

An aerial photograph of Madison, Wisconsin, featuring the Wisconsin State Capitol dome as the central landmark. The dome is white with a gold statue on top. In the foreground, a wide, paved pedestrian walkway is filled with a large crowd of people, many of whom are wearing red, white, and blue clothing, suggesting a patriotic event. The walkway is lined with green trees and modern buildings. The sky is blue with scattered white clouds.

Common Council Update

August 6, 2019

Destination Madison



Tourism is BIG Business

IN 2018:

VISITORS SPENT
\$1.3 BILLION
IN DANE COUNTY

Tourism Economics, April 2019

The tourism industry keeps
over **22,000** people working
in Dane County

IN 2018:

FOOD/BEVERAGE



\$369 million
28%

LODGING



\$342 million
26%

RETAIL



\$272 million
21%

TRANSPORTATION



\$168 million
13%

RECREATION



\$161 million
12%

Tourism Economics, April 2019

What is a DMO?

A destination marketing and management organization is responsible for promoting a **community** as an attractive travel destination and enhancing its **public** image as a dynamic place to live and **work**.

The impact of travel strengthens the economic position of the community and provides **opportunity** for residents.

A large, solid red abstract shape is located in the bottom right corner of the slide, resembling a stylized mountain range or a series of overlapping hills.

Our work supports visitors and residents



- Transportation
- Workforce Development
- Affordable Housing

What's Next?

2020 Events:

- Democratic National Convention
- Golden Age Games

• **Projects we are engaged in:**

- Alliant Energy Center Master Plan
 - Destination District
 - Nolen Waterfront
 - JDS
 - F-35s/Together Truax
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- A large, solid red abstract shape is located in the bottom right corner of the slide. It has an irregular, organic form with several peaks and valleys, resembling a stylized mountain range or a splash of paint.

Thank you
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