

We engage visitors

We're steady in our strategies to build brand awareness and drive destination development.

By creating new reasons to visit, we engaged new and repeat leisure, convention and sporting event visitors.

8.9 MILLION VISITORS

We create jobs

Our goal is to make Madison a great place to visit, live and work. Our workforce development initiatives are building a pipeline of professionals who will grow our destination's stellar reputation, which means more jobs.

18,811 JOBS

We give back to residents

Overnight visitors pay hotel room taxes that help us all. In 2023, those collections generated \$710 per household in equivalent public services, funding things like street repairs and hiring more firefighters.

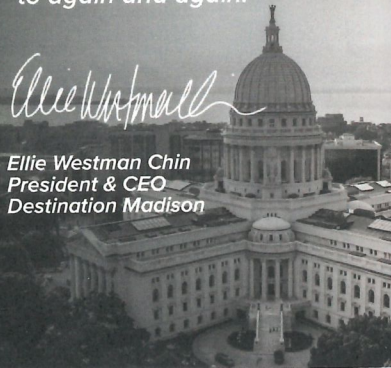
\$710 PER HOUSEHOLD



"Madison is having a moment and our buzz-worthy capital city is getting attention thanks to our dedicated hospitality community. Here, it's the people who make the place. They're the ones putting Madison on the map as a place visitors want to return to again and again."

Ellie Westman Chin

Ellie Westman Chin
President & CEO
Destination Madison



ROI is our "why"

As a Destination Management Organization we take our role seriously. That's why we only invest in programs that get serious results in return.

IN 2023.

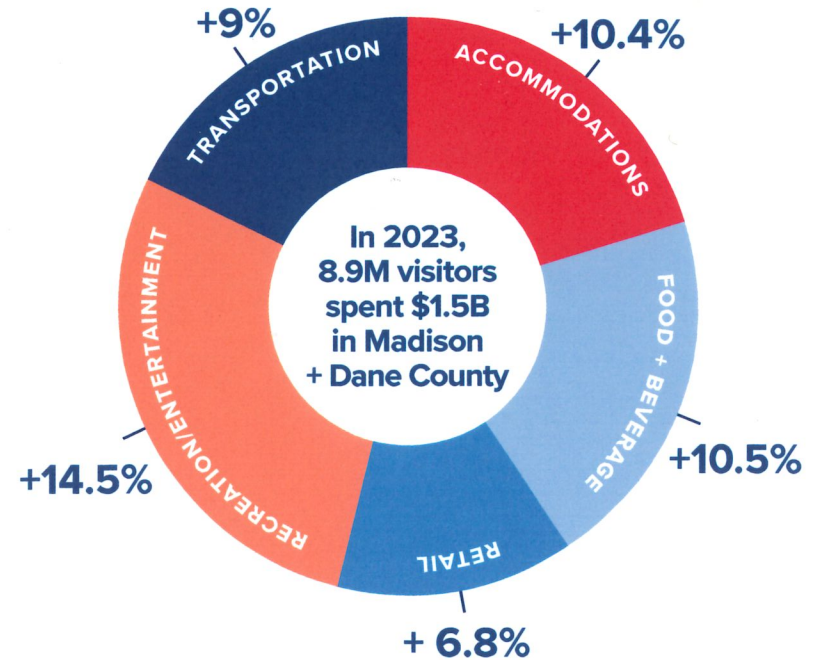
Leisure:

Destination Madison spent \$1
= visitors spend \$22

Group Sales:

Destination Madison spent \$1
= visitors spend \$24

Visitors spent,
on average,
\$4.1 million
per day
in Madison +
Dane County



All percentages represent an increase over 2022 visitor spending.



MAKING MADISON GROW

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