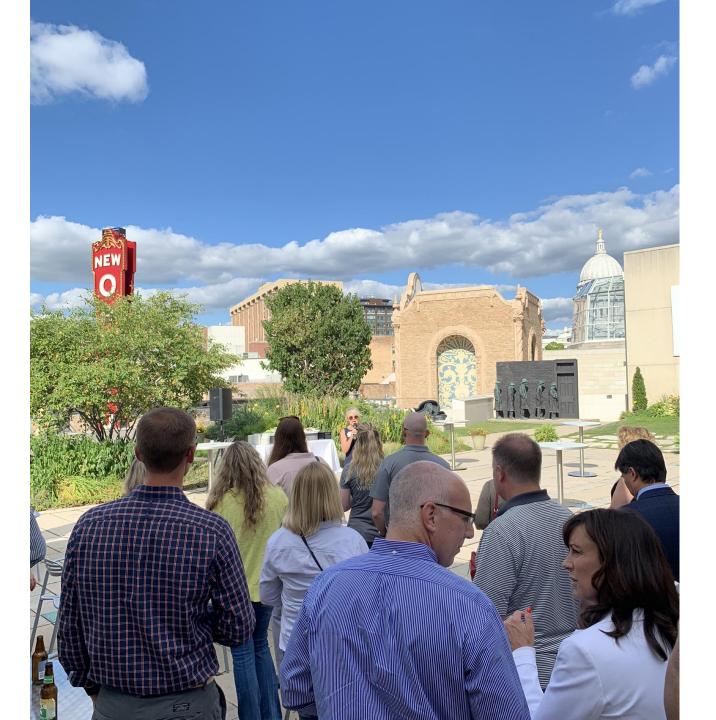
Control Contro



Destination Madison



madison

Tourism is BIG Business

Tourism Economics, April 2019

VISITORS SPENT \$1.3 BILLION IN DANE COUNTY

The tourism industry keeps over 22,000 people working in Dane County

IN 2018: FOOD/BEVERAGE LODGING RETAIL TRANSPORTATION RECREATION We're OPEN! \$272 million \$168 million \$369 million \$342 million \$161 million 21% 13% 28% 26% 12% Tourism Economics, April 2019

What is a DMO?

A destination marketing and management organization is responsible for promoting a community as an attractive travel destination and enhancing its public image as a dynamic place to live and work.

The impact of travel strengthens the economic position of the community and provides opportunity for residents.



Our work supports visitors <u>and</u> residents



- Transportation
- Workforce
 Development
- Affordable Housing

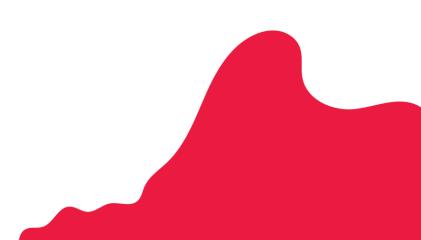
What's Next?

2020 Events:

- Democratic National Convention
- Golden Age Games

Projects we are engaged in:

- Alliant Energy Center Master Plan
- Destination District
- Nolen Waterfront
- JDS
- F-35s/Together Truax



Thank you Deb Archer archer@visitmadison.com

