

2025

Economic Impact of the 2024 Republican National Convention

Prepared by:



Prepared for:



MKE

2024 HOST COMMITTEE



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MKE 2024 Host Committee Economic Impact Report Introductory Letter

The MKE 2024 Host Committee is pleased to present the Economic Impact Report for the 2024 Republican National Convention (RNC) held in Milwaukee. This report provides an in-depth analysis of the economic effects generated by the event, offering insights into the contributions made by the RNC to the local and state economies, as well as the broader economic landscape of the region.

As one of the most significant political events in the country, the convention not only provided an important platform for national dialogue, but also served as a catalyst for growth in Milwaukee, putting our city on a significant national stage.

Milwaukee's selection as the host city for the 2024 Republican National Convention marked a pivotal moment for our community, underscoring our city's potential as a premier destination for large-scale events. This report reflects the collective effort and collaboration among government agencies, local businesses, and community stakeholders that made, what convention planners called, the most successful convention in party history possible.

Throughout the entire process, we proudly showcased the captivating story Milwaukee has to tell—a story of hard work, passion, and community spirit. Our rich history is woven into the fabric of our neighborhoods, celebrated for our breweries, and our iconic Cream City brick. Yet, it is our people who truly define us. They are dedicated, resilient, and innovative, driving the city forward in remarkable ways.

We hope that this report serves as a valuable resource for understanding the positive and lasting effects of the convention on Milwaukee and its residents. The report is an important milestone in highlighting that when Milwaukee works together, we can shine on an international stage.

Forward,

Allison Prange

Ted Kellner

Reince Priebus

Peggy Williams-Smith



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Introduction

The Republican National Convention ('Convention') was hosted in Milwaukee from July 15 – 18, 2024 and attracted approximately 50,000 visitors. The Convention drew Republican delegates, members of the national and international media, and non-delegate visitors from around the region and country, which drove significant economic activity that supported businesses, households, and government finances in Milwaukee.

Much of the Convention was held at the Fiserv Forum, while the University of Wisconsin-Milwaukee Panther Arena, Baird Center, and numerous hotels, restaurants, and event venues around the city hosted Convention-related events, meetings, and dinners.

To quantify the economic significance of the Convention, Tourism Economics prepared a comprehensive model using multiple primary and secondary data sources.

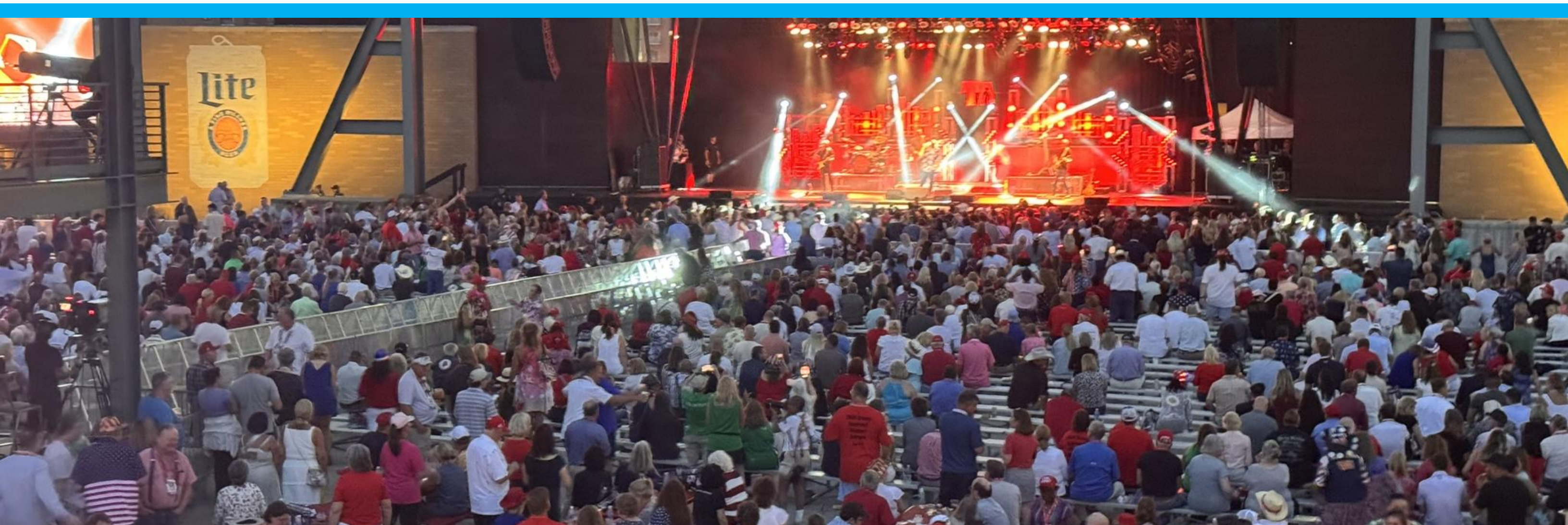
Impact modeling was based on an IMPLAN Input-Output (I-O) model for the Milwaukee economy. The results of the study show the scope of the Convention's impact in terms of direct visitor spending and operations, as well as total economic impacts, including employment, household income, and fiscal (tax) impacts.

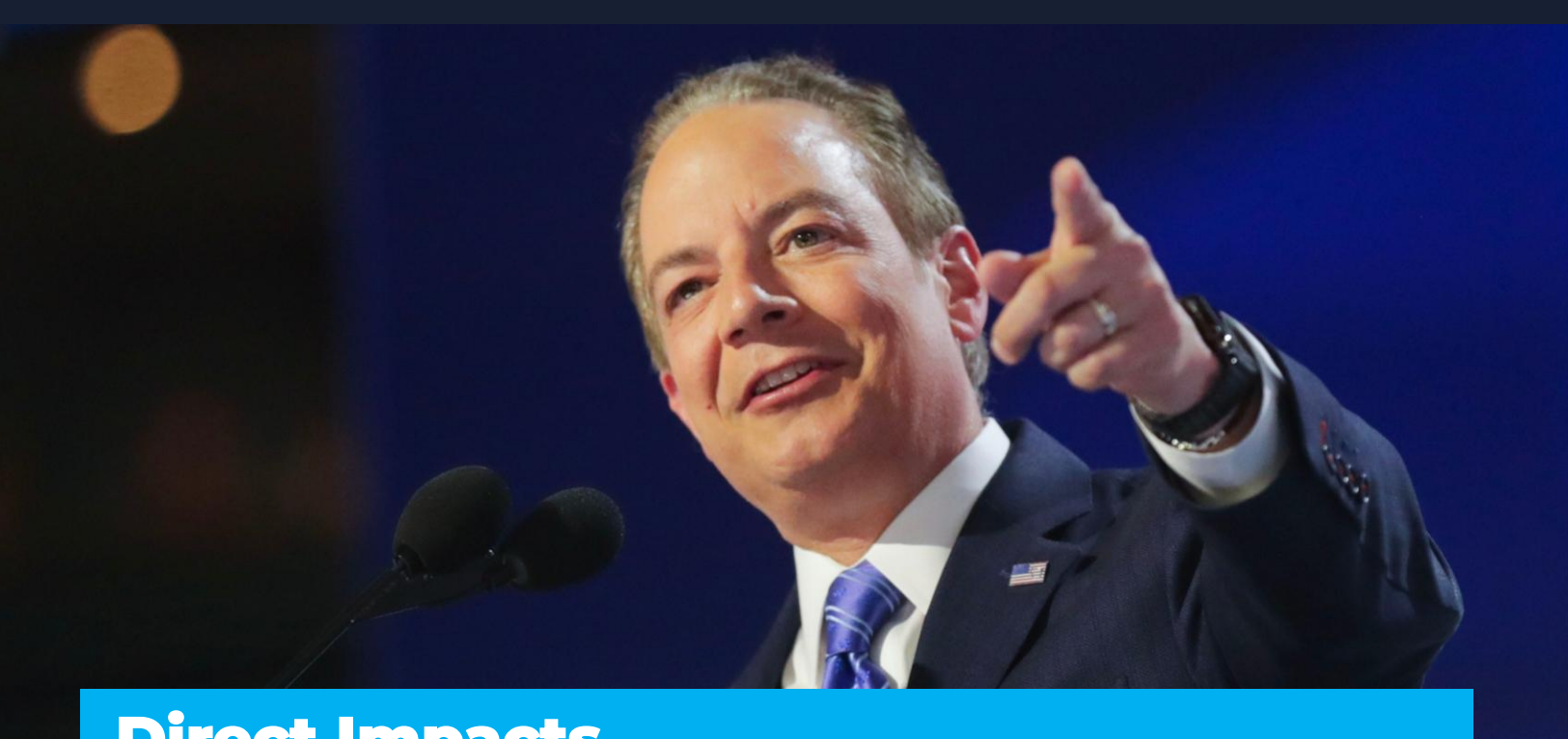
Key Findings

The Republican National Convention generated significant economic impacts in the Milwaukee economy including the following:

- generated \$321.5 million in total business sales
- supported 3,441 total jobs
- generated \$16.8 million in state and local taxes

KEY FINDINGS





Direct Impacts

Summary Direct Spending

The Republican National Convention generated significant economic impacts in Milwaukee as the MKE 2024 Host Committee ('Host Committee'), Republican National Committee ('RNC'), the City of Milwaukee (majority of which was funded through a Federal Grant), event organizers, and other stakeholders spent money to sustain operations of the Convention and ancillary events, including spending on payroll, event operations, security, insurance, housing, and professional services, among others.

In addition, visitors who traveled to attend the RNC spent money at off-site establishments in Milwaukee, including local hotels, restaurants, recreation/entertainment venues, and retailers.

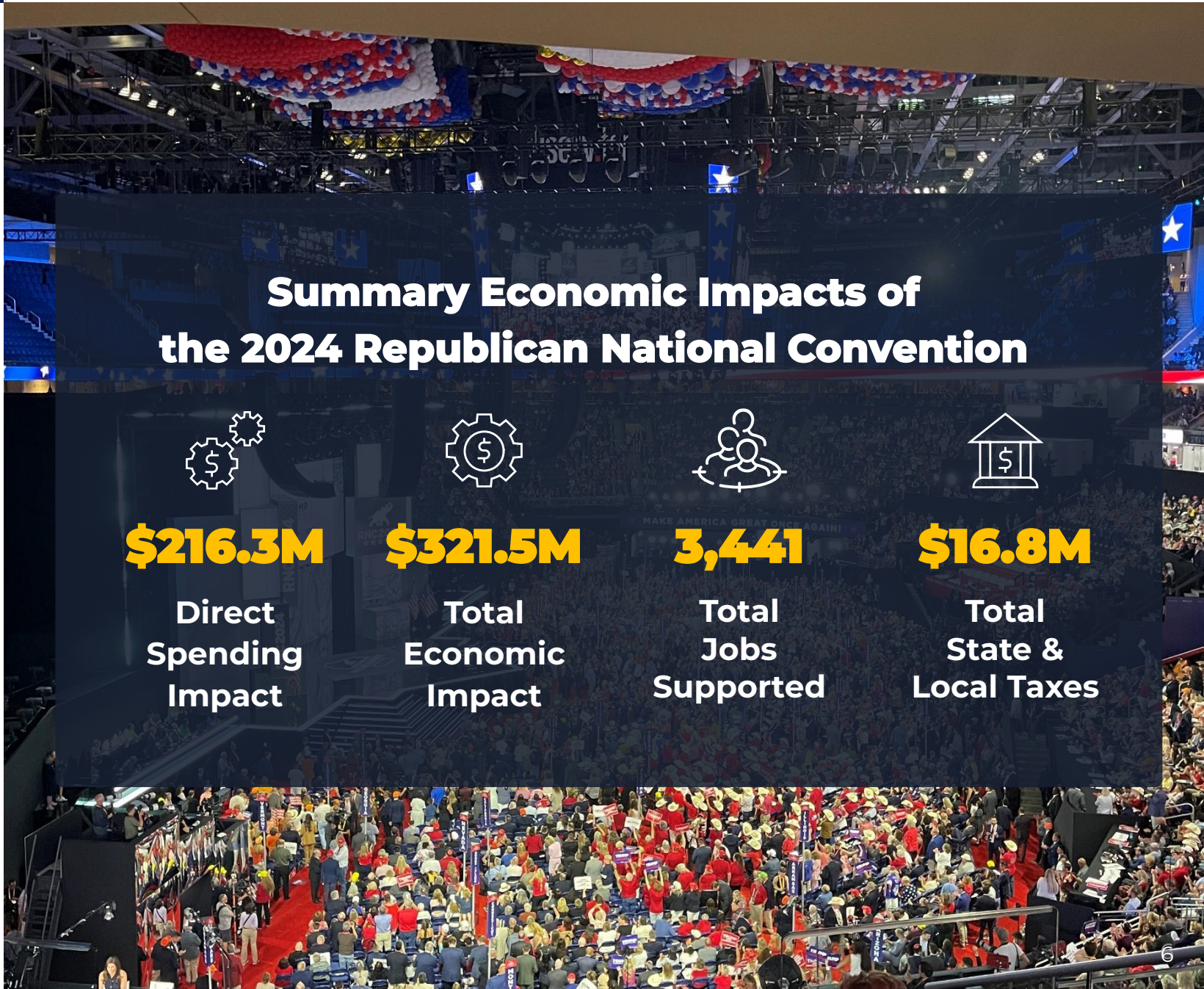
Total direct spending associated with the RNC amounted to \$216.3 million, including \$162.2 million in operational spending and \$54.1 million in off-site visitor spending.



Note: totals by not sum due to rounding.

Total Economic Impact

The convention was a notable economic event for Milwaukee. The RNC brought millions of dollars into the regional economy while raising the profile of Milwaukee's businesses and stimulating growth. The Convention's direct spending impact of \$216.3 million generated a total economic impact of \$321.5 million in the local economy, which supported 3,441 total jobs and \$16.8 million in state and local tax revenues.



DIRECT IMPACTS





Direct Impacts

The 2024 Republican National Convention generated \$216.3 million in direct spending in the Milwaukee economy.

This section outline the Convention’s direct impacts, which ultimately serve as inputs for the economic impact model. The direct impacts are separated into two spending categories:

- \$162.2 million in operational spending by the MKE 2024 Host Committee, Republican National Committee, the City of Milwaukee (majority of which was funded through a Federal Grant), and third-party organizers
- \$54.1 million in off-site spending by Convention visitors at businesses and establishments in the Milwaukee economy

Operational Spending: MKE 2024 Host Committee and RNC

The MKE 2024 Host Committee, Republican National Committee, and major contractors spent \$76.4 million to sustain operations of the Republican National Convention, including spending on payroll, event operations, security, insurance, housing, and professional services, among others.

In addition, the City of Milwaukee spent \$74.7 million on security and other Convention-related expenses, the majority of which was funded through a Federal Grant.

Operational Spending: Third-Party Spending

In addition to spending by the MKE 2024 Host Committee, RNC, and City of Milwaukee (Federal Grant), third-party organizations spent money to host events, meetings, and gatherings during the Convention. For example, a third-party may have rented a facility or recreation/entertainment venue and hired a caterer to host a social event during the Convention.

Tourism Economics estimated that total third-party spending during the Convention amounted to \$11.2 million, including \$5.1 million on food and beverage purchases, \$2.1 million on recreation and entertainment, and \$3.9 million on venue rentals.

Operational Spending: Summary

In total, the local spending by the MKE 2024 Host Committee, Republican National Committee, City of Milwaukee (Federal Grant), and third-party organizers amounted to \$162.2 million.

Summary Operational Spending (\$ millions)

Total Operational Spending	\$162.2
MKE 2024 Host Committee	\$53.0
Republican National Committee	\$23.4
City of Milwaukee (Federal Grant)	\$74.7
Third-Party Spending	\$11.2

Source: MKE 2024 Host Committee, Republican National Committee, City of Milwaukee

Note: totals by not sum due to rounding.

Off-Site Visitor Spending

The Republican National Convention welcomed approximately 50,000 visitors to Milwaukee including delegates, alternates, media, law enforcement and security, donors, Republican National Convention staff, family, and friends, among others.

The visitors originated from throughout the regional and national economies, as well as some from international destinations.



In addition to spending money at Fiserv Forum and other Convention-related facilities, the 50,000 visitors spent money at off-site establishments throughout Milwaukee, including hotels, restaurants, entertainment and recreation venues, retailers, and transportation-related businesses. The analysis considers that the host organization and third-party organizers held events that provided food, entertainment, and local transportation, which reduced the spending by delegates and other visitors in these categories.

In total, the Convention visitors spent \$54.1 million in off-site spending in the local Milwaukee economy.

Off-Site Visitor Spending
(\$ millions)

Total Off-Site Visitor Spending	\$54.1
Lodging and accommodations	\$36.6
Food and beverage	\$7.7
Retail	\$4.5
Recreation and entertainment	\$3.1
Local transportation	\$2.2

Source: Tourism Economics

Total Direct Spending

In total, the direct spending generated by the 2024 Republican National Convention amounted to \$216.3 million.

Summary Direct Spending
(\$ millions)

Total Direct Spending	\$216.3
MKE 2024 Host Committee	\$53.0
Republican National Committee	\$23.4
City of Milwaukee	\$74.7
Third-Party Spending	\$11.2
Off-Site Visitor Spending	\$54.1

Source: MKE 2024 Host Committee, Republican National Committee, City of Milwaukee, Tourism Economics

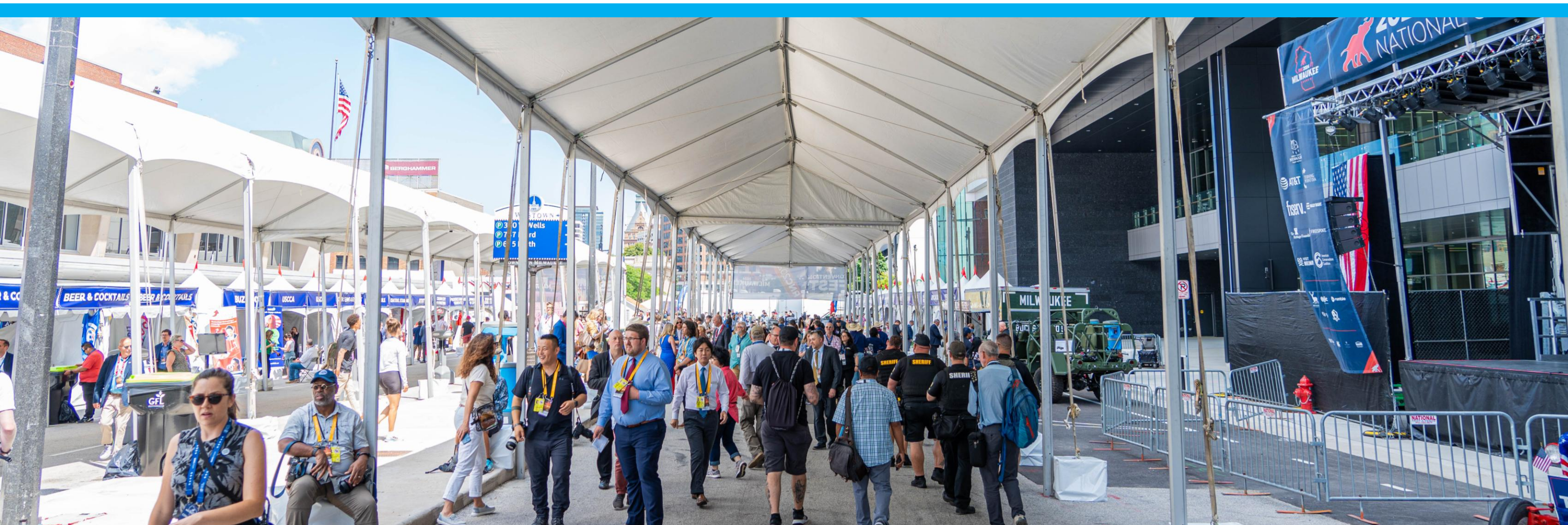
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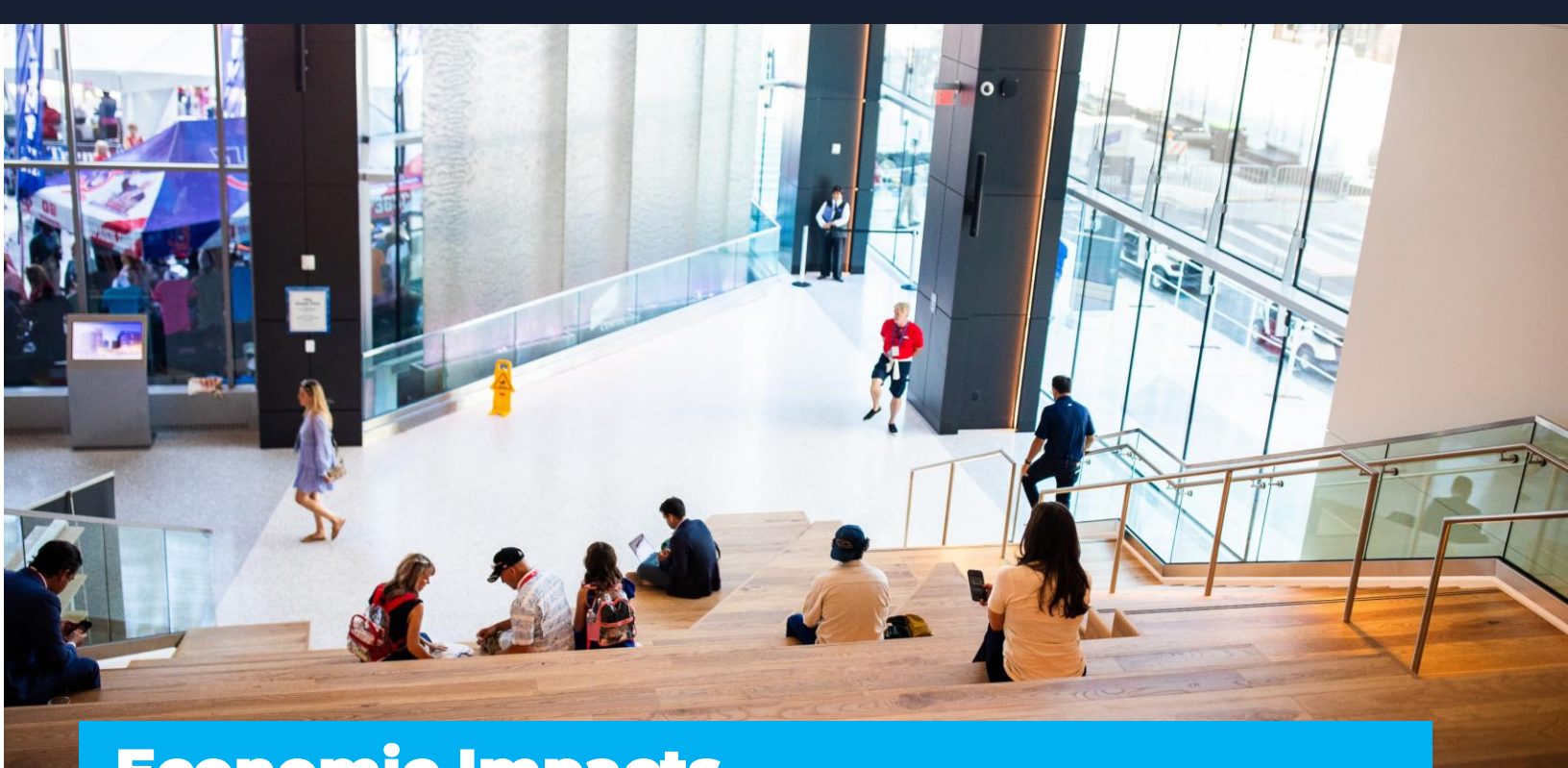
Summary Direct Impacts

The total direct impact attributable to the 2024 Republican National Convention amounted to \$216.3 million, including \$162.2 million in operational spending and \$54.1 million in off-site visitor spending.



ECONOMIC IMPACTS





Economic Impacts

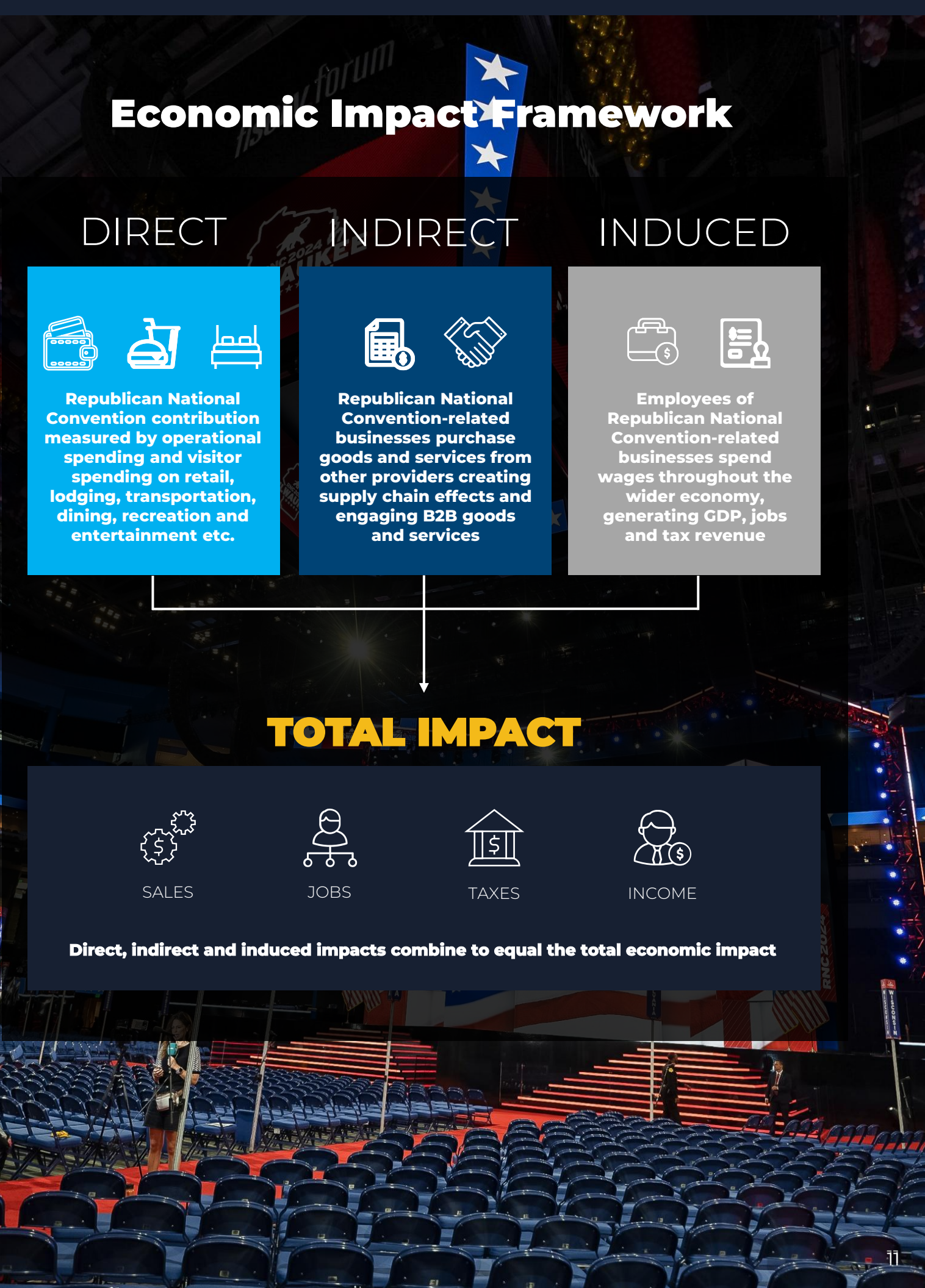
Tourism Economics calculated the economic impacts of the 2024 Republican National Convention’s direct spending using regional Input-Output (I-O) model based on a customized IMPLAN (www.implan.com) model for the Milwaukee economy. IMPLAN is recognized as an industry standard in local-level I-O models.

An I-O model represents a profile of an economy by measuring the relationships among industries and consumers to track the flow of industry revenue to wages, profits, capital, taxes and suppliers. The supply chain is traced as dollars flow through the economy, representing indirect impacts. The model also calculates the induced impacts of spending. Induced impacts represent benefits to the economy as incomes earned as a result of direct spending are spent in the local economy, generating additional sales, jobs, taxes, and income.

The modeling process begins with aligning the direct expenditure measurements with the related sectors in the model (e.g. hotels, restaurants, retail, and recreation). The model is then run to trace the flow of these expenditures through the economy. In this process, the inter-relationships between consumers and industries generate each level of impact.

IMPLAN is particularly effective because it calculates these three levels of impact – direct, indirect, and induced – for a broad set of indicators. These include the following:

- Business sales (also called gross output)
- Household income (including wages and benefits)
- Employment
- Federal taxes
- State and local taxes

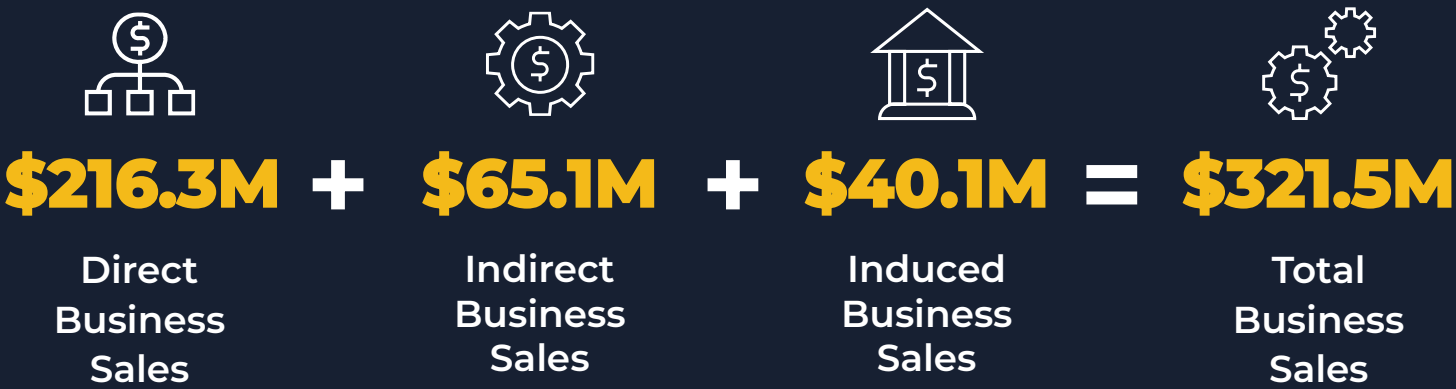


Economic Impact – Business Sales

Operational spending and off-site spending by Convention visitors generated a total economic impact of \$321.5 million.

The \$216.3 million in Convention operational spending and off-site visitor spending generated \$65.1 million in indirect expenditures (purchases of inputs from suppliers) and \$40.1 million in induced expenditures (new consumption generated by household income impacts), resulting in a total economic impact of \$321.5 million in Milwaukee.

Summary Business Sales Impacts



Economic Impacts
Business Sales by Industry (\$ millions)

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$216.3	\$65.1	\$40.1	\$321.5
By industry				
Business Services	\$49.8	\$20.5	\$3.1	\$73.4
Finance, Insurance and Real Estate	\$29.3	\$20.5	\$11.4	\$61.2
Government	\$48.5	\$1.6	\$0.6	\$50.6
Lodging	\$39.6	\$0.0	\$0.1	\$39.7
Food & Beverage	\$16.1	\$3.2	\$3.9	\$23.1
Construction and Utilities	\$8.3	\$8.0	\$1.1	\$17.4
Education and Health Care	\$0.0	\$0.2	\$11.1	\$11.3
Recreation and Entertainment	\$9.1	\$1.2	\$0.6	\$10.9
Personal Services	\$5.5	\$1.6	\$2.7	\$9.8
Retail Trade	\$4.7	\$1.7	\$3.2	\$9.7
Other Transport	\$4.6	\$1.9	\$0.7	\$7.2
Communications	\$0.0	\$2.9	\$0.6	\$3.5
Wholesale Trade	\$0.0	\$0.8	\$0.5	\$1.3
Gasoline Stations	\$0.9	\$0.0	\$0.2	\$1.2
Manufacturing	\$0.0	\$0.9	\$0.2	\$1.1
Air Transport	\$0.0	\$0.1	\$0.0	\$0.1
Agriculture, Fishing, Mining	\$0.0	\$0.0	\$0.0	\$0.0

Source: Tourism Economics
Note: totals may not sum due to rounding.

Economic Impact – Employment

Operational spending and off-site spending by Convention visitors supported 3,441 part-time and full-time jobs in the local economy.

Convention operational spending and off-site visitor spending directly supported 2,324 full-time and part-time jobs. Indirect and induced impacts supported 678 indirect jobs and 439 induced jobs, resulting in a total employment impact of 3,441 total jobs.

The business services industry was the most-impacted industry with 873 total jobs, including 570 direct jobs and 269 indirect and induced jobs. The food & beverage industry followed with 683 total jobs.

Economic Impacts Attributable to the 2024 Republican National Convention
Employment Impacts by Industry (part time & full-time jobs)

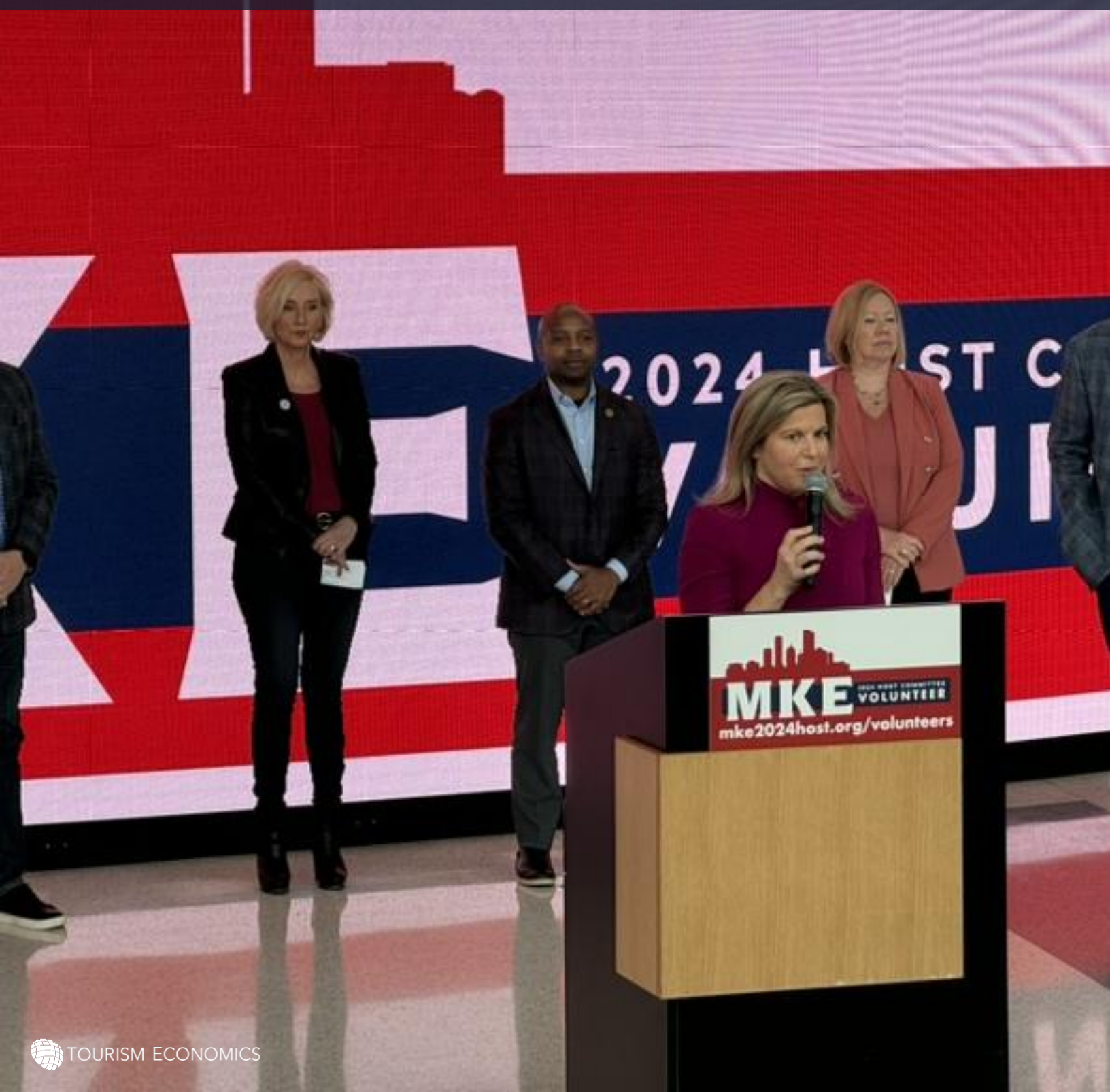
	Direct Employment	Indirect Employment	Induced Employment	Total Employment
Total, all industries	2,324	678	439	3,441
By industry				
Business Services	570	269	34	873
Food & Beverage	539	67	77	683
Lodging	383	1	1	385
Recreation and Entertainment	335	16	11	363
Finance, Insurance and Real Estate	146	158	33	337
Education and Health Care	0	5	159	164
Construction and Utilities	102	31	3	136
Personal Services	59	26	43	128
Government	106	12	3	121
Retail Trade	22	35	55	112
Other Transport	61	38	11	110
Communications	0	11	2	13
Manufacturing	0	6	1	7
Wholesale Trade	0	3	2	6
Gasoline Stations	1	0	2	4
Air Transport	0	0	0	0
Agriculture, Fishing, Mining	0	0	0	0

Source: Tourism Economics
Note: totals may not sum due to rounding.



The 2024 Republican National Convention supported **3,441 total jobs** in the local economy.

The 2024 Republican National Convention generated **\$110.2** million in total labor income.



Economic Impact – Labor Income

Operational spending and off-site spending by Convention visitors generated a total labor income impact of \$110.2 million.

Convention operational spending and off-site visitor spending directly generated \$74.5 million in direct labor income. Indirect and induced impacts generated \$21.4 million in indirect labor income and \$14.3 million in induced labor income, resulting in \$110.2 million in total labor income.

The business services industry was the most-impacted industry with \$35.9 million in total labor income, including \$25.2 million in direct labor income and \$10.7 million in indirect and induced labor income.

Economic Impacts Attributable to the 2024 Republican National Convention
Labor Income Impacts by Industry (\$ millions)

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
Total, all industries	\$74.5	\$21.4	\$14.3	\$110.2
By industry				
Business Services	\$25.2	\$9.3	\$1.4	\$35.9
Lodging	\$19.1	\$0.0	\$0.0	\$19.2
Government	\$10.5	\$0.6	\$0.2	\$11.3
Finance, Insurance and Real Estate	\$4.7	\$4.7	\$1.3	\$10.7
Food & Beverage	\$5.6	\$1.3	\$1.4	\$8.3
Education and Health Care	\$0.0	\$0.1	\$6.4	\$6.5
Recreation and Entertainment	\$3.9	\$0.4	\$0.2	\$4.5
Construction and Utilities	\$2.1	\$1.9	\$0.2	\$4.2
Personal Services	\$1.0	\$0.8	\$1.2	\$3.0
Other Transport	\$1.8	\$0.8	\$0.3	\$2.9
Retail Trade	\$0.6	\$0.6	\$1.3	\$2.4
Communications	\$0.0	\$0.5	\$0.1	\$0.6
Wholesale Trade	\$0.0	\$0.2	\$0.1	\$0.3
Manufacturing	\$0.0	\$0.2	\$0.0	\$0.3
Gasoline Stations	\$0.0	\$0.0	\$0.1	\$0.1
Air Transport	\$0.0	\$0.0	\$0.0	\$0.0
Agriculture, Fishing, Mining	\$0.0	\$0.0	\$0.0	\$0.0

Source: Tourism Economics
Note: totals may not sum due to rounding.

Fiscal (Tax) Impacts

Operational spending and off-site spending by Convention visitors generated a total tax impact of \$43.5 million, including \$16.8 million in state and local tax revenues.

Convention operational spending and off-site visitor spending generated a total fiscal (tax) impact of \$43.5 million.

Total federal tax revenues amounted to \$26.8 million, while total state and local taxes totaled \$16.8 million.

State and local tax revenues included \$6.4 million in sales tax revenue and \$2.7 million in hospitality taxes.

Fiscal Impacts Total Tax Revenues (\$ millions)

	Direct	Indirect / Induced	Total
Total Tax Revenues	\$30.8	\$12.7	\$43.5
Federal	\$18.0	\$8.7	\$26.8
Personal Income	\$5.1	\$2.5	\$7.7
Corporate	\$4.3	\$2.2	\$6.5
Indirect Business	\$0.2	\$0.1	\$0.3
Social Insurance	\$8.4	\$3.9	\$12.3
State and Local	\$12.8	\$4.0	\$16.8
Sales	\$4.8	\$1.6	\$6.4
Hospitality	\$2.7	\$0.0	\$2.7
Personal Income	\$1.2	\$0.6	\$1.8
Corporate	\$1.1	\$0.5	\$1.6
Excise and Fees	\$0.3	\$0.1	\$0.5
Property	\$2.7	\$1.1	\$3.7

Source: Tourism Economics

Note: totals may not sum due to rounding.

COMMUNITY IMPACTS





Giving Back to Milwaukee

When the MKE 2024 Host Committee launched in 2022, its mission was to showcase Milwaukee and the Badger state and to provide long-term, tangible benefits to the region. As part of the effort, the Host Committee hoped to have the opportunity to give back to the surrounding community.

Volunteering Time

Locally, Republican National Committee staff members began to arrive in Milwaukee in May of 2023 to start building out and planning the convention. Led by the Host Committee, the RNC staffers participated in monthly charitable activities by which staffers would volunteer time to local nonprofits.

Organizations like the Milwaukee Rescue Mission, Wisconsin Honor Flight, and NourishMKE partnered with the Host Committee to place RNC staff for volunteer hours during the 10 months leading up to the convention. In addition to their on-going work to prepare for the convention, staffers graciously donated their time and efforts to benefit these organizations. All told, RNC staffers and Host Committee team members volunteered with local charities and nonprofits during the 10 months leading up to the convention.

"Not only did we have the chance to show off Milwaukee at the 2024 Republican National Convention, we also got to become part of its community. Milwaukee has a special place in all of our hearts and we are thrilled we had the chance to make it a better place than we found it."

- Mariana Herrera, Deputy Director of External Affairs

Helping House Milwaukee

Columbia Savings and Loan, Milwaukee's only minority-owned bank, was founded nearly 100 years ago and is the city's first black-owned bank. To celebrate its 100th year in business, the bank launched a "100 by the 100th" campaign with the goal of helping 100 local families become homeowners by April 2024.

The Host Committee deposited \$100,000 and opened an account with Columbia Savings and Loan as part of their initiative, helping them raise the capital necessary to back the loans. The transaction represented an important impact that the convention had toward helping a community-focused bank like Columbia Savings and Loan serve Milwaukee and is a small way that the convention had an impact locally.

"We hope that other corporate partners and governmental partners and others will be inspired by what the Milwaukee 2024 Host Committee is doing."

- Will Martin, Columbia Savings and Loan

Furnishing Milwaukee

Over 1,000 pieces of furniture were donated to the Host Committee in the lead-up to the convention to house the staff and provide proficient workspaces. Apartment furniture, office desks, and chairs were just some items required to house volunteers and staff in Milwaukee who were here to help put on the show.

When the convention was over, that furniture presented an opportunity to give back to local nonprofit organizations making a difference in Milwaukee. All told, \$350,000 of furniture was donated to the Host Committee by a Wisconsin furniture manufacturer. In turn, the Host Committee donated all that furniture to local organizations at the convention's conclusion.

In total, the Host Committee donated 850 pieces of home furniture and 215 pieces of office furniture to local nonprofits. The items included couches, desks, dining tables, patio furniture, and beds.

"We do have people that come out of the correction system that just don't have anything, don't have a place to stay or have a home, but they may get an apartment, and they may need a piece of furniture here or there. That's where Community Warehouse comes into play... I'm just looking forward to seeing somebody's face when they come and pick it up... this is a blessing,"

- Frank Penigar Jr., Partners In Hope

Post-Convention Giving Plans

In the aftermath of the convention, the Host Committee continued to ensure that leftover funds support good causes in the community. Starting as soon as September, the Host Committee got to work giving back.

Targeting organizations that work with local youth or veterans, the Host Committee made an initial \$40,000 donation to four organizations. Fisher House Wisconsin, Kingdom Prep Lutheran High School, Notre Dame School of Milwaukee, and Veterans Community Project were the first four groups that received grant funds from the Host Committee to support their work in the community.

Looking ahead, the Host Committee plans to distribute millions of dollars to more community organizations in the coming months. Broadly speaking, the Host Committee will aim those funds towards organizations working in a variety of community-focused spaces, including:

- Education and Youth Service Organizations
- Veterans, Active Military Support and First Responder Organizations
- Shelters, Addiction Treatment & Halfway Houses

Community giving is a small way that the Host Committee can give back to Milwaukee and the surrounding area for helping to host such a historic event. Wisconsin's trademark hospitality made the convention a tremendous success – now our communities should feel that impact as well.



Small Business Success: The Ripple Effects of the 2024 Republican National Convention

The 2024 Republican National Convention (RNC) not only elevated Milwaukee on a global stage—it proved to be a transformative moment for the city's small businesses and a major milestone for one of its most important economic engines: the newly expanded Baird Center. From restaurants to transportation companies, local entrepreneurs reaped significant benefits from the influx of visitors, media, and event organizers. And this benefit wasn't confined to the week of the convention; it began nearly two years earlier, when planning first got underway.

Through the combined efforts of the local nonpartisan Host Committee, the RNC's Committee on Arrangements, and Visit Milwaukee, small businesses were actively woven into the convention's footprint, ensuring the economic impact was felt widely and inclusively. But the convention also gave Milwaukee a chance to debut one of its boldest infrastructure investments to date: the \$456 million expansion of the Baird Center. The RNC was the first major event to activate the full potential of the newly enlarged convention campus—and with thousands of credentialed journalists from across the globe walking its halls and filing their stories from its press platforms, the center received priceless exposure. It was a powerful proof of concept for Milwaukee's growing status as a top-tier convention city.

That halo extended well beyond the Baird Center's walls. One standout venue that benefited from the convention buzz was **3rd Street Market Hall**, which became a bustling hub of activity throughout the week. The vibrant food hall hosted multiple events, giving delegates and media a delicious first taste of Milwaukee's culinary diversity. Leading up to the convention, the space also served as a key location for networking events and welcome receptions.

*"We had a really solid week; RNC events generated about **30% more than we do in a normal week**. Plus, I met hundreds and hundreds of delegates talking about how much they loved Milwaukee."*

- Omar Shaikh, 3rd Street Market Hall

“The RNC brought over a months of sales in just five days to my business.”

“In those five days, I did six months of revenue.”

“Yesterday was the equivalent of about five Bucks games in one day.”



Jake Dehne, who owns a number of downtown restaurants and bars under the umbrella Sydra Group, saw similar success. Dehne's properties include **Buckhead Back Bar Saloon**, **Lucky Clover Irish Pub**, among others.

*“For the same five days during the last two years, my businesses on the street had minimal regular revenue from that Sunday to Thursday. **The RNC brought over a month of sales in just five days** to my businesses. Our location [near the Deer District] was definitely a plus, but we put in the work to land as many private parties as possible with the help of Visit Milwaukee, the RNC committee, and reaching out. It was a very successful week for my staff and businesses.”*

- Jake Dehne, Sydra Group

State Street Pizza Pub was another local favorite that experienced an extraordinary surge in business during convention week because it was rented for all five days of the convention. Strategically located near several convention venues, the pizzeria became a break room for first responders and volunteers working hard to ensure a smooth convention. With those attendees returning night after night, the restaurant enjoyed a record-breaking week of sales.

*“**In those five days, I did six months of revenue.** I think it was great for my business.”*

- Andy Fish, State Street Pizza Pub

The New Fashioned, located in the heart of the vibrant Deer District, also enjoyed a banner week during the convention. Situated in a high-traffic area near the convention center and entertainment venues, the establishment saw a steady stream of visitors throughout the week. With its creative cocktails and welcoming ambiance, The New Fashioned became a must-visit spot for attendees exploring Milwaukee's nightlife.

*“We were telling our team to be prepared for about the equivalent of one big Bucks game a day. **Yesterday was the equivalent of about five Bucks games in one day.** We were absolutely slammed.”*

- Marla Poytinger, The New Fashioned (interview with the *New York Times*)

The convention's impact extended beyond food and beverage establishments to essential service providers like Dr. Laci Coppins, owner of a local transportation company **A&A Transportation**. In the lead up to the Republican National Committee's summer meeting and during the convention itself, her company played a vital role in transporting attendees and dignitaries, solidifying its reputation as a reliable local partner.

*“Leading up to the RNC, we had quite a bit of press coverage, [which has resulted] in contracts and conversations with at least three different business opportunities. Being a part of the RNC was great to meet so many different people of various backgrounds. I considered [our company] as an ambassador for the city of Milwaukee to all of these people coming from across the country. I think **we are still receiving positive engagement from the experience -- and it's been almost a year now!**”*

- Dr. Laci Coppins, A&A Transportation

Meanwhile, **Dorsia**, a popular restaurant on Brady Street, found itself in the spotlight thanks to a viral moment during convention week. A visiting reporter, captivated by the restaurant's signature pasta flight, shared the experience on social media, sparking widespread attention for the restaurant. The post led to a surge in attention, introducing the restaurant to new patrons from across the country.

“I think any event that showcases what our city has to offer on a national stage is a huge win for us. Dorsia in particular got some exciting social media buzz, and we enjoyed many laughs with it. We met many new people from around the world during this event, and the common theme was how hospitable Milwaukee was and what a great place it was to host these events.

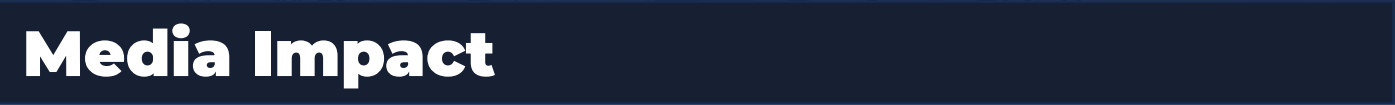
Hopefully, we can continue with more of these types of events.”

- Jeno Cataldo, Dorsia

These success stories are just a snapshot of how the 2024 RNC empowered Milwaukee's small businesses. From pre-convention planning to the events themselves, the influx of visitors and media created unparalleled opportunities for local entrepreneurs.

The Host Committee and Visit Milwaukee are proud to have facilitated these connections and showcased the resilience, creativity, and hospitality that define Milwaukee's small business community. The positive ripple effects of the convention will continue to support these businesses and others for years to come, building a legacy of growth and success.

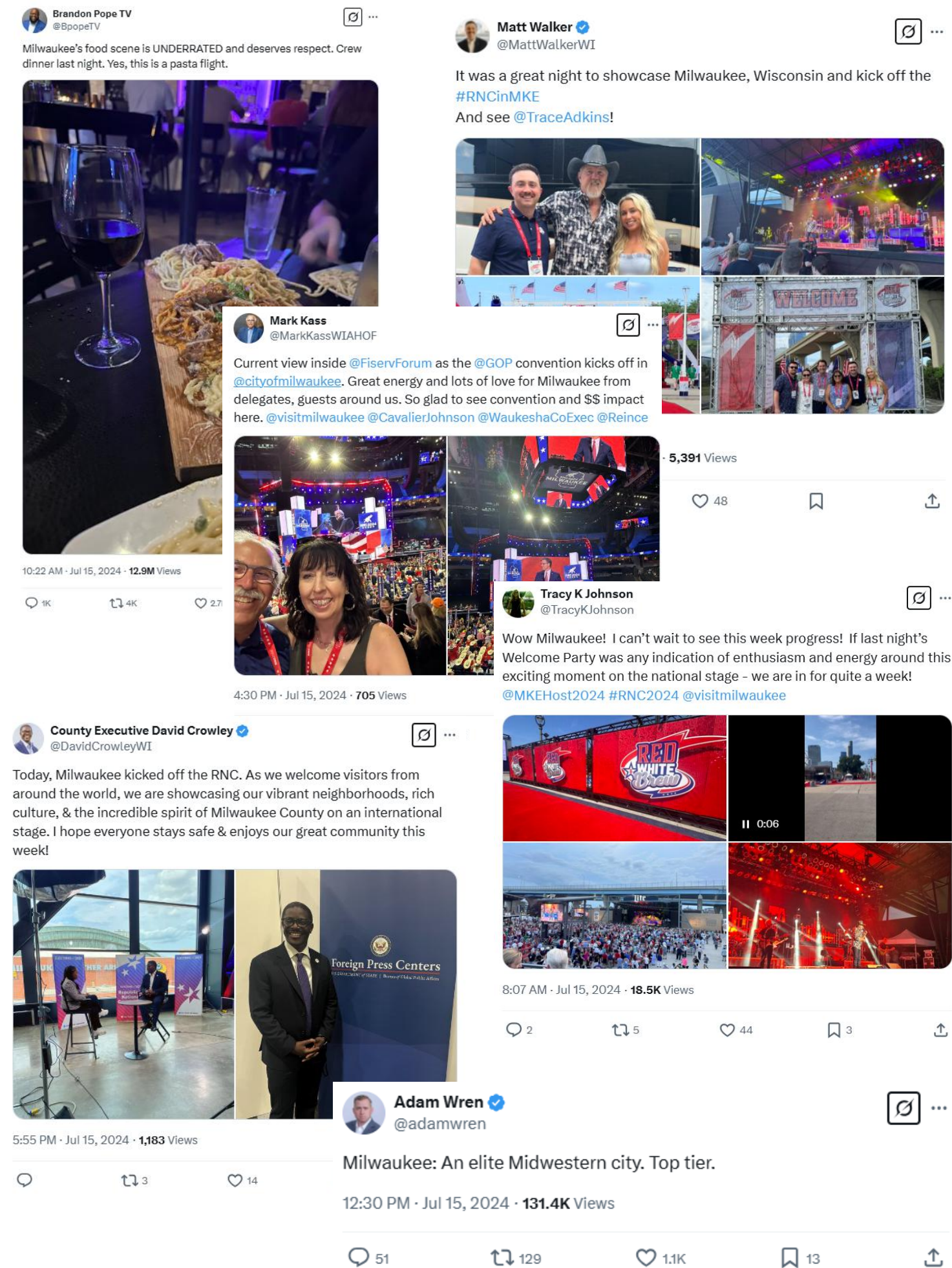




There were more than 651,000 mentions of the RNC in the media which, according to Cision, generated \$2.0 billion in ad equivalency through online news and licensed content as well as television.

The majority of the media coverage was in the United States, but it expanded to international locations including the United Kingdom, Canada, Australia, India, Germany, Vietnam, France, Nigeria, and Ireland.

The media exposure influenced visitors to book hotel rooms and flights to Milwaukee within 90 days following the convention. According to Adara, 3,270 flights and 5,049 rooms were booked as a result of the convention, which generated 6,942 room nights and \$1.2 million in lodging revenue.



About the Research Team

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Oxford Economics is an adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base comprises over 2,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics in order to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

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For more information, questions on the report or other general inquiries, please reach out to the team at admin@tourismeconomics.com.

