



# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WI 53703 TEL 608 261-4000 FAX 608 261-4049

## BOOKING PACE AS OF 6/30/25

| DEFINITE              | 2024       | 2025       | 2026       | 2027      | 2028     | 2029     | Total      | Δ Last Month |
|-----------------------|------------|------------|------------|-----------|----------|----------|------------|--------------|
| Convention            | 28         | 23         | 24         | 14        | 4        | 2        | 67         | 4            |
| Conference            | 25         | 24         | 15         | 0         | 0        | 0        | 39         | 2            |
| Banquet               | 147        | 146        | 37         | 0         | 0        | 0        | 183        | 10           |
| Meeting               | 96         | 94         | 24         | 0         | 0        | 0        | 118        | 9            |
| Consumer Show         | 14         | 20         | 5          | 2         | 0        | 0        | 27         | 1            |
| Entertainment Event   | 121        | 154        | 10         | 0         | 0        | 0        | 164        | 23           |
| <b>DEFINITE TOTAL</b> | <b>431</b> | <b>461</b> | <b>115</b> | <b>16</b> | <b>4</b> | <b>2</b> | <b>598</b> | <b>49</b>    |
| <b>% Δ Last Year</b>  |            | +7%        |            |           |          |          |            |              |

| PENDING              | 2025      | 2026      | 2027     | 2028     | 2029     | Total     |
|----------------------|-----------|-----------|----------|----------|----------|-----------|
| Convention           | 0         | 1         | 1        | 0        | 1        | 3         |
| Conference           | 0         | 0         | 0        | 0        | 0        | 0         |
| Banquet              | 4         | 7         | 0        | 0        | 0        | 11        |
| Meeting              | 2         | 2         | 0        | 0        | 0        | 4         |
| Consumer Show        | 1         | 0         | 0        | 0        | 0        | 1         |
| Entertainment Event  | 5         | 2         | 0        | 0        | 0        | 7         |
| <b>PENDING TOTAL</b> | <b>12</b> | <b>12</b> | <b>1</b> | <b>0</b> | <b>1</b> | <b>26</b> |

| TENTATIVE              | 2025     | 2026      | 2027      | 2028      | 2029      | Total      |
|------------------------|----------|-----------|-----------|-----------|-----------|------------|
| Convention             | 0        | 4         | 17        | 14        | 11        | 46         |
| Conference             | 0        | 1         | 0         | 4         | 0         | 5          |
| Banquet                | 0        | 17        | 9         | 0         | 0         | 26         |
| Meeting                | 3        | 16        | 6         | 1         | 1         | 27         |
| Consumer Show          | 0        | 10        | 8         | 11        | 11        | 40         |
| Entertainment Event    | 0        | 12        | 2         | 0         | 0         | 14         |
| <b>TENTATIVE TOTAL</b> | <b>3</b> | <b>60</b> | <b>42</b> | <b>30</b> | <b>23</b> | <b>158</b> |