



TODAY'S AGENDA

1. 2016 Economic Impact
2. Meetings & Conventions
3. Leisure Travel
4. Earned Media
5. Q&A

ECONOMIC IMPACT IN MILWAUKEE COUNTY

\$3.4 BILLION

in total business sales
(up almost 4% over 2015)

\$232 MILLION

in state and local taxes
generated

\$1.1 BILLION

in labor income

31,900

full-time jobs directly
related to tourism in 2016

2016 TOTAL SIZE OF TRAVEL MARKET

23 Million

total person-trips

+2.7% vs 2015

2016 TOTAL SIZE OF TRAVEL MARKET

7.3 Million overnight trips
32% of total

15.7 Million day trips
68% of total

2016 OVERNIGHT SPENDING



Lodging 36% Food & Beverage 27% Retail 13% Recreation 29% Transportation 11%

2016 NUMBER OF NIGHTS SPENT



2016 SEASONALITY OF TRIPS



MEETINGS & CONVENTIONS

2016 CONVENTION SALES



385,320
convention attendees

418
total events

176,316
actualized convention
room nights

\$140 MILLION
actualized economic impact

2016 CONVENTION SALES

200,290
definite room nights

765,352
tentative room nights

M&C CAMPAIGN

16 MILLION
advertising impressions

82,700
site visits

5 niches targeted by advertising
Association, Corporate,
Sports, Diversity, Religious



EARNED MEDIA

IN 2016 THE COMMUNICATIONS TEAM

714 Million
generated earned media impressions

83
hosted travel writers

542
local, national and international
stories about the region

Earned Media Outlets



Thank you!

