



DESTINATION MADISON UPDATE

February | 2024

destination
madison



**MADISON AREA
SPORTS COMMISSION**



**ORGANIZATIONAL
UPDATE**

Brand Awareness + Visitor Conversion

1

Increase awareness and love for Madison through strong positioning of the destination in key growth markets and overnight visits.

4.2M Website Visits
42.4M Social Impressions
22 Media Inclusions from 100 Top Targeted Outlets

Direct Room Nights

2

Leverage the region's competitive strengths and event facilities to grow taxable room nights.

105k Direct Group Business Room Nights
5%↑ Average Contract Size

Community Partnerships + Advocacy

3

Strengthen Destination Madison's community relations through greater visibility, engagement, and partnerships.

900+ Total Partners
10%↑ Partner Engagement

Placemaking

4

Address aging facilities, infrastructure, redevelopment, and new projects.

Complete Resident Sentiment Survey
Hire + train a placemaking position in conjunction with DMI



GOALS

BY 2024

\$1.8B Direct Visitor Spend

BY 2025

\$2B Direct Visitor Spend

SUMMER IN MADISON, WI

What happens when you combine a lake-city-lake landscape with sunshine and longer days? You get the perfect summer getaway destination. Summer in Madison is packed with **big adventures**, **farm-fresh food**, **outdoor festivals** and a whole lot more.

Being one of two cities on an isthmus makes it a breeze to shift from outdoor fun on the lakes to downtown life in minutes. That means **kayaking**, **patio dining**, **biking**, **shopping**, **live music** and **museums** all within reach of your hotel room.

Looking for more inspiration? Try these **36 things to do in summer in Madison**.

Jump around to more summer things to do:

- **Lake life**
- **Festivals and fairs**
- **Food and drinks**



WELCOME TO MADISON, WISCONSIN

You might know us as the capital city. Or maybe you know us as the place where farm-to-table started or as a platinum-level biking city. Our Native American founders knew us as Teejop, in reference to Madison's many lakes. Sports fans know us as Badgers. Locals know us as the best place to live in America. If you don't know us yet, welcome. If you've been here before, we're so happy to have you back. No matter who you are, we give you an always-on invitation.

TRIP PLANNING MADE EASY



OUR WEBPAGES WERE VIEWED 4.4 MILLION TIMES

Top performing pages included:

- **Events**
- **Things to Do in Summer**
- **Home**
- **Restaurants**

WEBSITE



2024 YEAR END ORGANIZATIONAL METRICS

- Direct Room Nights: 116,272
- Monona Terrace Contracted Revenue: \$973,652



View insights

Boost post

290 14 1

Liked by jenonajetplane and others

destinationmadison Let's all shout out a huge Happy Women's Equality Day to some of Madison's brightest women-owned businesses. ❤️ ✨

@svheartphotography and @focalflame

@alicegoodcoffee @gooddayshop_ @orangetreeimports @madisonchocolate @giantjonesbrewing @jhenrybourbon @greenlifetradingco @icecreamsocial_wi @kosaretreat @hodgepodgemadison

#womensequalityday #womenownedbusiness #womenowned #madisonwisconsin #destinationmadison #travel

candicewagener Great group of women!

OUR SOCIAL CHANNELS GARNERED 40.6 MILLION IMPRESSIONS

- We published over 1500 pieces of social content in 2024
- We had over 512K engagements on our social posts
- We have over 102K followers across all of our social platforms

Social Media Success

Brand Awareness + Visitor Conversion

1

Increase awareness and love for Madison through strong positioning of the destination in key growth markets and overnight visits.

- 5%↑ Visitation + Engagement from CHI/MPLS Markets
- 100 STEM and Environmental Prospects *(With Sales Team)*
- 15%↑ Partner Engagement and completion of Partnership consumer journeys *(With Partnership Team)*

Direct Room Nights

2

Leverage the region's competitive strengths and event facilities to grow taxable room nights.

- 110k Direct Group Business Room Nights
- 266 Leads Generated
- 100 STEM and Environmental Prospects *(With Brand Team)*

Community Partnerships + Advocacy

3

Strengthen Destination Madison's community relations through greater visibility, engagement, and partnerships.

- 15%↑ Partner Engagement *(With Brand Team)*
- 85% Investing Partnership Retention
- ↑ Overall job board participation and establish a baseline for the future

Placemaking

4

Address aging facilities, infrastructure, redevelopment, and new projects.

Complete Research and Outlines



GOAL

2025

\$2B Direct Visitor Spend

2025 DMA'S RETURN

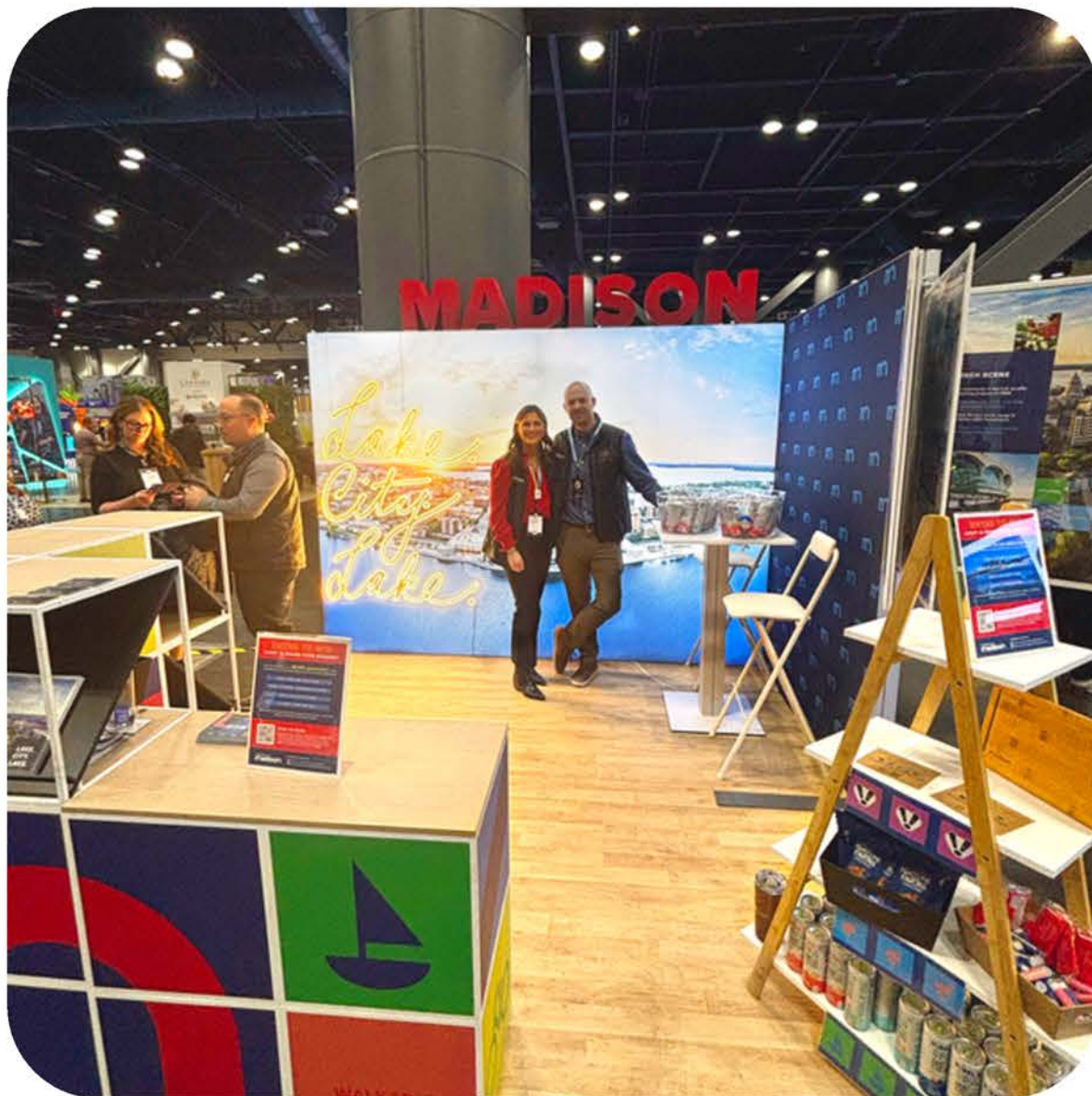
- March 10 - April 7 - Nominations open
- Mid-May - Selection Committee meets
- End of May - Finalists Announced
- End of June - DMA + Summer Summit







**CONVENTION &
SPORTS SALES**



Future Partners

THE STATE OF THE MEETINGS & CONVENTION INDUSTRY

▶ In 2024, **17.8%** of respondents said that they had planned a meeting or event in Madison.

This is up 15.8% from 2% in 2023

▶ In 2024, **17.5%** of respondents said that they are likely or very likely to source a meeting or event in Madison.

This is up 12.9% from 4.6% in 2023

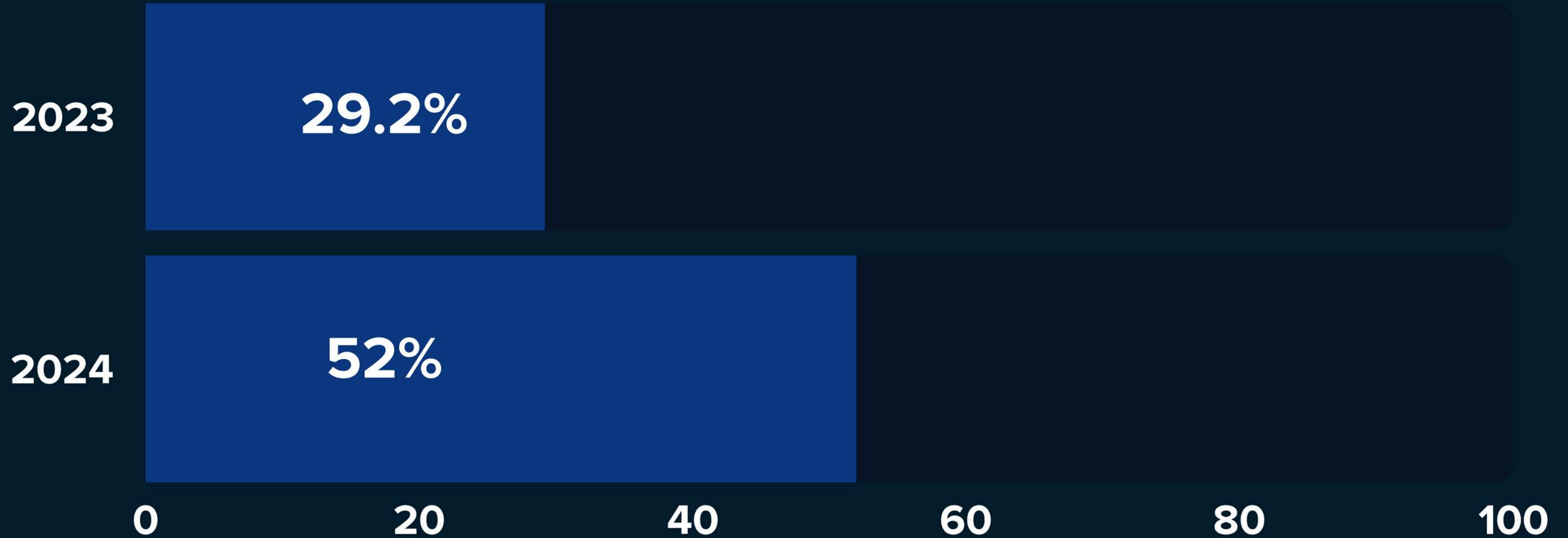
OVERALL REPUTATION AS A MEETINGS DESTINATION

● Rating on a scale of 0 - 100%



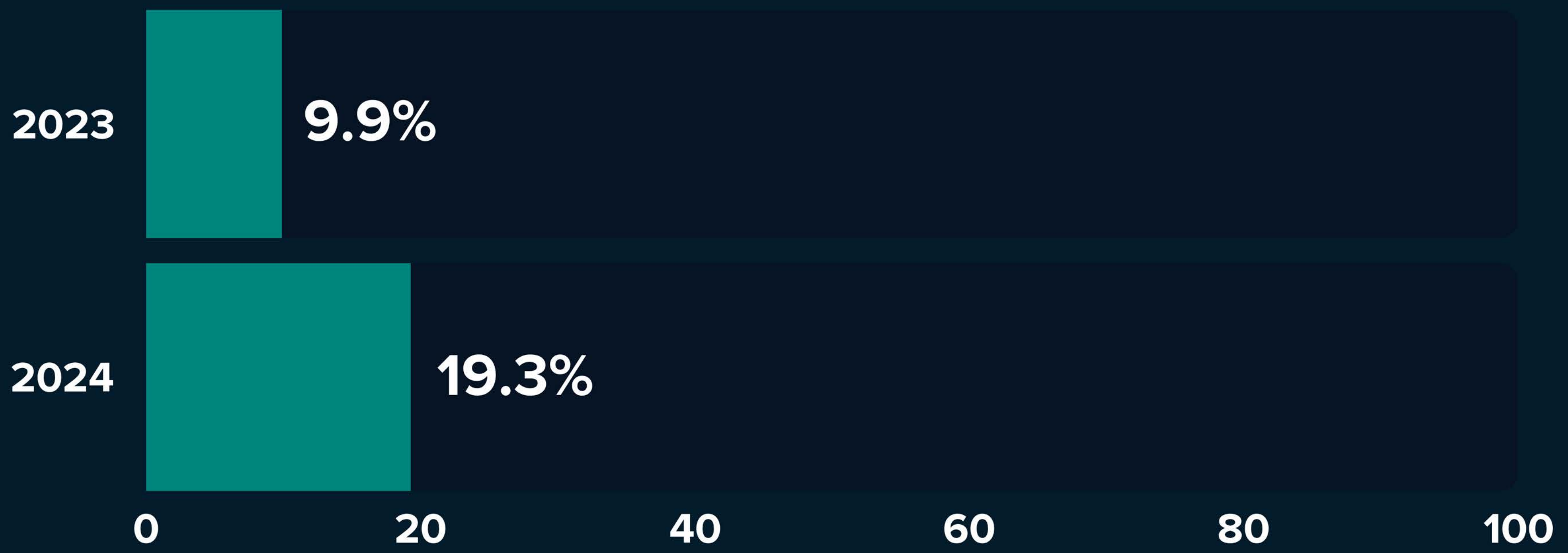
DESTINATION POPULARITY WITH ATTENDEES

● Rating on a scale of 0 - 100%



IN THE LAST YEAR, WHICH OF THESE DESTINATIONS HAVE YOU SEEN A MEETINGS RELATED ADVERTISEMENT FOR?

Selected Madison



IN THE LAST YEAR, WHICH OF THESE DESTINATIONS HAVE YOU SEEN A MEETINGS RELATED ADVERTISEMENT FOR?

Selected Madison



Corporate



Association



Third Party



Sports



SMERF

MADISON IS A SAFE DESTINATION FOR MEETINGS/EVENTS

● Agree or Strongly Agree

2023

56.4%

2024

59.8%

0 20 40 60 80 100



MADISON IS A SAFE DESTINATION FOR MEETINGS/EVENTS

● Agree or Strongly Agree



Corporate



Association



Third Party



Sports



SMERF



CONVENTION SALES

Recently Confirmed and Pending business

- Wisconsin Housing and Economic Development Authority, November 2025, \$31,290
- Democratic Governors Association, July 2025, \$10,530

Confirmed YTD 2025 Total: \$41,820

- Symposium on Research in Child Language Disorders, June 2026, \$6,747
- Outdoor Writers Association of America, August 2026, \$21,428
- National Genealogical Society, May 2027, \$45,491
- Pharmacy Society of Wisconsin, April 2026, \$15,244
- Association of Medical Illustrators, July 2026, \$37,537

Pending 2025 Total: \$126,447



CONVENTION SALES: SITE VISITS & TRADESHOWS

Site Visits

- Aenesis Therapy
- Wisconsin Parks and Recreation Association

Tradeshows

- PCMA Convening Leaders
- CESSE CEO
- IPEC
- Meet NY
- MIC of Colorado

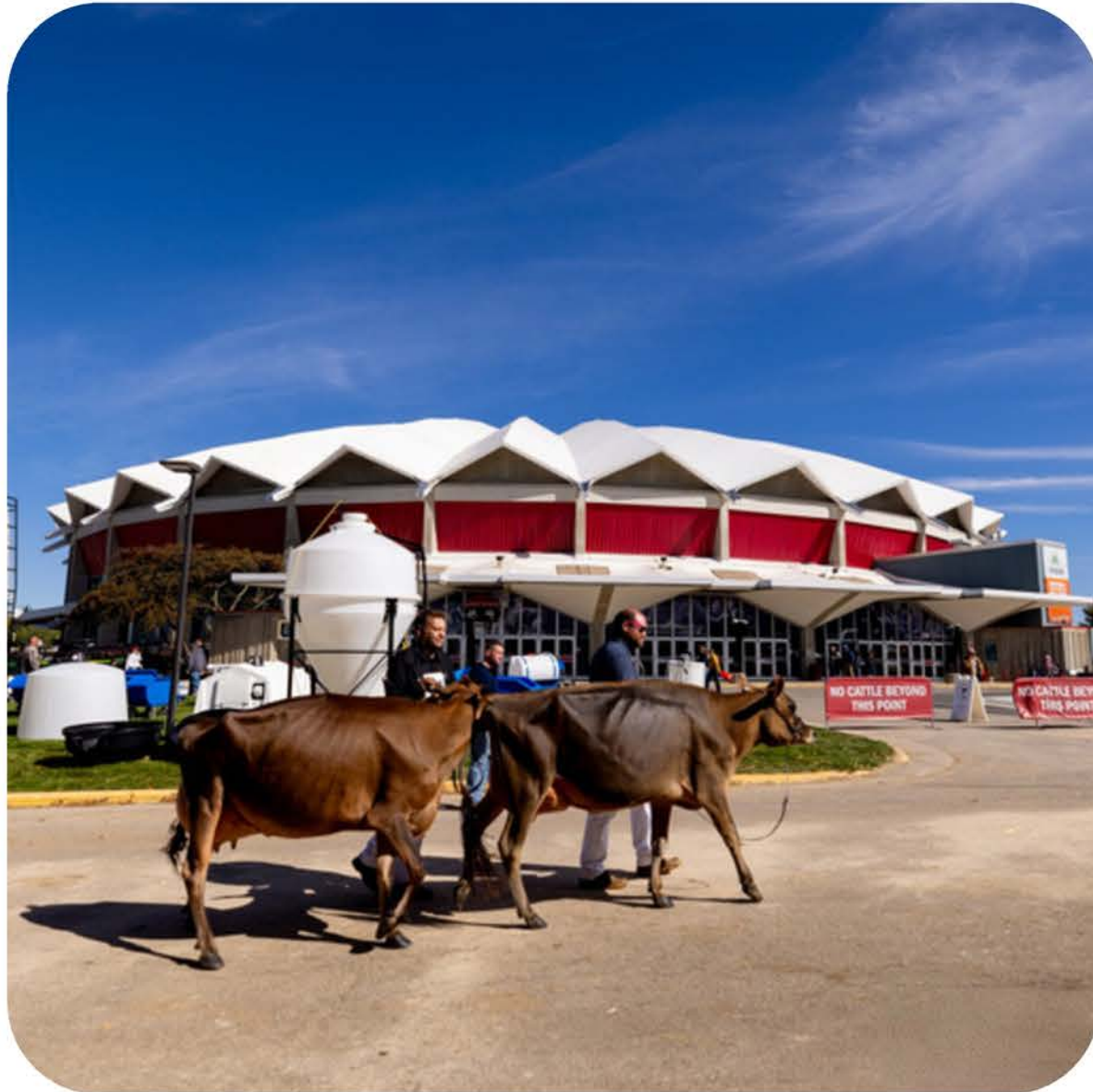


SPORTS SALES

Sales Trips/Tradeshows

- Colorado Springs Sales Trip
- Sports ETA

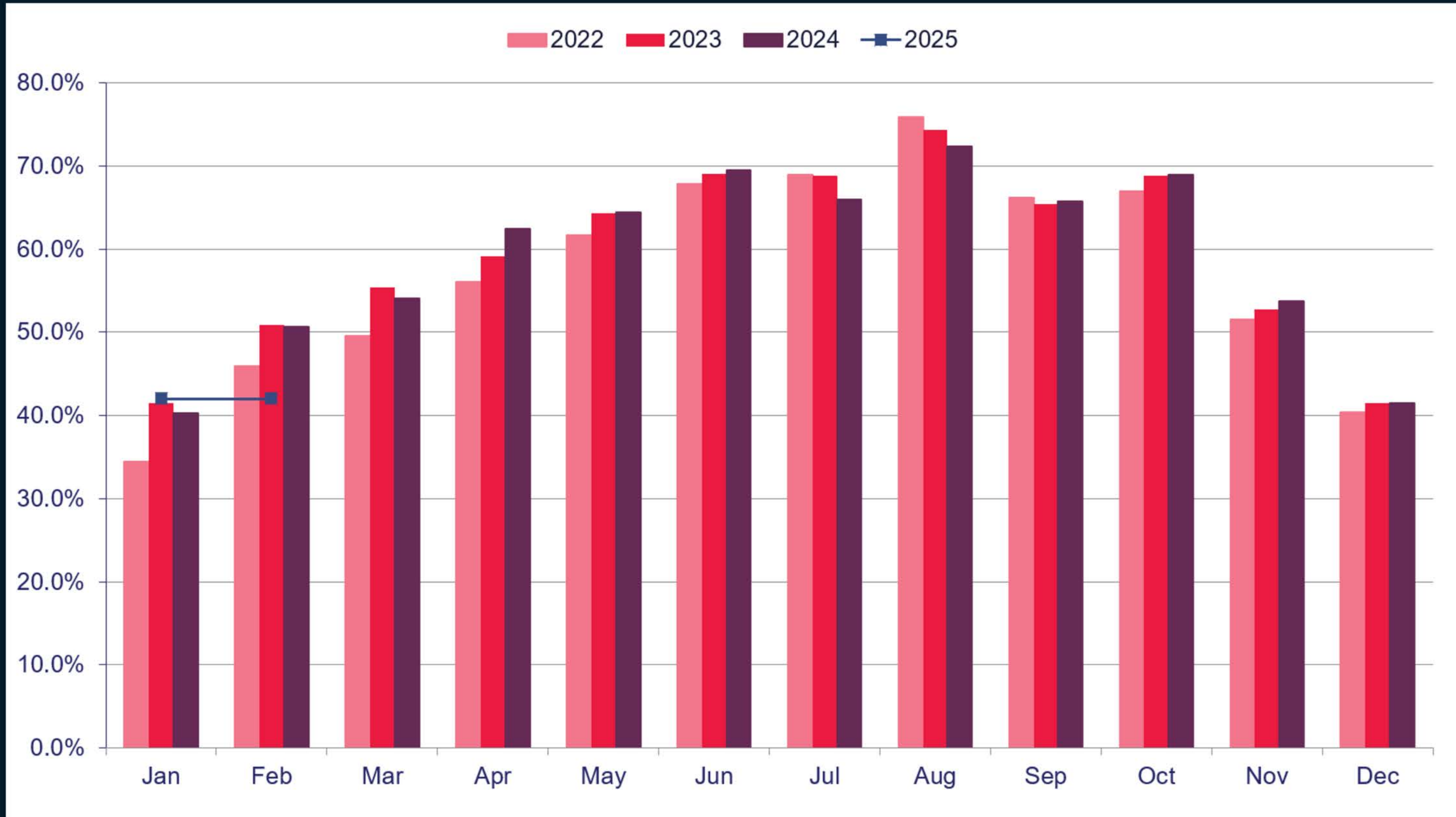
MASC Youth Grant



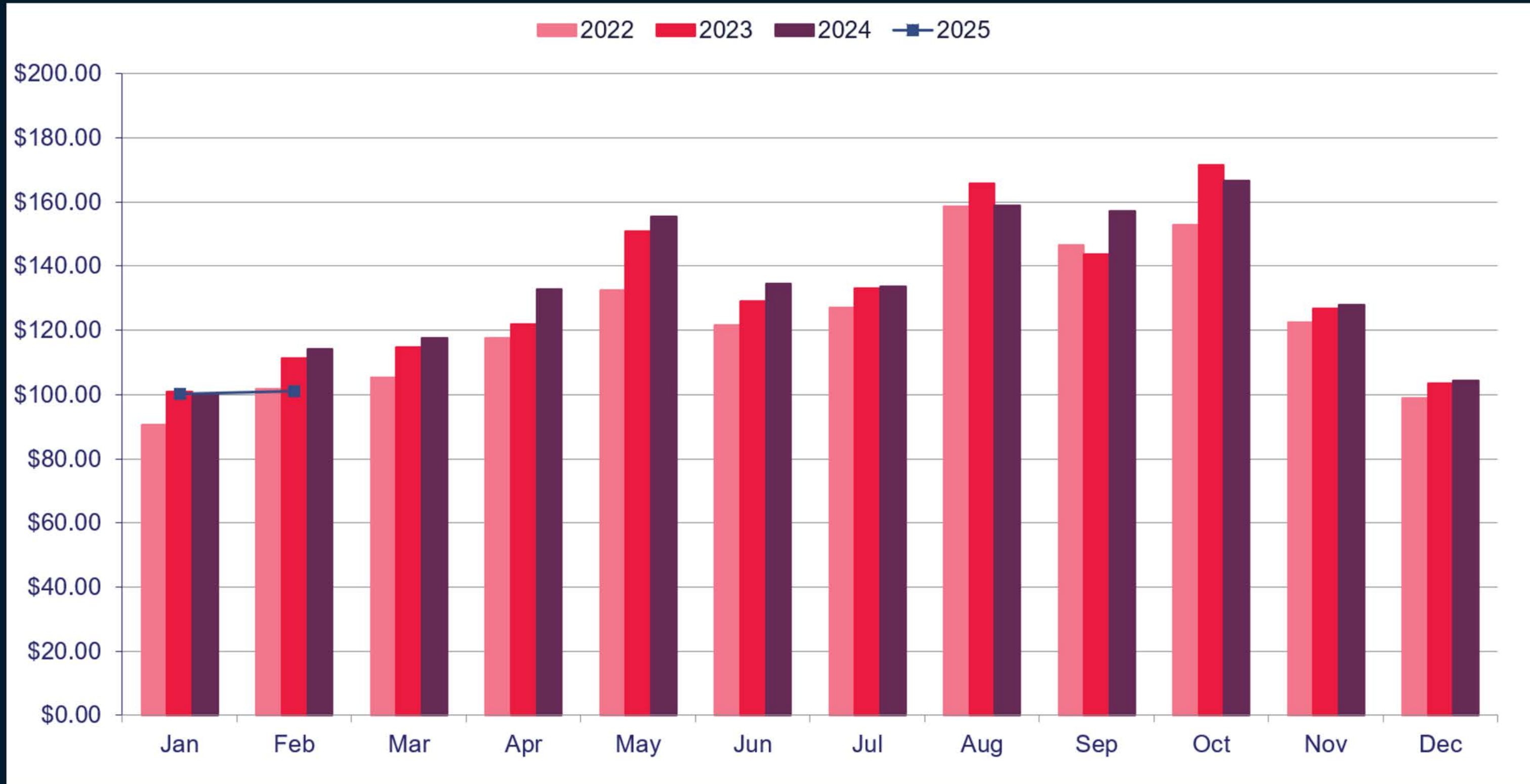
Repeat city-wide events

- WIAA
- World Dairy Expo
- IRONMAN + IRONKIDS
- EPIC UGM

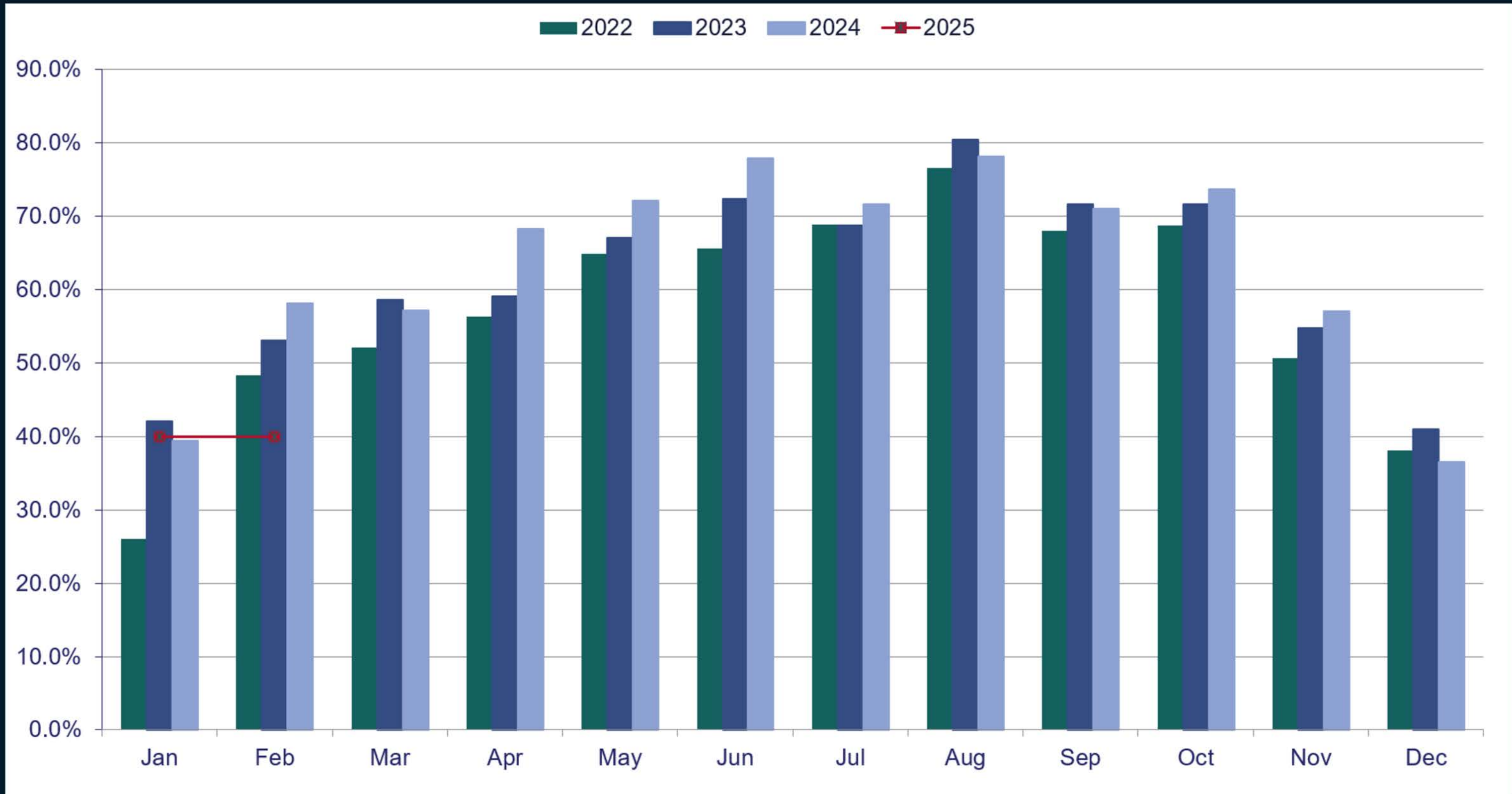
HOTEL OCCUPANCY



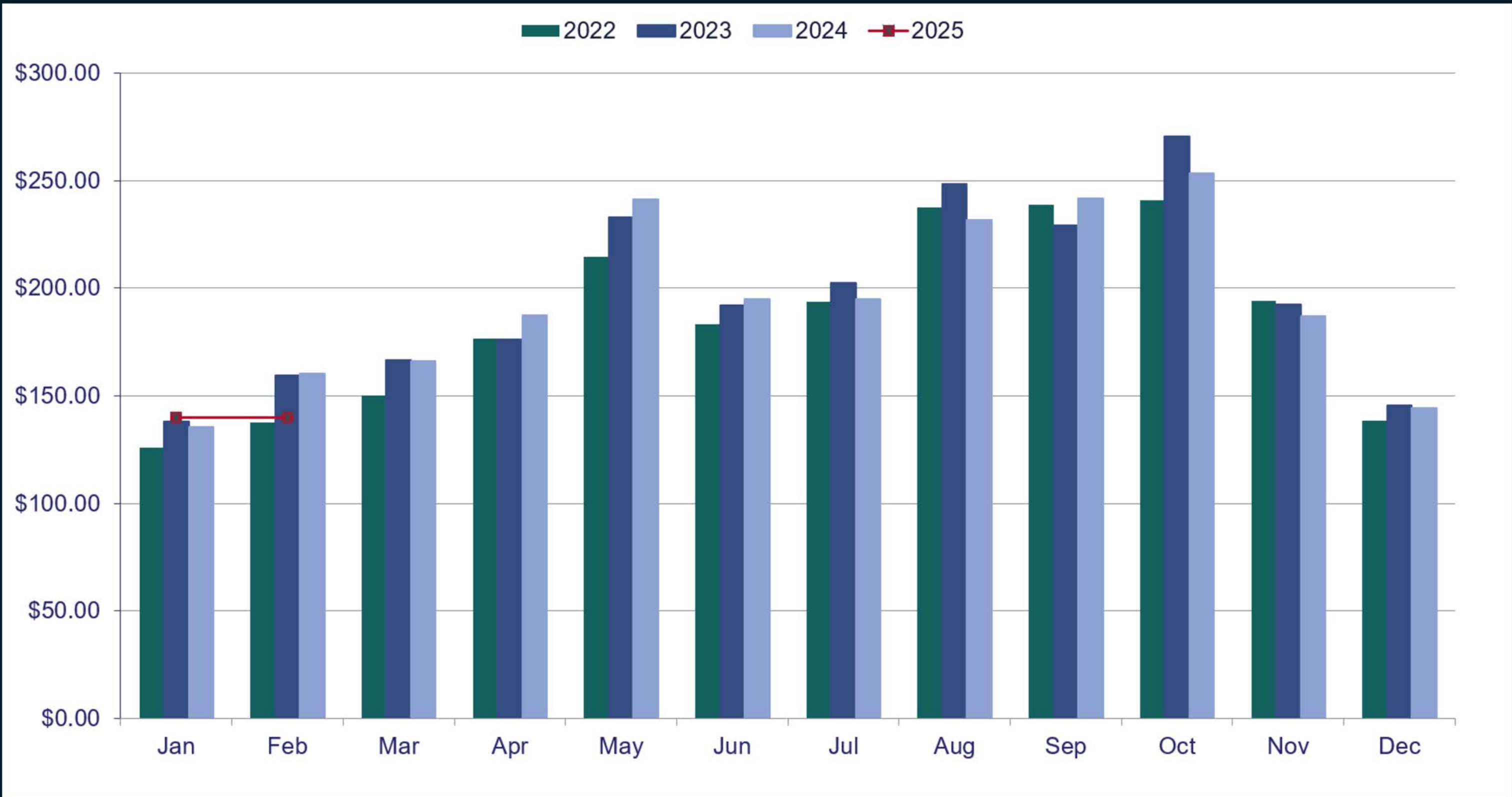
HOTEL ADR



MADISON DOWNTOWN HOTEL OCCUPANCY



MADISON DOWNTOWN HOTEL ADR



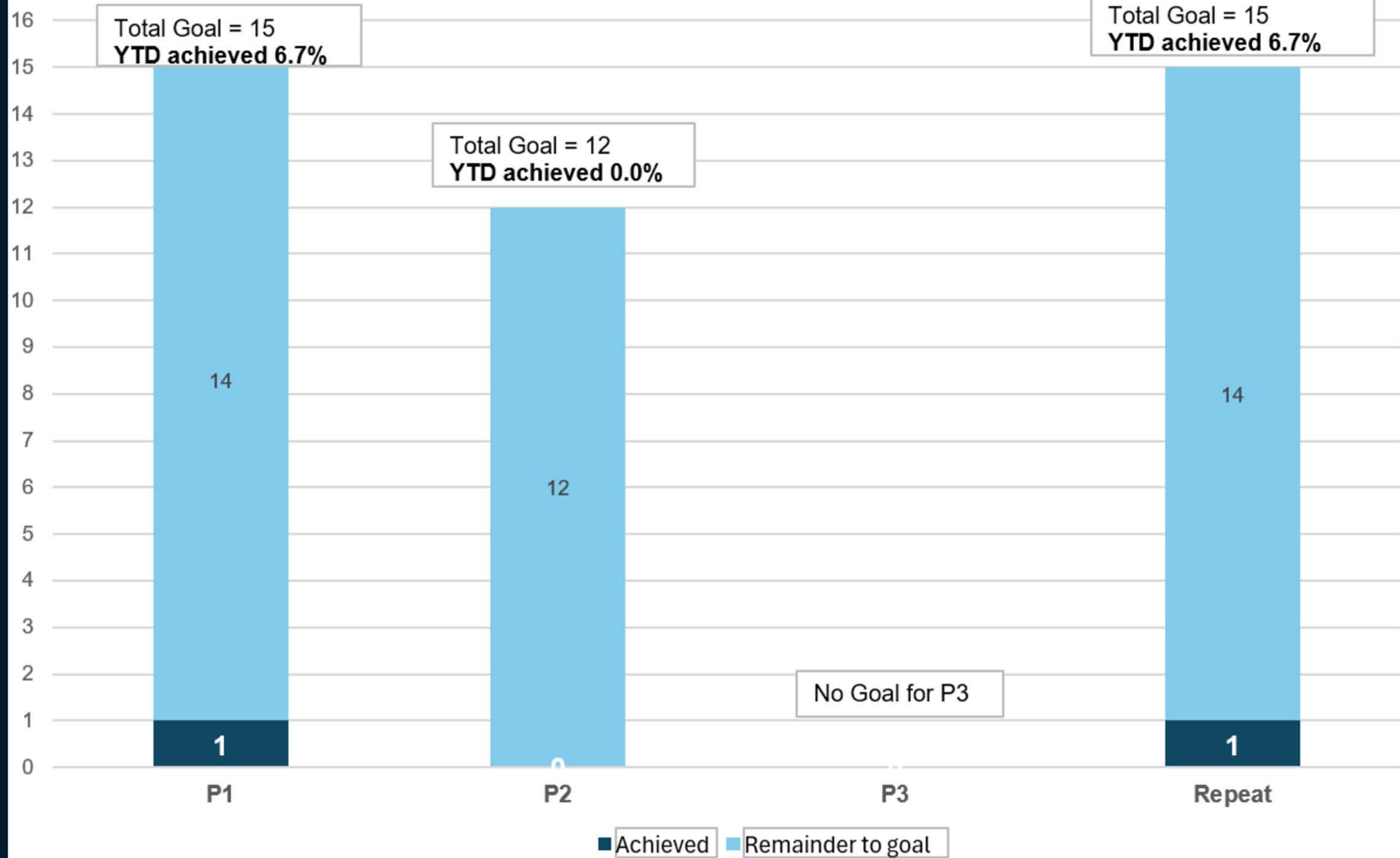


THANK YOU

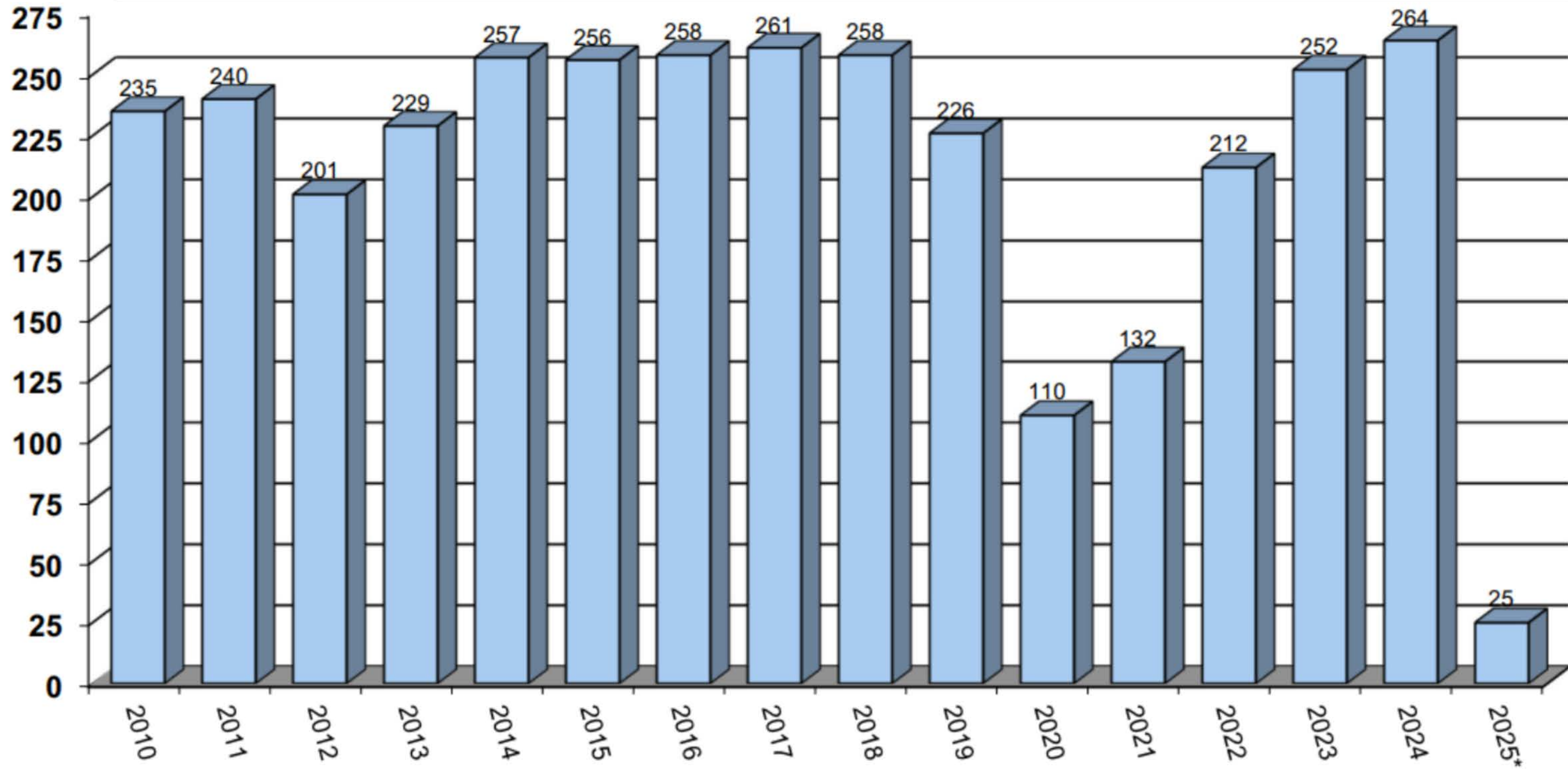


APPENDIX

MT Contract Priority Goal & YTD Achieved

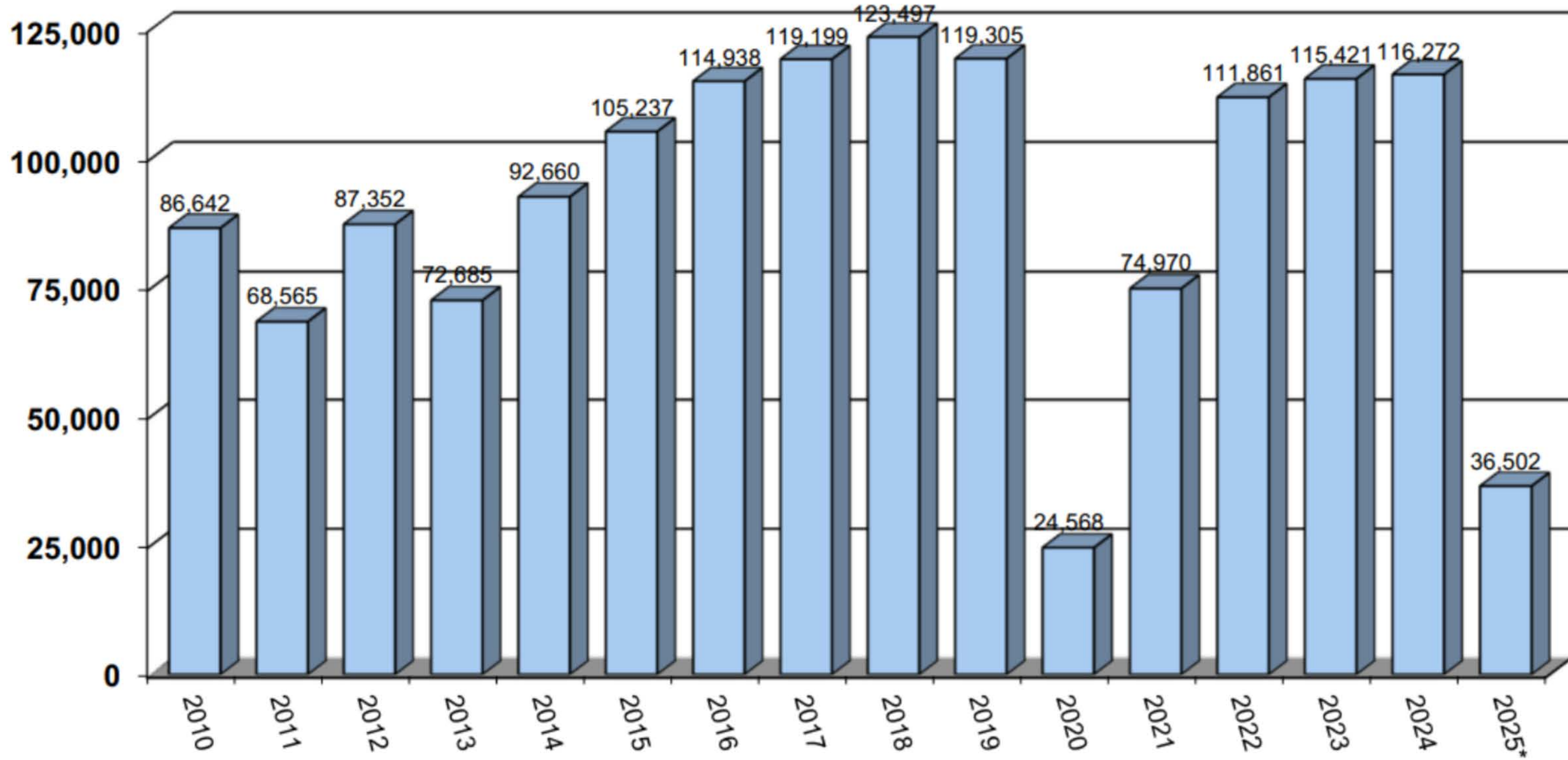


Destination Madison Sales & MASC Sales Leads per Year



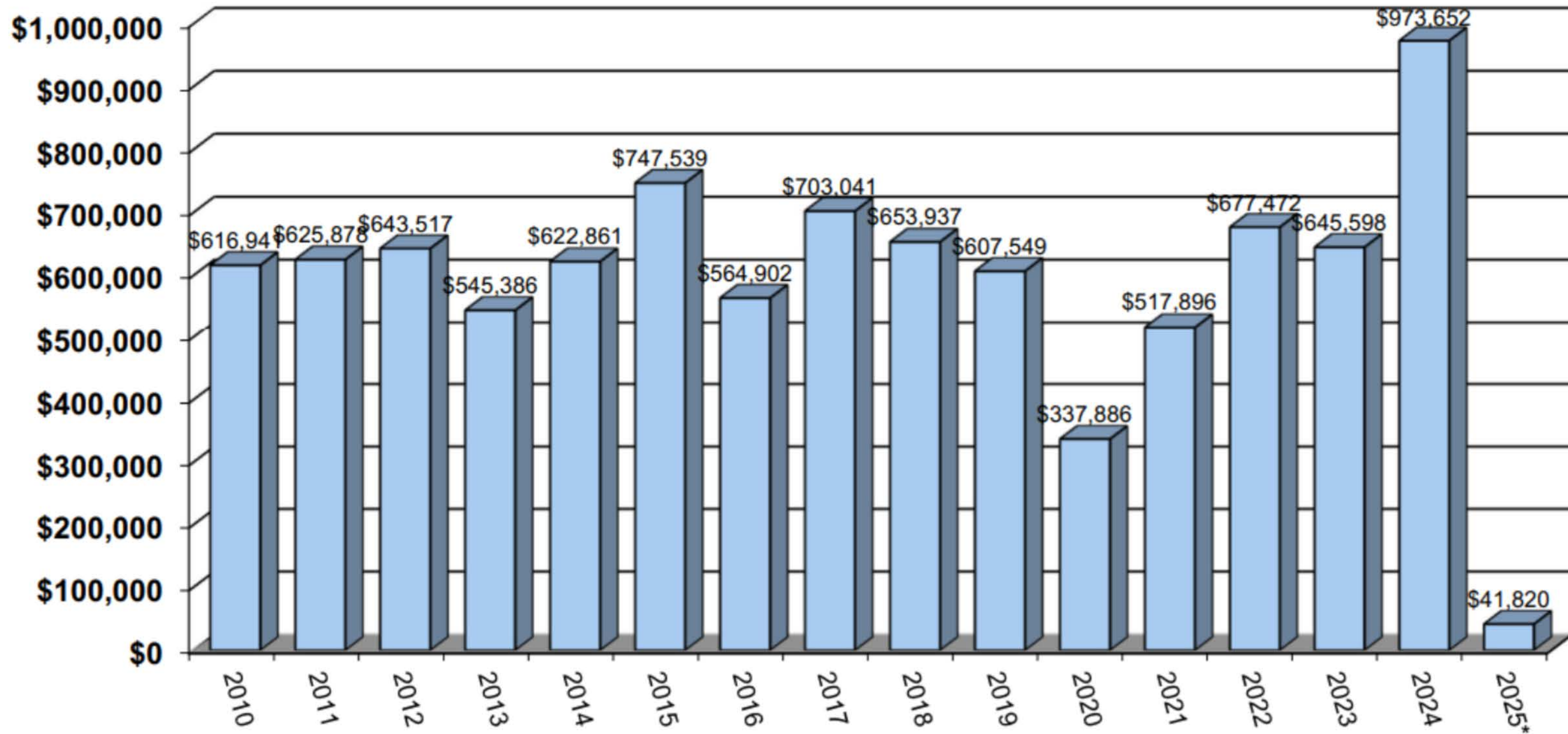
* Year to Date

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



* Year to Date

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



* Year to Date

CONFIRMED EVENTS 2025

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
MYHockey	2025 MYHockey MidWinter Classic	500	\$568,274	1/17/2025	1,710	Sun Prairie Ice
World Ice & Snow Sailing Association	2025 World Championships	100	\$66,952	2/1/2025	156	Lake Mendota
Wisconsin Public Television	Garden & Green Living Expo 2025	15,000	\$1,329,801	2/6/2025	40	Alliant Energy Center
Wisconsin State Bowling Association	2025 Youth State Bowling Championships	2,400	\$2,019,649	2/7/2025	900	Bowling Centers
MYHockey	2025 MYHockey Presidents Cup	500	\$631,776	2/14/2025	1,815	Sun Prairie Ice
Gymfinity Children's Activity Center	2025 Dairy Aire Gymnastics Invitational	4,000	\$208,323	2/21/2025	100	Monona Terrace
Wisconsin Interscholastic Athletic Association	2025 WIAA Boys and Girls State Hockey Team Rooms	400	\$300,733	3/5/2025	570	Capitol Ice Arena
Amwood Building Systems	Spring Kick-off Event	150	\$59,882	3/6/2025	96	Madison Concourse
United Way of Wisconsin	2025 United Way Great Rivers Conference	250	\$176,334	3/9/2025	417	Madison Concourse
Professional Dairy Producers of Wisconsin	2025 PDPW Business Conference	800	\$508,841	3/10/2025	595	Alliant Energy Center
Sunshine Travel Company	Onamia High School Band and Choir	60	\$19,975	3/10/2025	45	AmericInn South
Ultimate Derby LLC	Midwest Massacre 2025	4,500	\$684,323	3/16/2025	1,013	Alliant Energy Center
Wisconsin Interscholastic Athletic Association	2025 WIAA Boys State Basketball Team Rooms	350	\$421,949	3/19/2025	693	UW Kohl Center
Figure Skating Club of Madison	2025 Midwestern Adult Figure Skating Sectionals	200	\$61,196	3/20/2025	130	Madison Ice Arena
State Basketball Championships	2025 Wisconsin Middle School State Championship	3,125	\$1,201,490	3/20/2025	1,631	UW Nic
SkillsUSA Wisconsin Association	State Leadership and Skills Conference 2025	2,300	\$736,646	3/31/2025	595	Alliant Energy Center
USA Hockey	2025 Youth Tier 1 National Championships	2,000	\$1,345,703	3/31/2025	2,838	Capitol Ice Arena
Society of American Foresters	2025 Rising Professionals Conference	100	\$89,154	3/31/2025	275	Madison Concourse
Medical College of Wisconsin	Wisconsin Bone Club Annual Conference	100	\$48,356	4/3/2025	125	Sheraton
Wisconsin Employee Relocation Council	2025 Midwest Relocation Conference	275	\$112,995	4/6/2025	260	Edgewater

CONFIRMED EVENTS 2025

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Pharmacy Society of Wisconsin	2025 Educational Conference	400	\$141,783	4/7/2025	195	Monona Terrace
Wisconsin Nurses Association	2025 Annual Pharmacology & Clinical Update	520	\$264,459	4/9/2025	181	Monona Terrace
NIRSA	2025 National Basketball Championships	800	\$519,591	4/9/2025	503	UW Nic
American Broomball Alliance	2025 National Championships	750	\$433,429	4/10/2025	648	Capitol Ice Arena
Peoria Charter Travel	Farm Bureau Tour Group - Room Block Only	40	\$12,410	4/11/2025	40	Hyatt Place Downtown
American Trails	2025 International Trails Summit	800	\$902,121	4/11/2025	1,415	Monona Terrace
Wisconsin Cheese Makers Association	CheeseCon 2025	1,500	\$751,040	4/14/2025	1,856	Alliant Energy Center
USA Gymnastics	2025 XCEL Region IV Championships	3,000	\$1,208,414	4/24/2025	1,670	Alliant Energy Center
Wisconsin Medical Society	2025 Annual Convention	300	\$130,130	4/24/2025	180	Monona Terrace
PLAY Hockey	2025 Midwest Championship	1,000	\$254,818	4/25/2025	410	Capitol Ice Arena
Epic	2025 Epic XGM	4,700	\$10,319,756	4/26/2025	25,111	Epic Conference Cntr
Washington University in St. Louis	2025 Midwest Climate Summit	100	\$63,152	4/29/2025	204	UW-Madison
Social Security Administration	2025 SSA Meeting	120	\$59,919	5/1/2025	120	Madison Concourse
Commerce Lexington	2025 Leadership Visit	250	\$134,717	5/12/2025	345	Edgewater
Dairyland Sports	2025 Dairyland Games	120	\$61,807	5/15/2025	140	Verona High School
Endurance Marketing Inc.	2025 Run Madtown	2,500	\$282,673	5/22/2025	207	Marathon Course
Central States Water Environment Association	CSWEA 2025 Annual Meeting	500	\$304,029	5/28/2025	50	Monona Terrace
Symposium on Research in Child Language Disorders	46th Annual Conference - 2025	300	\$221,834	5/28/2025	775	Monona Terrace
Madison Area Youth Soccer Association	2025 Reddan Thunder Invitational	3,000	\$554,427	5/29/2025	942	Reddan
American Truck Historical Society	2025 ATHS Annual Convention and Truck Show	10,000	\$2,309,680	6/1/2025	2,280	Alliant Energy Center

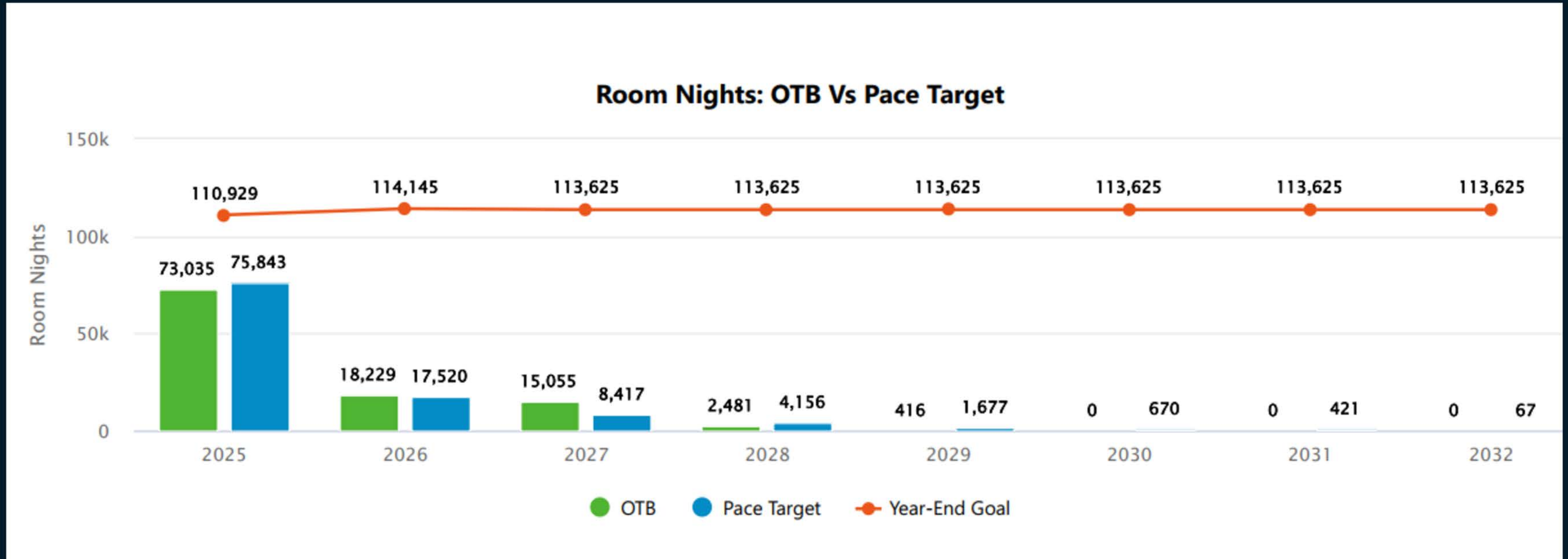
CONFIRMED EVENTS 2025

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
Wisconsin Fellowship of Poets	75th Anniversary Conference	150	\$50,814	6/12/2025	100	Madison Concourse
Northwestern Mutual Life	NM 2025 ELG Summit	65	\$60,739	6/17/2025	172	Edgewater
Solution Tree	2025 Assessment Center Institute	500	\$293,770	6/23/2025	360	Monona Terrace
American Simmental Association	2025 AJSA National Classic	1,000	\$776,673	7/5/2025	839	Alliant Energy Center
American Assoc of State Hwy & Transportation Officials	2025 AASHTO CES & CTSSR Joint Meeting	130	\$198,076	7/6/2025	582	Madison Concourse
Association of Alternative Newsmedia	2025 AAN Annual Conference	150	\$104,619	7/8/2025	275	Edgewater
Health Physics Society	HPS 2025 Annual Meeting	1,000	\$1,085,882	7/10/2025	2,099	Monona Terrace
Association of University Technology Managers	2025 Central Region Meeting	200	\$178,364	7/19/2025	430	Monona Terrace
Badger Region Volleyball	2025 USA All-Star Championships	2,500	\$2,483,281	7/21/2025	3,652	Alliant Energy Center
Uncle Charlie's Tournaments	2025 Rising Stars Summer Finale	600	\$172,605	7/25/2025	290	Deforest Sports Cmplx
Potato Association of America	109th Annual Meeting	300	\$452,248	7/26/2025	1,242	Monona Terrace
Democratic Governors Association	DGA 2025 Summer Policy Conference	500	\$214,429	7/30/2025	360	Monona Terrace
Solution Tree	2025 PLC Institute	1,200	\$863,950	8/2/2025	940	Monona Terrace
Kidz In Motion, Inc.	2025 National Child Passenger Safety Conference	350	\$564,043	8/10/2025	1,300	Monona Terrace
Anesis Therapy	2025 Anesis Multicultural Mental Health Conference	500	\$94,780	8/20/2025	50	Monona Terrace
World Triathlon Corporation	IRONMAN Wisconsin and IMWI 70.3 2025	14,800	\$3,637,465	9/2/2025	5,310	Monona Terrace
Wisconsin Public Television	The Great Wisconsin Quilt Show 2025	15,500	\$1,450,584	9/3/2025	200	Alliant Energy Center
Wisc Section of the American Water Works Assoc	Annual Meeting & Water Utility Expo 2025	500	\$290,200	9/8/2025	416	Monona Terrace
Wisc Section, Amer College of Obstetricians and Gyn	WI-ACOG 2025 Annual Conference	100	\$46,423	9/12/2025	50	Madison Concourse
Mendota Yacht Club	2025 MC Scow Nationals	150	\$117,560	9/15/2025	335	Lake Mendota

CONFIRMED EVENTS 2025

Account Name	Lead Name	Attend	Direct Spending	Event Start Date	Contract Rooms	Headquarter Facility
National Rural Electric Cooperative Association	NRECA 2025 Regions 5 & 6 Meeting	1,200	\$993,560	9/22/2025	1,268	Monona Terrace
National Conference of State Legislatures	2025 RELACS Professional Development Seminar	180	\$229,226	10/5/2025	530	Madison Concourse
Land Cruise Inc.	2025 Fall Foliage Trip	52	\$21,297	10/15/2025	60	Park Hotel
Wisconsin Music Educators Association	Wisconsin State Music Conference 2025	3,800	\$889,621	10/29/2025	392	Monona Terrace
Wisconsin Music Educators Association	2025 WSMA State Honors Music Project Room Block	210	\$96,826	10/29/2025	207	Sheraton
Destinations Wisconsin	2025 Wisconsin Fall Tourism Conference	230	\$116,728	11/5/2025	180	Madison Concourse
as of 2/12/25	Confirmed Events to occur in 2025 = 66	113,677	\$45,006,304		72,915	

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



LONG TERM PACE - ROOM NIGHTS LEFT TO BOOK VS. TENTATIVE

