

VISIT Milwaukee

Presentation to the City of Milwaukee Economic Development Committee



Today's Agenda

- 1. 2015 Economic Impact**
- 2. Meetings & Conventions**
- 3. Leisure Travel**
- 4. Earned Media**
- 5. Tracking & Reporting**
- 6. Q&A**

Economic Impact
tourism means business!

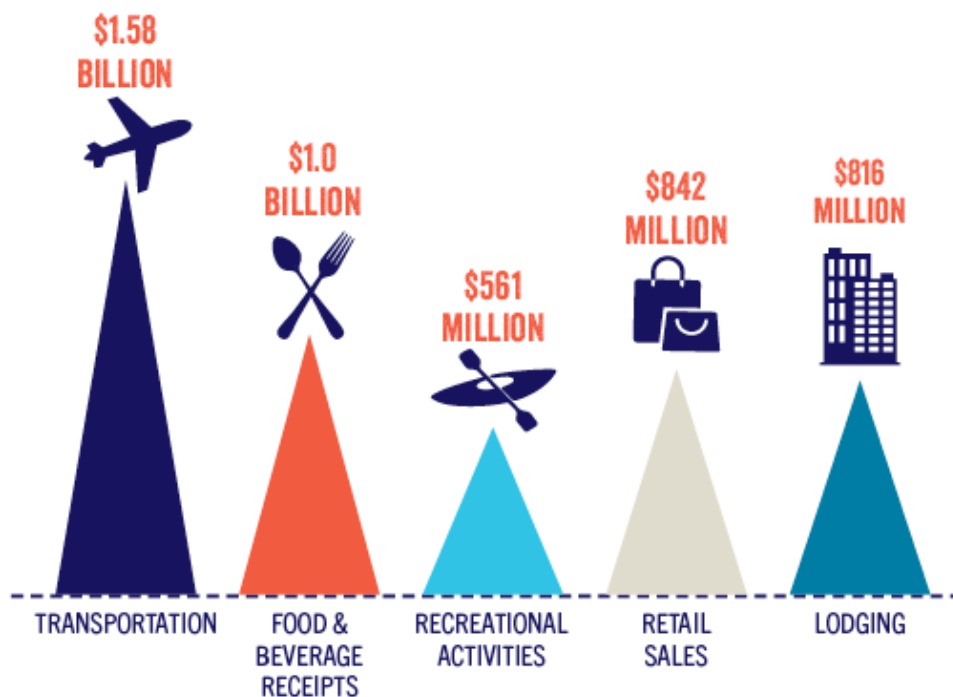
...*Tourism is*...
SERIOUS
...*business*...



**TOURISM DIRECTLY
SUPPORTS OVER
50,000 JOBS IN THE
MILWAUKEE AREA.**

WHAT WOULD YOU SAY YOU DO HERE?

IN 2015 TOURISM BROUGHT IN
5.1 BILLION DOLLARS
TOTAL BUSINESS SALES TO THE
GREATER MILWAUKEE AREA



The Greater Milwaukee area is promoted as a tourism and convention destination by a small group of passionate individuals.



IN MILWAUKEE COUNTY:


\$3.3 BILLION

in total business sales,
up almost 4% over last year

IN MILWAUKEE COUNTY:



31,300

full-time jobs were directly
related to tourism in 2015

IN MILWAUKEE COUNTY:

labor income was

\$1.1 BILLION

IN MILWAUKEE COUNTY:

\$223 MILLION

in state and local taxes
was generated

Meetings & Conventions

2015 CONVENTION SALES

Total Booked Events:

569

up 146%

2015 CONVENTION SALES

Actualized Convention
Room Nights for 2015:

190,435

2015 CONVENTION SALES

Definite Room Nights Booked
for 2016 and beyond:

185,573

2015 CONVENTION SALES

Tentative Room Nights Booked
for 2016 and beyond:

779,071

LARGEST CONVENTIONS & EVENTS—

Economic Impact



Northwestern Mutual

\$7.9 MILLION

USA Triathlon

\$5.3 MILLION

Professional Golfers
Association

\$18.9 MILLION

IN 2015

VISIT MILWAUKEE'S TEAM

brought in

527,320

attendees

IN 2015

VISIT MILWAUKEE'S TEAM

worked with

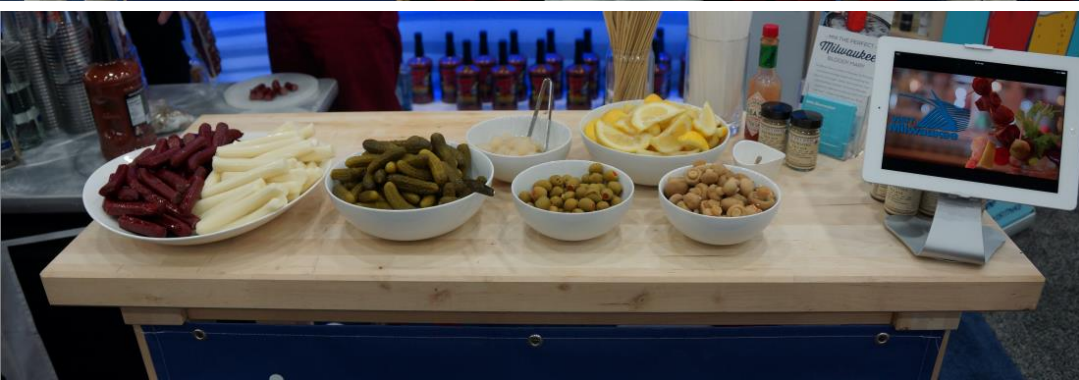
481

conventions, meetings & events



55

Tradeshows Attended

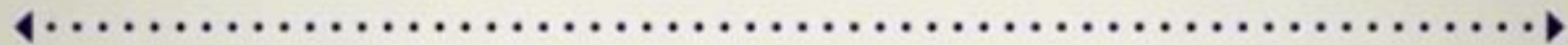


M&C CAMPAIGN

M&C TARGETED ADVERTISING *to 5 niches:*

Association • Corporate
Sports • Diversity • Religious

Recommended Destinations:



Austin • Boston • Cleveland • Denver

Kansas City • **MILWAUKEE** • Montreal

Portland • San Antonio • San Diego

San Francisco • Seattle • Toronto • Vancouver

M&C CAMPAIGN

8,900,000

advertising impressions

57,000 (↑43%)

site visits

Examples of M&C Advertising

MILWAUKEE

A rare case
WHEN LOTS OF SURPRISES ARE A GOOD THING.

125 UNIQUE VENUES | 111 LOCALLY-OWNED DOWNTOWN RESTAURANTS | 10 MILES OF LAKEFRONT

visitmilwaukee.org

We have all the things you'd expect – but more importantly, we have things that amaze and impress. Make your job easier by bringing your attendees to the multi-cultural city that celebrates food, drink and fun while also hosting a full range of museums, the arts, a casino, nightlife and year-round festivals. All in a destination right on the coast of Lake Michigan.

visitmilwaukee.org/diversity

MILWAUKEE.
A CITY THAT CARES ABOUT SPORTS
as much as you do.

10 INDOOR FACILITIES | 5 MULTI-SPORT OUTDOOR FACILITIES | 16,000 HOTEL ROOMS

visitmilwaukee.org/sports

We've got a lakefront and trails, arenas, fields and parks close to downtown. And we've got a downtown with award-winning restaurants, hotels, nightlife, a casino and museums. So whether it's for this year's NASC or for another sports event, when you play here, you win.



Hold Your Meeting in Milwaukee

BOOK 100 ROOMS, GET \$100.
Book 1,000 rooms, GET \$1,000.

THIS IS YOUR EXCLUSIVE PARTNERSHIP OPPORTUNITY WITH VISIT MILWAUKEE.

As a MeetMilwaukee Resonance, you can earn \$1 for every room you book with the chance to earn thousands by booking your group at member Milwaukee hotels. Here's how it works:

- Book a group in Milwaukee from March 1, 2014 through December 31, 2014
- Contract by end of year 2014
- November 31 for each contracted room booked

Example: Book 100 rooms, get \$100. Book 1,000 rooms, get \$1,000. Your group stays, You win.

visitmilwaukee.org

MEET IN MILWAUKEE.
YOU'LL FIND IT *easy here.*

START PLANNING >

visitmilwaukee.org

Why Gus Martinez loves mée

Now that I've joined a new team, I'm trading in my "reds" for Brewers blue, and I'm most excited to check out sports around town. Miller Park is an amazing place to catch a game – where else can you eat a hot dog and cheer for one in a race at the same time? Let me know if you'd like to see a game with me while you're in Milwaukee!

visitmilwaukee.org

visitmilwaukee.org

MEET IN MILWAUKEE.
YOU'LL FIND IT *easy here.*

START PLANNING >

Leisure Travel

TOTAL ADVERTISING IMPRESSIONS

2013

55 MILLION
IMPRESSIONS

2014

68 MILLION
IMPRESSIONS

2015

113 MILLION
IMPRESSIONS



2015 WEB TRAFFIC



1 MILLION+

2015

801K

2014

725K

2013

588K

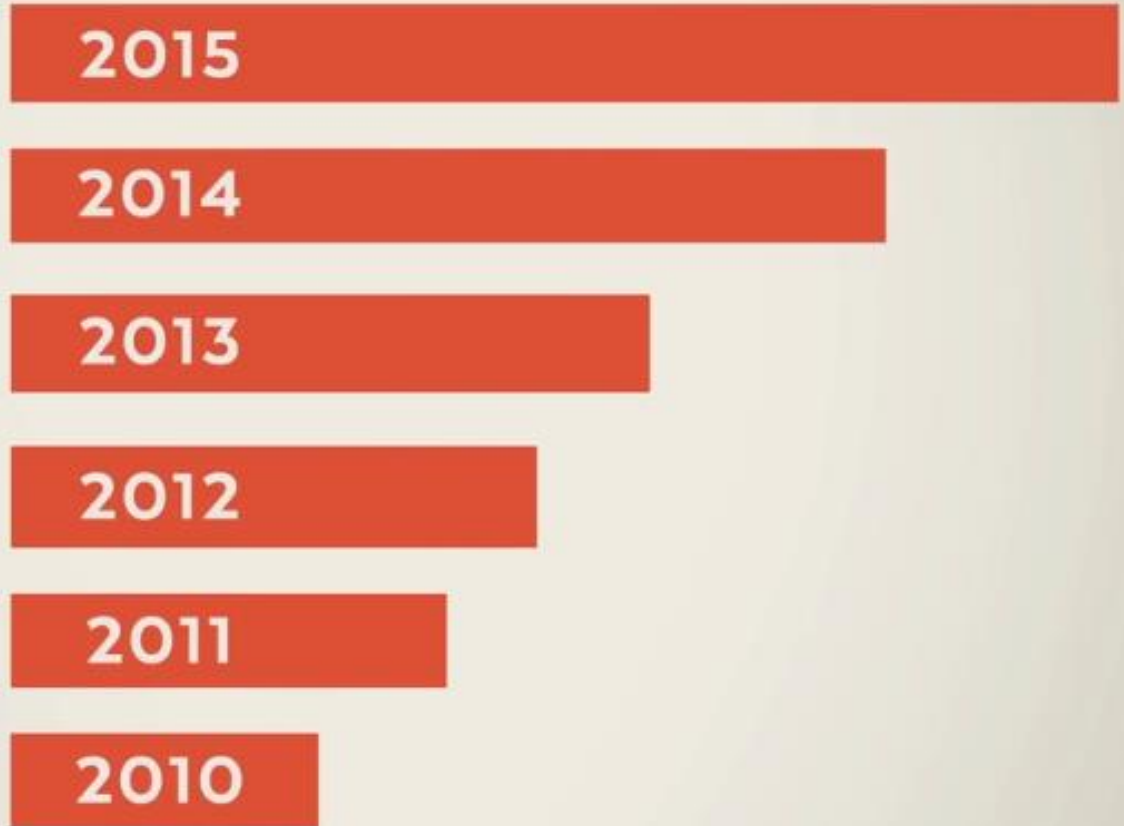
2012

401K

2011

349K

2010



SUMMER CAMPAIGN



59,000,000
impressions

515,000 (↑ 37%)
site visits

Examples of Summer Campaign

HAVE A WEEKEND FULL OF POSTABLE, TWEETABLE, TEXTABLE, LIKEABLE MOMENTS.

Spent some real time with your friends.

visit Milwaukee

You'll find it easy here—visitmilwaukee.org/getaway

Remember the EASY GOING. Spontaneous. PEOPLE YOU WERE IN YOUR 20s? INTRODUCE THEM TO YOUR Kids.

Spent a carefree weekend with your kids—not a fortune.

visit Milwaukee

You'll find it easy here—visitmilwaukee.org/familyvacation

visit Milwaukee

MILWAUKEE RALLY: 8/28 - 9/1

STREAMING MUSIC IS HAVING FOUR LIVE MUSIC VENUES WITHIN TWO BLOCKS OF A RIVERWALK.

visit Milwaukee

YOUR PRIDE GOES BEYOND PARADES — and OUT — CELEBRATIONS GO BEYOND FESTIVALS.

TravelNerd ranked Milwaukee as the **TOP 10 DESTINATIONS FOR GAY TRAVELERS!**

visit Milwaukee

With a wide variety of gay nightlife options from dance clubs to cruise bars, one of the nation's largest and longest-running pride events and Milwaukee's hospitality that extends to everyone.

You have to experience Milwaukee for yourself! Check out hotspots to visit while you're in town during Pride Fest. Find details at visitmilwaukee.org/night

visit Milwaukee

ONLY ONE RIDE ENDS at the beginning. SEE WHERE BIKER CULTURE LIVES ALL YEAR LONG

FALL CAMPAIGN



23,000,000

impressions

189,000

site visits

(↑49%)

Examples of Fall Campaign

ONE PART TRADITION
ONE PART INNOVATION
& A Dash OF HOPS
SERVED WITH A SIDE OF LAKE MICHIGAN.

From family-owned German restaurants serving up classics to James Beard Award-winning chefs pushing the envelope, eating well has never been so easy. Get a taste of Milwaukee - visitmilwaukee.org/timocut

VISIT Milwaukee

NEXT TIME YOU TELL THAT
BLIND DATE "I'VE JUST BEEN,
LIKE, SOOOO BUSY LATELY"
IT WILL ACTUALLY BE TRUE.

MILWAUKEE365.COM
MILWAUKEE'S PREMIERE EVENT CALENDAR

VISIT Milwaukee
5 hrs · 📍

Reconnect this weekend in Milwaukee—a city of arts, fine dining and music.

Get away. Together.



PACK for MILWAUKEE GIVEAWAY!

ENTER TO WIN A 2-NIGHT STAY IN MILWAUKEE FOR FOUR!

PACKAGE LINEUP:

- 2 NIGHT STAY AT THE HILTON GARDEN INN DOWNTOWN
- PASSES TO THE HARLEY-DAVIDSON MUSEUM & THE MILWAUKEE ART MUSEUM
- DINNER CERTIFICATES FROM SURG RESTAURANT GROUP & CAFE BENELUX
- LUNCH CERTIFICATES FROM COUSINS SUBS & THE MILWAUKEE PUBLIC MARKET

CLICK HERE TO ENTER!

VISIT Milwaukee



WINTER CAMPAIGN



5,500,000

impressions

156,888

site visits

( 37%)

Examples of Winter Campaign

THEY'LL LOVE THEIR
GIFTS BUT NOT
AS MUCH AS YOU'RE GONNA
Love Shopping
FOR THEM

Hotels start at \$89
VisitMilwaukee.org/holidayshop

Wisconsin's best shopping mingled with unique restaurants, live entertainment and spas.

VISIT Milwaukee

Stay overnight and turn your holiday shopping into a memorable weekend getaway.

TRAVEL WISCONSIN .COM

ONLINE SHOPPING IS GREAT, BUT DOES IT COME WITH DINNER AND A SHOW?

— ❄️ —

BOUTIQUES, MALLS, RESTAURANTS AND ENTERTAINMENT + PREMIERE HOTELS STARTING AT \$89.

VISITMILWAUKEE.ORG/HOLIDAYSHOP

Wisconsin's best shopping mingled with unique restaurants, live entertainment and spas. Stay overnight and turn your holiday shopping into a weekend getaway.

VISIT Milwaukee

TRAVEL WISCONSIN .COM



Indulge in boutique shopping

0:05 / 0:22

SHOP MILWAUKEE

ONLINE SHOPPING IS GREAT
But does it come with dinner and a show?

SHOP AMAZING DEALS NOW THROUGH DECEMBER 31

Marketing Collateral



Earned Media

IN 2015

THE COMMUNICATIONS TEAM

hosted

96

TRAVEL
WRITERS

Earned
450

local, national,
international stories
about the *region*

↑ 134%

Generated
9000
MILLION

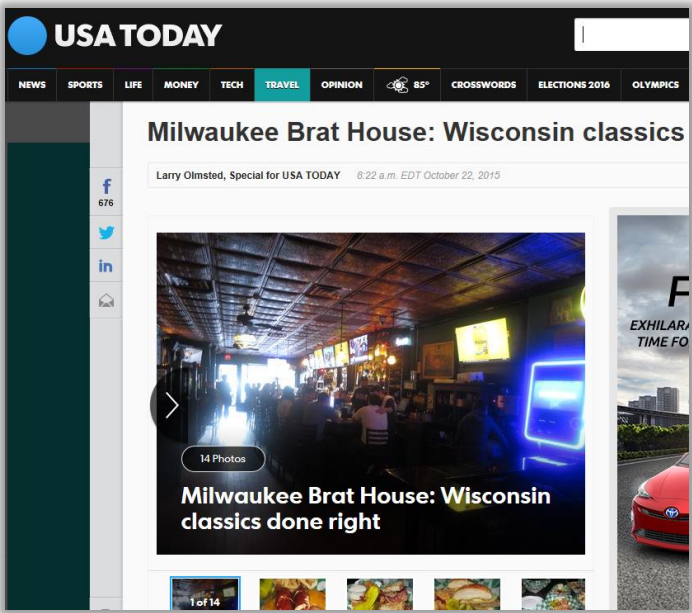
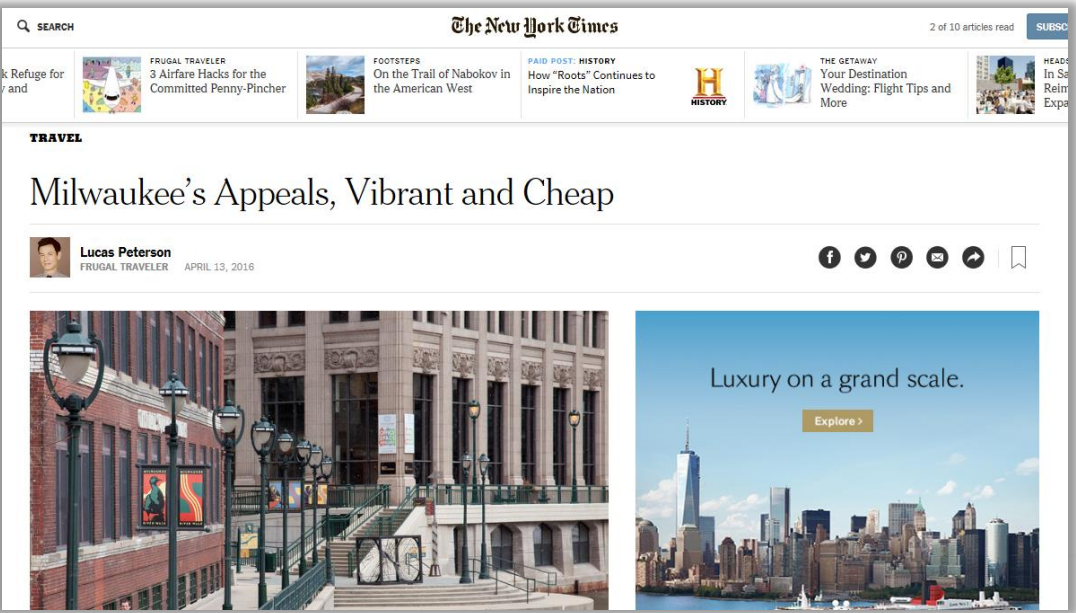
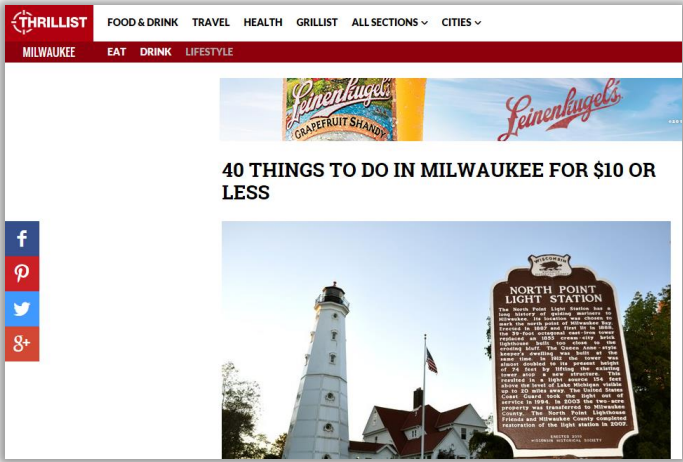
EARNED MEDIA
impressions

↑ 129%

Earned Media Outlets



Recent Stories



Social Media

VISIT MILWAUKEE



↑ 28%



↑ 473%



↑ 35%

Tracking & Reporting

Tracking arrivals to Milwaukee of people who have seen our marketing

