



DESTINATION MADISON UPDATE

FEBRUARY 19, 2026

destination
madison



MADISON AREA
SPORTS COMMISSION



**ORGANIZATIONAL
UPDATE**



PEOPLE

We *focus* on meaningful relationships that reflect the full diversity of our community and allow us to share stories that resonate with visitors seeking inclusive, welcoming destinations.



PLANET

We *prioritize* long-term environmental responsibility by protecting natural assets, embracing sustainable best practices, and partnering with others to advance this work.



PLACE

We *celebrate* the physical spaces, cultural assets and accessible experiences that make Madison a one-of-a-kind place where everyone feels they belong.

THE CORE PRINCIPLES IN PRACTICE

Every visitor we attract fuels local businesses, supports jobs, funds community services, and helps sustain and grow our community assets—improving quality of life across Dane County.

As an impact brand, we have the responsibility to transparently understand and manage the economic, social and environmental impacts of our work—today and into the future.



OUR PURPOSE

**Destination Madison powers our thriving tourism industry,
creating meaningful connections and real belonging.**

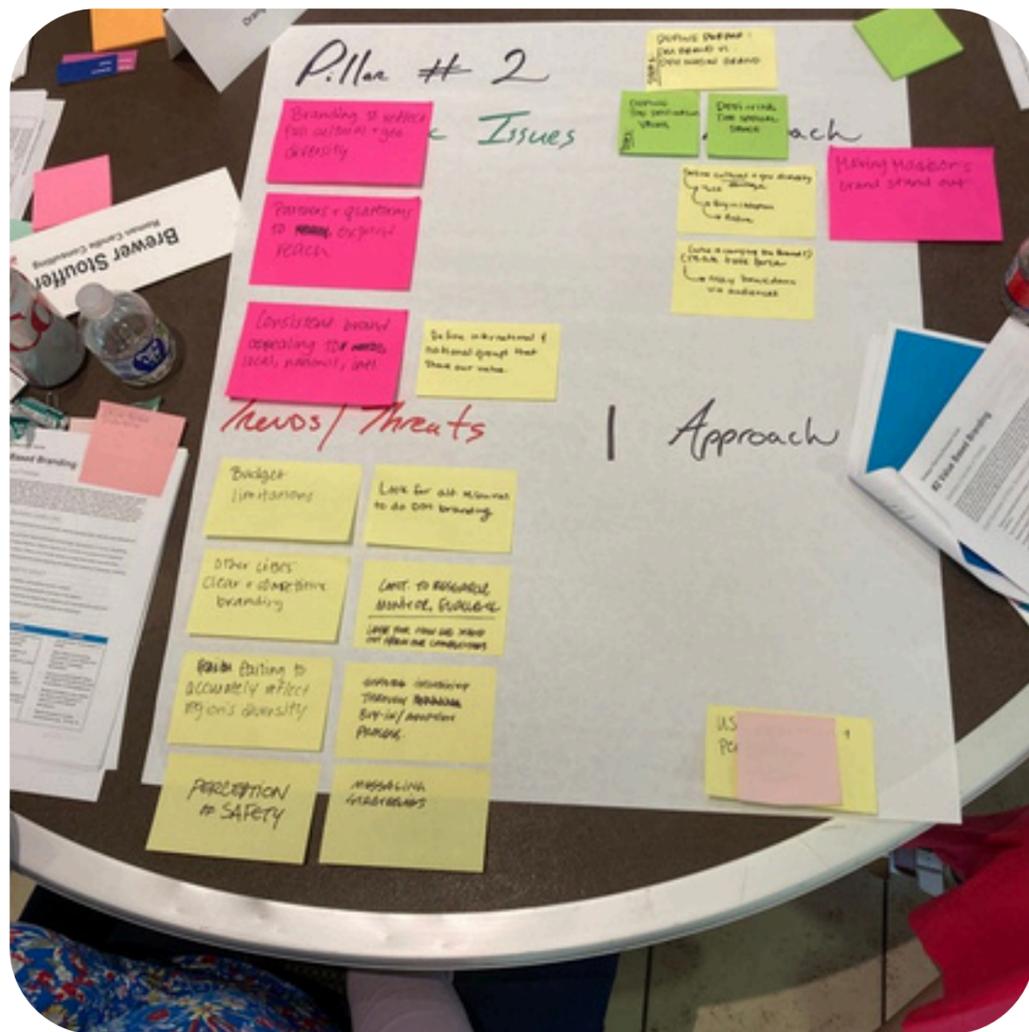
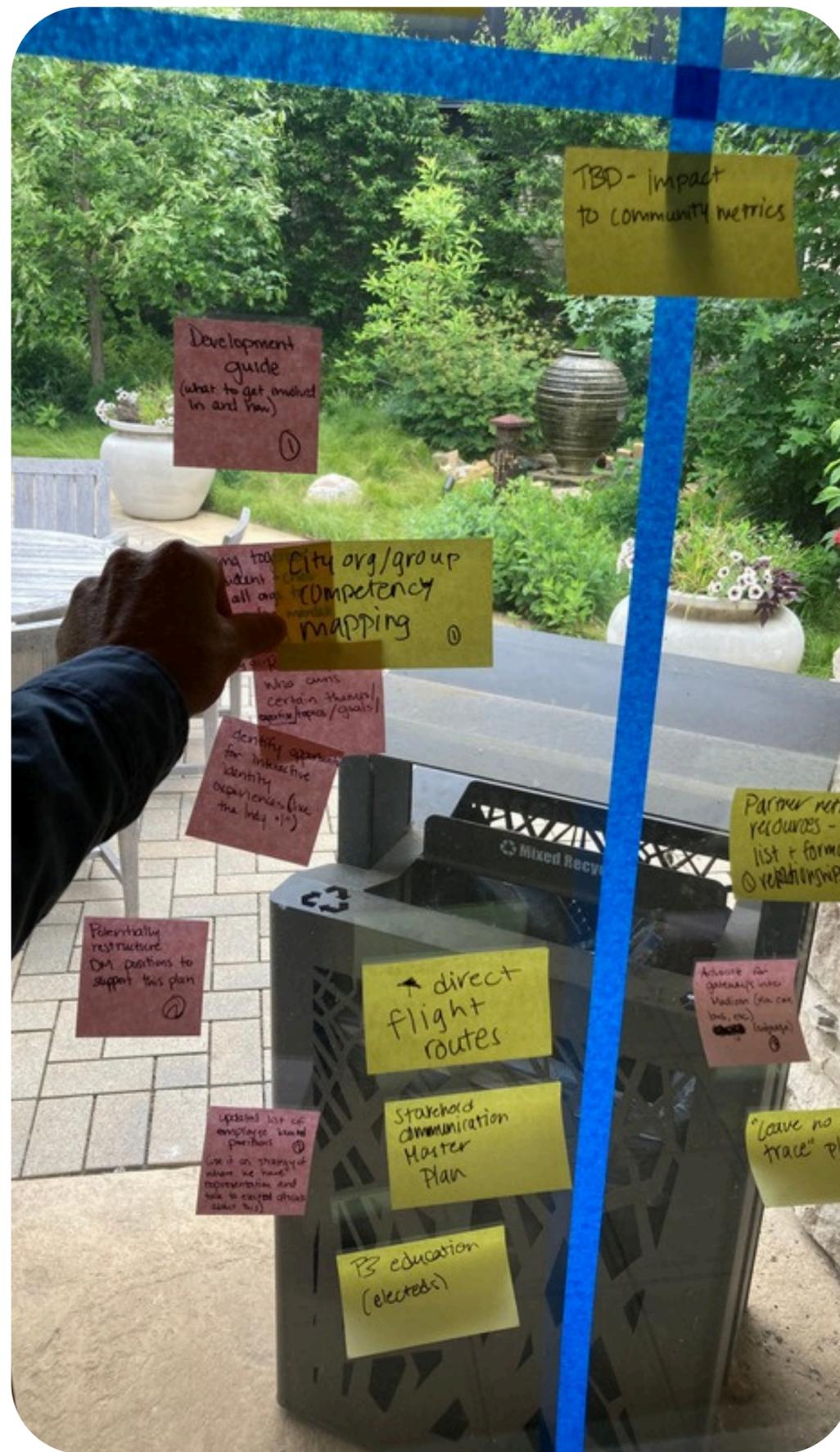
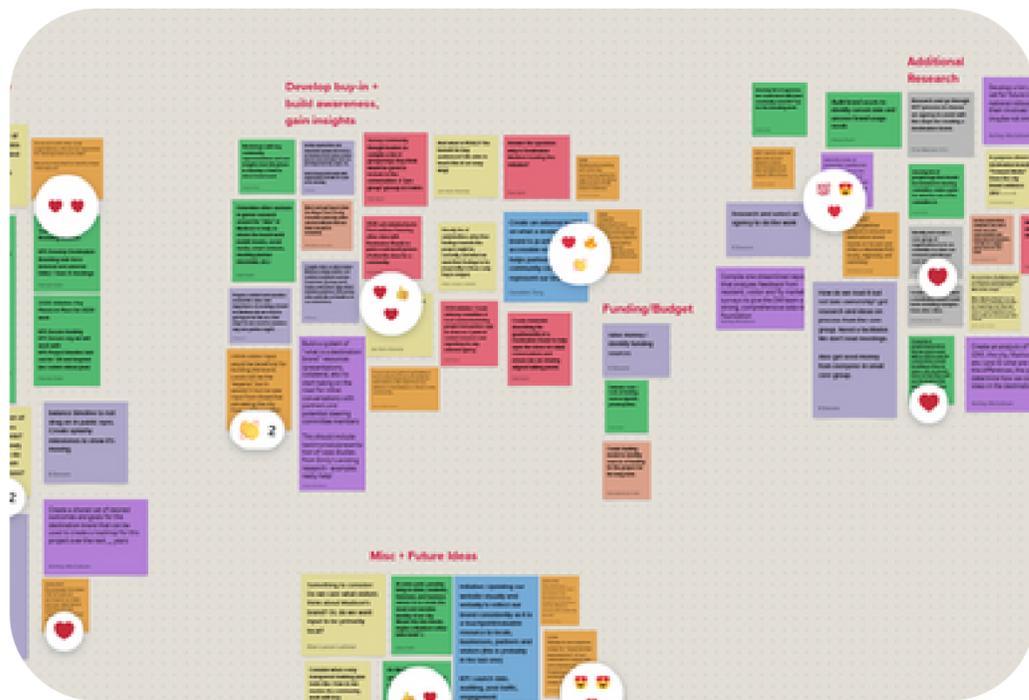
PAST MISSION STATEMENT

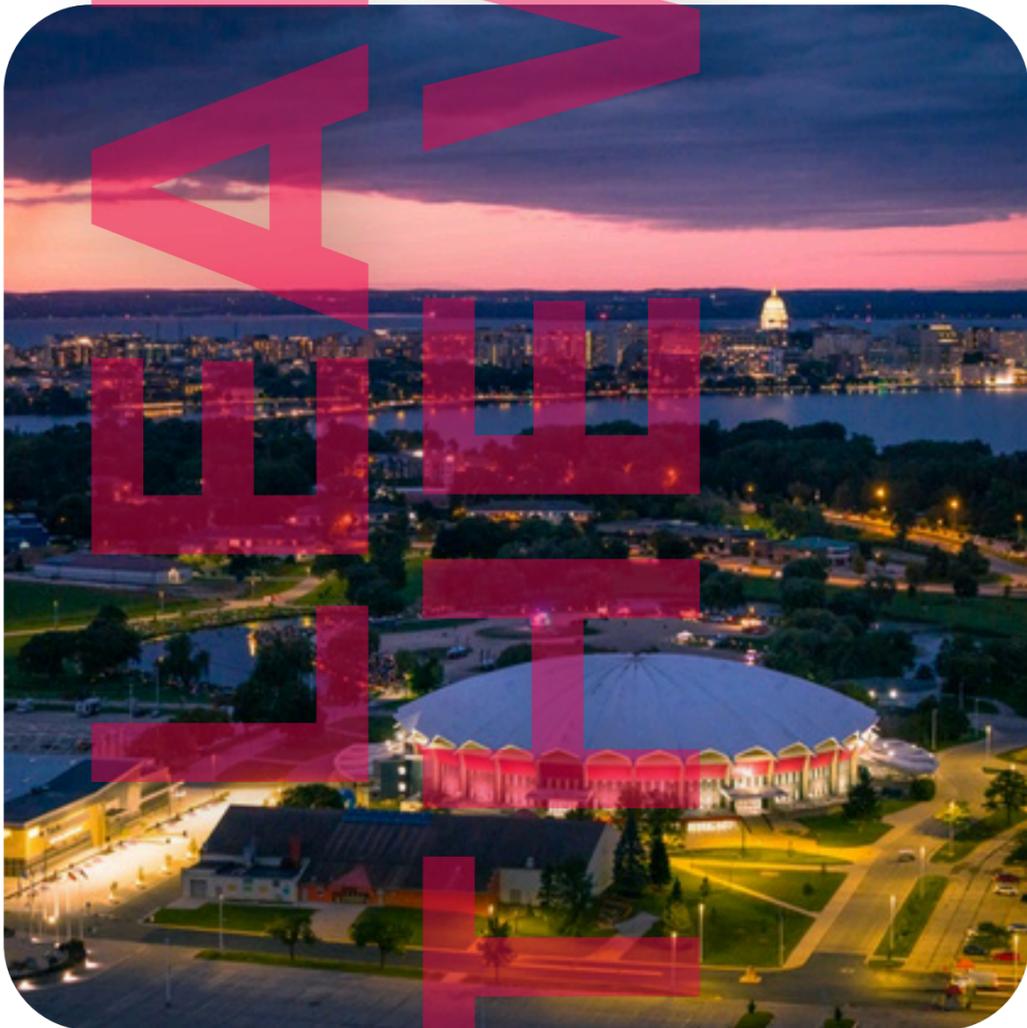
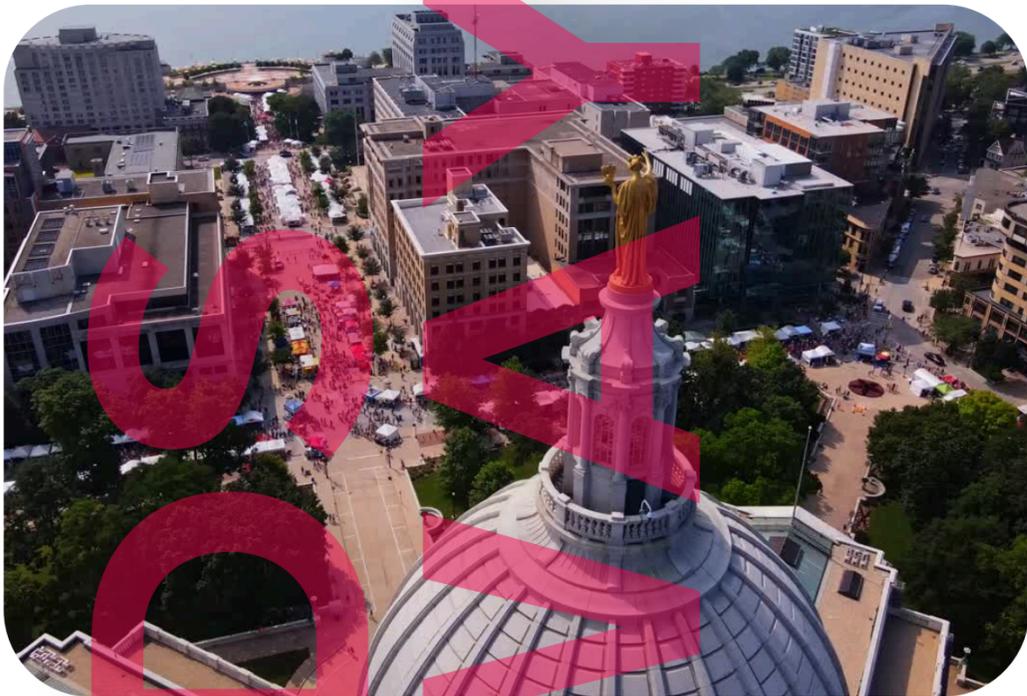
Inspire a love
for Madison.



NEW MISSION STATEMENT

To grow greater
Madison's economy
through visitor spending.





SUSTAINED ECONOMIC GROWTH + SUPPORT

Everything we do connects back to this core pillar.



SUPPORTING PILLARS

The next three pillars provide the foundation, momentum and tools to help us reach sustainable economic growth.



**VALUES-BASED
BRANDING**

**PARTNER
RESILIENCY
+ GROWTH**

**DESTINATION
DEVELOPMENT**



**CONVENTION &
SPORTS SALES**

In 2025, Destination Madison booked **134,229** future room nights, which will bring nearly **150,000** people to Dane County.

Confirmed Event Room Nights





CONVENTION SALES

Recently Confirmed and Pending business

- American Cheese Society - \$76,949
- \$47,000 in contracts out.
- \$104,000 in contracts currently in process.



CONVENTION SALES: SITE VISITS & TRADESHOWS

Site Visits

- ASPE
- World Triathlon Corp
- CubeCon
- Fam Tour end of July

Tradeshows

- PCMA Convening Leaders
- CESSE CEO
- Meet NY - Feb 24
- MIC of Colorado - March 12-13



SPORTS SALES

Sales Trips/Tradeshows

- Indianapolis
- ACES

MASC Youth Grant

- Closed January 31
- 29 applications, \$111k+

PLANNER TOOLKIT

Provided to all clients - includes resources for hosting their event in Madison/Dane County



PLANNER TOOLKIT

Meeting planning is a breeze when you partner with our resourceful and trustworthy team of experts.

HOME

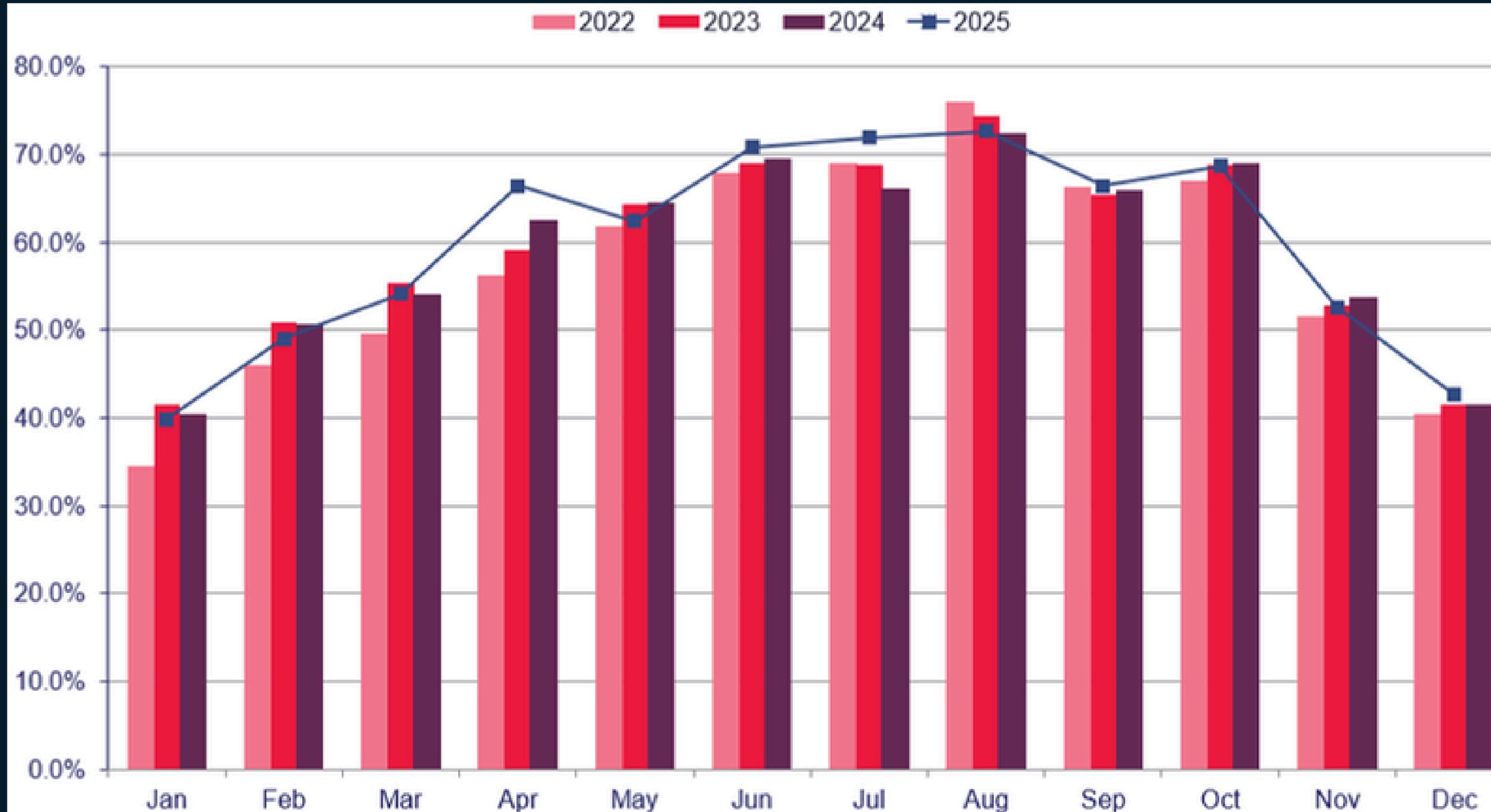
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PLANNER TOOLKIT

How can I get attendees excited to travel to Madison for my meeting? Where should I book a private dinner for the board? What are some unique venues for memorable offsite activities? These are questions we commonly hear from meeting planners, and we've developed this toolkit of resources to aid you in your planning. Can't find what you need or want to bounce an idea off us? [Contact us](#)—the Destination Madison Event Services team is here as an extension of your team.

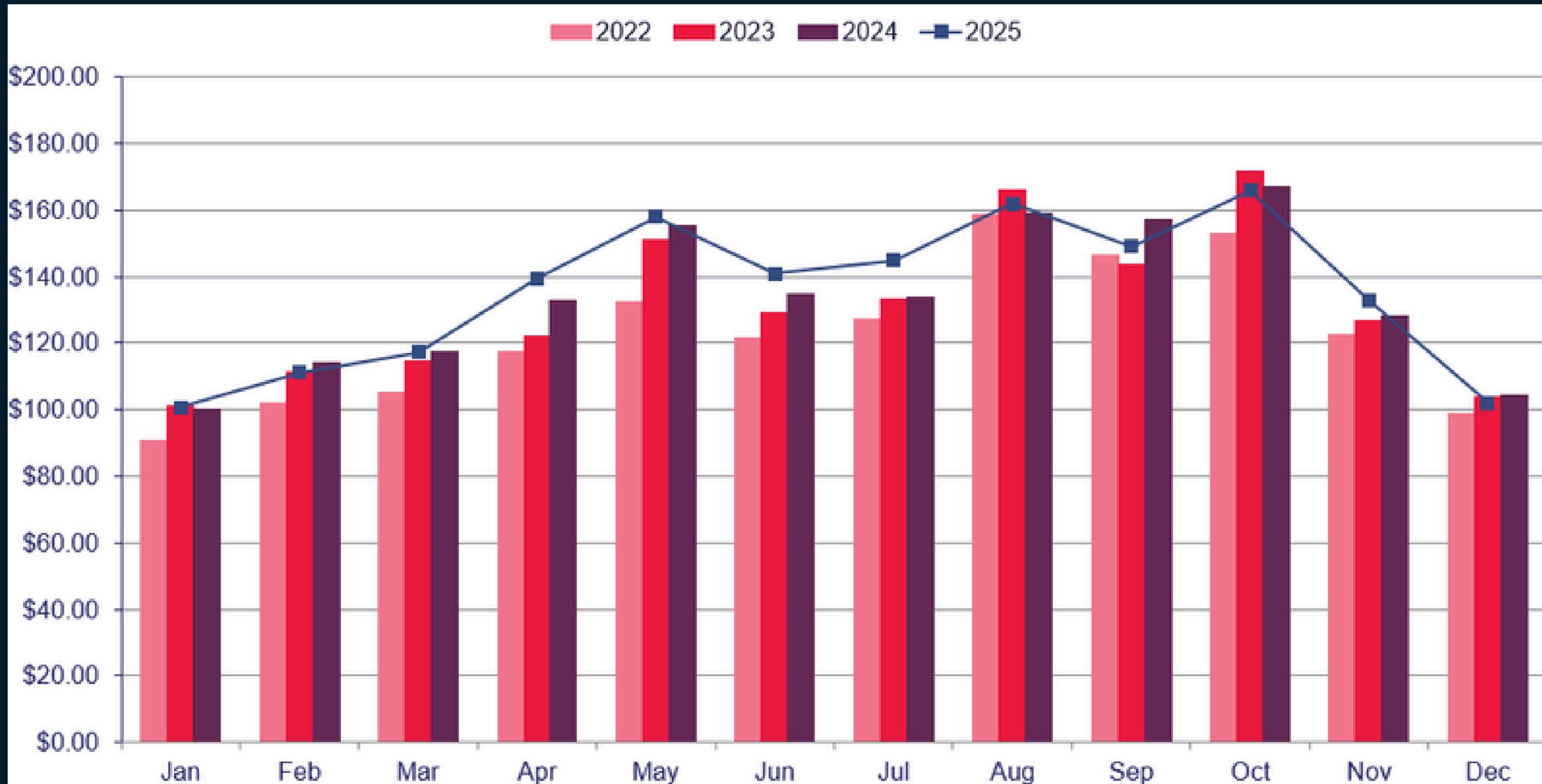


HOTEL OCCUPANCY

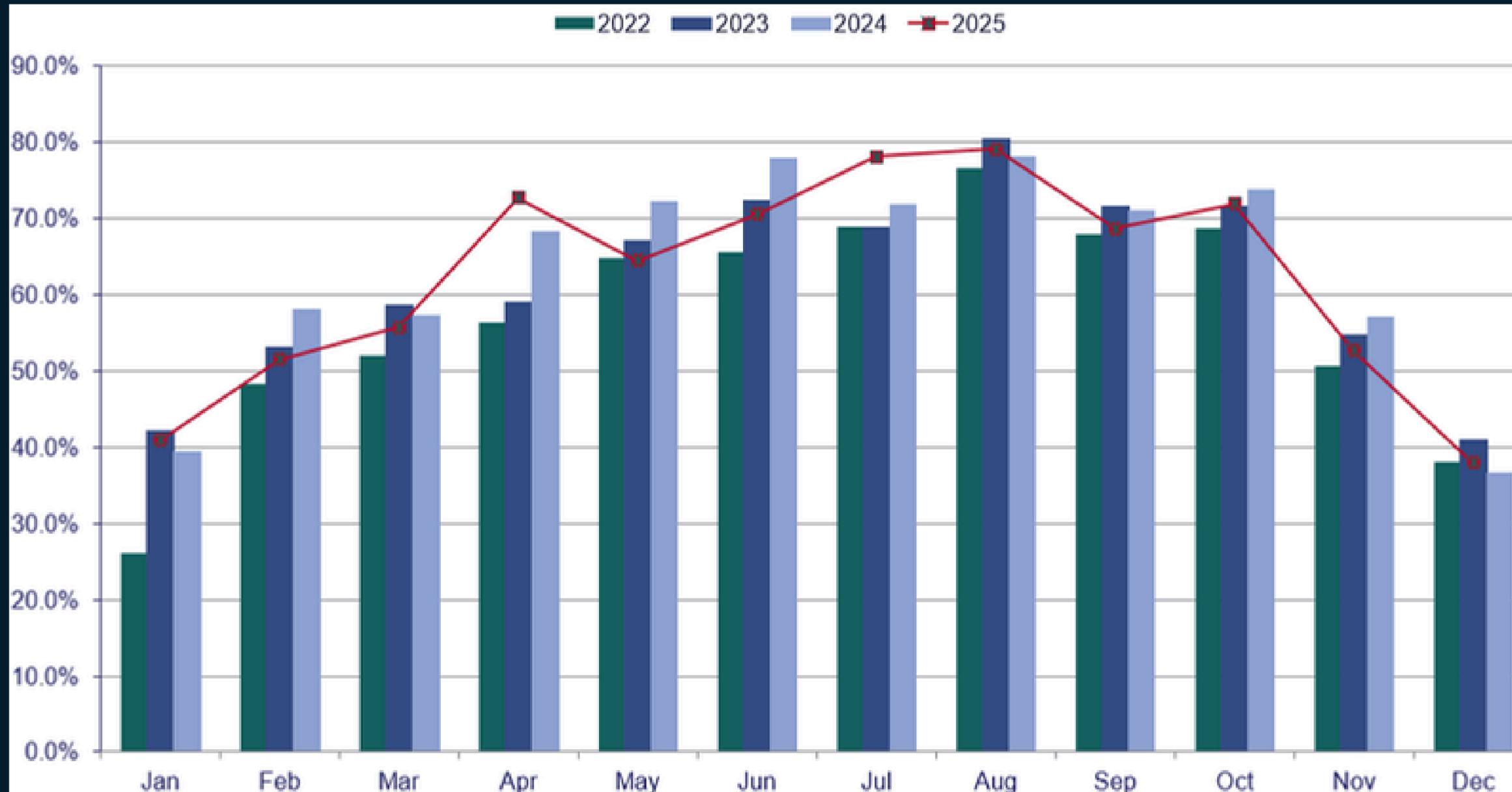




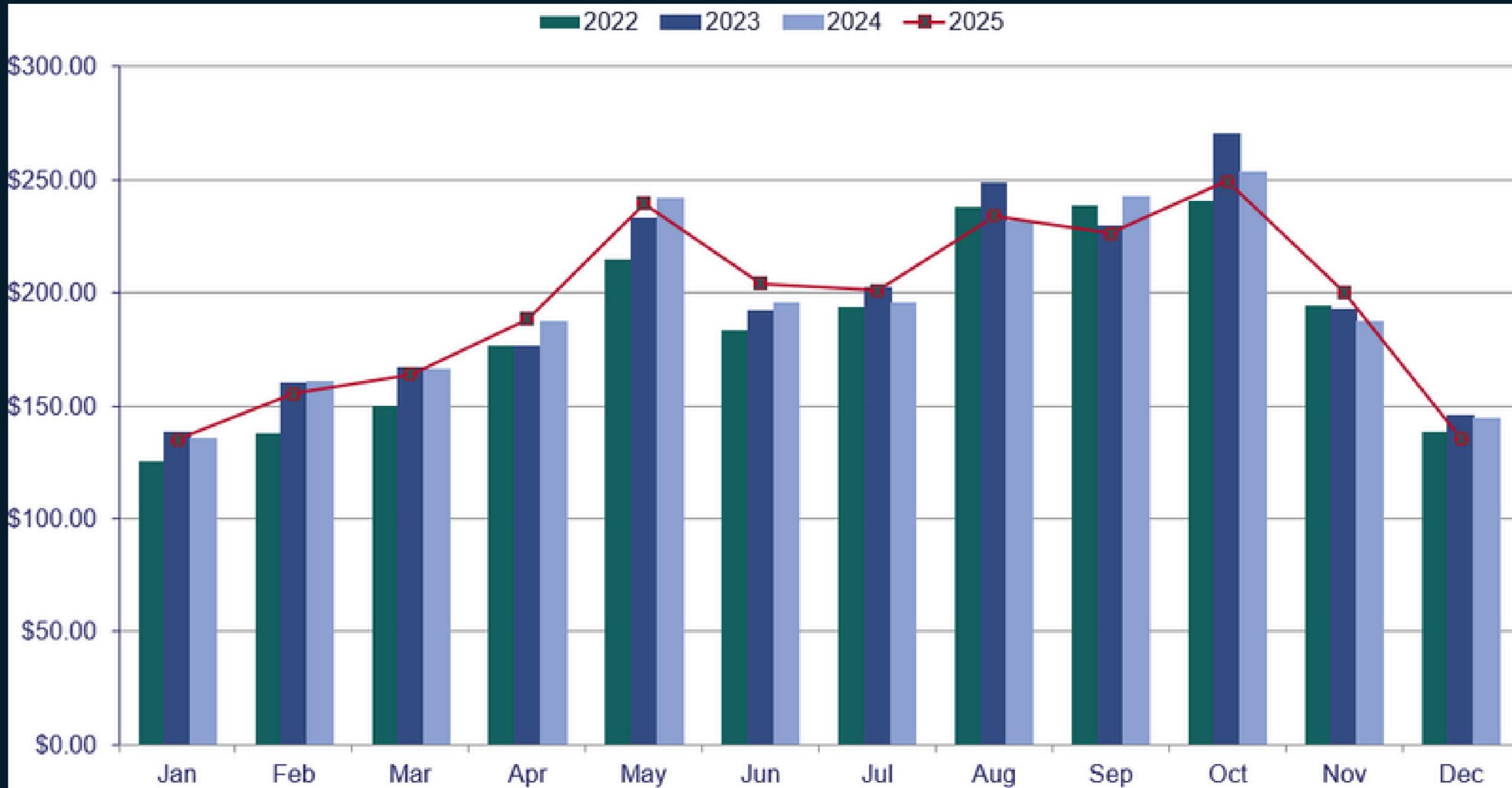
HOTEL ADR



MADISON DOWNTOWN HOTEL OCCUPANCY



MADISON DOWNTOWN HOTEL ADR



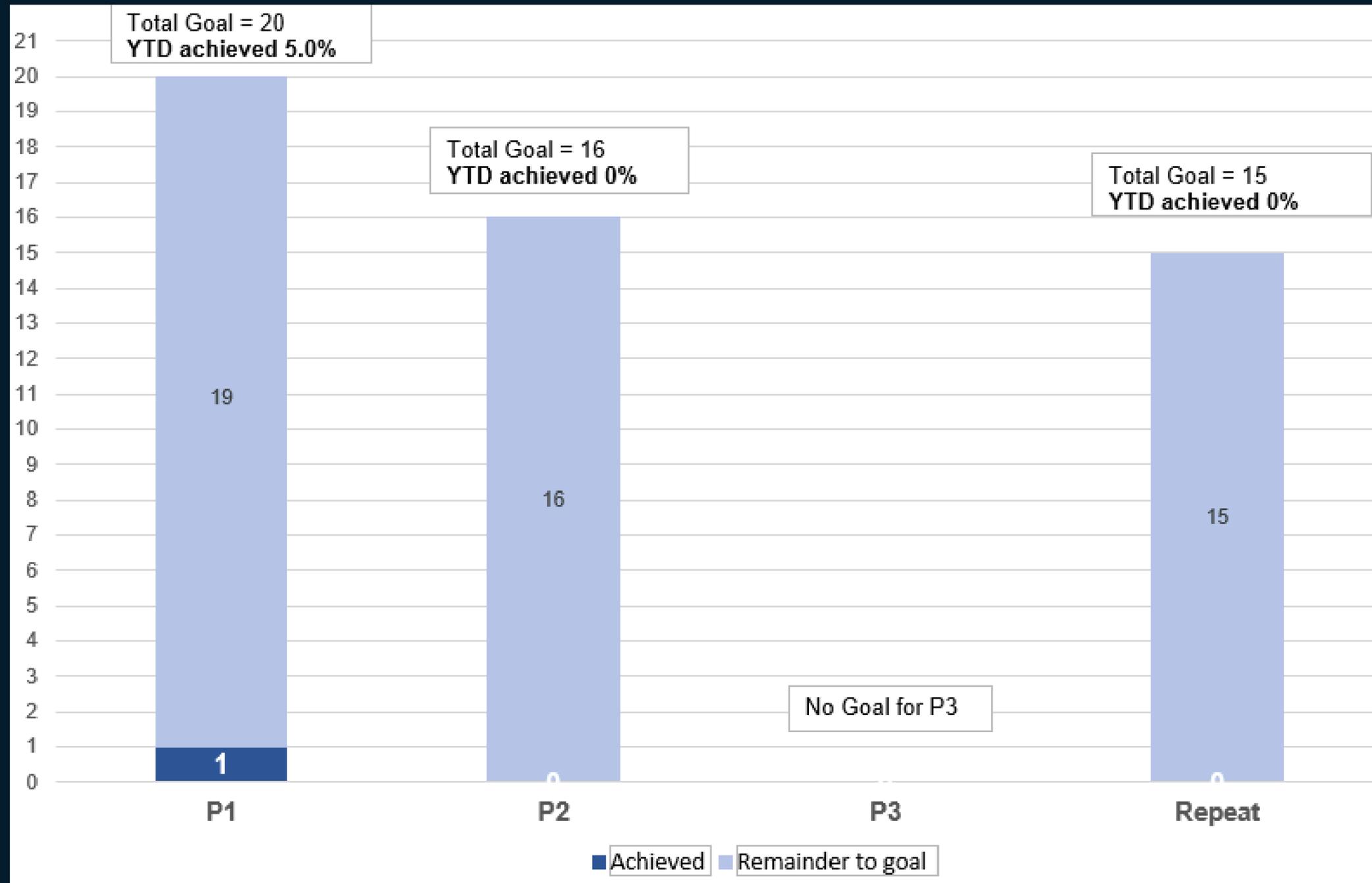


THANK YOU



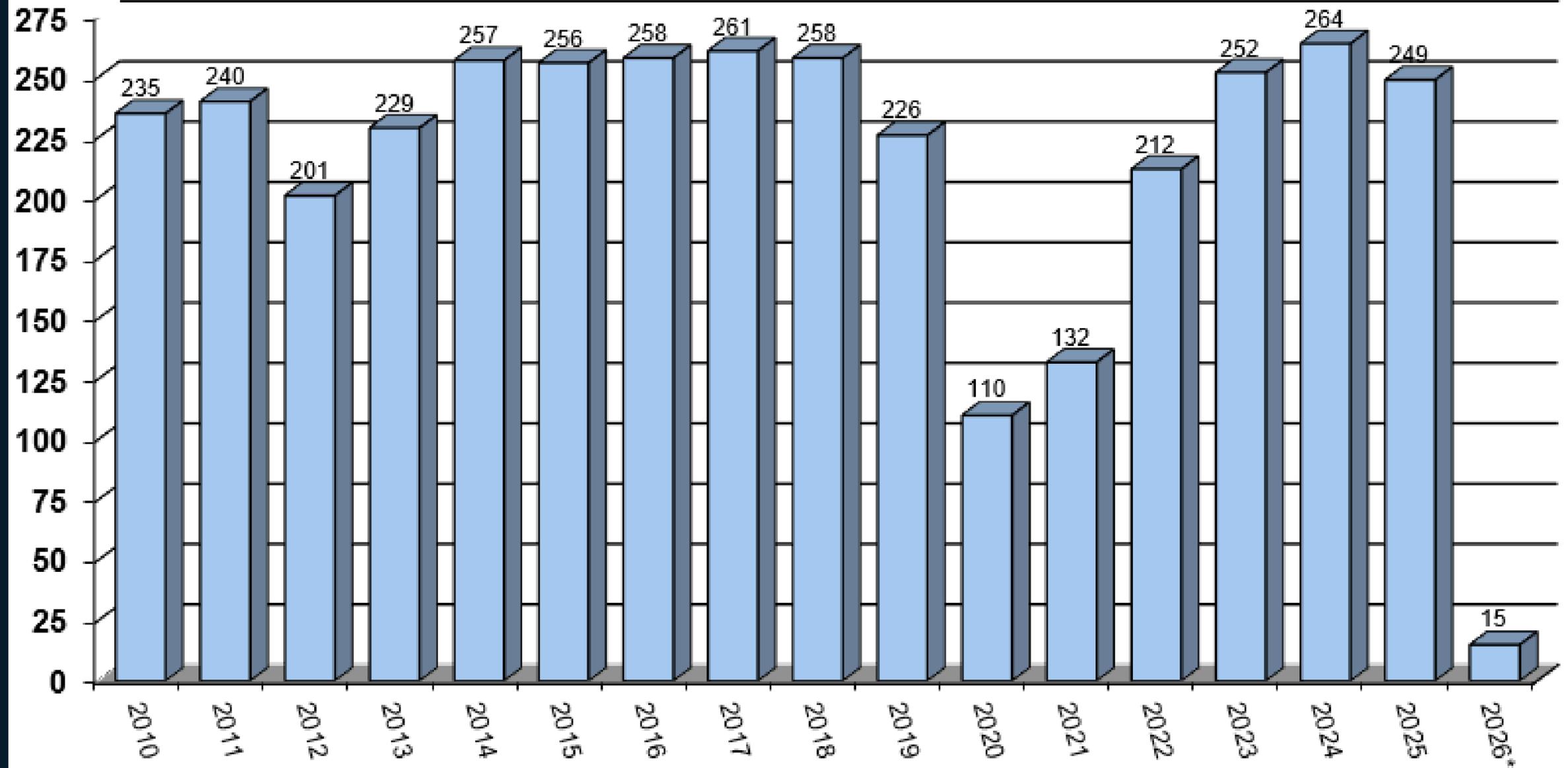
APPENDIX

MT CONTRACT PRIORITY GOAL AND YTD ACHIEVED



DESTINATION MADISON SALES AND MASC SALES

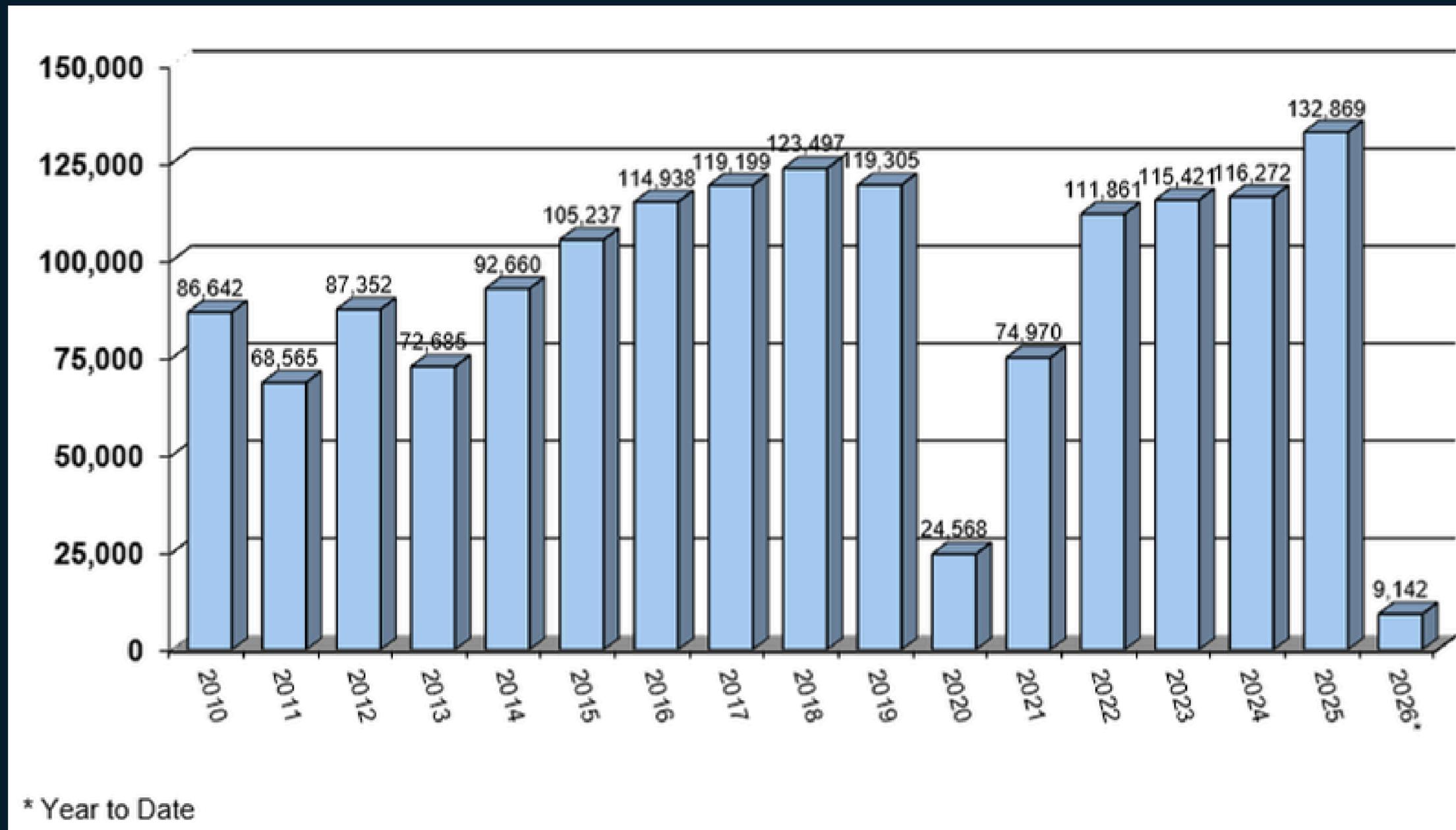
Leads per Year



* Year to Date

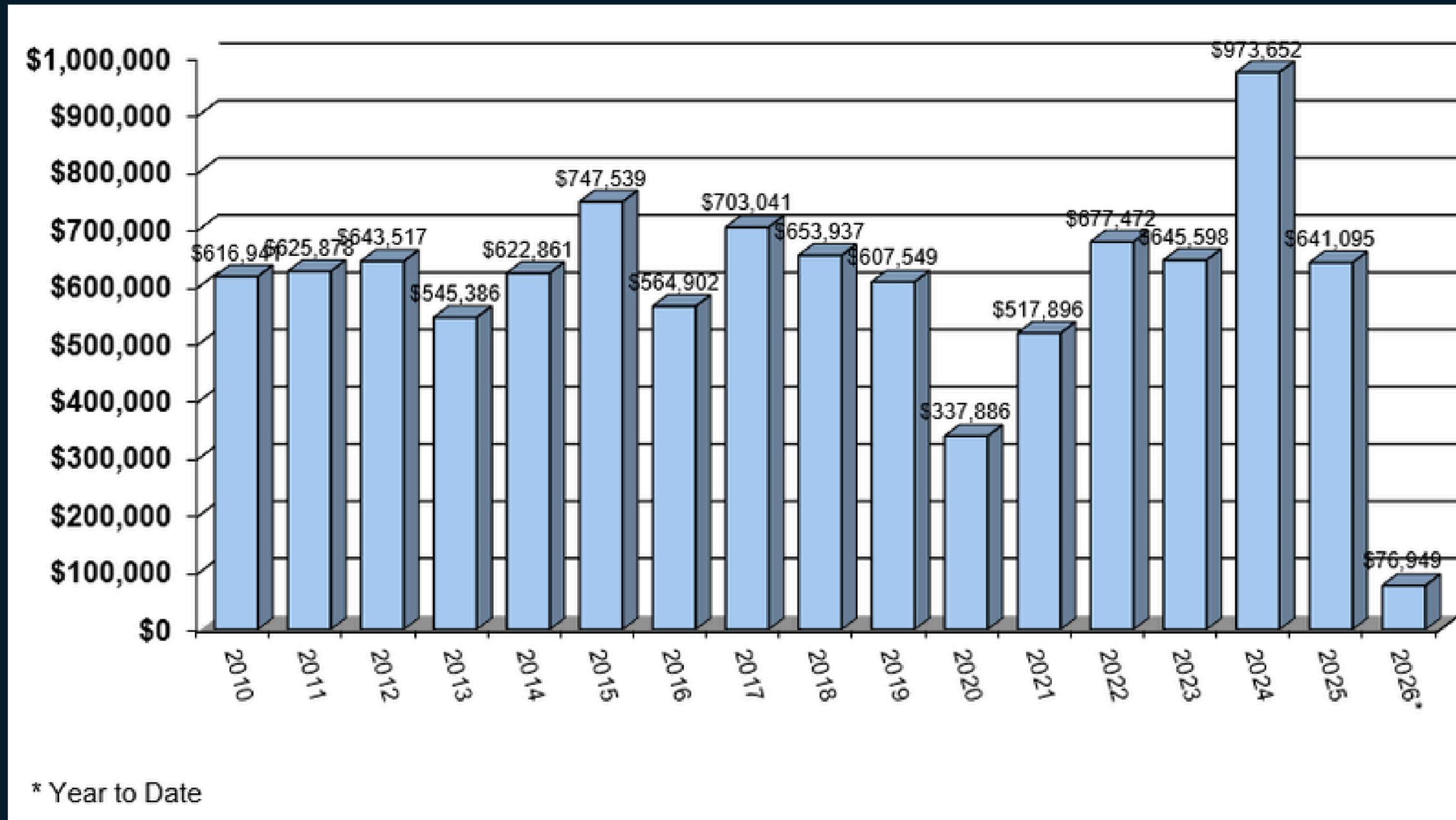
DESTINATION MADISON SALES AND MASC SALES

Confirmed Event Room Nights per Year



DESTINATION MADISON SALES AND MASC SALES

Monona Terrace Contract Revenue per Year



CONFIRMED EVENTS OCCUR 2026

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Wisconsin Farmers Union	2026 WFU Winter In-Service	30	\$6,804	1/14/2026	20	Hotel Indigo
Big Bear Tournaments	2026 Polar Vortex & Polar Mites	1,000	\$743,672	1/15/2026	2,365	Capitol Ice Arena
Meeting Professionals International - Wisconsin Chapter	2026 Meetings & Special Events	100	\$6,911	1/22/2026	10	TMadison Concourse
Destinations Wisconsin	2026 Advocacy Day-Room Block Only	10	\$3,606	1/27/2026	15	Park Hotel
Midwest HoneyBee Expo	2026 Midwest HoneyBee Expo	600	\$138,263	2/5/2026	201	Alliant Energy Center
Wisconsin State Bowling Association	2026 Wisconsin State USBC Women's Championship	4,000	\$3,899,448	2/6/2026	2,340	Bowling Centers
Wisconsin Public Television	Garden & Green Living Expo 2026	13,000	\$1,199,218	2/12/2026	150	Alliant Energy Center
Weekend Hockey Tournaments	2026 Presidents Day Classic	1,000	\$762,902	2/12/2026	1,705	Capitol Ice Arena
Midwest Association of Fish & Wildlife Agencies	2026 MAFWA Fish and Wildlife Health Committee Meeting	45	\$30,161	2/23/2026	105	Edgewater
Professional Dairy Producers of Wisconsin	2026 PDPW Business Conference	800	\$518,172	3/2/2026	407	Alliant Energy Center
Wisconsin Interscholastic Athletic Association	2026 WIAA Boys and Girls State Hockey Team Rooms	400	\$344,257	3/4/2026	645	Capitol Ice Arena
Badger Region Volleyball	2026 Badger Region Championships	1,500	\$329,658	3/6/2026	604	Alliant Energy Center
State Basketball Championships	2026 Wisconsin Middle School State Championship	3,125	\$1,233,287	3/12/2026	1,322	UW Nic
Wisconsin Interscholastic Athletic Association	2026 WIAA Boys State Basketball Team Rooms	350	\$607,368	3/18/2026	1,013	UW Kohl Center
Medical College of Wisconsin	29th Annual WI Bone Club Conference	100	\$48,898	3/20/2026	40	DoubleTree East
TruStage Financial Group	CMFG Life Insurance Co TruStage Wealth Mgmt Consulting	325	\$201,596	3/23/2026	300	Hilton Madison
Association of Cancer Center Administrators	2026 ACCA Cancer Center Administrators Forum	450	\$522,034	4/10/2026	1,295	Monona Terrace
College Irish Dance Association	2026 National Collegiate Irish Dance Championships	200	\$99,458	4/10/2026	150	UW Memorial Union
NIRSA	2026 National Basketball Championships	800	\$537,676	4/15/2026	684	UW Nic
Pharmacy Society of Wisconsin	2026 Educational Conference	400	\$146,688	4/20/2026	195	Monona Terrace

CONFIRMED EVENTS OCCUR 2026

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
National Association of Colleges and Employers	2026 Spring WI-ACE Conference	70	\$29,540	4/30/2026	40	Marriott West
International Downtown Association	IDA Place Matters 2026 Conference	200	\$139,165	5/11/2026	188	Park Hotel
Council of Higher Education Management Associations	2026 CHEMA Annual Meeting	60	\$71,901	5/11/2026	168	Madison Concourse
Wisconsin Credit Union League	League Annual Convention & Expo 2026	650	\$458,082	5/12/2026	974	Monona Terrace
American Geophysical Union	2026 AbSciCon	600	\$936,113	5/15/2026	2,205	Monona Terrace
Wisconsin Society for Ornithology	2026 WSO Convention	100	\$51,738	5/15/2026	100	InnTowner
Wisconsin Association for College Admission Counseling	WACAC MIDWest Conference 2026	350	\$173,053	5/17/2026	350	Madison Concourse
Madison Area Youth Soccer Association	2026 Reddan Thunder Invitational	3,000	\$628,753	5/28/2026	1,049	Reddan Soccer Park
American Association of Veterinary Medical Colleges	2026 AAVMC VetEd	180	\$139,704	6/1/2026	199	UW-Madison
Symposium on Research in Child Language Disorders	47th Annual Conference - 2026	300	\$232,444	6/3/2026	628	Monona Terrace
MARC - Mid-America Regulatory Conference	2026 MARC event	600	\$546,647	6/6/2026	885	Monona Terrace
Wisconsin Interscholastic Athletic Association	2026 WIAA State Softball Championships Team Rooms	600	\$516,265	6/9/2026	935	UW Goodman Field
OpenStreetMap US	2026 Geospatial Conference	300	\$174,932	6/10/2026	290	Madison Concourse
Democratic Party of Wisconsin	2026 WisDems State Convention	1,500	\$279,923	6/11/2026	575	Monona Terrace
United States Trampoline & Tumbling Association	2026 National Championships	3,000	\$2,137,531	6/13/2026	2,535	Alliant Energy Center
Red Angus Association of America	2026 National Junior Red Angus Event	700	\$850,417	6/18/2026	403	Alliant Energy Center
Badger Aquatics Club	2026 Central Zone Multicultural Meet	900	\$458,577	6/18/2026	590	UW Nic
Solution Tree	2026 PLC at Work Institute	1,600	\$879,327	6/20/2026	900	Monona Terrace
National Association of State Departments of Agriculture	NASDA Region Meeting 2026	115	\$78,510	6/21/2026	210	Park Hotel
Alliance for Community Media	ACM 2026 Annual Conference	350	\$287,661	6/21/2026	634	Madison Concourse

CONFIRMED EVENTS OCCUR 2026

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Lutheran Women's Missionary Society	LWMS Annual Convention 2026	1,000	\$591,708	6/23/2026	1,255	Monona Terrace
Consortium of State School Boards Associations	2026 COSSBA Leadership Summit	125	\$100,828	6/24/2026	270	Park Hotel
Southwest Research Institute	2026 SwRI Scientific Conference	200	\$295,748	6/27/2026	825	Madison Concourse
American Hereford Association	2026 Junior National Hereford Expo	1,200	\$1,121,681	6/30/2026	1,444	Alliant Energy Center
African Christian Fellowship	2026 Midwestern Regional Biannual Conference	150	\$57,742	7/2/2026	87	DoubleTree East
Mayors Innovation Project	Summer 2026 Meeting	125	\$82,608	7/8/2026	160	Madison Public Libr
American Society of Animal Science	WCGALP - World Congress on Genetics Applied to Livestock Prodn	1,200	\$1,366,031	7/9/2026	2,724	Monona Terrace
National Association of Professional Employer Organizations	2026 Operations Seminar & NextGen Leadership Wrkshp	200	\$152,515	7/13/2026	290	Edgewater
American Association of Naturopathic Physicians	AANP Annual Convention 2026	400	\$390,542	7/13/2026	665	Madison Concourse
American Society of Animal Science	2026 Annual Meeting	1,300	\$1,000,831	7/17/2026	1,950	Monona Terrace
Association of State and Territorial Solid Waste Mgmt Officials	2026 ASTSWMO Board Meeting	27	\$22,020	7/20/2026	68	Madison Concourse
Automotive Parts Associates	APA BOD Meeting 2026	20	\$18,078	7/22/2026	51	Edgewater
National Alliance Sickle Cell Centers	2026 NASCC Members Meeting and Consensus	400	\$714,842	7/24/2026	1,920	Madison Concourse
Uncle Charlie's Tournaments	2026 Rising Stars Summer Finale	600	\$174,960	7/24/2026	200	Deforest Complex
Association of Medical Illustrators	2026 AMI Annual Conference	450	\$484,253	7/28/2026	840	Monona Terrace
American Meteorological Society	AMS 2026 Madison Summit	750	\$1,244,008	8/1/2026	2,877	Monona Terrace
Outdoor Writers Association of America	2026 OWAA Annual Conference	300	\$365,601	8/20/2026	820	Monona Terrace
State Bar of Wisconsin	State Bar of Wisconsin 2026	45	\$28,973	8/31/2026	80	Monona Terrace
USA Artistic Swimming	2026 Annual Convention	250	\$208,513	9/1/2026	380	Hotel - Other
World Triathlon Corporation	IRONMAN Wisconsin 2026	14,800	\$4,078,422	9/8/2026	5,860	Monona Terrace

CONFIRMED EVENTS OCCUR 2026

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Wisconsin Public Television	The Great Wisconsin Quilt Show 2026	18,000	\$1,685,344	9/9/2026	150	Alliant Energy Center
Wisconsin Section of the American Water Works Association	Annual Meeting & Water Utility Expo 2026	500	\$293,772	9/14/2026	416	Monona Terrace
International Plant Propagators' Society	September 2026 Wisconsin Bus Tour	45	\$33,067	9/14/2026	90	Hilton Garden DT
Amtelco	Amtelco Healthcare and Leadership Seminar	200	\$166,668	9/14/2026	165	Edgewater
Madison Area Youth Soccer Association	2026 Reddan Toe Bash	3,000	\$497,620	9/17/2026	550	Reddan Soccer Park
Wisconsin Realtors Association	2026 WRA Annual Convention	600	\$371,941	9/21/2026	560	Monona Terrace
American Association of State Hwy & Transportation Officials	2026 Safety User Experience Advisory Committee Meeting	65	\$78,500	9/21/2026	206	Madison Concourse
American Embryo Transfer Association	Joint AETA & CETA Annual Conference 2026	450	\$426,393	9/22/2026	852	Monona Terrace
Beta Sigma Phi	Wisconsin Beta Sigma Phi Convention 2026	175	\$83,226	9/25/2026	220	Marriott South
Solution Tree	2026 Effective Coaching Institute	550	\$423,331	9/28/2026	495	Monona Terrace
Wisconsin Association for Perinatal Care	WAPC 2026 Annual Conference	150	\$116,645	10/11/2026	100	Marriott West
United States Animal Health Association	2026 AAVLD/USAHA Annual Meeting	1,300	\$2,315,162	10/12/2026	4,316	Monona Terrace
Madison Area Youth Soccer Association	2026 Reddan Ice Age Classic	3,000	\$517,291	10/15/2026	750	Reddan Soccer Park
Wisconsin Music Educators Association	Wisconsin State Music Conference 2026	3,800	\$904,219	10/28/2026	430	Monona Terrace
Wisconsin Music Educators Association	2026 WSMA State Honors Music Project - Room Blocks	210	\$97,898	10/28/2026	207	Marriott South
Federal Judicial Center	2026 CUE Conference	200	\$251,540	11/2/2026	691	Madison Concourse
Madison Festivals Inc	2026 Madison Marathon	8,000	\$937,850	11/13/2026	1,420	Monona Terrace
Wisconsin Assoc of Collegiate Registrars and Adms Officers	WACRAO 2026	250	\$178,093	11/17/2026	275	Marriott West
as of 2/10/26	Confirmed Events to occur in 2026 = 78	107,447	\$42,328,827		62,083	

LONG TERM PACE - ROOM NIGHTS ON THE BOOKS VS. PACE TARGET

