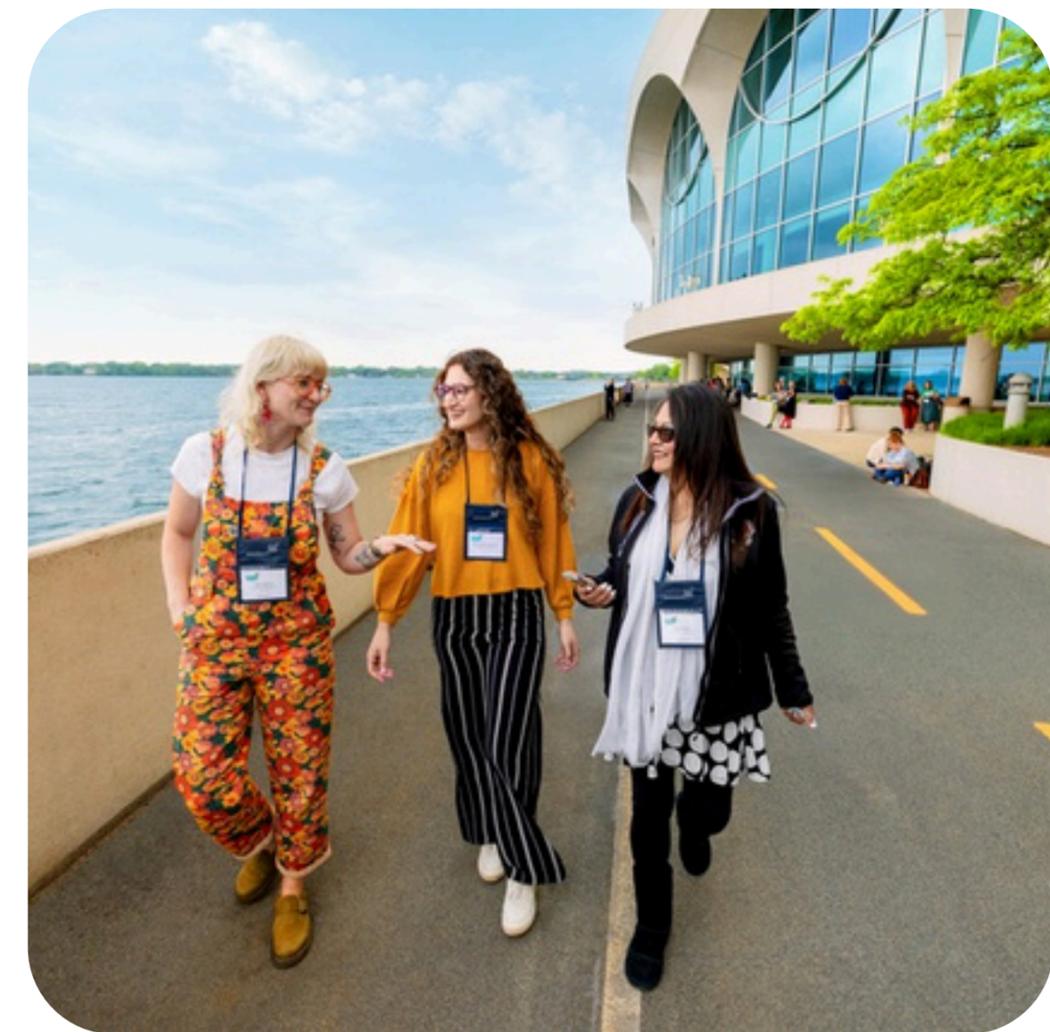
to read more: <https://lnkd.in/gj8HJGfR>



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**We expanded into growth  
markets, including Black and  
LGBTQ+ Meeting Planners.**



**We saw a 34% increase in the average Monona Terrace contract over 2023.**

WE'RE  
**WEIRDER**  
THAN YOU THINK



We published original content every day of the year, generating a record 40.6 million impressions and 4.4 million page views.

VERY MERRY  
MADISON

*Gift Guide*

Get very merry tips on all the be

Madison's  
Iconic  
Eats

YEAR IN REVIEW

I'm Ashley and I'm gonna show you all the places Hannah and I ate in 2024

We earned coverage in 60 top-tier outlets nationwide, setting a new record.



TRAVEL

## 50 Best Vacations in the U.S. to Explore America's Adventure Capitals

From hidden adventure hubs to culinary hotspots and coastal gems, these are the best vacations in the U.S. to book now.

Brittany Anas, Sal Vaglica and Men's Journal Editors ·

Apr 4, 2024 9:00 AM EDT

### 23. Madison, WI



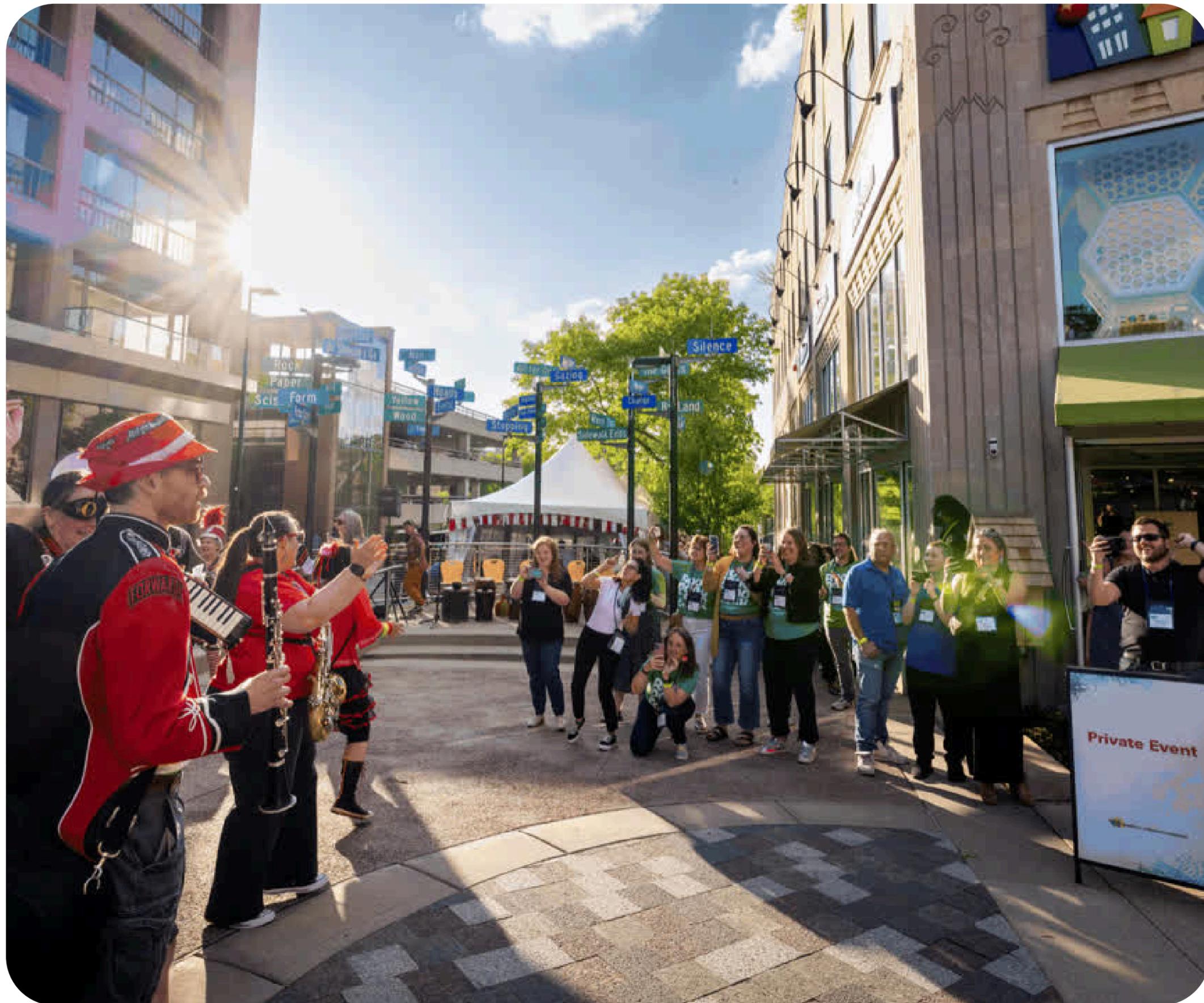


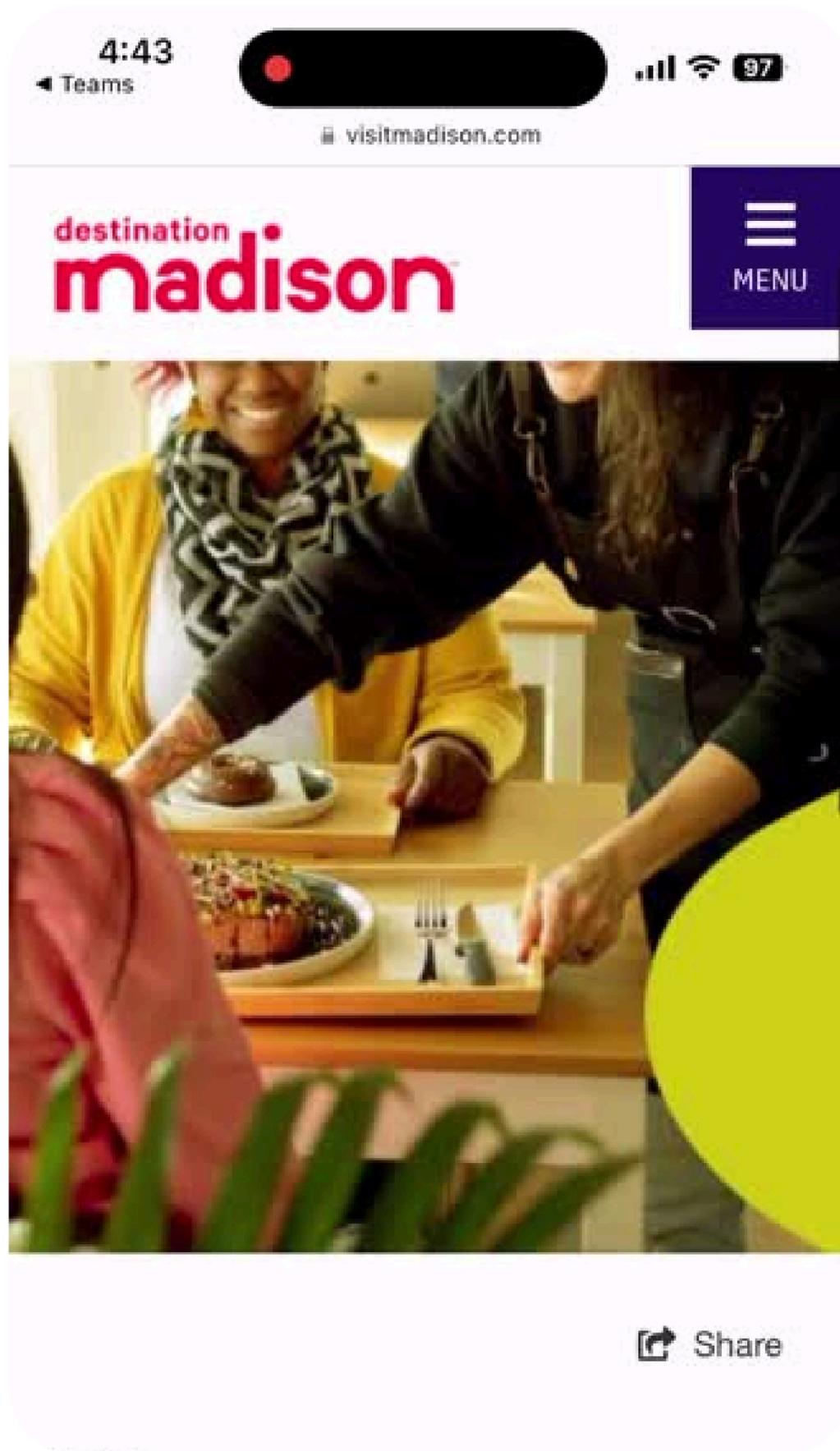
**We expanded our network  
to 900 partners.**

**We boosted partner  
engagement by nearly 35%  
by hosting a dozen events to  
educate and connect, and by  
taking travel media to more  
than 220 partners.**



**We supported the local economy by connecting planners with Madison-based vendors and choosing locally made gifts for our clients.**





We strengthened the hospitality workforce by celebrating and promoting the industry through targeted recruitment efforts at schools and career fairs, and by launching a dedicated hospitality job board.

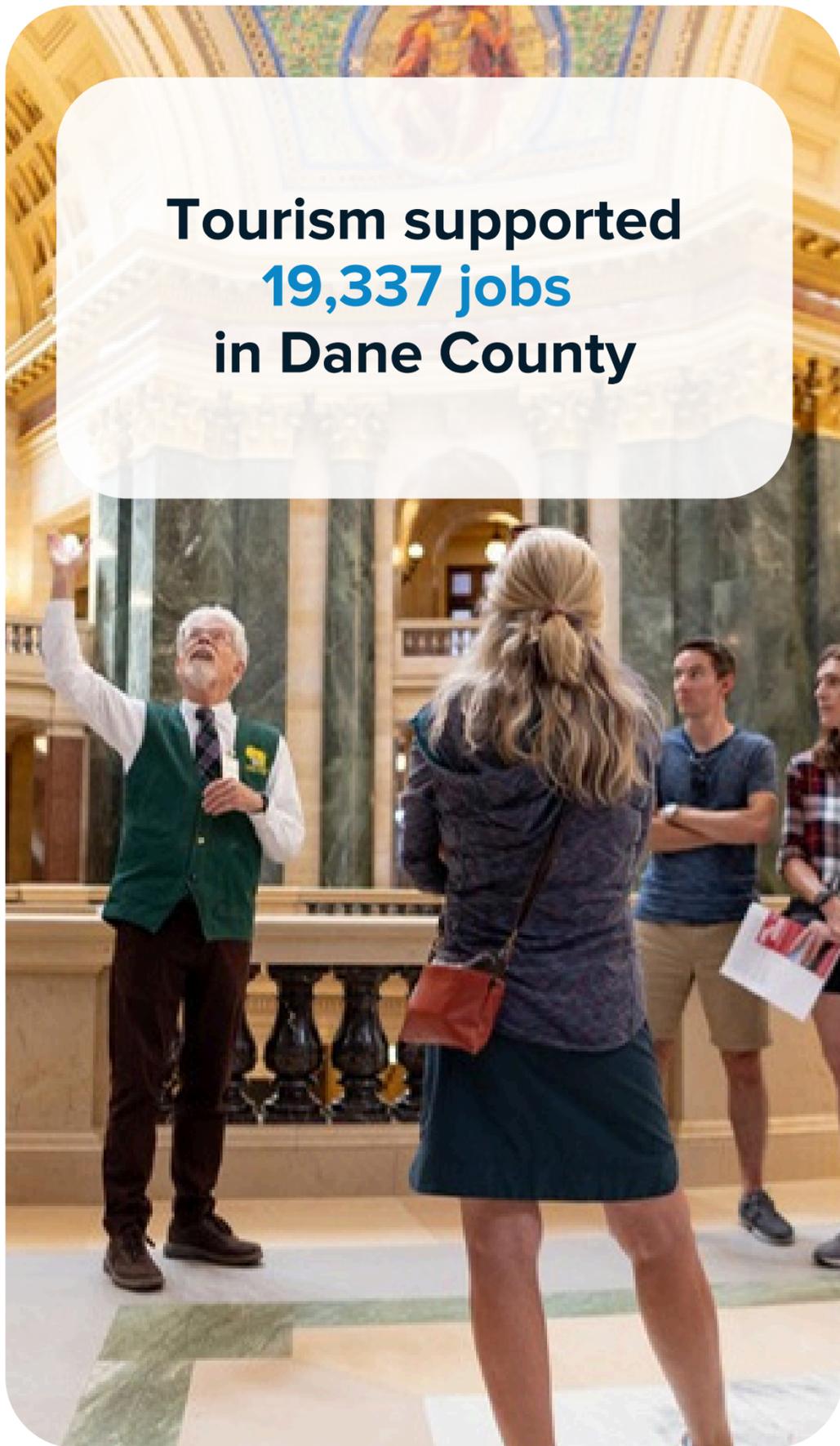
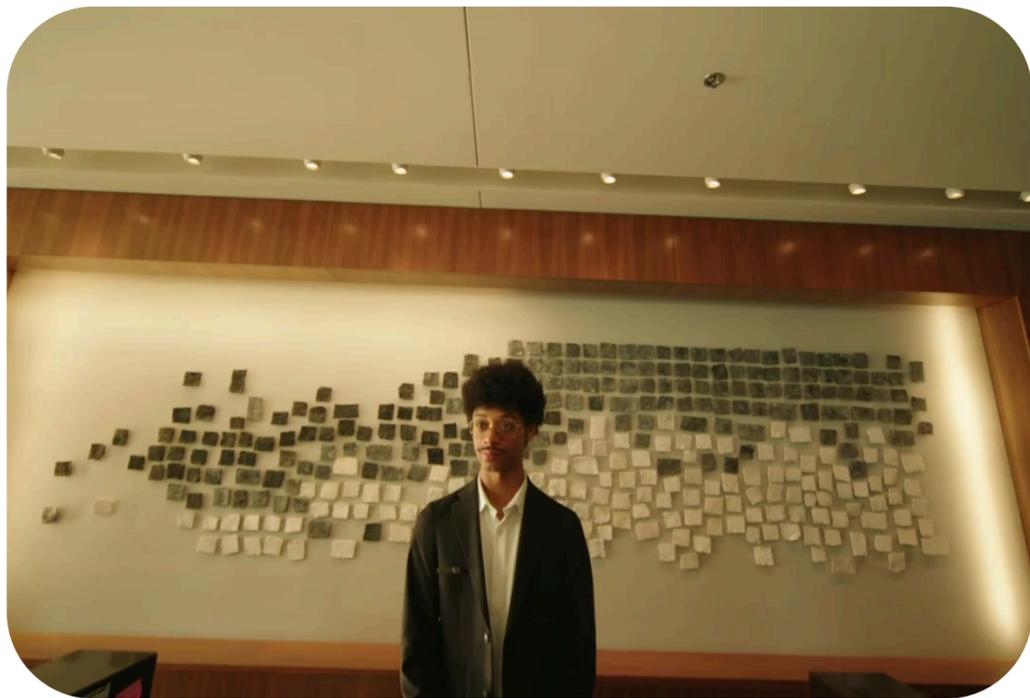




2024

ECONOMIC

IMPACT



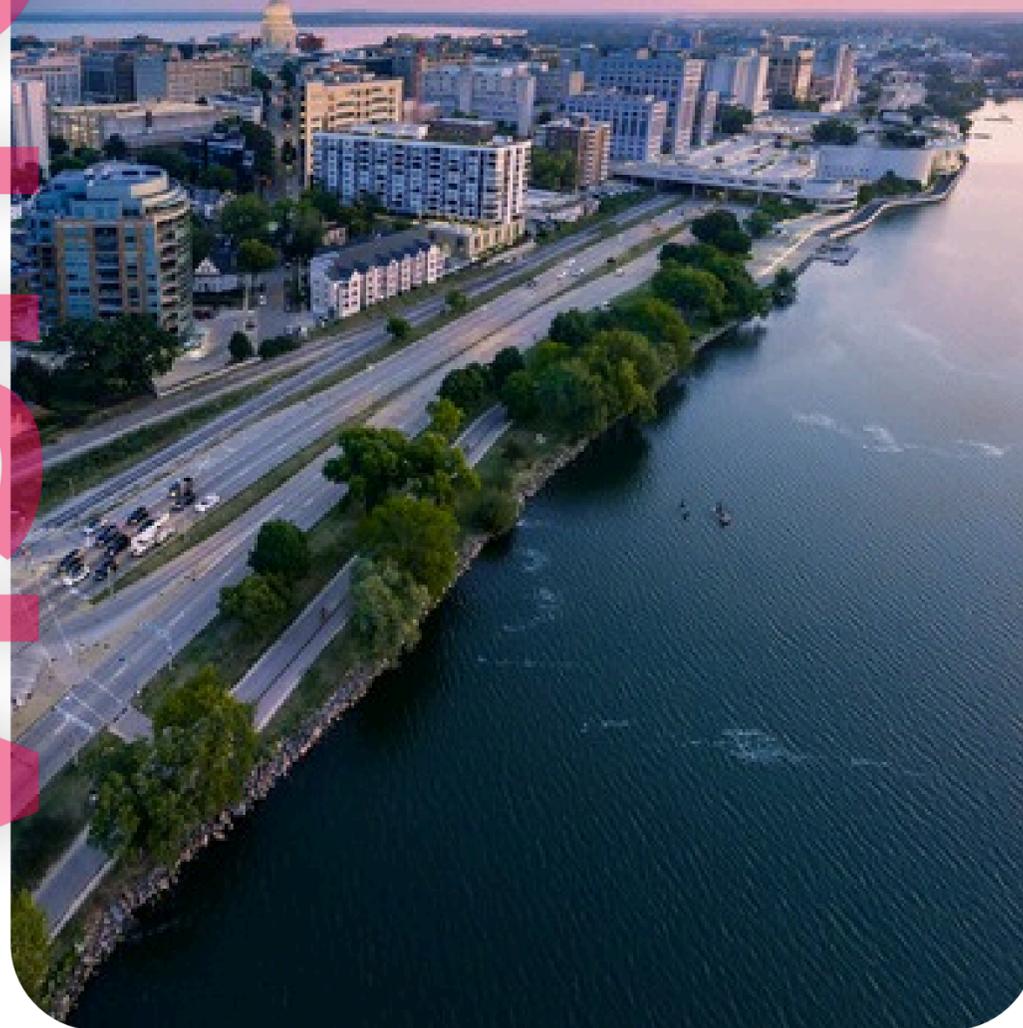
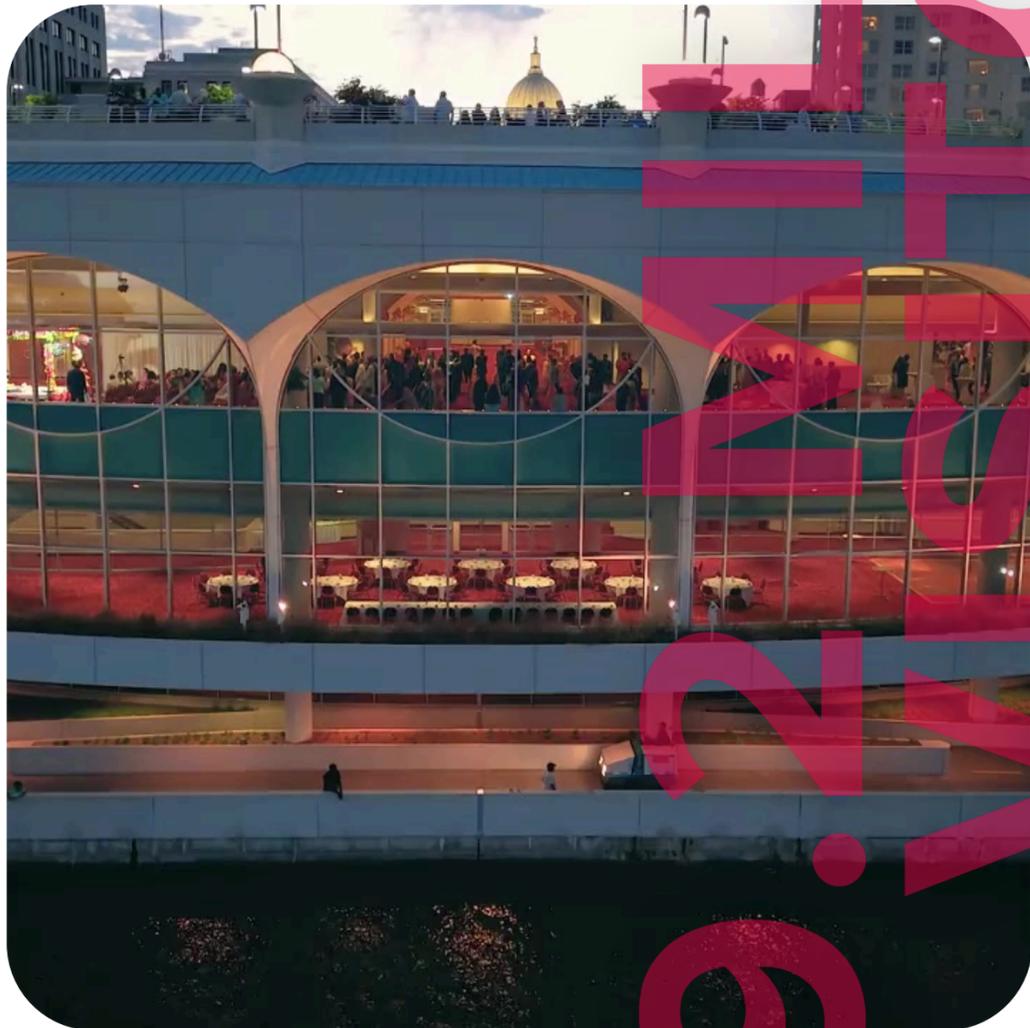
**Tourism supported**  
**19,337 jobs**  
**in Dane County**



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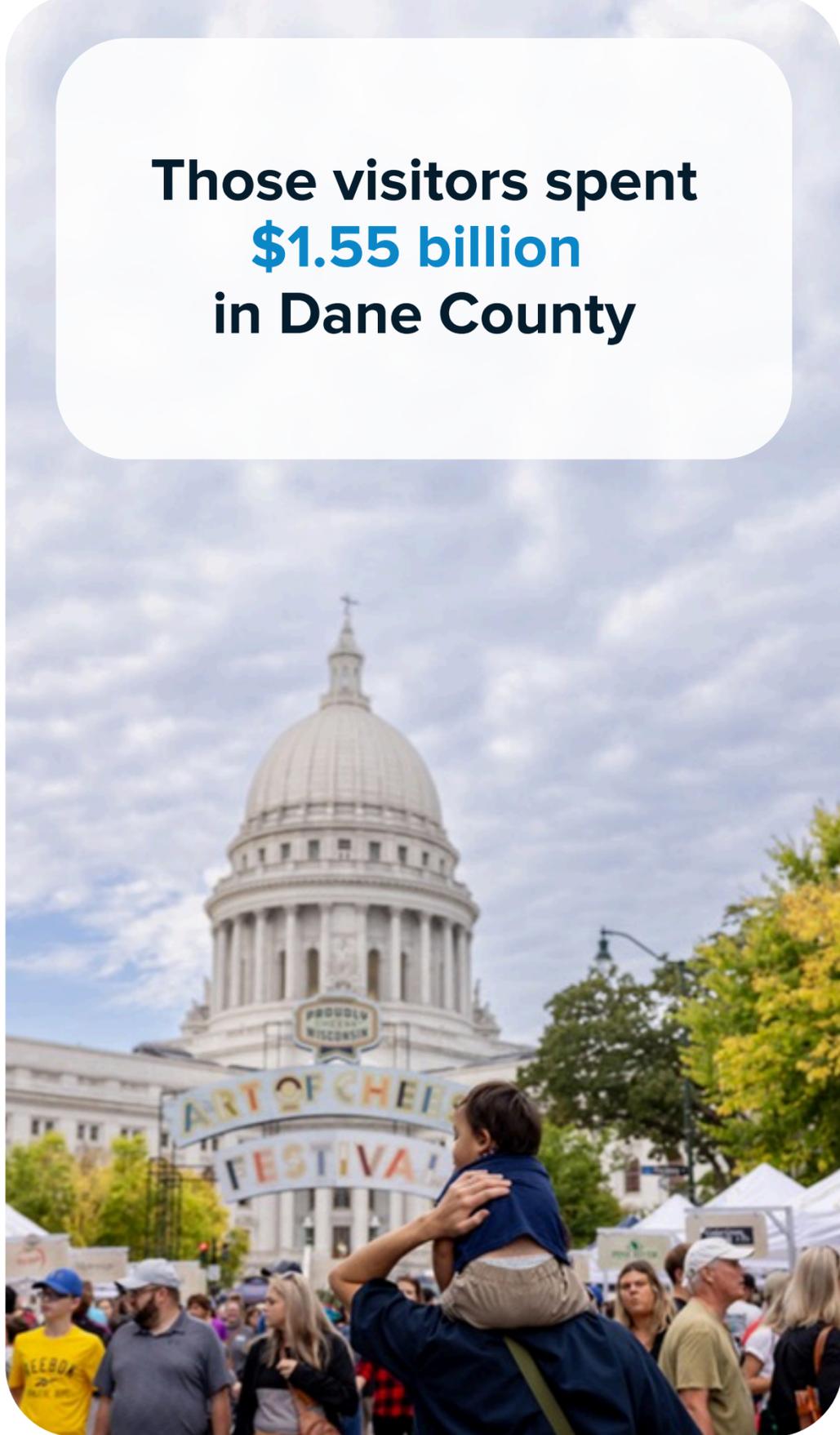


In 2024, we welcomed  
**9.2 million** visitors  
to Dane County





Those visitors spent  
**\$1.55 billion**  
in Dane County



2023  
Billion  
to  
\$1.55



That equates to  
**\$4.2 million** per day



**+10.4%**

**ACCOMMODATIONS**

**+10.5%**

**FOOD + BEVERAGE**

**+6.8%**

**RETAIL**

**+14.5%**

**RECREATION/ENTERTAINMENT**

**+9%**

**TRANSPORTATION**

**Destination Madison** sales and marketing efforts *drove* these results and generated revenue for city government, local businesses and our community.



# 2025 OBJECTIVES



**BRAND  
AWARENESS +  
VISITOR  
CONVERSION**



1

Execute infinite consumer journeys to move key audiences from discovery to conversion

2

Evolve brand strategy, signature stories + develop campaign toolkits for more efficient use of resources and greater ROI.

3

Assess Madison's visitor sentiment to move forward destination branding work



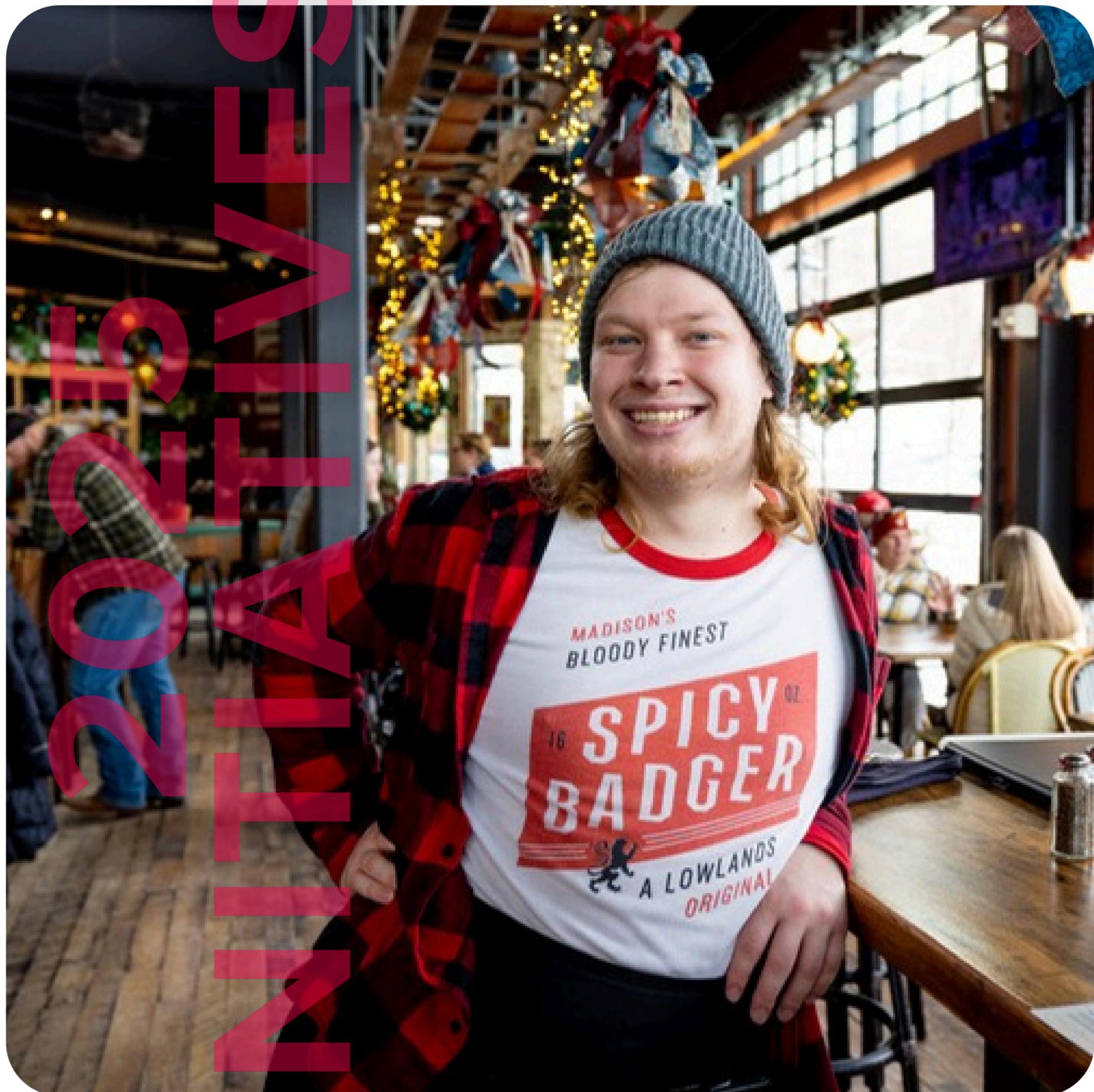
**DIRECT ROOM  
NIGHT  
GROWTH**



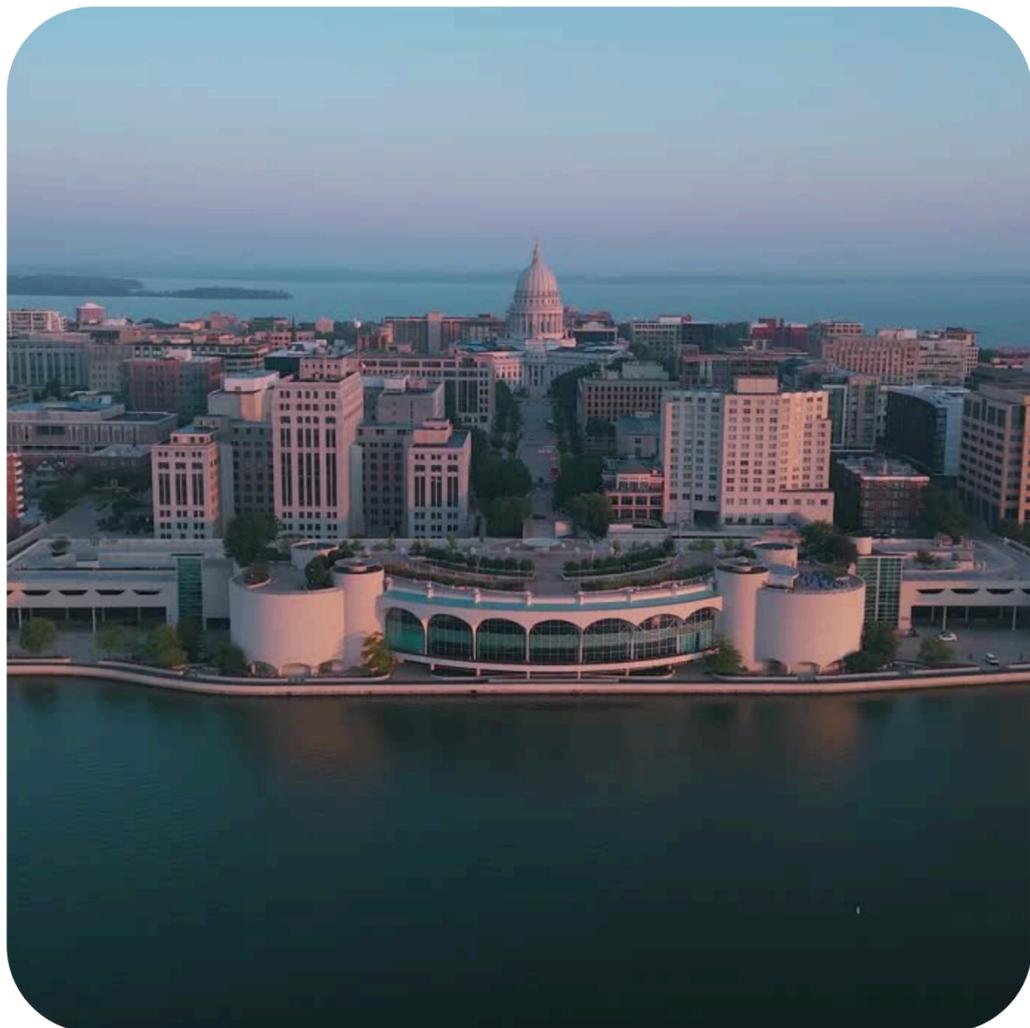
- 1 Target Off-Season conventions & sporting event
- 2 Optimize Facilities
- 3 Secure City-Wide Event



**PARTNERSHIPS  
+ COMMUNITY  
ENGAGEMENT**



- 1 Grow Partnerships
- 2 Strengthen Engagement
- 3 Increase Job Board Participation



# PLACEMAKING



- 1** Complete destination branding research + build future outline
- 2** Complete visitor center research + build future outline
- 3** Complete outline for DM's Sustainability Plan to be used for 2026 – 2028 strategic plan

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**2025 YTD  
SUCCESSES**

We've booked **83 events**, including sports and conventions, with an estimated economic impact of **\$58.5 Million** for future years

We've booked **109,337 hotel room nights** for future years

The number of **event & sports bookings** is up **30.4%** over 2024. The national average for bookings is down 1.5%

Our social media reach is **trending ahead** of our record-setting 2024

Drive Market Focus: Chicago & Minneapolis  
**Web sessions** are up **5%**

Launched our new **LGBTQ+ Advisory Committee** to support our efforts in increasing LGBTQ+ travelers (leisure and group) to Madison

PR media wins have surpassed our **110 million audience reach** goal for 2025

We held an **Immigration Webinar** with experts to help local businesses understand their rights and resources

We launched a **DM Partner+** program that gives our partners access to co-op advertising opportunities that would otherwise be out of reach



2026

OUTLOOK

## SUSTAINED ECONOMIC GROWTH & SUPPORT

**Grow room nights through group travel**

**Grow room nights through leisure travel**

**Build organizational momentum through funding and collaborative relationships that fuel action**

## VALUES-BASED BRANDING

**Organizational Brand + Impact**

Destination Madison's organizational brand is clearly defined and visibly aligned, conveying how our work connects to our core mission and impacts our community.

**Branding Madison**

Build the foundation of a brand for Madison that unites locals, community, businesses, and visitors to elevate the unique elements and values of Madison.

**Storytelling**

Expand authentic storytelling to ensure representation of Madison's diversity, neighborhoods, and communities to promote visitation and unique experiences.

## PARTNER RESILIENCY + GROWTH

**Partner Experience**

Empower a diverse and resilient partner ecosystem by expanding networks, deepening support, and driving inclusive growth to sustain a vibrant tourism economy.

**Industry Collaboration**

Create a connected tourism community by aligning regional efforts and uplifting and growing the hospitality workforce.

## DESTINATION DEVELOPMENT

**Destination Development**

Be the connector to facilitate and improve destination development that drives tourism for economic growth.

**Visitor Experience**

Curate and foster a positive experience for group and leisure visitors throughout the travel journey/start to finish.



# FUNDING OUTLOOK



# PROPOSED CONCEPTS FOR 2026 RTC BUDGET

*Destination Madison will continue to build on the success of 2024 and 2025, which has led to record visitor spending.*

- Continue to increase economic impact
- Continue to put more processes and tools in place to work strategically and efficiently to drive visitation and spending to Madison
- Support our partners such as restaurants, hotels, retail, performing arts venues and attractions, so they can continue to thrive and grow
- Strengthen and support hospitality workforce

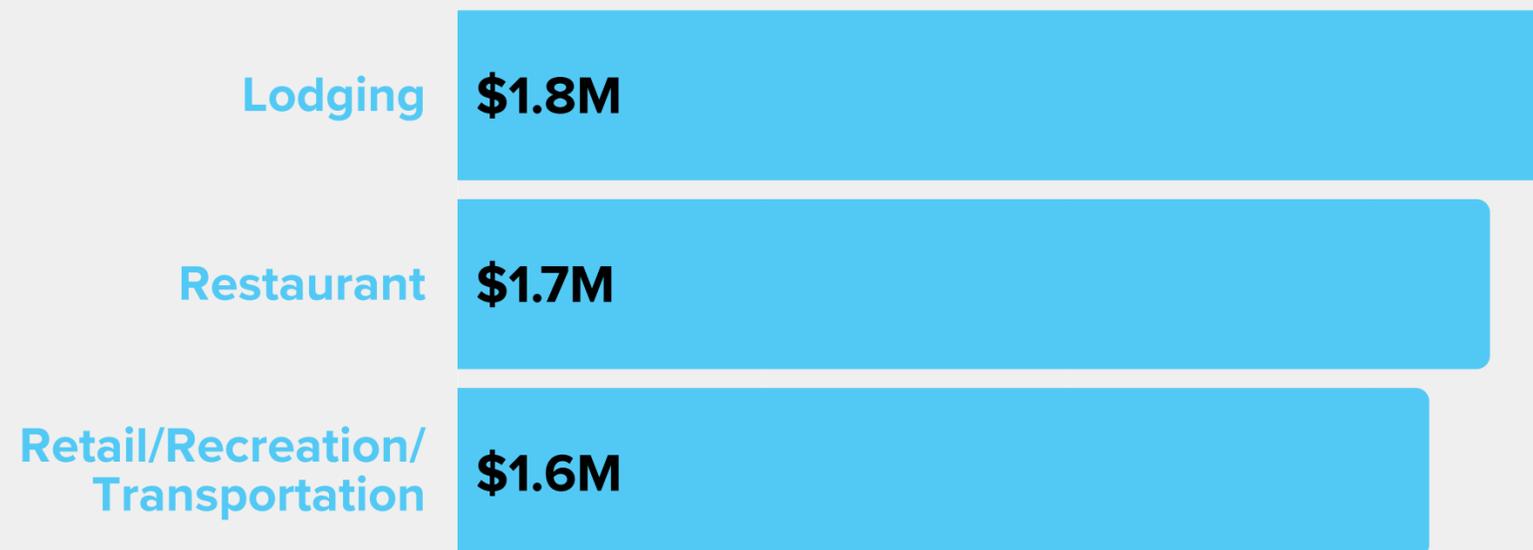


# POTENTIAL IMPLICATIONS OF POSSIBLE FUNDING REDUCTIONS

*Depending on the percent of decrease, Destination Madison would need to consider:*

- Reduce advertising and PR in the drive markets, which would affect leisure travel
- Decrease or eliminate educational events for partners
- Attend 3-5 fewer convention & sports trade shows affecting group business
- Decrease staff

## REDUCED VISITOR SPENDING



## LOST JOBS



**\$5.1 MILLION  
DIRECT VISITOR  
SPENDING LOSS  
WITH A 5%  
REDUCTION IN  
DESTINATION  
MADISON  
FUNDING**

*Note: Estimates measure the total impact of lost marketing spending and its role in attracting visitors due to a hypothetical 5% reduction in funding for Destination Madison.*

*Source: Tourism Economics*

# THANK YOU



destination  
**madison**



**MADISON AREA  
SPORTS COMMISSION**