



Destination Madison Report

Monona Terrace Community and
Convention Center
Board of Directors Presentation
August 18, 2022

destination
madison

2021 ECONOMIC IMPACT NUMBERS



2021 ECONOMIC IMPACT NUMBERS CITY OF MADISON

\$1.05 Billion in Direct Visitor Spending (34% increase over 2020)

On Average, visitors spent **\$2.9 million per day** in the Madison area in 2021

16,545 total jobs generated (5% increase over 2020)



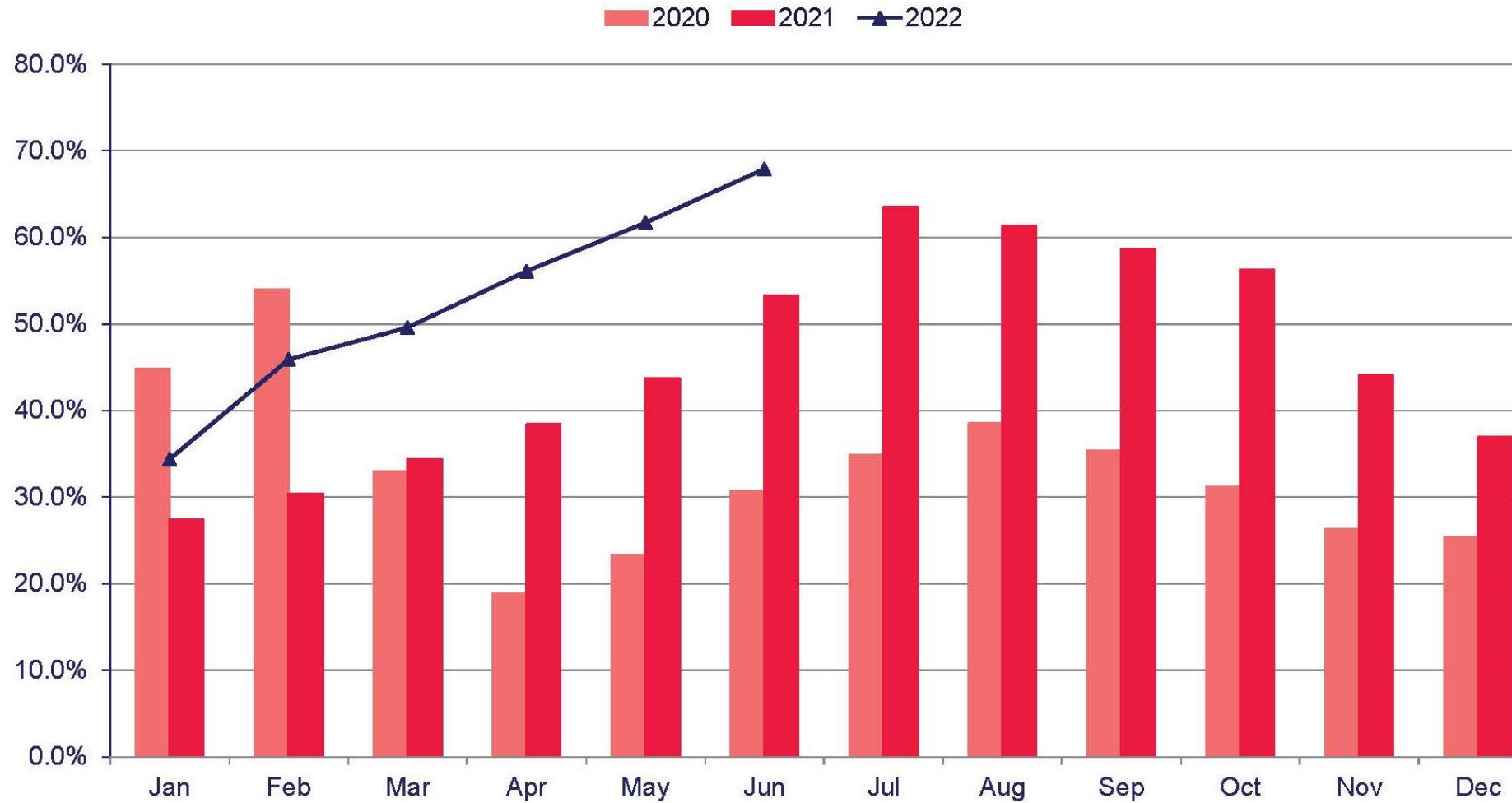
2021 ECONOMIC IMPACT NUMBERS DOWNTOWN MADISON

\$188 million in Direct Visitor Spending
(63.3% increase over 2020)

2,696 total jobs generated
(8.7% increase over 2020)

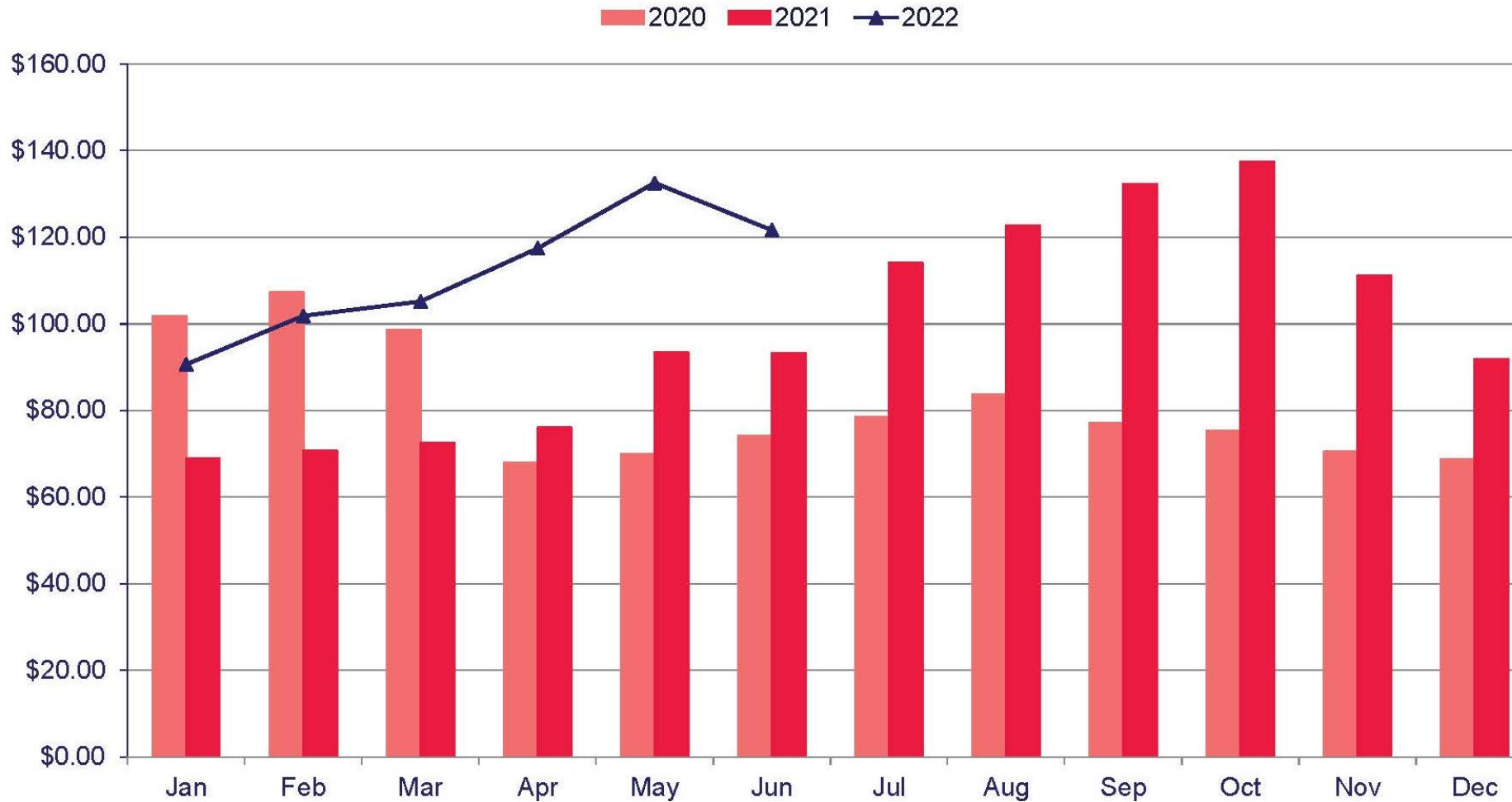
STATE OF THE INDUSTRY

Hotel Occupancy



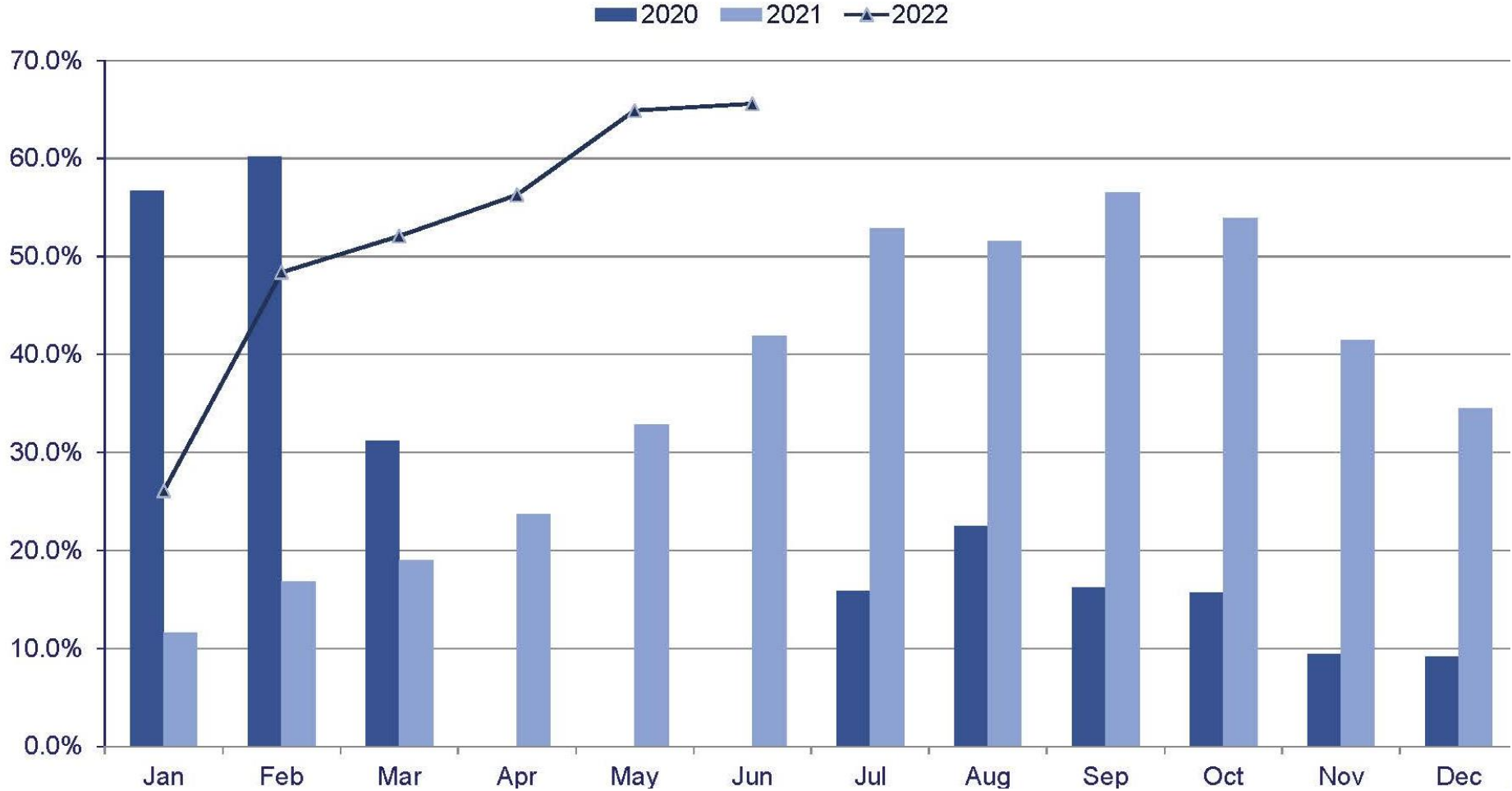
Note year over year inventory does not include COVID related closings

Hotel ADR



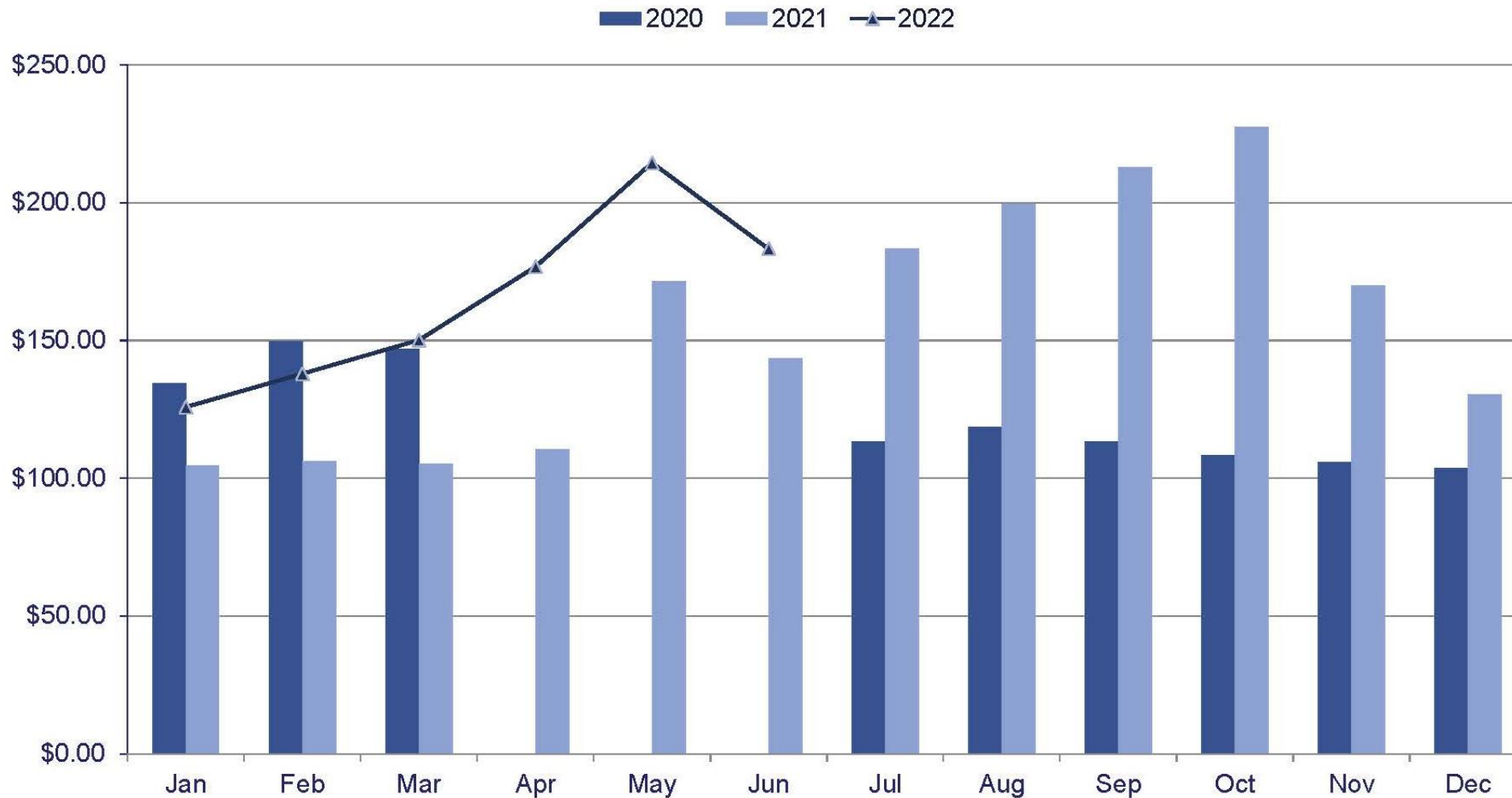
Note year over year does not include COVID related closings

Madison Downtown Hotel Occupancy



Note year over year inventory does not include COVID related closings

Madison Downtown Hotel ADR



Note year over year does not include COVID related closings

CONVENTION & SPORTS SALES

Convention Sales Activities

Pending business to close

- American Geophysical Union
 - May 2026
 - \$93,992
 - 2,285 rm nights
- Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES)
 - May 2023
 - \$98,331
 - 4,670 rm nights
- Spiritual Directors International
 - May 2023
 - \$19,995
 - 543 rm nights

Total = \$212,000; 7,498 room nights

Convention Sales Activities

Recently Confirmed

- Ironman Wisconsin
 - September 2023
 - \$37,708
 - 1,950 rm nights
- American Meteorological Society
 - July 2023
 - \$33,836
 - 1,340 rm nights
- Wisconsin Music Educators Association
 - October 2028
 - \$38,815
 - 500 rm nights
- Gymfinity Children's Activity Center
 - February 2023
 - \$20,707
 - 100 rm nights
- **Total = \$131,066; 3,890 room nights**

Convention & Sports Sales Activities

- Prospecting
- Bring Your Meeting Home connections
- Destination Midwest, August 28-30
- Tradeshow activity
 - WSAE – Green Bay, July
 - Connect Marketplace (Association and Sports) – Detroit, August
 - ASAE – Nashville, August
 - Student & Youth Travel Association – Washington, DC, August

2022 B2B Campaign

Platforms	TACTIC	KPI
Collinson Media	Connect Newsletter/ E- Blast	Clicks, opens
BizBash, HelmsBriscoe	Connect Digital Display	Click through rates/View Through Rates
LinkedIn, Facebook, Instagram	Social Media	Link Clicks
Google Ads	Paid Search	Traffic Volume
MPI, NorthStar Media	Print	Impressions
Destination Madison, etc.	Landing Pages	Time on Page
Destination Madison, etc	Websites	Page Counts, Time on Site
Coming Soon: Planner Focused Video		



Land at MSN

Hit the hotel

Conference check in

7:15 pm | Cocktails with colleagues

Dinner on Capitol Square

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Planners, Pack Your Bags! 3 Things to Know Before Designing an Event Abroad

Looking to see what the international events industry is all about? Consider these tips from Tom Adrean, the chief creative officer at global production company Shiraz Creative, your starting point.

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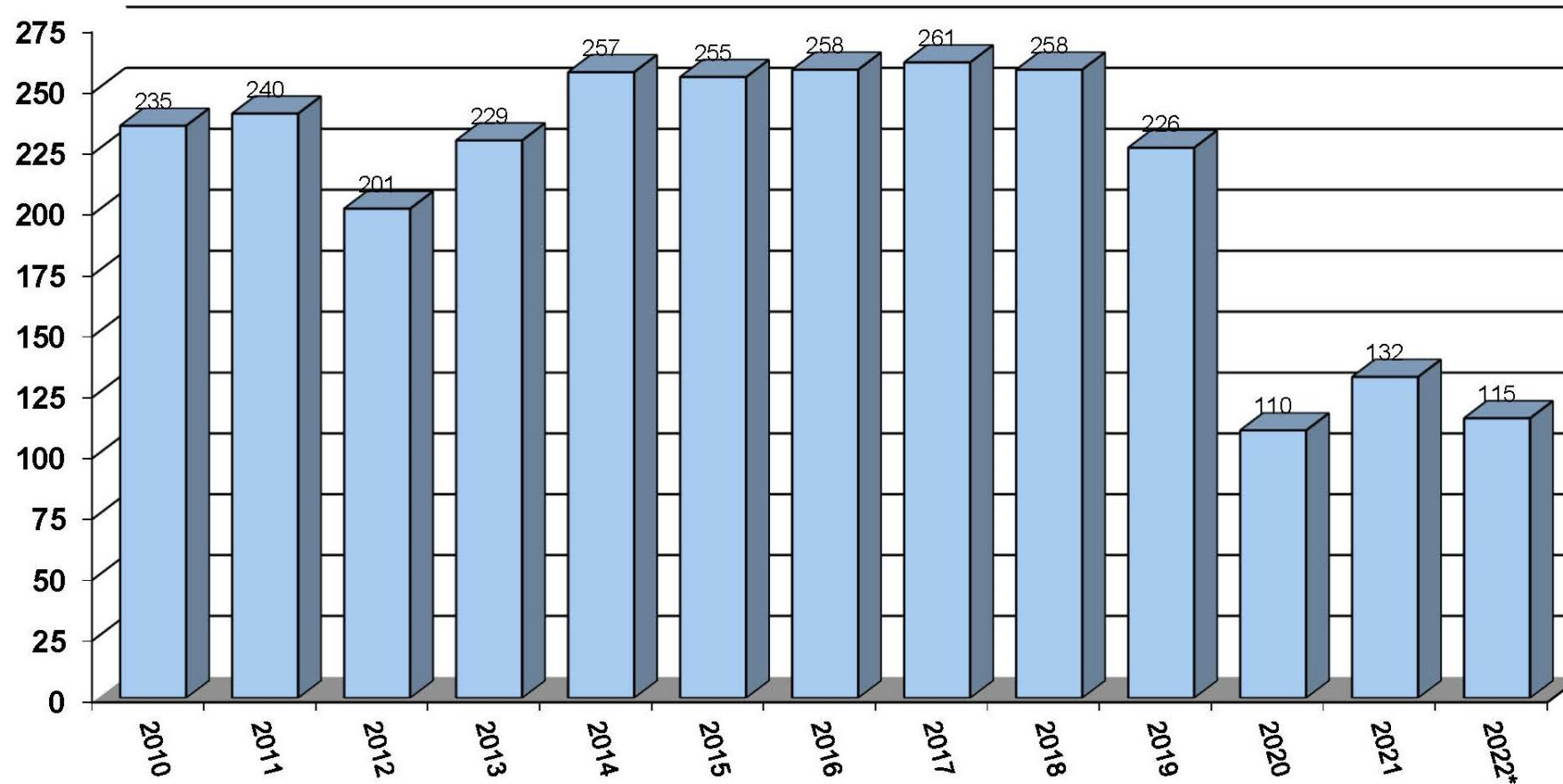
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THANK YOU!

APPENDIX

Sales Activities

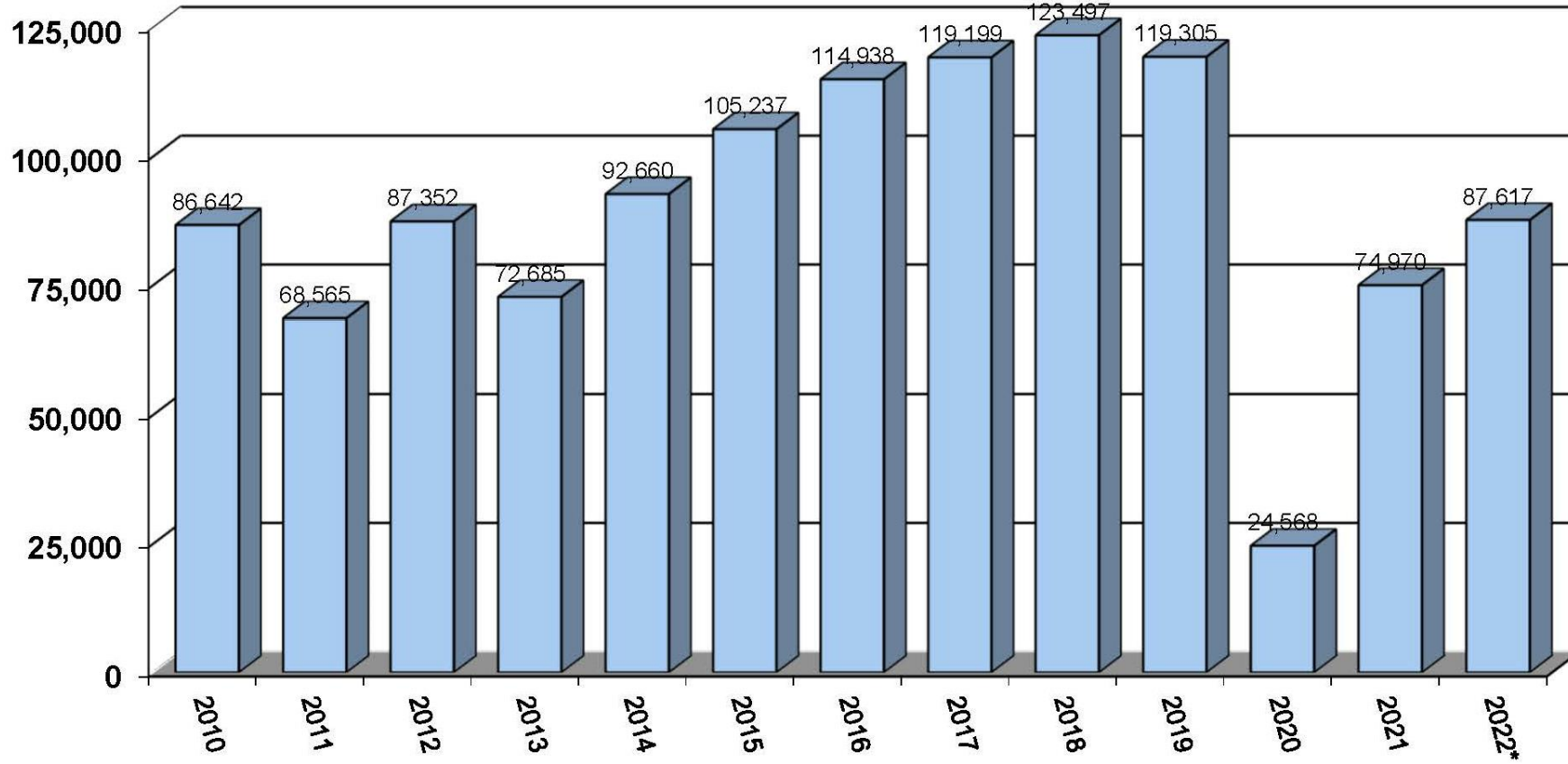
Destination Madison Sales & MASC Sales
Leads per Year



* Year to Date

Sales Activities

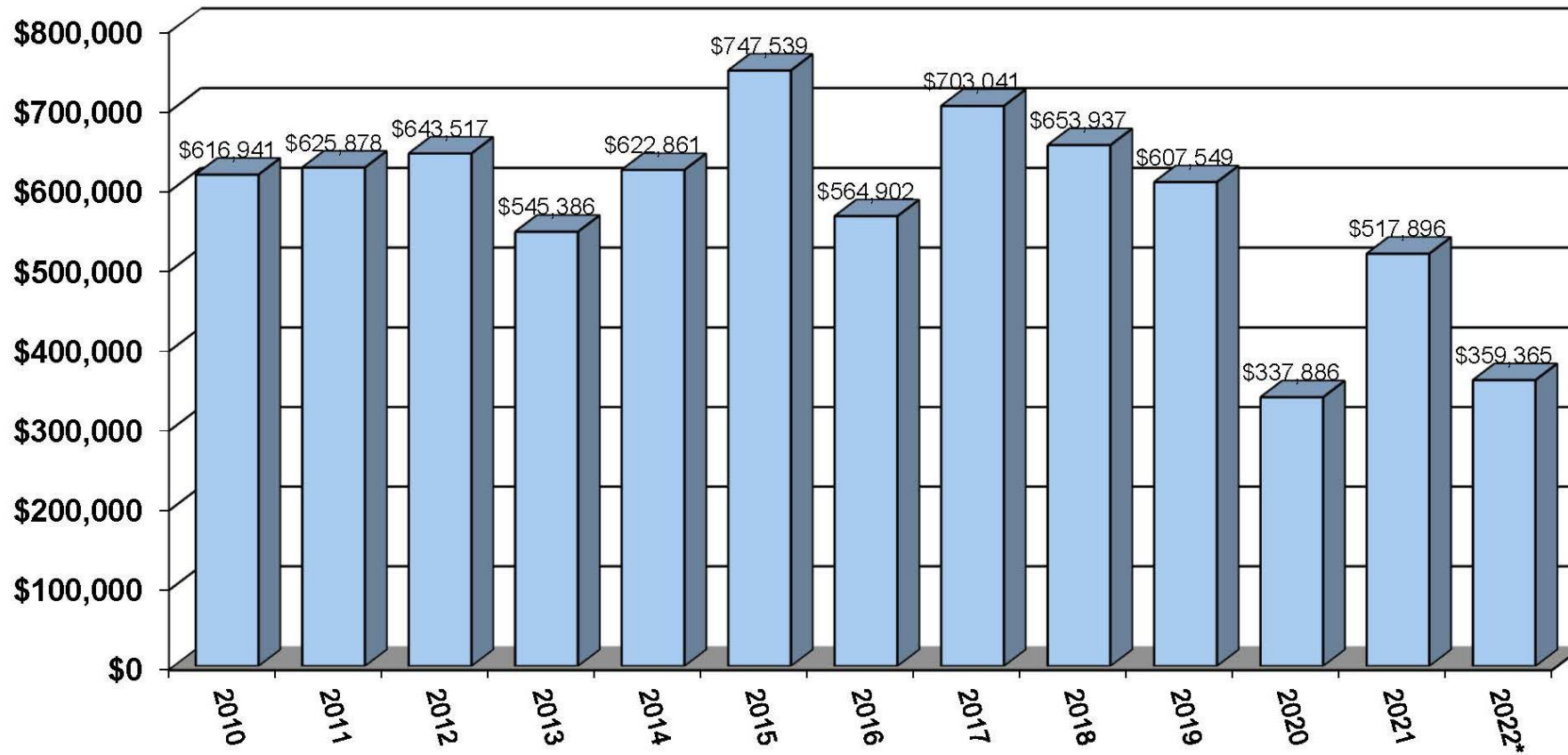
Destination Madison Sales & MASC Sales
Confirmed Event Room Nights per Year



* Year to Date

Sales Activities

Destination Madison Sales & MASC Sales
Monona Terrace Contract Revenue per Year



* Year to Date

2022 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Upledger Institute	Health Care Seminar - Jan. 2022	44	\$10,523	1/5/2022	40	Madison Concourse
MYHockey	2022 MYHockey MidWinter Classic	500	\$363,566	1/15/2022	1,260	Sun Prairie Ice Arena
National Intramural Recreation & Sports Assoc	2022 NIRSA Regional Basketball Tournament	150	\$35,014	2/4/2022	76	UW Nicholas Rec Cntr
Wisconsin State Bowling Association	2022 Youth State Bowling Championships	2,200	\$1,518,828	2/4/2022	990	Bowl Centers
Wisconsin Public Television	Wisconsin Garden & Landscape Expo 2022	20,000	\$1,519,199	2/10/2022	90	Alliant Energy Center
MYHockey	2022 MYHockey Presidents Cup	500	\$374,534	2/19/2022	1,260	Sun Prairie Ice Arena
Gymfinity Children's Activity Center	2022 Dairy Aire Gymnastics Invitational	4,000	\$152,320	2/25/2022	100	Monona Terrace
National Wildlife Rehabilitators Association	Symposium 2022	475	\$469,275	2/27/2022	1,151	Madison Concourse
USA Curling	2022 National Championships	400	\$308,157	3/1/2022	828	Capitol Ice Arena
United Way of Wisconsin	2022 United Way Great Rivers Conference	300	\$165,696	3/6/2022	550	Madison Concourse
State Basketball Championships	2022 Wis Middle School State Championship	3,125	\$1,034,374	3/10/2022	2,092	UW Nicholas Rec Cntr
Wisconsin Department of Tourism	Governor's Conference on Tourism 2022	1,000	\$425,425	3/13/2022	908	Monona Terrace
Wisconsin Interscholastic Athletic Assoc	2022 WIAA Boys State Basketball Team Rooms	350	\$197,335	3/16/2022	709	UW Kohl Center
Mary Kay Inc	Career Conference 2022	1,500	\$375,245	3/23/2022	195	Monona Terrace

2022 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Wis Future Business Leaders of America FBLA	State Leadership Conference 2022	2,000	\$819,045	3/27/2022	1,876	Alliant Energy Center
Central States Communication Association	CSCA Annual Convention 2022	800	\$350,377	3/29/2022	829	Madison Concourse
Wisconsin Tourette Association	Tourette Connect Conference	125	\$14,936	4/2/2022	15	Park Hotel
Pharmacy Society of Wisconsin	2022 Educational Conference	400	\$133,825	4/4/2022	80	Monona Terrace
SkillsUSA Wisconsin Association	State Leadership and Skills Conference 2022	2,300	\$701,063	4/4/2022	500	Alliant Energy Center
Wisconsin Medical Society	2022 Annual Convention	300	\$105,039	4/7/2022	190	Monona Terrace
HelmsBriscoe	CRU Dance - 2022 Madison Competition	350	\$31,977	4/8/2022	53	Oregon H.S.
Cognitive Development Society	13th Biennial Conference-2022	900	\$504,287	4/20/2022	950	Monona Terrace
Epic	2022 XGM - Week 1	4,700	\$3,856,818	4/24/2022	11,071	Epic Conf Center
AIA Wisconsin	Annual Convention 2022	2,000	\$310,106	4/26/2022	92	Monona Terrace
Wisconsin Holstein Association	2022 Wisconsin Dairy Showcase	500	\$155,874	4/27/2022	225	Alliant Energy Center
Epic	2022 XGM - Week 2	4,700	\$4,175,698	5/1/2022	10,613	Epic Conf Center
Midwest Archives Conference	MAC 2022 Annual Meeting	400	\$161,845	5/3/2022	465	Madison Concourse
Dairyland Sports	2022 Dairyland Games	100	\$24,531	5/5/2022	40	Verona H.S.

2022 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Greg Reinhard Baseball Academy	2022 May Classic	1,200	\$310,009	5/6/2022	375	Deforest Complex
Race Day Events LLC	2022 Lake Monona 20K	2,000	\$52,434	5/6/2022	50	Race Course
Municipal Electric Utilities of Wisconsin, Inc.	MEUW Annual Meeting 2022	150	\$80,269	5/10/2022	155	Madison Concourse
Wisconsin Community Media	Spring 2022 Conference	130	\$41,518	5/11/2022	60	Park Hotel
University of Colorado Boulder	2022 Sun-Climate Symposium	75	\$60,589	5/15/2022	240	Madison Concourse
Central States Water Environment Association	Annual Meeting 2022	400	\$233,582	5/16/2022	134	Monona Terrace
Wis Dept of Ag Trade & Consumer Protection	75th Alice in Dairyland 2022	450	\$45,796	5/18/2022	88	Monona Terrace
Greg Reinhard Baseball Academy	2022 Midwest Elite (13U-14U)	1,200	\$310,009	5/20/2022	375	Deforest Complex
Rockford Mutual Insurance Company	May 2022 Meeting	50	\$7,125	5/23/2022	13	DoubleTree East
Greg Reinhard Baseball Academy	2022 Midwest Elite (9U-12U)	1,200	\$310,009	5/27/2022	375	Deforest Complex
Madison Festivals Inc	2022 Run Madtown	4,500	\$282,711	5/27/2022	50	Marathon Course
Madison Minotaurs Rugby Football Club	2022 Madtown Scrumdown	150	\$39,387	5/27/2022	75	Wis Rugby Complex
USA Hockey	2022 IIHF U18 Women's World Championships	1,800	\$1,042,870	5/30/2022	2,959	UW & Capital Ice
NHS Global Events	CMFG Life Insurance Company - CLO Forum	35	\$17,929	6/1/2022	70	Edgewater

2022 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Symp on Research in Child Language Disorders	43rd Annual Conference - 2022	300	\$125,517	6/1/2022	435	Monona Terrace
Wisconsin Primary Health Care Association	CEO Leadership Retreat	55	\$16,541	6/1/2022	40	Park Hotel
Greg Reinhard Baseball Academy	2022 June Classic	1,200	\$308,228	6/3/2022	375	Deforest Complex
Wisconsin Interscholastic Athletic Association	2022 WIAA State Softball Champs Team Rooms	600	\$219,070	6/8/2022	450	UW
Travel Leaders Corporate	Artex Wisconsin Risk Control Workshop	45	\$13,575	6/9/2022	30	Hilton Garden DT
Sustainable Forestry Initiative	2022 SFI Annual Conference and PLT Intl Conf	275	\$255,618	6/11/2022	832	Madison Concourse
Wisconsin Association of FFA	Annual State Convention 2022	3,000	\$1,124,639	6/13/2022	1,750	Alliant Energy Center
Garden Bloggers Fling	2022 Garden Bloggers Fling	75	\$64,905	6/22/2022	210	Madison Concourse
Blue52 Productions, LLC	2022 NSMMS & CRASTE	500	\$390,022	6/23/2022	1,102	Monona Terrace
American Simmental Association	2022 AJSA National Classic	1,200	\$849,753	6/24/2022	1,845	Alliant Energy Center
Professional Disc Golf Association	2022 US Women's Disc Golf Championships	250	\$107,371	6/28/2022	100	Elver Park
Intl Society for Computational Biology	Intelligent Systems for Molecular Biology 2022	1,500	\$1,033,178	7/8/2022	2,460	Monona Terrace
Fed of US Teachers of Highland Dancing	2022 ScotDance USA National Championships	1,500	\$613,710	7/13/2022	805	Marriott West
American Society for Virology	41st Annual Meeting (2022)	1,700	\$1,640,612	7/14/2022	4,705	Monona Terrace

2022 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Greg Reinhard Baseball Academy	2022 July Classic	1,200	\$419,812	7/15/2022	500	Deforest Complex
National Association of State Election Directors	NASED 2022 Annual Summer Meeting	180	\$104,919	7/17/2022	412	Madison Concourse
Madison Mini-Marathon L.L.C.	2022 Madison Mini-Marathon	11,800	\$933,455	7/21/2022	415	Marathon Course
Wisconsin Sports Services	2022 Badgerland Softball World Series	1,500	\$281,907	7/21/2022	300	Sun Prairie H.S.
Lacrosse America	2022 Lacrosse America Madison Capital Classic	1,500	\$430,420	7/22/2022	820	Reddan Soccer Park
CrossFit, Inc.	2022 CrossFit Games	35,000	\$8,428,471	7/25/2022	17,692	Alliant Energy Center
Wisconsin Department of Public Instruction	2022 DPI Nursing Summer Institute	75	\$17,396	8/4/2022	25	Monona Terrace
American Meteorological Society	25th SatMet/17th PolarMet/16th AR/16th Cloud	675	\$991,137	8/6/2022	3,339	Monona Terrace
OCLC Inc. Online Computer Library Center	OCLC IMLS APP Convening Conference	25	\$22,685	8/7/2022	73	Hyatt Place DT
Upledger Institute	Health Care Seminar Aug 2022	44	\$22,857	8/9/2022	73	DoubleTree East
LeMans Corporation	Parts Unlimited & Drag Specialties NVP Expo	1,000	\$887,275	8/16/2022	1,303	Monona Terrace
Epic	2022 Users' Group Meeting (UGM)	5,000	\$5,110,411	8/20/2022	12,154	Other
Wisconsin Holstein Association	2022 Wisconsin Summer Championship Show	500	\$226,637	8/22/2022	300	Alliant Energy Center
Cohousing Association of the US	2022 Annual Meeting	500	\$277,536	8/24/2022	267	Madison Concourse



2022 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Northstar Meetings Group	Destination Midwest 2022	70	\$49,409	8/27/2022	154	Madison Concourse
Wisconsin Public Television	Great Wisconsin Quilt Show 2022	20,000	\$1,553,129	9/6/2022	155	Alliant Energy Center
World Triathlon Corporation	IRONMAN Wisconsin 2022	14,800	\$3,132,299	9/6/2022	5,371	Monona Terrace
Master Brewers Association of the Americas	Master Brewers Course 1	50	\$48,935	9/11/2022	160	DoubleTree DT
Sentry Insurance Company	Sentry National Personal Lines Sales Meeting	52	\$72,786	9/12/2022	208	Hilton Garden West
Wis Section of the American Water Works Assoc	Annual Meeting & Water Utility Expo 2022	500	\$337,377	9/12/2022	264	Monona Terrace
NHS Global Events	CMFG Life Insurance Co - Ventures Summit	350	\$194,013	9/14/2022	590	Edgewater
Convergent Science	Converge User Conference	100	\$105,913	9/18/2022	60	Park Hotel
International Society for Stem Cell Research	ISSCR 2022 International Symposia	800	\$453,876	9/20/2022	200	Monona Terrace
Conscious Discipline	Conscious Discipline Staff Training	20	\$48,039	9/24/2022	140	The Playing Field
Project Management Institute	2022 Prol Development Day - Madison Chapter	400	\$21,653	9/26/2022	15	Monona Terrace
Wis Housing & Economic Development Authority	WHEDA Conference 2022	600	\$193,274	9/27/2022	365	Monona Terrace
Brown Swiss Cattle Breeders' Association	2022 Brown Swiss World Congress	350	\$334,199	10/1/2022	900	Monona Terrace
National Assoc of Extension 4-H Youth Dev Profls	Annual Conference 2022	1,000	\$971,522	10/7/2022	2,287	Monona Terrace

2022 Confirmed Events

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Gamehole Con	Gamehole Con 2022 Room Block	3,000	\$887,791	10/19/2022	1,738	Alliant Energy Center
MYHockey	2022 MYHockey Fall Tournament	500	\$239,362	10/21/2022	460	Sun Prairie Ice
Master Brewers Association of the Americas	Master Brewers Course 2	30	\$73,709	10/23/2022	230	DoubleTree DT
Wisconsin Music Educators Association	Wisconsin State Music Conference 2022	3,800	\$847,934	10/26/2022	481	Monona Terrace
Word Game Players Organization	2022 Midwest Scrabble Championship	100	\$43,408	11/10/2022	60	Madison Concourse
MYHockey	2022 MYHockey Veterans Cup	500	\$306,943	11/11/2022	880	Sun Prairie Ice
The Isthmus Bowl	2022 Culvers Isthmus Bowl	2,000	\$106,924	11/18/2022	180	Sun Prairie H.S.
Wisconsin Society of Association Executives	2022 WSAE Annual Summit	150	\$62,488	11/29/2022	55	Madison Concourse
Wisconsin Chess Association	Wisconsin Memorial Chess Tournament	75	\$17,791	12/2/2022	30	Other
Wisconsin Volleyball Coaches Association	2022 All-Star Series & Awards Banquet	250	\$46,198	12/10/2022	118	Madison College
Madison College Athletics	2022 60Eight Basketball Tournament	2,000	\$263,878	12/16/2022	18	Madison College
Confirmed Events to occur in 2022 = 95		190,155	\$56,459,654		110,198	as of 8.8.22