



Destination Madison

Q1 2021

Monona Terrace Community and Convention Center
Board
April 15, 2021

State of the Industry

Data Sources & Partners

Impact Summary

Travel Indicators

Overseas Travel to the U.S.

Economic Conditions

Employment

Travel Sentiment

Covid-19 Correlation

Predictive DMO Indicators

Predictive Industry Indicators

Economic Forecast

Domestic Travel Forecast

International Travel Forecast

Hotel Forecast

Destination (filter impacts entire page)

Wisconsin

Cumulative Losses Since January 2020

Wisconsin, through February 2021

Wisconsin	
Travel Spending (difference)	(\$6.1B)
Federal Taxes	(\$439M)
State Taxes	(\$253M)
Local Taxes	(\$77M)

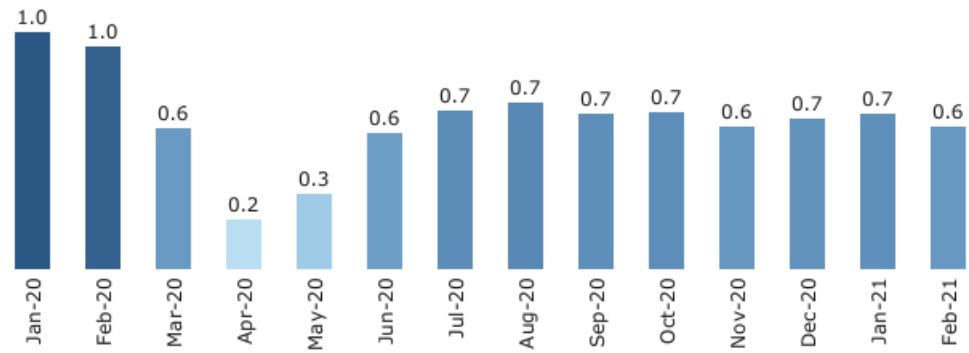
Travel Spending Losses

Wisconsin

	Travel Spending	Travel Spending (difference)	Travel Spending % Chg YOY
Jan-20	\$1.0B	\$0.0B	2.1%
Feb-20	\$1.0B	\$0.0B	-3.1%
Mar-20	\$0.6B	(\$0.5B)	-45.7%
Apr-20	\$0.2B	(\$0.9B)	-80.4%
May-20	\$0.3B	(\$0.8B)	-71.4%
Jun-20	\$0.6B	(\$0.6B)	-49.2%
Jul-20	\$0.7B	(\$0.5B)	-42.1%
Aug-20	\$0.7B	(\$0.4B)	-38.1%
Sep-20	\$0.7B	(\$0.4B)	-37.6%
Oct-20	\$0.7B	(\$0.4B)	-39.7%
Nov-20	\$0.6B	(\$0.4B)	-40.8%
Dec-20	\$0.7B	(\$0.4B)	-37.9%
Jan-21	\$0.7B	(\$0.4B)	-34.5%
Feb-21	\$0.6B	(\$0.3B)	-35.8%

Travel Spending (\$ billion)

Wisconsin

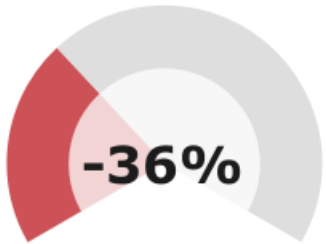


Travel Spending (\$ billion)

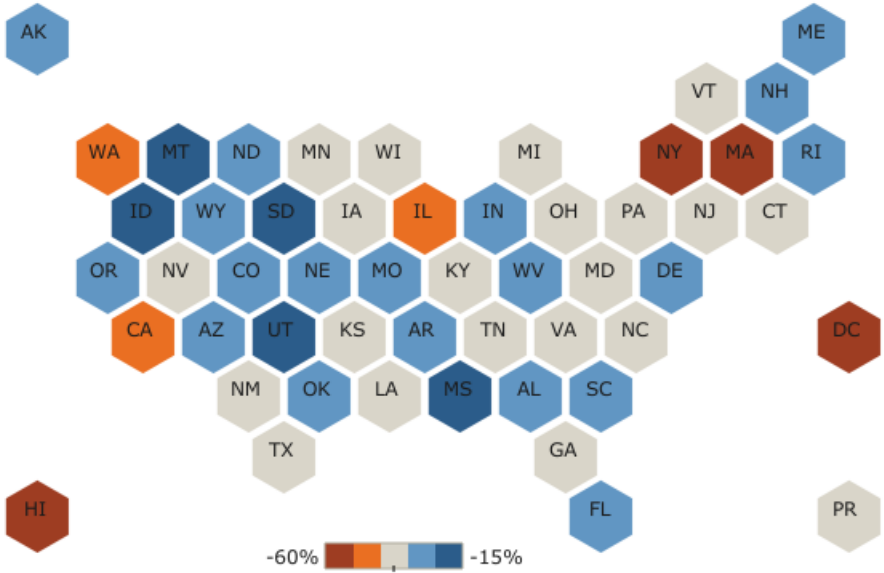
Travel Spending

Wisconsin

February 2021, % change YOY



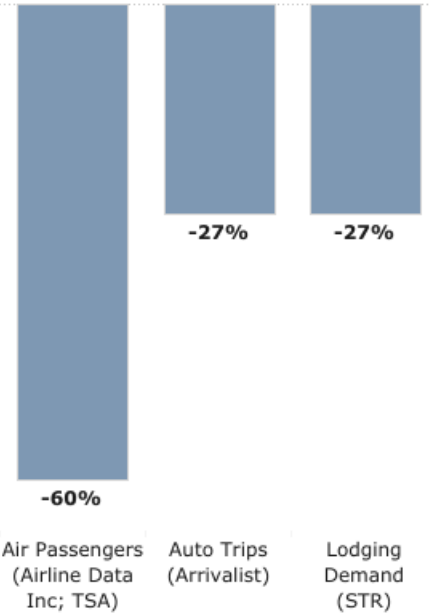
Wisconsin Travel Spending lags 2020
By 36% in February



Travel & Tourism Recovery

Wisconsin

February 2021, % change YOY



Data Sources & Partners

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Predictive DMO Indicators

Predictive Industry Indicators

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Domestic Travel Forecast

International Travel Forecast

US Hotel Forecast

Insights

The current US hotel forecast anticipates a strong rebound of travel activity in the second half of 2021 will support a 21.6% increase in RevPAR on a total-room-inventory basis, followed by a further 34.2% gain in 2022.

Demand levels are assumed to remain weak during the first quarter. As vaccine distribution becomes more widespread and travel confidence grows, hotel demand is expected to improve notably in the second half of the year.

As the recovery continues, room demand is expected to surpass 2019's level by 2023, while ADR and RevPAR are expected to lag.

The current forecast represents a slight downgrade relative to the previous release in November 2020, reflecting worsened pandemic metrics and assumptions of limited early-year travel.

The forecast for hotel Demand recovery indicates 2023 return to 2019 levels.

ADR and RevPar will return More slowly.

U.S. Hotel Forecast Summary

YOY % change, as of January 26, 2021 forecast

	2020	2021	2022
Supply	-3.6%	5.4%	2.4%
Supply (total room inventory)*	1.4%	1.2%	0.9%
Demand	-35.7%	18.0%	25.2%
Occupancy*	-36.6%	16.6%	24.1%
ADR	-21.3%	4.3%	8.2%
RevPAR*	-50.1%	21.6%	34.2%

(p) projection

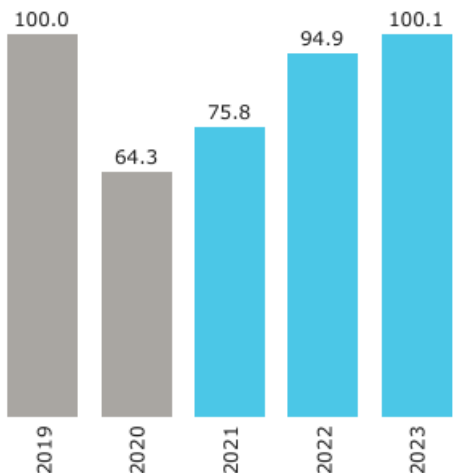
* Reflects total room inventory (TRI) methodology, which assumes no temporary hotel closures.

Source: STR; Tourism Economics

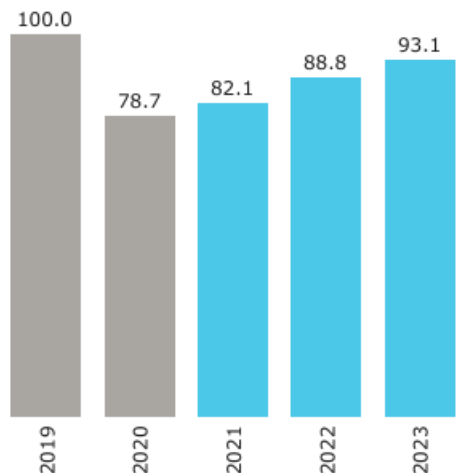
U.S. Hotel Forecast Indexed to 2019

Forecast released January 26, 2021 (2019 = 100)

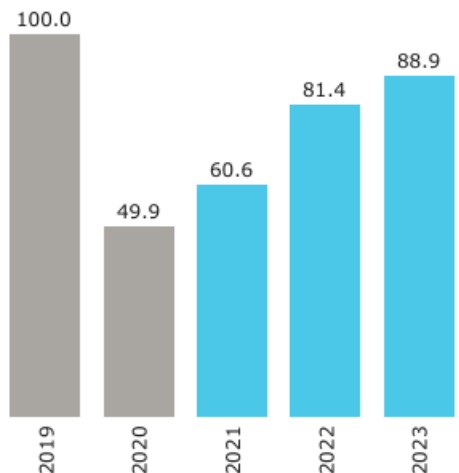
Demand Index



ADR Index



RevPAR Index

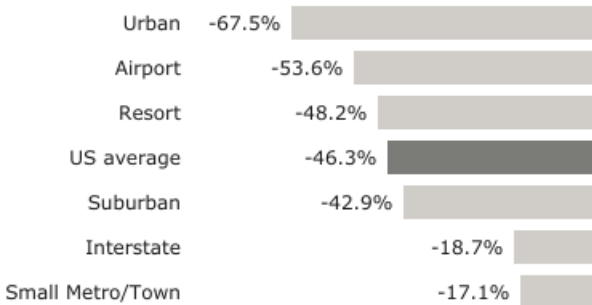


* Reflects total room inventory (TRI) methodology, which assumes no temporary hotel closures.

Source: STR; Tourism Economics

U.S. Actual RevPAR* Growth by Location

February 2021, % change relative to 2019

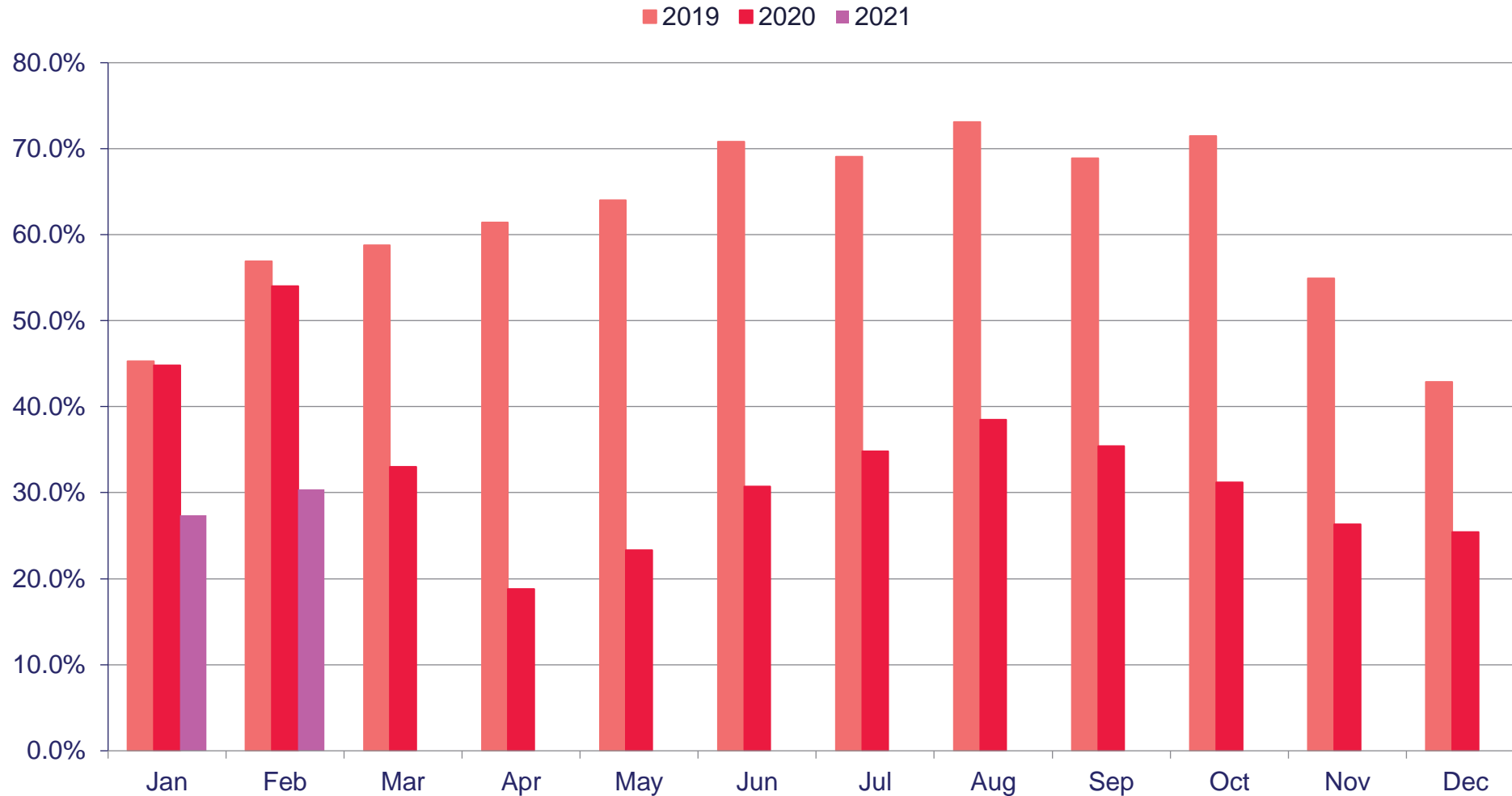


* Reflects total room inventory (TRI) methodology, which assumes no temporary hotel closures.

Source: STR

Hotel Occupancy

2021 Greater Madison Hotel demand
Continues to trail 2020



Note year over year inventory does not include Covid related closings



Traveler Sentiment:

Key Findings: American Travelers are BOTH Optimistic and Cautious!

1. **Optimism:** 88% of American travelers reported having travel plans in the next six months – This indicator has hit its highest point yet, surpassing the very first wave of this survey in early March of 2020!
2. **Caution:** However, only 28% of them are likely to visit a tourism attraction or business which does not have clear COVID safety protocols, such as mask requirements and social distancing, in place. Conversely, that's 57% unlikely to visit places without clear requirements/protocols in place, which may create some short-term competitive advantages for those seeking specific audiences.
3. The next trip for about a quarter of Americans (27%) are in the next 3-5 months (i.e., summer travel).
 1. 58% of American Travelers now feel safe traveling outside their own community... Up 11% since mid-February!

Convention & Sports Sales

Convention Sales Activities

- Overview of key sales activities
 - Recovery strategy plan – impact short term small meetings and mid/long term booking pace
 - JLL Optimization Strategy – hired JLL Consulting to develop booking space optimization recommendations to benefit Monona Terrace and room tax revenue generation. The program merges booking data from both Monona Terrace and Destination Madison creating data driven strategies, policies, and sales processes
 - Target account prioritization and acquisition strategies – intensifying new business development focus managing the right accounts, with the right messaging at the right time
- Results – productivity, leads, bookings

Sales Activities



New Business Activity Begins Again

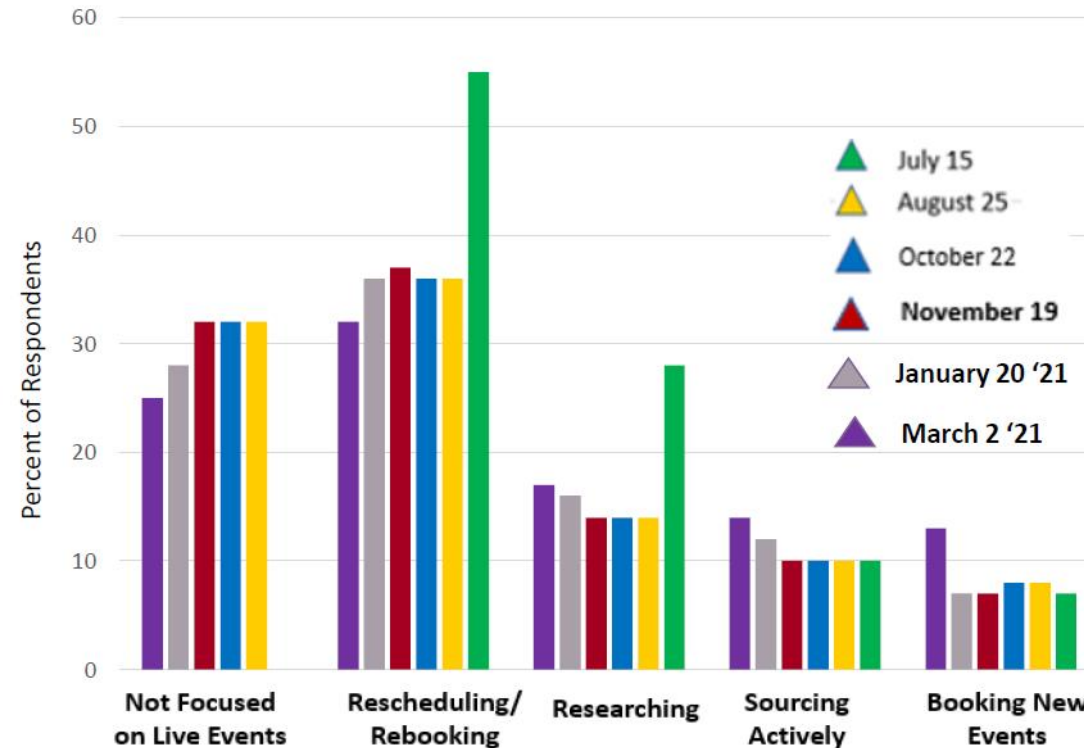
Booking Activity Nearly Doubles; Sourcing and Researching Also Up

For the first time new business activity exceeds 10% of planners surveyed.

What is your current primary focus as it pertains to your live, in-person events?

Responses as of March 2, 2021

ANSWER CHOICES	RESPONSES
▼ I am rescheduling or rebooking events	32.12%
▼ I am researching potential new events, but not ready to issue an RFP or lead	17.41%
▼ I am actively sourcing (issuing RFPs or leads) for new events	13.53%
▼ I am booking new events	12.59%
▼ I am not currently focused on live, in-person events	24.35%



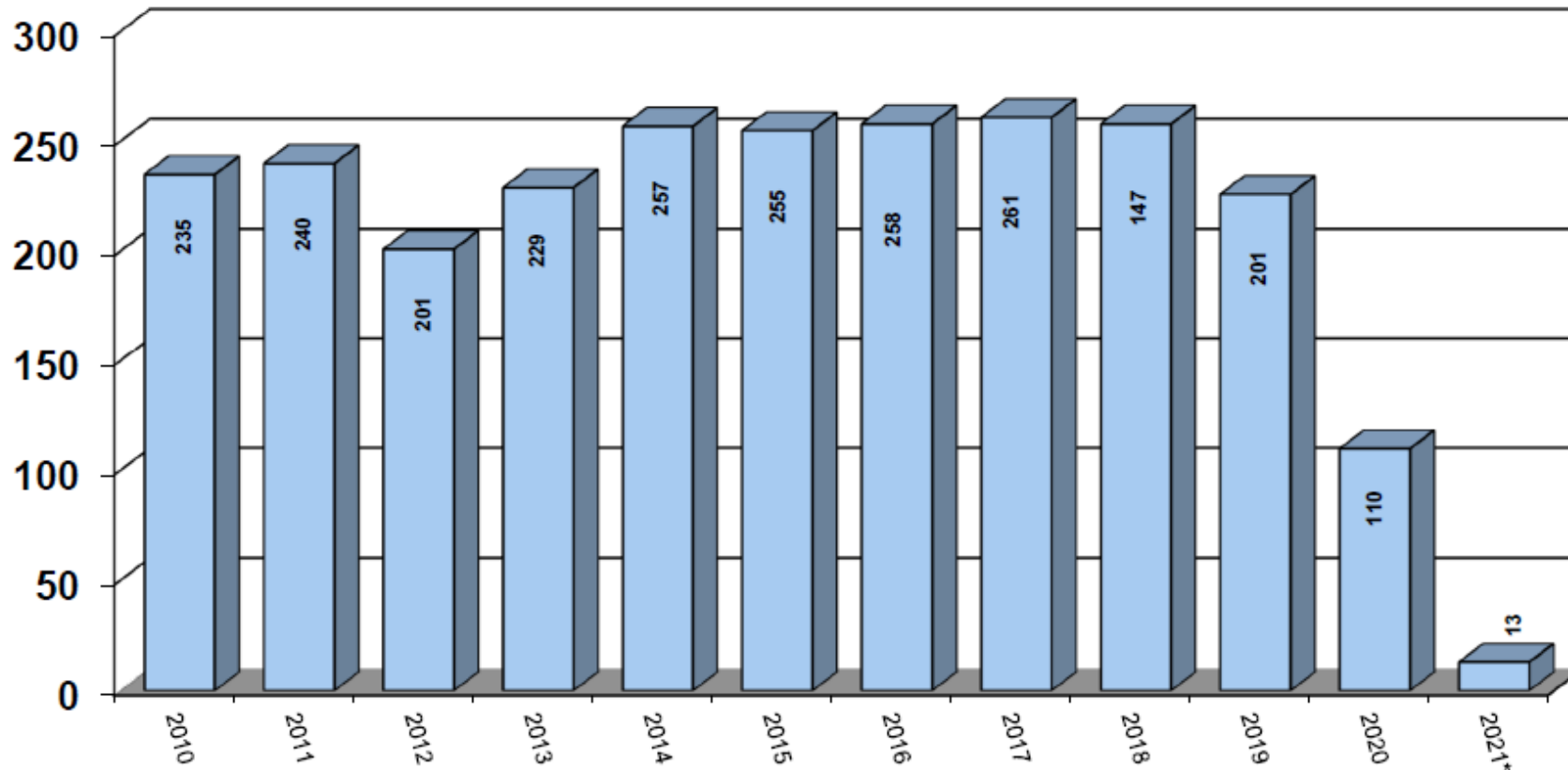
Sales Activities



- ✓ For the first time since the pandemic struck, more than 10% of planners are primarily focused on booking new events.
- ✓ 60% of all planners expect to be back meeting face-to-face again in the second half of this year.
- ✓ More than 50% of planners are planning for hybrid now or intend to plan for it soon.

Sales Activities

Destination Madison Sales & MASC Sales
Leads per Year

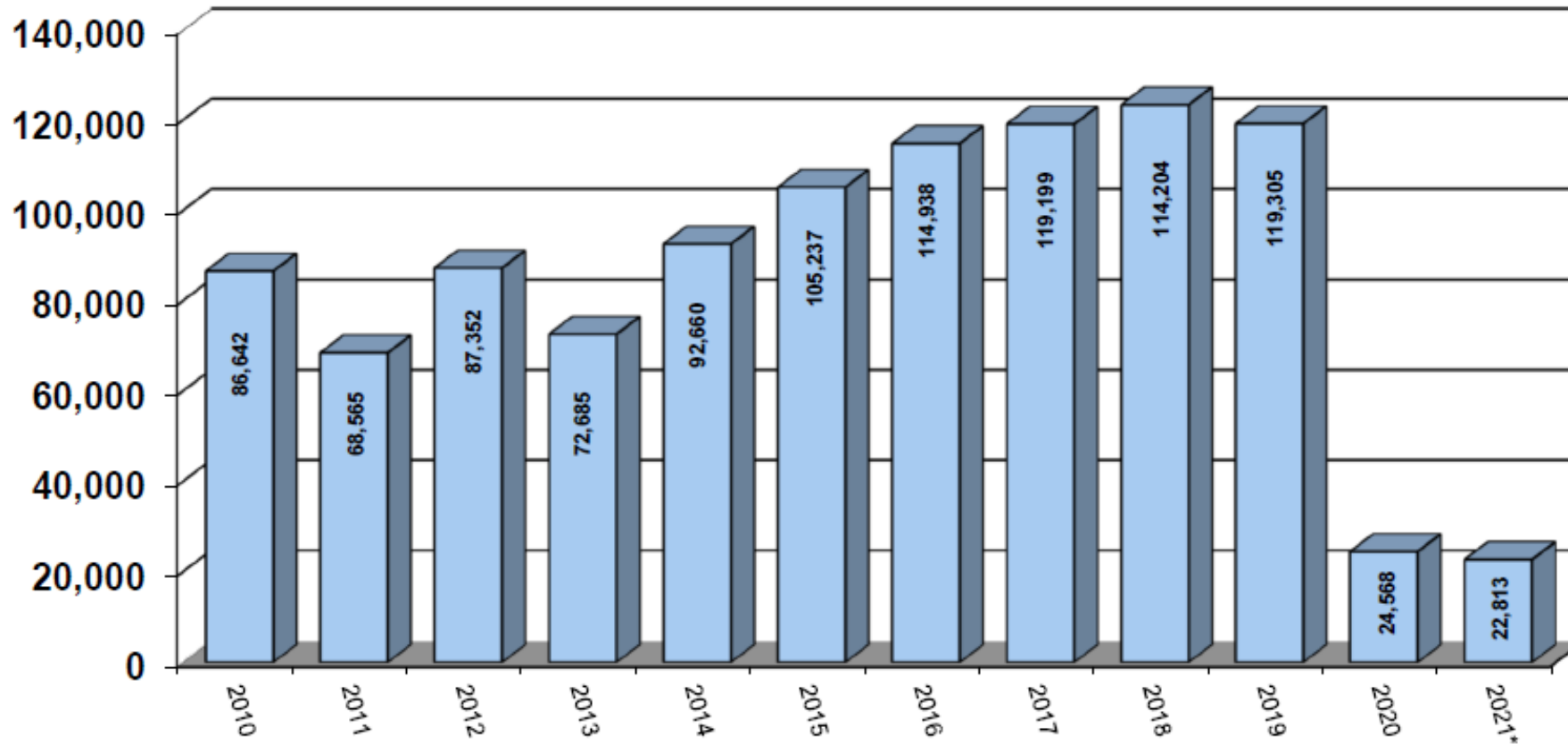


* Year to Date

New Business Activity Begins
Past 3 months four quality sales leads were created compared to only four from March through December 2020

Sales Activities

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

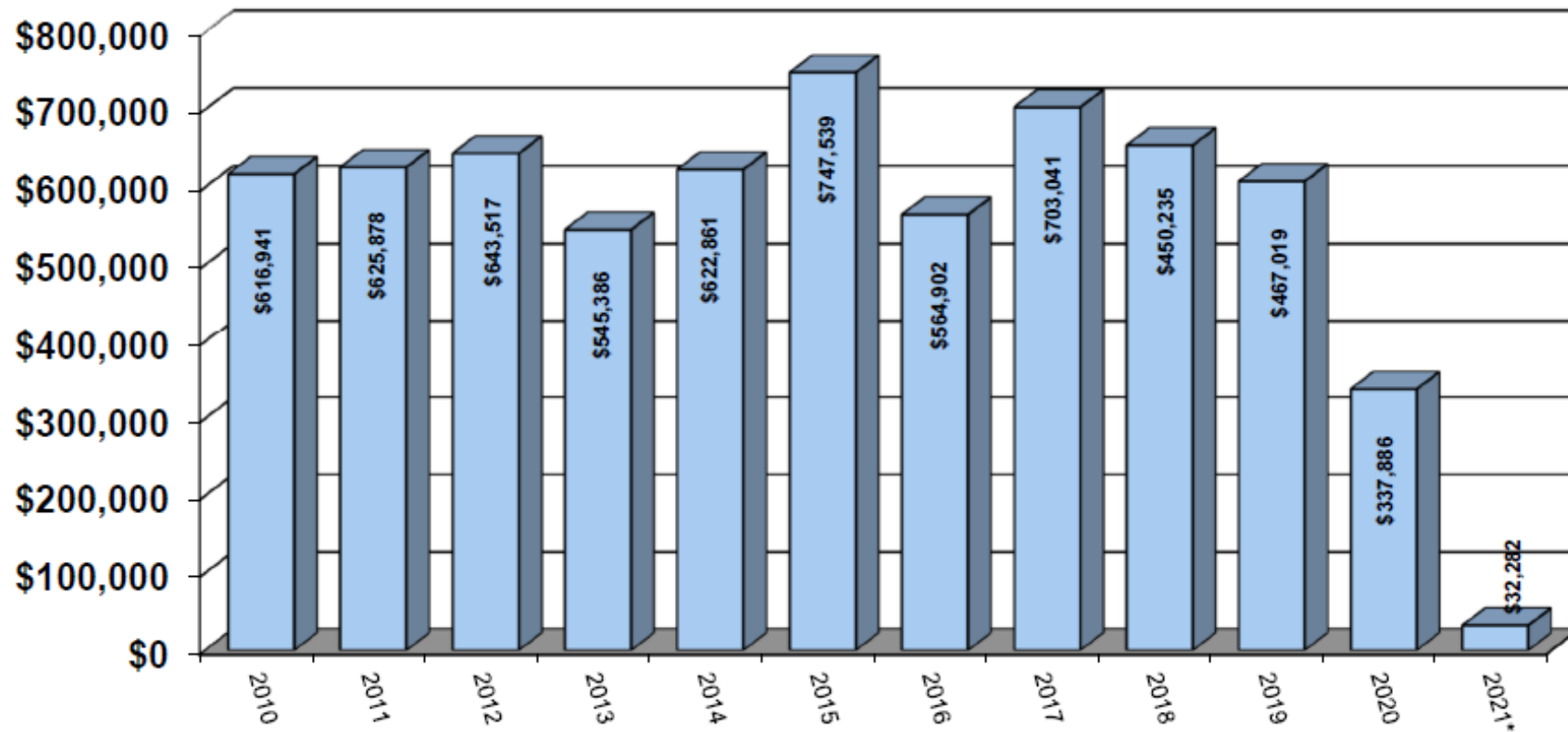


* Year to Date

- ## Conversion Optimism
- Of the new leads, three have early promise
 - (2 for '22 and 1 for '23)

Sales Activities

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



* Year to Date

2021 Events: COVID Impact

Cancelled Events

# Total Cancellations	21
Total Room Nights	13,477
Total Attendance	18,124
Total Economic Impact	\$6,558,381

Cancellations by Month	
Jan	2
Feb	5
March	5
April	5
May	1
June	1
Sept	1
Oct	1

AEC cancellations	7
MT cancellations	9
Rebookings-Definite	1
In Process Rebook	2

Events Discussing Cancel

# Total Cancellations	4
Total Room Nights	8,433
Total Attendance	3,900
Total Economic Impact	\$4,065,749

Cancellations by Month	
June	3
July	1

AEC cancellations	1
MT cancellations	3
Potential Rebookings	2

Sports Sales Activities

- Sales activities
 - Sports WI Super Bowl event and NFL Draft Bingo
 - Restarting local awareness and community outreach
 - www.madisonsports.org/msr
- Key client engagement continues (Golden Age Games, CrossFit, IronMan, WIAA)
- Sports Product Development Committee developing goals for 2021 and beyond
- Results – productivity, leads, bookings, event creation

Marketing & PR

Current Campaigns

Madison Minication

February 12 – April 12, 2021

- 19 participating properties
- 25 total packages
 - Madison Tour De Chocolate Package
 - Explore New Glarus Package
 - Game Night Getaway Package
 - Pool, Popcorn & Private Theater Package
 - And 21 more!
- Target audiences: Residents and visitors
- Geographic targets: Focus on Madison-area residents. Secondary focus: 120-mile radius around Madison
- Robust digital marketing campaign, and direct PR pitches



madison
minication

Marketing Activities

- Fresh Content Execution
 - 15 New Blog Posts
 - Continued focus on supporting local
- Madison Locals
 - Currently in development for our new brand ambassador program
 - Scheduled to launch in Q2
- Ongoing Support of Sports & Sales
- Website Traffic
 - 266,940 Pageviews in Q1
 - Up 49% over Q4 (*due to increased desire to travel + Madison Minication campaign traffic*)



MUST-TRY EASTER MEALS FROM YOUR FAVORITE MADISON RESTAURANTS

By Destination Madison on Mar. 26, 2021

Ham, lamb, fresh veggies and of course, eggs. As Easter approaches, our Madison restaurants are preparing a variety of take and bake meals and dine-in options to serve you and your family. Browse below to find brunch and dinner options, as well as plenty of goodies to fill your Easter basket, too...

[Continue Reading →](#)



SHOP MADISON: 6 BATH AND BEAUTY PRODUCTS

By Corinn Ploessl on Mar. 25, 2021

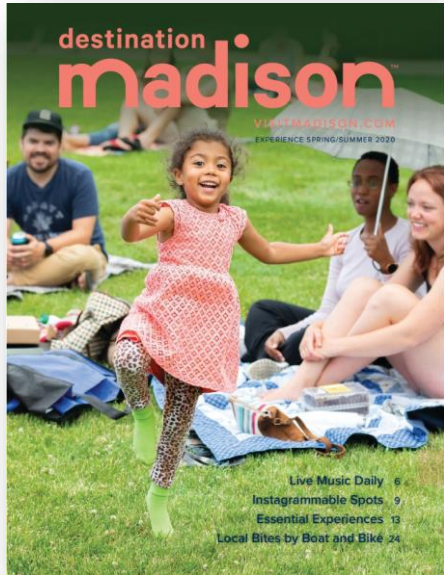
From winter's frigid temperatures to spring's sunny days – the Madison weather we've come to know and love can take a toll on our skin and have us wanting to switch up our self-care routines. Here are six local products to make sure you look and feel your best. Custom Scentable Products Photo by...

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Public Relations/Media Update

- 2021 Q1 Metrics
 - Mentions: 615
 - Reach: 1.4B
 - Value: \$1,000,000
- Successful virtual media event in February for 8 national writers/bloggers
- Top coverage
 - USA TODAY: "Top spots for socially-distant, family-friendly weekend getaways"
 - CBS News: "Climate refugees: The quest for a haven from extreme weather events"
 - Worked with Travel Wisconsin on visit with "Chuck's Big Adventure" TV show
 - Local coverage of Madison Minication campaign

Visitor Experience



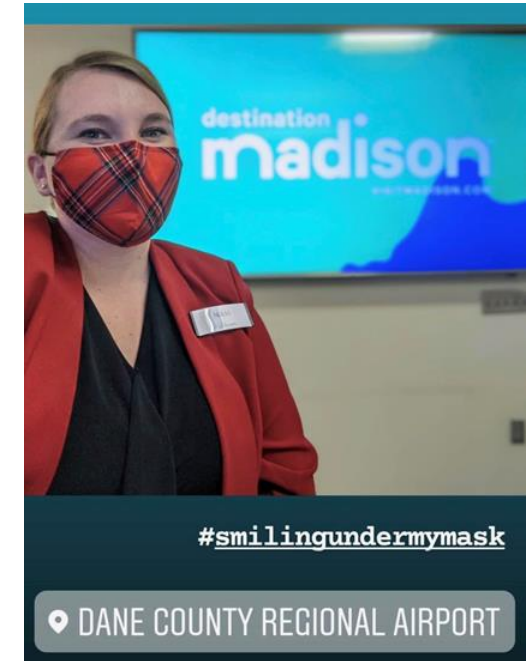
2021 Visitors Guide

- Digital publication
- Launching early June 2021
- Distribution of QR code



Essential Madison Experiences

- Q2: Launch two new experiences
- Collection of 20 offerings
- Virtual & in-person offerings
- Expereincemsn.com



Visitor Information

- Q1: 665 Visitors Assisted
- Increasing every month

Organization Update

Organization Update

- State of the organization
- CEO focus/onboarding activities
- Recovery Plan update



Thank you!

Appendix

Confirmed Events to occur 2021

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
Wisconsin Holstein Association	2021 Wisconsin Dairy Showcase	500	\$153,646	4/28/2021	225	Alliant Energy Center
Beyond the Stars	2021 Dance Tour - Madison	1,000	\$166,620	4/30/2021	42	Madison Marriott
Solution Tree	2021 Spring Workshop	125	\$70,274	5/3/2021	100	Madison Marriott
AIA Wisconsin	Annual Convention 2021	2,000	\$347,176	5/4/2021	105	Monona Terrace
NASIG, Inc.	NASIG Annual Conference 2021	450	\$377,095	5/16/2021	850	Madison Concourse
Symp on Research in Child Language Disorders	42nd Annual Conference - 2021	300	\$153,560	6/2/2021	475	Monona Terrace
National Assoc County Veterans Service Officers	NACVSO Training Conference 2021	800	\$1,262,471	6/3/2021	2,899	Monona Terrace
Private Alliant Energy Center Event	Komen "More Than Pink" Walk 2021	400	\$11,098	6/5/2021	0	Alliant Energy Center
Cap Gun Circuit	2021 Cap Gun Circuit Horse Show	500	\$89,179	6/17/2021	100	Alliant Energy Center
International Short Break Association	Biennial Conference 2021	400	\$319,335	6/21/2021	615	Monona Terrace
Garden Bloggers Fling	2021 Garden Bloggers Fling	75	\$71,912	6/23/2021	170	Madison Concourse
American Volkssport Association	2021 Biennial Convention	300	\$218,810	6/28/2021	560	Monona Terrace
American Hereford Association	2021 Junior National Hereford Expo	1,200	\$1,717,756	6/29/2021	4,179	Alliant Energy Center
Uniform Law Commission	2021 Annual Meeting	500	\$692,472	7/5/2021	1,785	Monona Terrace

Confirmed Events to occur 2021

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
CrossFit, Inc.	2021 CrossFit Games	35,000	\$8,083,029	7/19/2021	20,353	Alliant Energy Center
Solution Tree	2021 PLC Institute	1,500	\$766,187	7/19/2021	740	Monona Terrace
Madison Mini-Marathon L.L.C.	2021 Madison Mini-Marathon	11,800	\$905,009	7/22/2021	433	Marathon Course
Small Town Baseball	2021 World Series	1,500	\$647,344	7/28/2021	755	Deforest Sports Cmplx
Kidz In Motion, Inc.	2021 National Child Passenger Safety Conf	350	\$423,267	8/9/2021	1,140	Monona Terrace
LeMans Corporation	Parts Unlimited Drag Specialties NVP Expo 2021	1,000	\$876,092	8/17/2021	1,303	Monona Terrace
Hess Promotions	2021 New Product Showcase	1,500	\$44,524	8/23/2021	0	Alliant Energy Center
Wisconsin Holstein Association	2021 Wisconsin Summer Championship Show	500	\$222,709	8/23/2021	300	Alliant Energy Center
Wisconsin Pony of the Americas Club	WPAC 2021 Regional Show	500	\$159,550	8/25/2021	200	Alliant Energy Center
Wisconsin Housing and Economic Dev Authority	WHEDA 2021	1,000	\$269,068	8/31/2021	515	Monona Terrace
World Triathlon Corporation	IRONMAN Wisconsin 2021	14,800	\$2,515,136	9/7/2021	4,048	Monona Terrace
National Conference of State Legislatures	2021 NALIT Professional Development Seminar	130	\$124,399	9/13/2021	305	Madison Concourse
Wisconsin Section American Water Works Assoc	Annual Meeting & Water Utility Expo 2021	500	\$332,722	9/20/2021	264	Monona Terrace
Midwest BLGTA College Conference	2021 MBLGTACC	2,000	\$557,113	10/6/2021	945	Monona Terrace

Confirmed Events to occur 2021

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
Wisconsin Intramural-Recreational Sports Assoc	2021 State Conference	150	\$65,072	10/6/2021	180	UW-Madison - Other
Collaborative Family Healthcare Association	2021 CFHA Annual Conference	850	\$493,904	10/11/2021	0	Monona Terrace
Buck Brannaman Horsemanship	Buck Brannaman Horsemanship Clinic 2021	600	\$42,898	10/15/2021	0	Alliant Energy Center
Wisconsin Music Educators Association	Wisconsin State Music Conference 2021	3,800	\$832,660	10/27/2021	481	Monona Terrace
Wisconsin Interscholastic Horsemanship Assoc	2021 WIHA State Show	750	\$178,621	10/28/2021	250	Alliant Energy Center
Wisconsin Land Information Association	2021 WLIA Fall Regional Meeting	85	\$34,594	11/3/2021	65	Park Hotel
Madison Festivals Inc	2021 Madison Marathon	8,000	\$485,676	11/12/2021	415	Monona Terrace
Wisconsin Kennel Club	Wisconsin Kennel Club Show	800	\$290,495	11/17/2021	810	Alliant Energy Center
The Isthmus Bowl	Isthmus Bowl 2021	2,000	\$104,351	11/19/2021	200	Verona High School
Madison College Athletics	60Eight Basketball Tournament	2,250	\$246,087	12/17/2021	148	Madison College
Confirmed Events to occur in 2021 = 38		99,915	\$24,351,910		45,955	

Confirmed Events to occur 2022

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
National Wildlife Rehabilitators Association	Symposium 2022	475	\$469,275	2/27/2022	1,151	Madison Concourse
United Way of Wisconsin	2022 United Way Great Rivers Conference	300	\$165,696	3/6/2022	550	Madison Concourse
Mary Kay Inc	Career Conference 2022	1,500	\$375,245	3/23/2022	195	Monona Terrace
Wisconsin Future Business Leaders of America FBLA	State Leadership Conference 2022	2,000	\$819,045	3/27/2022	1,876	Alliant Energy Center
Central States Communication Association	CSCA Annual Convention 2022	800	\$350,377	3/29/2022	829	Madison Concourse
Pharmacy Society of Wisconsin	2022 Educational Conference	400	\$133,825	4/4/2022	80	Monona Terrace
SkillsUSA Wisconsin Association	State Leadership and Skills Conf 2022	2,300	\$701,063	4/4/2022	500	Alliant Energy Center
Cognitive Development Society	13th Biennial Conference-2022	900	\$504,287	4/20/2022	950	Monona Terrace
AIA Wisconsin	Annual Convention 2022	2,000	\$310,106	4/26/2022	92	Monona Terrace
Wisconsin Holstein Association	2022 Wisconsin Dairy Showcase	500	\$155,874	4/27/2022	225	Alliant Energy Center
University of Colorado Boulder	2022 Sun-Climate Symposium	75	\$60,589	5/15/2022	240	Madison Concourse
North American Singers Association	2022 Saengerfest	800	\$558,245	6/8/2022	689	Masonic Center
International Society for Computational Biology	Intelligent Systems for Molecular Biology	1,500	\$1,033,178	7/8/2022	2,460	Monona Terrace

Confirmed Events to occur 2022

Account Name	Lead Name	Attend	EEI Value	Event Start Date	Total Rooms	Headquarter Facility
Fed of US Teachers and Adjudicators of Highland Dancing	2022 ScotDance USA Natl Championships	1,500	\$613,710	7/13/2022	805	Madison Marriott
American Society for Virology	41st Annual Meeting (2022)	1,700	\$1,640,612	7/14/2022	4,705	Monona Terrace
LeMans Corporation	Parts Unlimited & Drag Specialties NVP Expo	1,000	\$887,275	8/16/2022	1,303	Monona Terrace
Wisconsin Holstein Association	2022 Wis Summer Championship Show	500	\$226,637	8/22/2022	300	Alliant Energy Center
Wisconsin Section American Water Works Association	Annual Meeting & Water Utility Expo 2022	500	\$337,377	9/12/2022	264	Monona Terrace
Brown Swiss Cattle Breeders' Association	2022 Brown Swiss World Congress	350	\$334,199	10/1/2022	900	Monona Terrace
National Assoc of Extension 4-H Youth Dev Professionals	Annual Conference 2022	1,000	\$971,522	10/7/2022	2,287	Monona Terrace
Wisconsin Music Educators Association	Wisconsin State Music Conference 2022	3,800	\$847,934	10/26/2022	481	Monona Terrace
Confirmed Events to occur in 2022 = 21		23,900	\$11,496,071		20,882	