

Common Council Briefing

Tourism Industry Impact

March 17, 2015

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GREATER MADISON CONVENTION & VISITORS BUREAU

AGENDA

TOURISM IMPACT



ROI ON YOUR INVESTMENT



MARKET CONSIDERATIONS



ROOM TAX PRIMER



WHAT'S NEXT



Q&A

What Do You Know?

In 2013, what was the total spending impact of visitors to Dane County?

- A. \$490 Million dollars
- B. \$650 Million dollars
- C. \$1.3 Billion dollars
- D. \$1.8 Billion dollars

ANSWER:

IN 2013, VISITORS BROUGHT
\$1.8 BILLION
IN ECONOMIC IMPACT TO DANE CO.

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What Do You Know?

Where do Visitors Spend Their Money?

Match spending category in column A to correct percentage in column B

COLUMN A	COLUMN B
Transportation	22%
Food	11%
Retail	25%
Lodging	14%
Recreation	28%

ANSWER:

VISITOR SPENDING CATEGORIES



28%

Food/ Beverage



25%

Lodging



22%

Retail



11%

Recreation



14%

Transportation

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What Do You Know?

Fill in the blank:

Tourism supports more than _____ full time equivalent jobs in Dane County.

- A. 8,700
- B. 12,650
- C. 19,500
- D. 25,000

ANSWER:

TOURISM SUPPORTS MORE THAN
19,500
FULL-TIME EQUIVALENT JOBS
in **Dane County.**

That's **10%** of
tourism-related jobs
in the entire state!

.....



Wisconsin jobs are
related to tourism

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Without the taxes generated by tourism,
each household in Wisconsin would be responsible for
paying approximately \$590 additional dollars each year.



What Does the GMCVB Do?

- Secure Conventions and events
- Service existing events
- Provide visitor information
- Promote Madison

How do we measure our results?

- Contract Metrics
 - Value of contracted space
 - Earned media
 - Economic Impact
 - Qualified leads generated
- Internal Metrics
 - Number of conventions and events contracted
 - Room nights generated
 - Sales activities

Why should you care?

\$54.9 MILLION

Every dollar invested in our work
generates \$13.60 in return

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Why Do Visitors Come to Madison?

- University of Wisconsin-Madison
- Monona Terrace and Alliant Energy Center meeting and events
- State capital/government
- Corporate business
- Outdoor recreation
- Lakes
- Medical/health centers
- Festivals and sports events

How Does the GMCVB Take Advantage of the Drivers?

- Strategic deployment of sales team
- Three City Alliance Strategy
- Leisure Marketing Focus

Where Do Sports Fit In?

- Madison's sports reputation
- Recession proof market sector
- Specialized expertise expected

What's Up With The Competition?

- Who?
- How do we compare:
 - Venues?
 - Hotel Package?
 - Airlift?
 - Weather?
 - Resources?

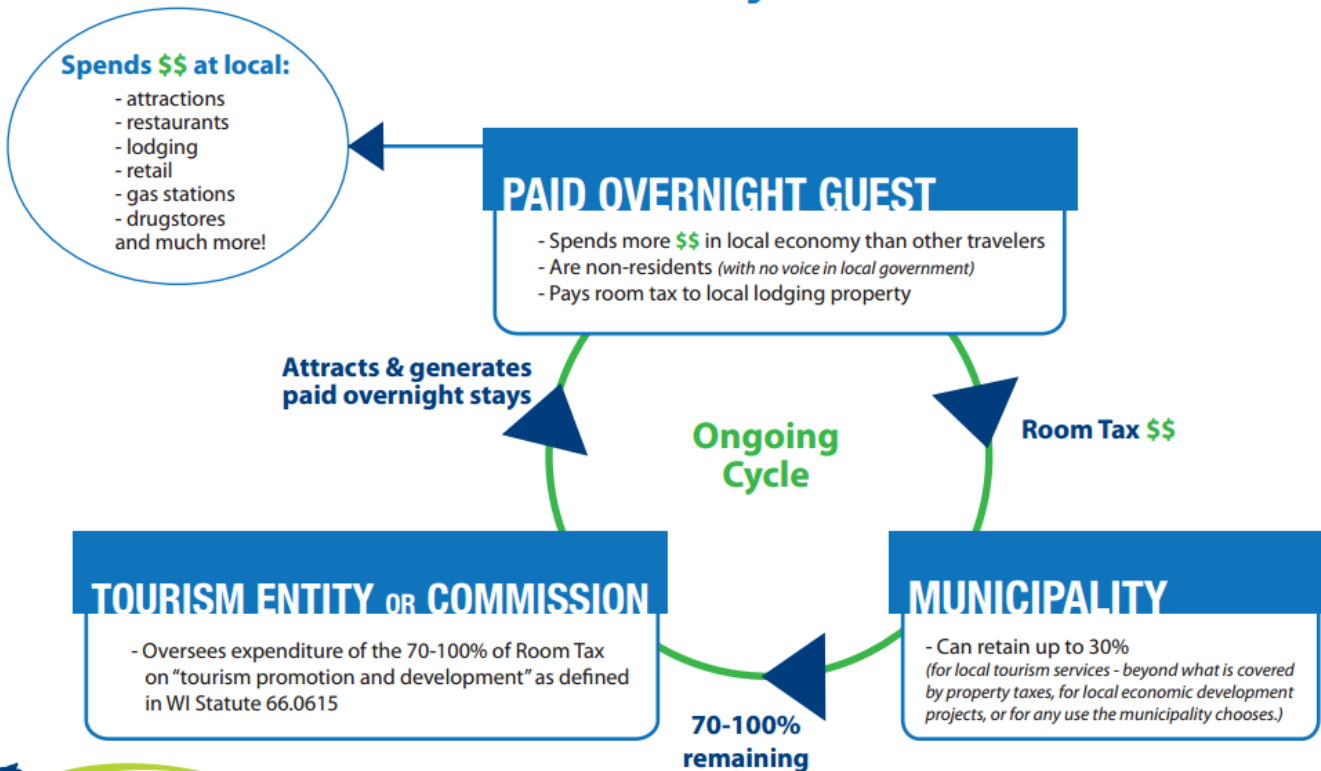
What's The Room Tax Story?

March 2012

Wisconsin Room Tax

LOCAL TOURISM GROWTH MODEL

funded by successful use of room tax



How Does Room Tax Differ From Property Tax?

Property Tax

- Paid by local residents and businesses
- Regulated by local government
- Funds services and programs for local residents/businesses
- Benefits local residents/businesses
- Municipality determines uses

Room Tax

- Paid by overnight guests of local lodging properties
- Regulated by state government
- Funds tourism marketing, tourism information and tourism development
- Benefits overnight travelers; local businesses that receive revenue from tourists
- Local Convention & Visitors Bureau determines uses with oversight of Board

All uses must comply with state room tax statute

What's Next?

- Product Development
- Destination visioning
- Our next conversation

Thank you!

Questions?

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