



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**

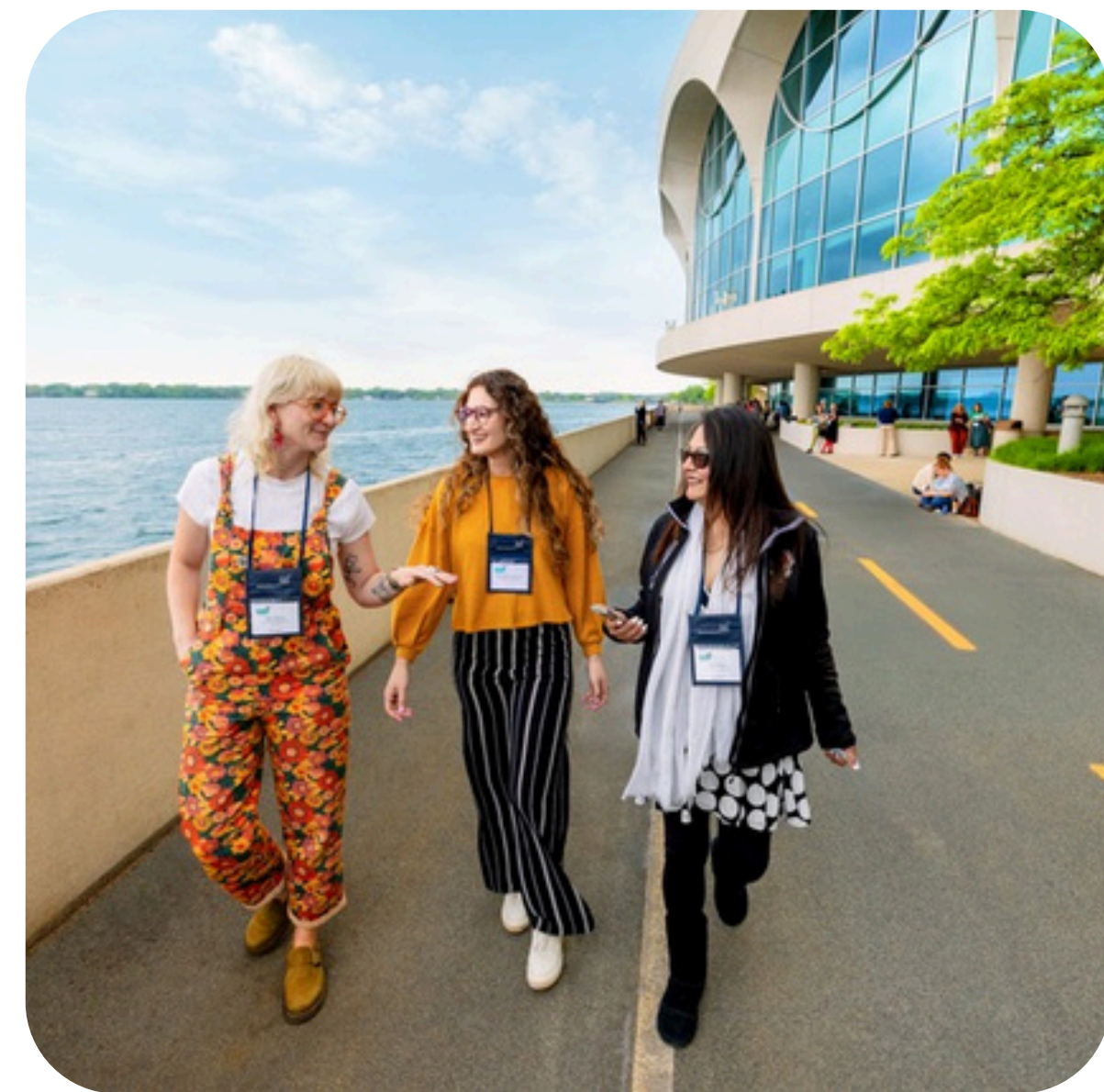
to read more: <https://lnkd.in/gj8HJGfR>



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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.



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



≡ MEN'S JOURNAL



TRAVEL

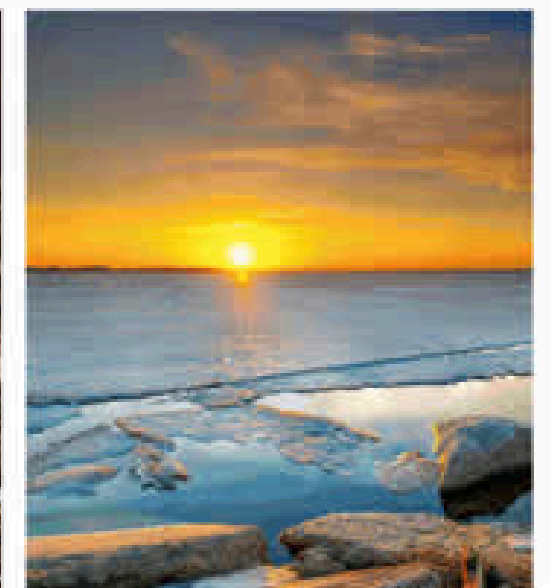
50 Best Vacations in the U.S. to Explore America's Adventure Capitals

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



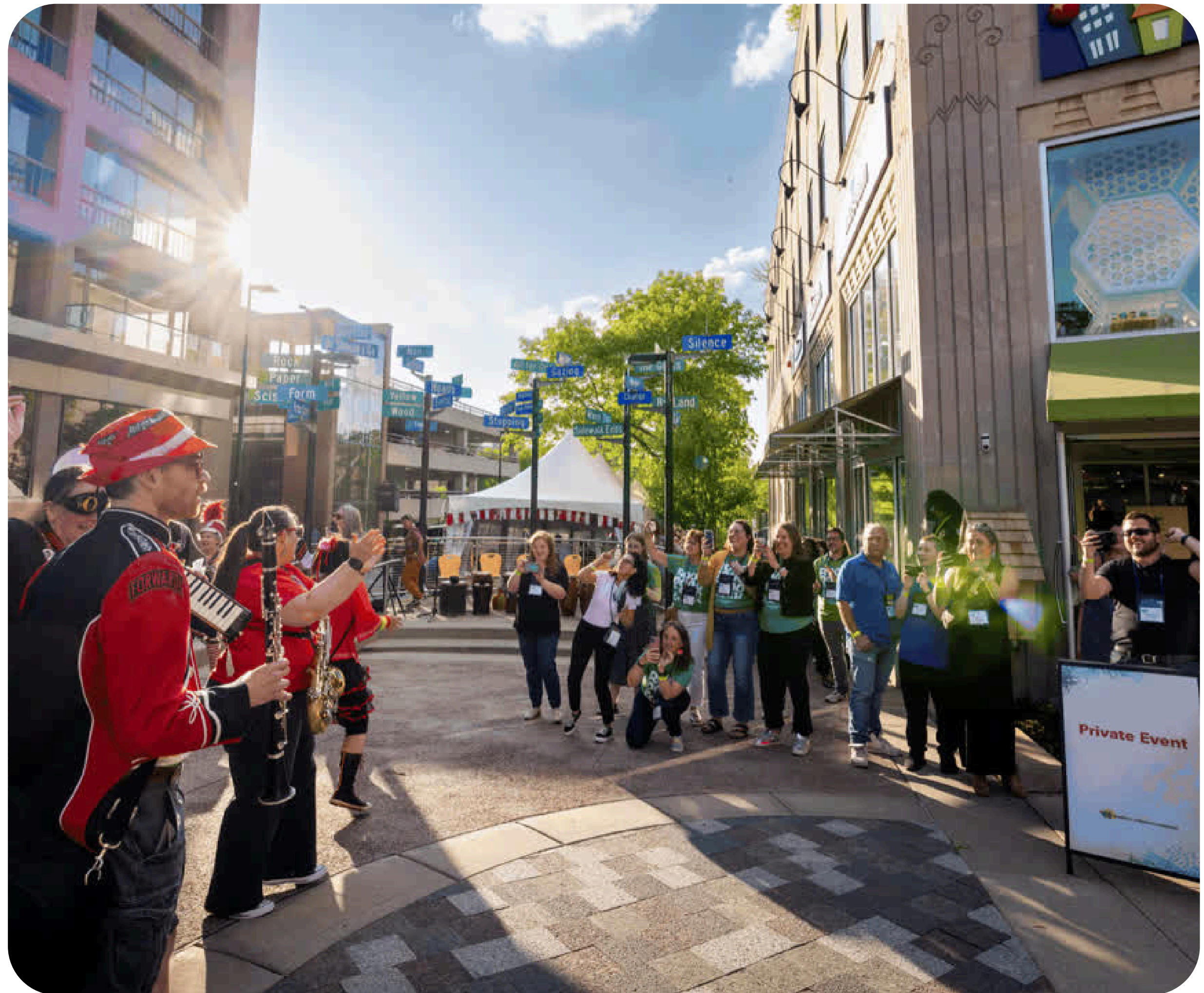


**We expanded our network
to 900 partners.**

**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.





WORK HOSPITALITY.

FIND JOY IN THE EVERYDAY

Work That Fits *You*

4:43
Teams
visitmadison.com

destination
madison

MENU

Share

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.

A vertical red dashed line runs down the left side of the image. A red triangle points to the right, positioned between the first and second lines of text.

2024

ECONOMIC

IMPACT

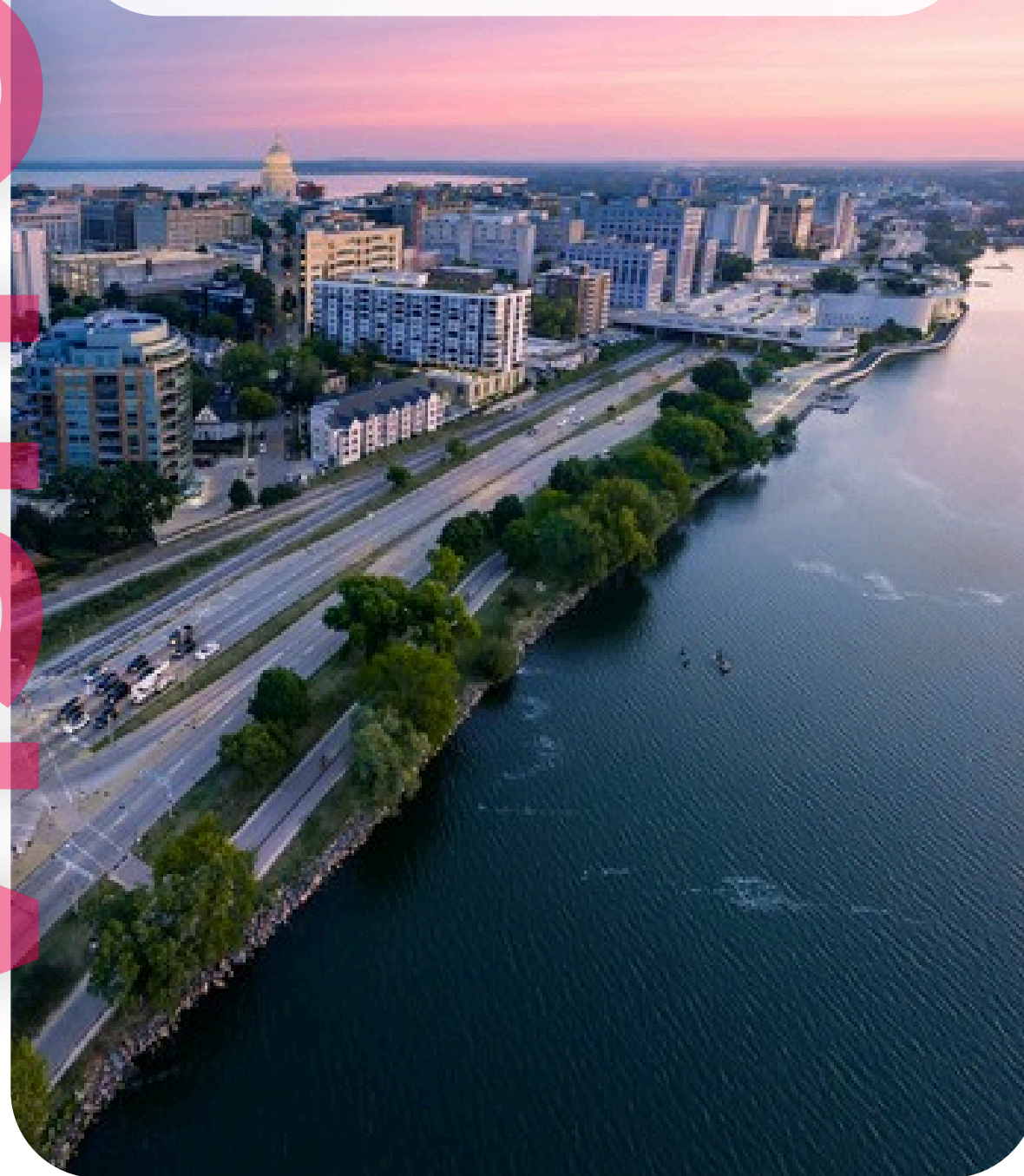
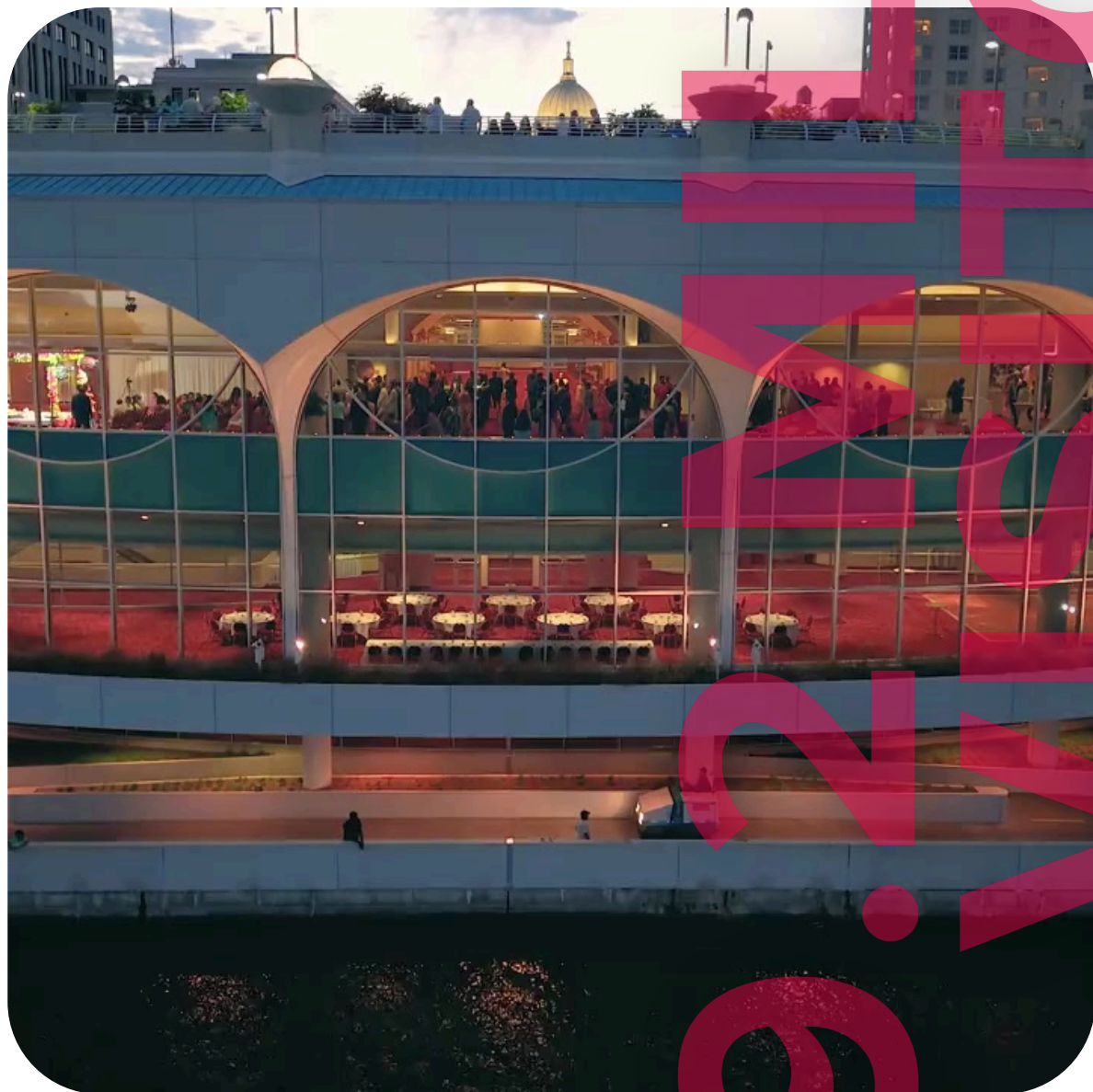


Tourism supported
19,337 jobs
in Dane County



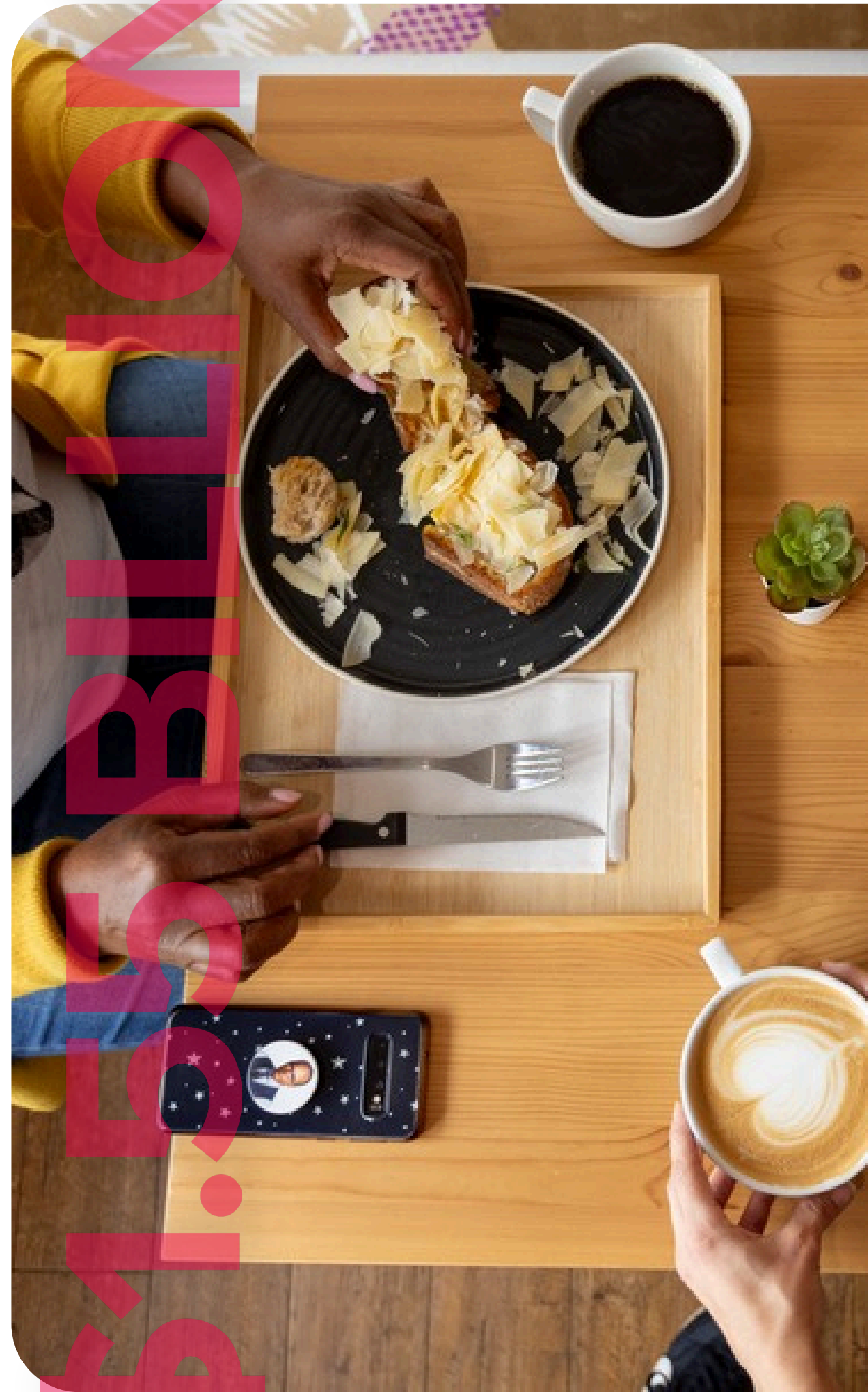


In 2024, we welcomed
9.2 million visitors
to Dane County



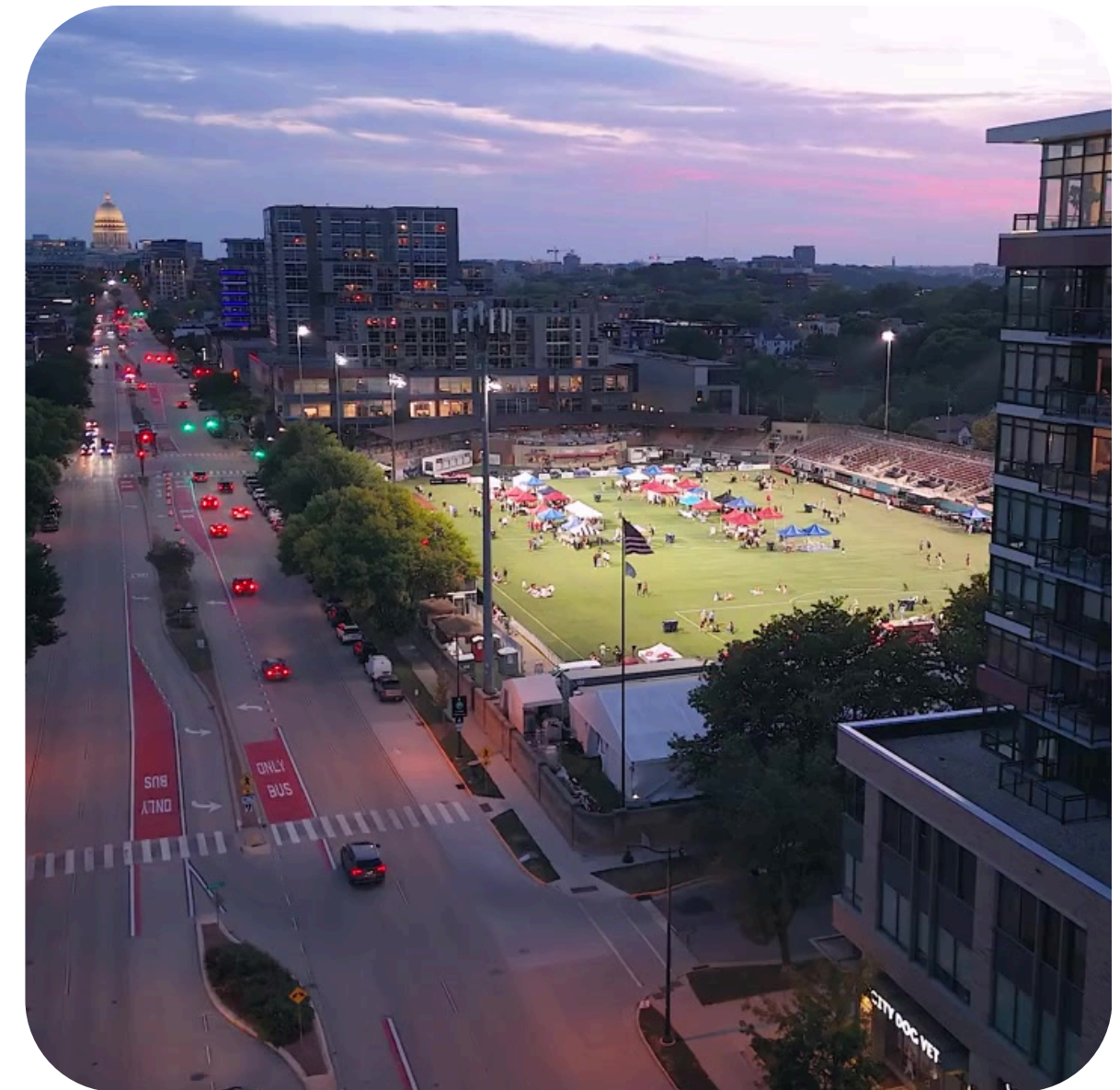


Those visitors spent
\$1.55 billion
in Dane County





That equates to
\$4.2 million per day



**Food +
Beverage**
\$450 million

Accommodations
\$376 million

Retail
\$319 million

Transportation
\$212 million

**Recreation/
Entertainment**
\$193 million



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



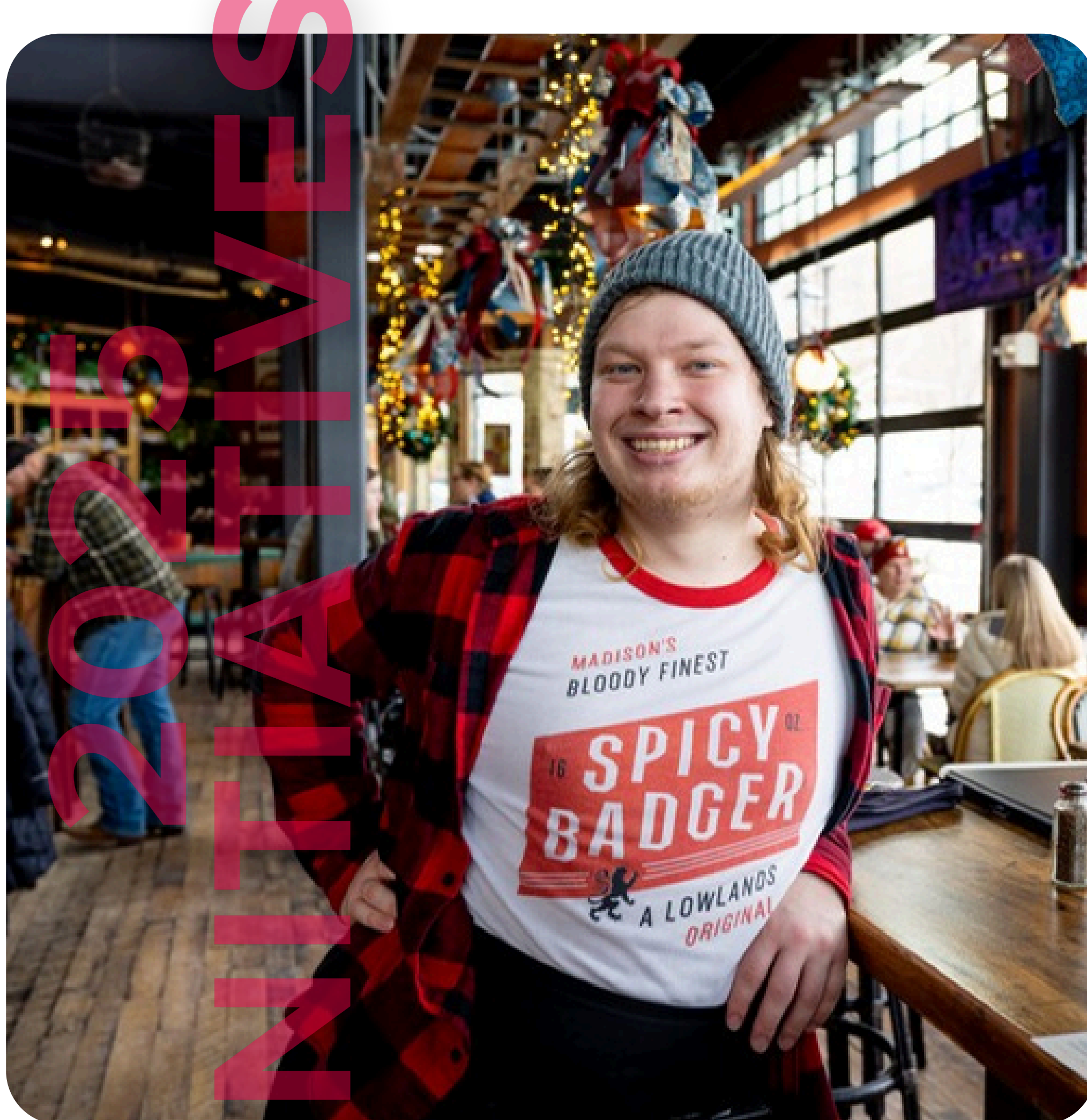
**DIRECT ROOM
NIGHT
GROWTH**



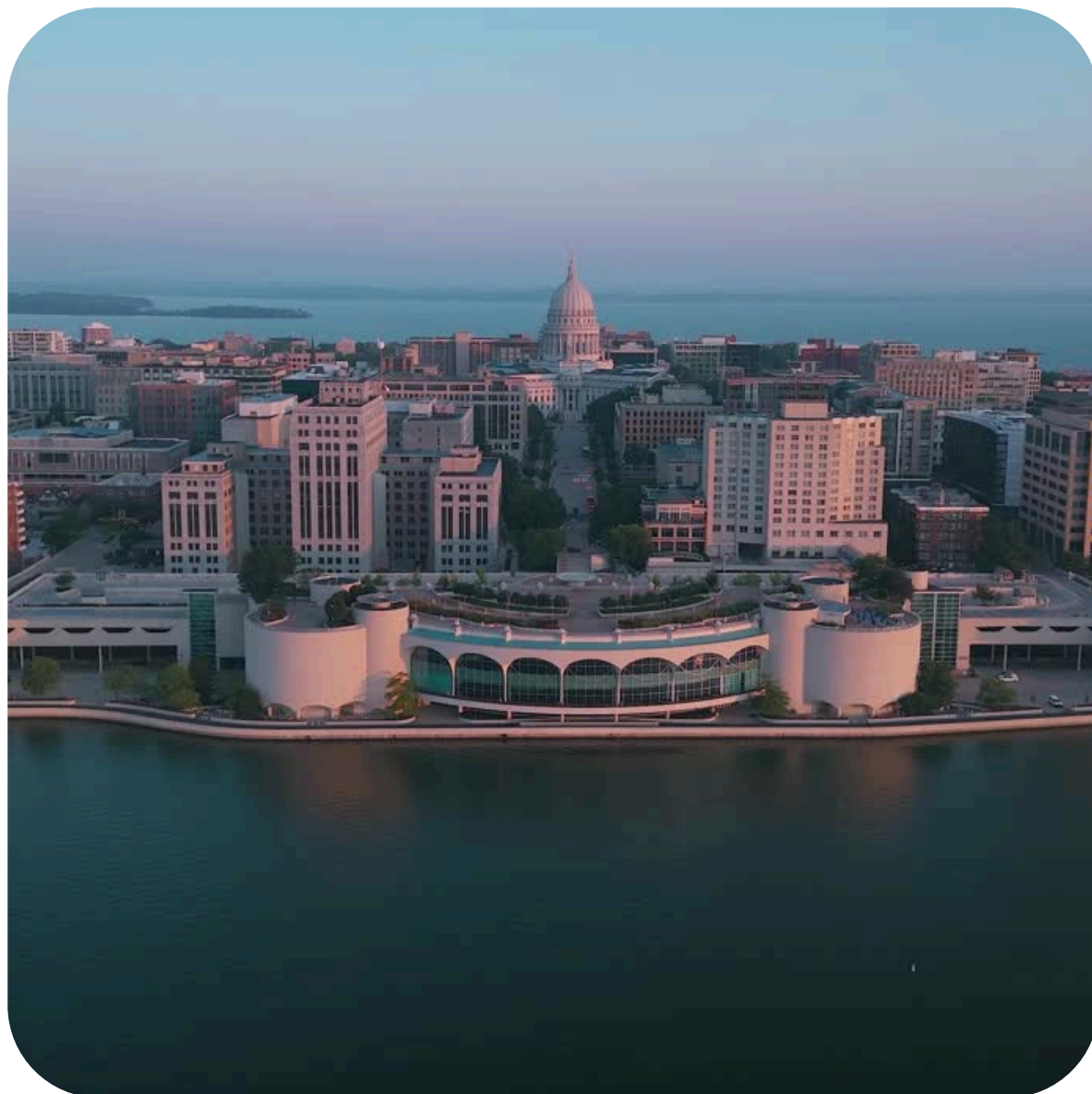
- 1 Target Off-Season conventions & sporting event
- 2 Optimize Facilities
- 3 Secure City-Wide Event



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



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

53

► **\$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**