



Hi!

City of Madison
Common Council

11/22/22

destination
madison[™]

Destination Madison's core mission is to increase the awareness and love for Madison through strong positioning of the destination in key growth markets and overnight visits.

Destination Madison's target audiences include leisure travelers, conventions/meetings and sports tournaments.

- * **1972**
Incorporates as a non-profit
- * **1973**
Receives first year of funding from the City of Madison
- * **1975**
Receives first year of funding from Dane County
- * **1983**
Launches Taste of Madison
- * **1987**
Publishes first Travel Planner and Visitors Guide
- * **1993**
Contracts with City of Madison to begin marketing Monona Terrace

- * **1994**
Launches Madison Marathon
- * **1994**
Receives increased funding from Dane County to market Expo Center expansion
- * **1994-1995**
Sells rights to Taste of Madison and Madison Marathon
- * **1995**
Alliant Energy Center Exhibition Hall opens
- * **1997**
Monona Terrace opens
- * **2002**
Hosts first IRONMAN Wisconsin

- * **2003**
Launches Spirit of Greater Madison
- * **2006**
Becomes Travel Green Wisconsin certificated
- * **2008**
One of first recipients in the nation to receive DMAP Accreditation from Destinations International
- * **2010**
Launches Madison Area Sports Commission
- * **2012**
Leads efforts to secure WIAA Boys Basketball Championships and other championships moving forward

- * **2017**
Hosts first CrossFit Games
- * **2018**
Implements Bucky on Parade
- * **2019**
Re-brands as Destination Madison. Spirit of Greater Madison becomes Destination Madison Foundation
- * **2021**
Implements Destination Madison Recovery Campaign to address pandemic-related losses and accelerate hospitality industry recovery efforts
- * **2022**
Destination Madison Celebrates 50th anniversary

History



ROOM TAX IS LEVIED BY MUNICIPALITY

Paid by Visitor ⇒ Collected by Hotelier ⇒ Remitted to Municipality



30%

*The percent that must
be retained
by municipality
for general purposes*

70%

*The percent that must
be spent on
tourism promotion
and development*

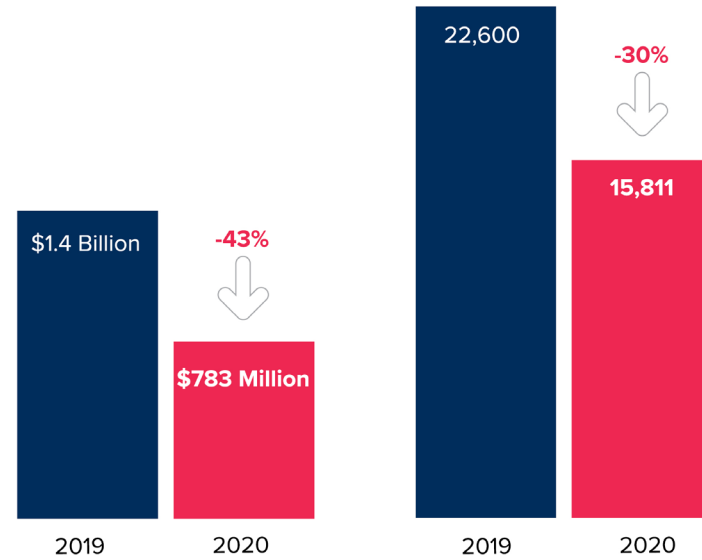
According to Wisconsin state statute

**Municipality cannot direct the distribution of the 70% —
must be directed by a Tourism Entity or Tourism Commission**



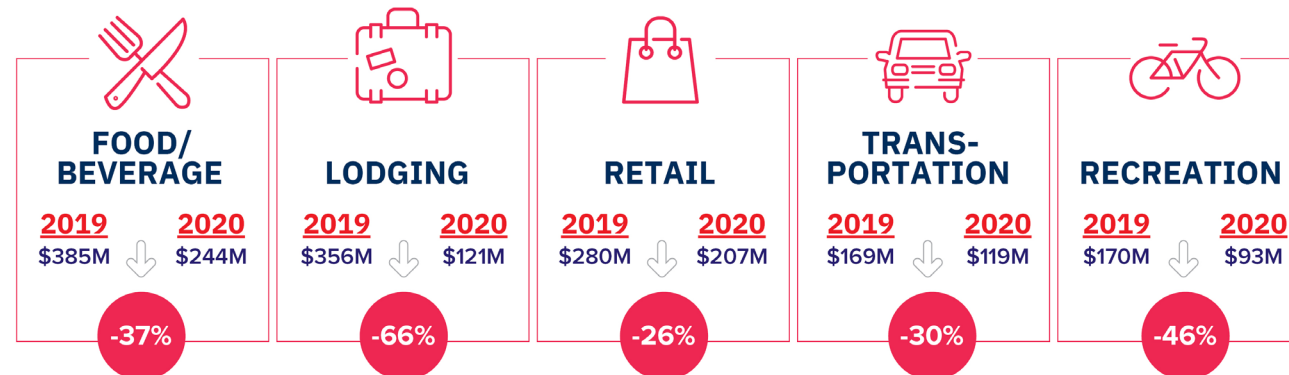
The City of Madison Room Tax Commission serves that purpose
Six members // One-year terms // Appointed by Mayor

Room Tax Overview



Direct Visitor Spending

Jobs Supported by Tourism



Community Impact

2021 Direct Visitor Spending Impact

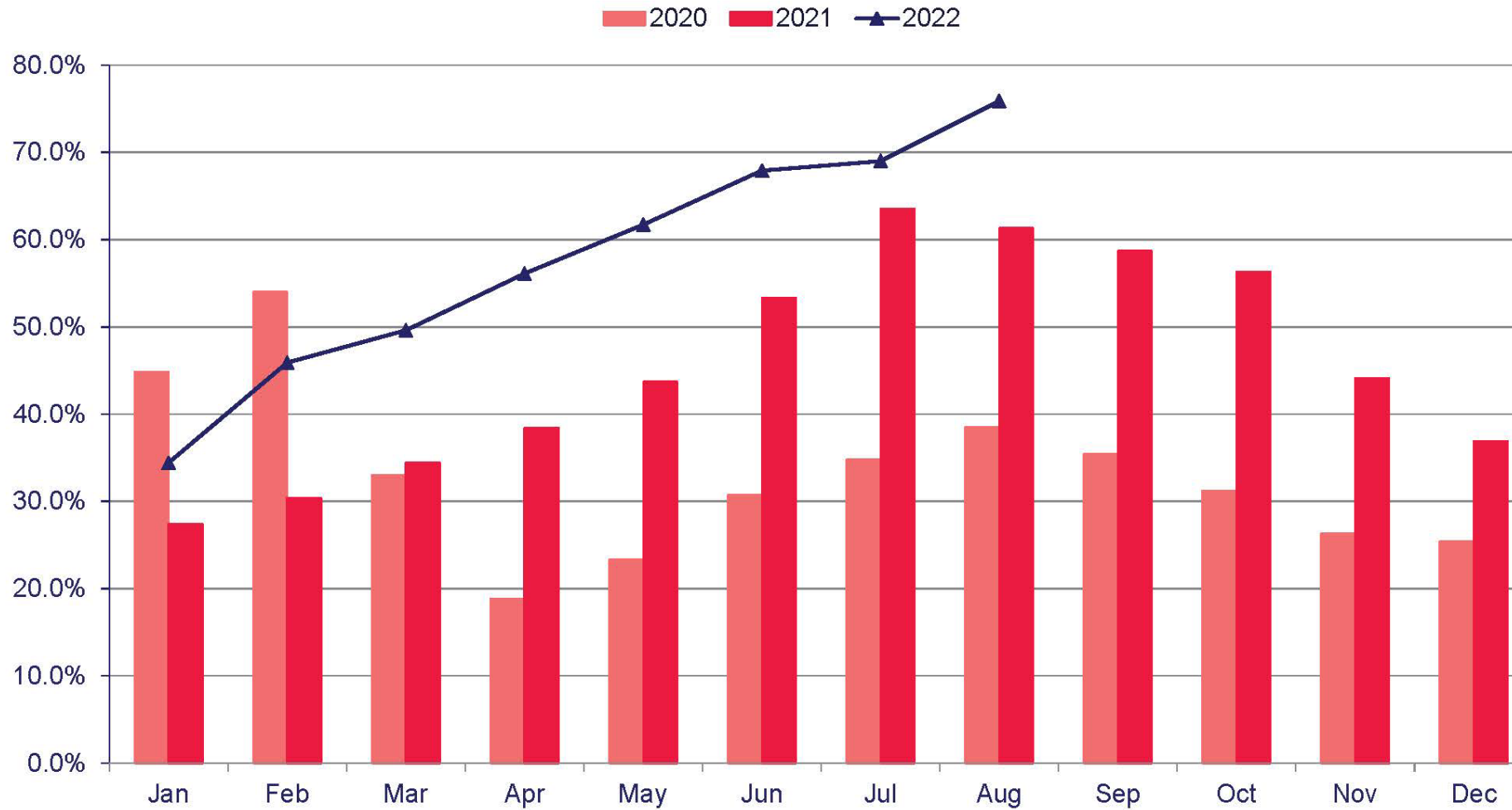
\$1.05 billion

In 2021

\$2.9 million per day

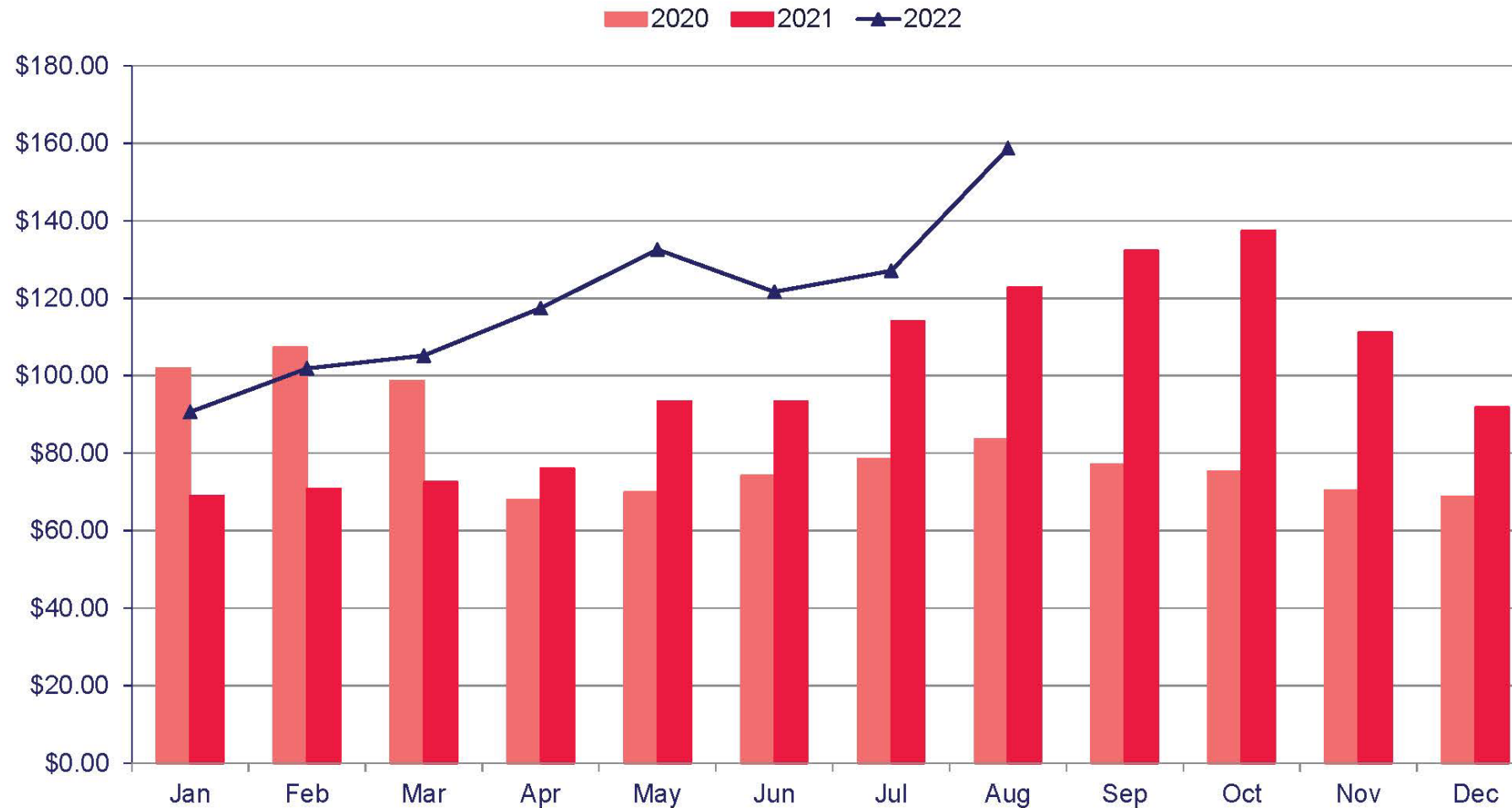
on average was spent by visitors in Madison.

Hotel Occupancy



Note year over year inventory does not include COVID related closings

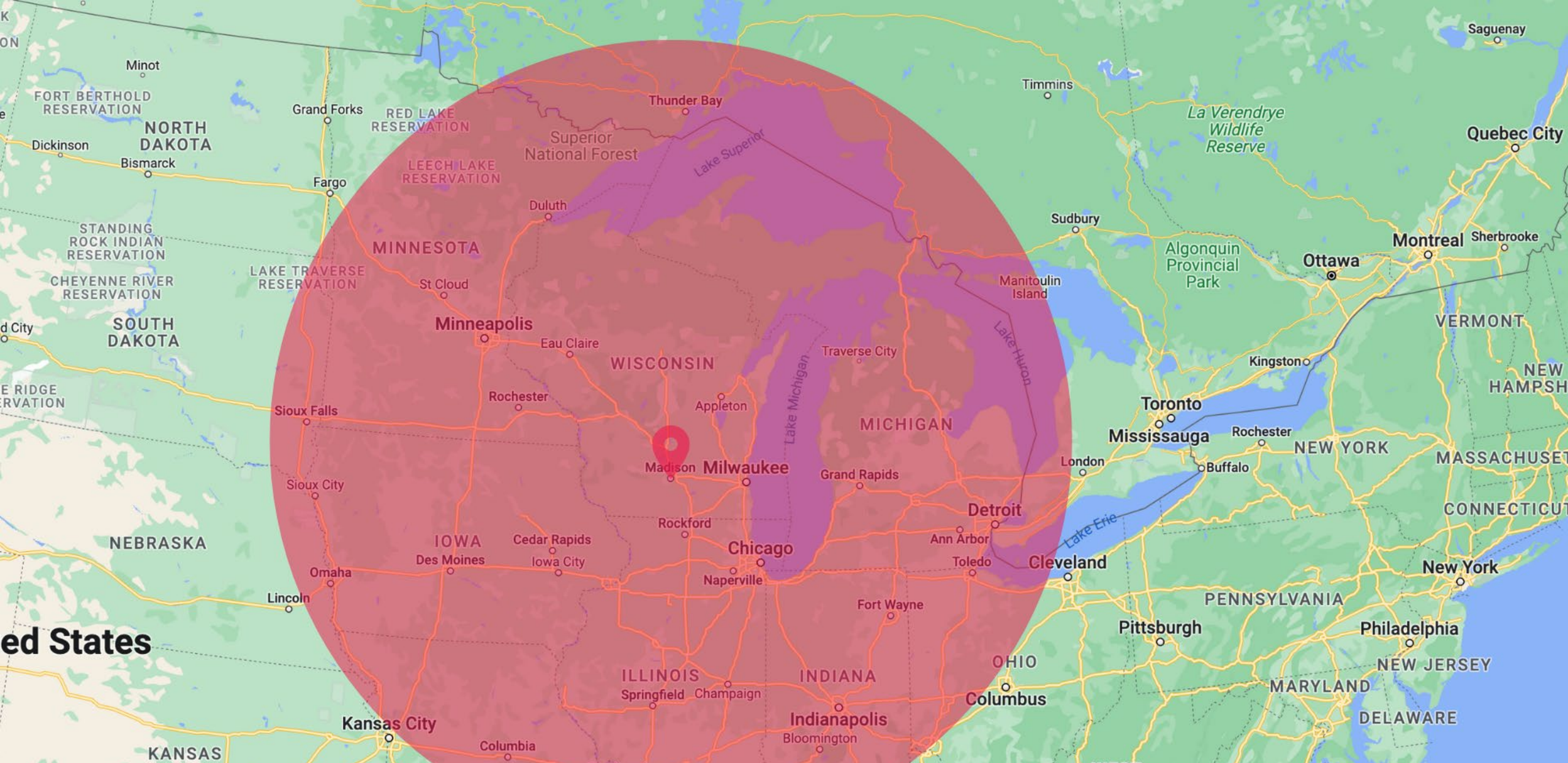
Hotel ADR



Note year over year inventory does not include COVID related closings



WHAT WE HAVE DONE



Extended reach to a 400-square-mile radius

Active
Adventurers

Kickin' back
Vacationers

Younger socially
conscious travelers



**Active
Alex**



**Lively
Logan**



**Relaxed
Randy**



**Progressive
PJ**

Curated target audiences

Executed the
Recovery Campaign

Cafe breakfast

Farmers' market

Capitol tour

1:08 pm | Nurture your love of nature

Lake cruise

Streatery dinner

Nightcap



Unmistakably Madison

Make your way to the city with 6,000 acres of greenery, 270 parks and beaches, 5 lakes – and a million ways to reconnect to what you love.
visitmadison.com

destination
madison

**MUSEUM AT 9.
OLBRICH GARDENS AT 2.
CHEESE CURDS AT 7.
ROCK OUT AT 10.**



MADISON. IT'S THAT EASY.

destination
madison

**OUR LAKE LIFE
DOESN'T END IN
THE SUMMER.**



MADISON. IT'S THAT EASY.

destination
madison

**START ON THE LAKE,
WALK 2 BLOCKS,
END AT THE BAR.**



MADISON. IT'S THAT EASY.

destination
madison

**START AT THE ZOO,
WALK 9 MINUTES,
END AT THE BEACH.**



MADISON. IT'S THAT EASY.

destination
madison

**15 BREWERIES
FLOWING BETWEEN
2 LAKES.**



MADISON. IT'S THAT EASY.

destination
madison

**ONLY 2 BLOCKS
BETWEEN LAKE LIFE
AND NIGHT LIFE.**



MADISON. IT'S THAT EASY.

destination
madison

**EXPLORE 5 INCREDIBLE
MUSEUMS WITHIN
1 SHORT MILE.**



MADISON. IT'S THAT EASY.

destination
madison

**KAYAK AT 9.
OLBRICH GARDENS AT 2.
CHEESE CURDS AT 7.
COMEDY CLUB AT 10.**



MADISON. IT'S THAT EASY.

destination
madison

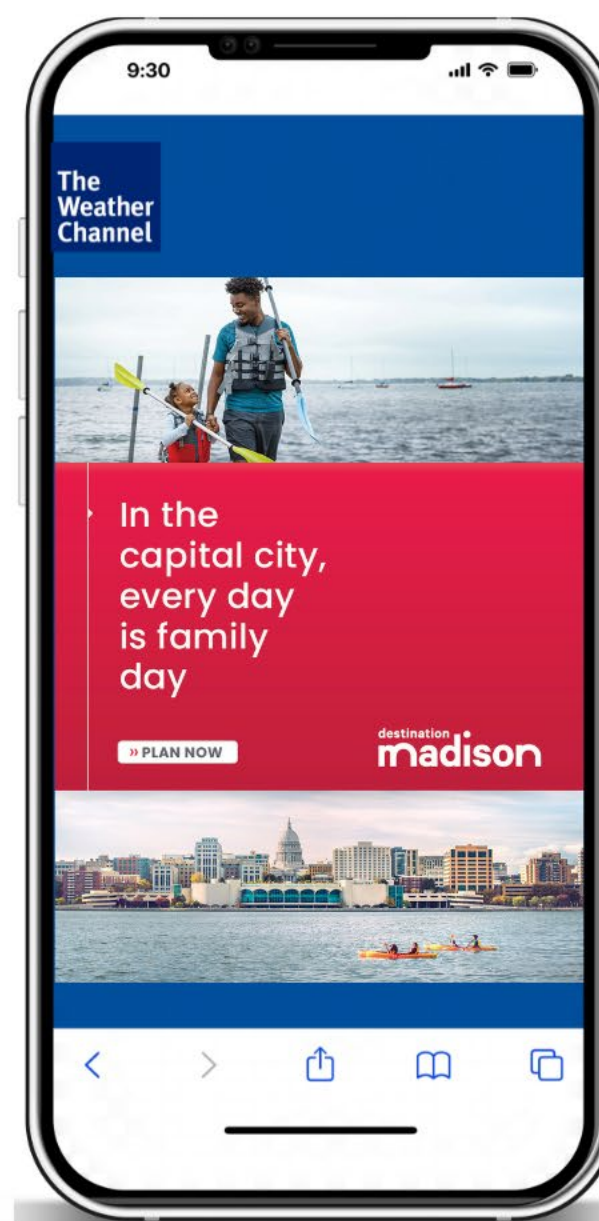
Resulting in

61,000 new users

on our website

And a
25% increase
in social media followers

Executed the
Brand Campaign



KID-APPROVED TRAVEL THAT PARENTS WILL LOVE, TOO

Every day is family day. Read on for vacation inspiration where memory-making takes center stage.



EAT, DRINK, TRAVEL LIKE A LOCAL

Get to know Madison's artsy, crafted, progressive and eclectic sides. Read on to explore them all.



TAKE ON ADVENTURE BY LAND & BY LAKE

Every second is an action-packed adventure. Read on to make the most of your visit and see and do as much as possible.



RELAX, UNWIND & DINE

Find connection on every corner. To yourself. The city. And those who matter most. Read on for your R&R guide to Madison.

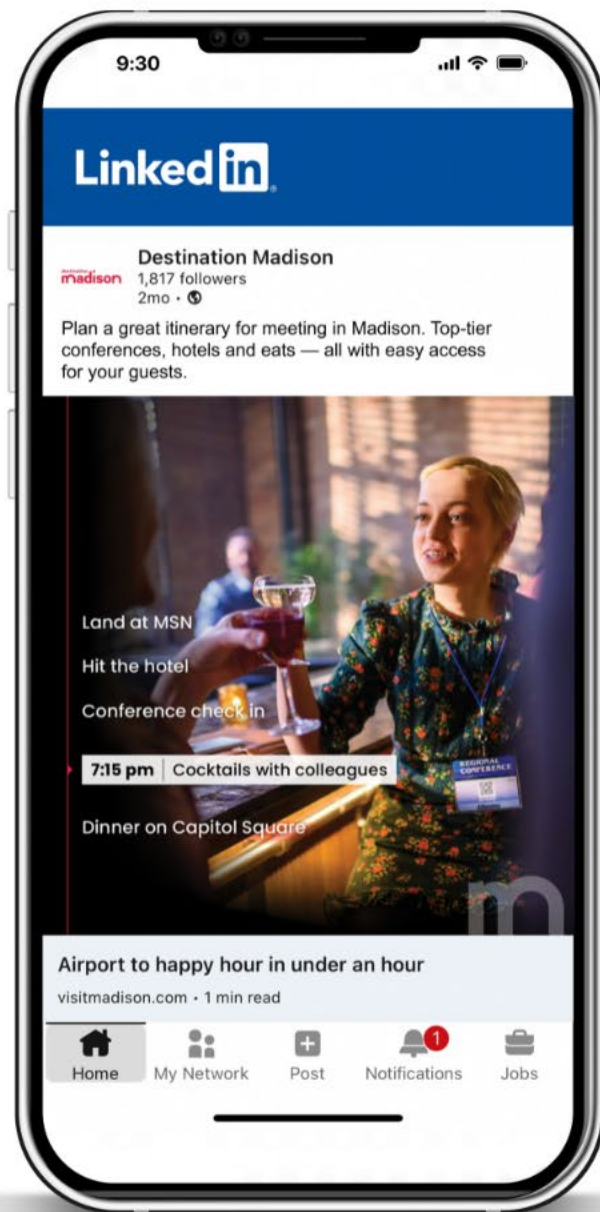


In just six months we've gained

115,468 new users

on our website

Executed the
Business to Business
Campaign



Las Vegas Deals you can't miss! 8/12/22, 7:11 am
Sleep, Eat, Play, Learn — Vegas is the city for you.

Top 5 musts when planning an event 8/12/22, 6:45 am
2022 has certainly brought new ways of thinking in our industry. Join us for a conversational circle presented by...

Robert Paulik 8/11/22, 7:32 pm
I wanted to let you know that I was able to swap out the images you requested. I have attached the file. Please let me...

Destination Madison 8/11/22, 5:35 pm
From airport to happy hour in under an hour. Plan your next meeting in MADISON, WISCONSIN!

Planning made easy 8/11/22, 5:30 pm
Webinar: Choosing the right destination for your next event.

Pamela Rodrigues 8/11/22, 3:12 pm
Just checking in on the event in Chicago, IL this fall. Wondering if you would like to chat this week about a few items.

Brian Smith 8/11/22, 7:10 am
Hi! I have attached the two floor plans for you, please take a look and let's schedule a time to meet this week.

Get Results! 8/10/22, 7:22 am
We know planning meetings these days can be tough. We have the answers! Sign up now for...

Debbie Mier 8/9/22, 5:30 pm
Did you see the latest report from Sales? Hoping we can chat tomorrow first thing!

Allen Eiler 8/9/22, 2:22 pm
I have attached the requested images. Please let me know if you need anything else. I will be on vacation the first week of Sept...

Sandar Van Horne 8/9/22, 1:30 pm

From airport to happy hour in under an hour



Plan Your Next Meeting in Madison

In the capital city, we make connection easy. Top-tier conference centers, hotels, and restaurants – all with effortless access for your

PRIORITY 1

Citywide
Destination Madison

Peak Block

250

Revenue

\$60,000 minimum
building spend

PRIORITY 2

Destination Madison

Peak Block

150-249

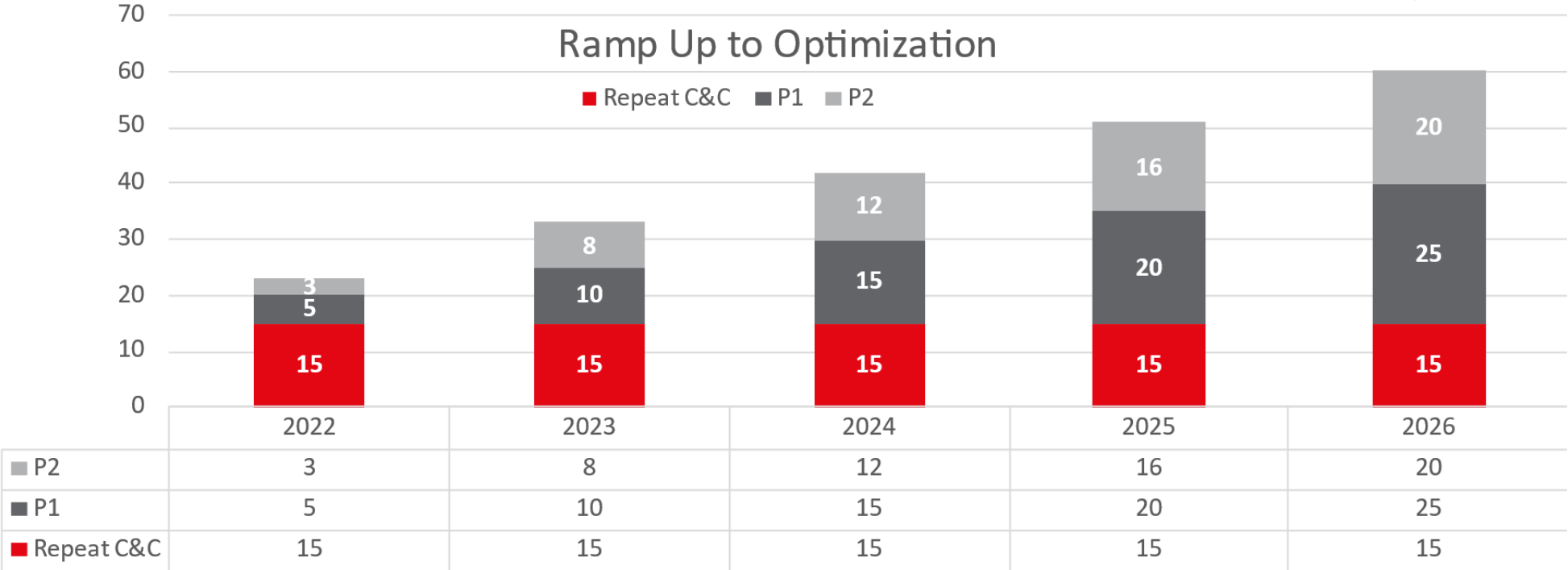
Revenue

\$40,000 minimum
building spend

Optimization Study

Ramp up to annual bookings:
PRIORITY 1: 1-25
PRIORITY 2: 2-20

Total of 45 NEW
P1 & P2 events
annually by year-5





WHERE WE ARE GOING

DEAI focus

DEAI focus

Expand
marketing
campaign
(reach +
storytelling)

DEAI focus

Expand
marketing
campaign
(reach +
storytelling)

Workforce

DEAI focus

Expand
marketing
campaign
(reach +
storytelling)

Workforce

Create
destination
brand toolkit
+ assets

DEAI focus

Expand
marketing
campaign
(reach +
storytelling)

Workforce

Create
destination
brand toolkit
+ assets

Fully implement
Optimization
study

DEAI focus

Expand
marketing
campaign
(reach +
storytelling)

Workforce

Create
destination
brand toolkit
+ assets

Fully implement
Optimization
study

3-year
strategic plan
with DEAI
integration

Host of the 2023 Public Relations Society of American Travel and Tourism Conference

300 Travel PR professionals
from North America

30-40 Top tier travel media





WHAT'S POSSIBLE

Continue as a
national leader in
hosting diverse travel
media

Expand meetings,
events and sports
coverage

Neighborhood
branding +
storytelling

Enhanced content
+ further
personalization
in our advertising

Extend our target audiences to reach direct-flight markets

Activation in big cities within our target audiences

Secure national
sports events
that fill room nights
and garner national
media attention

Expand sponsorships
at meeting,
sports and event
trade shows

Destination
Madison's core mission is to drive room nights in Madison and Dane County which in turn increases the room tax fund

Room tax helps
local government provide more services to residents. In 2021, Room Tax allowed Dane County households to receive \$563 in equivalent services.

Destination
Madison's goal, as we look to the future, is to increase the impact of direct visitor spending to \$2 billion 😊



▶ **THANK YOU**

Ellie Westman Chin
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destination
madison