

Wisconsin Center District / VISIT

Milwaukee

Presentation to the City of

Milwaukee

Economic Development

Committee

April 1, 2013

Economic Impact of Tourism
MILWAUKEE COUNTY



Presenting:

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Economic Impact of Tourism
MILWAUKEE COUNTY



Economic Impact of Tourism Milwaukee County

Tourism Expenditure – \$1.57 billion

Employment – 29,658

Labor Income – \$963.8 million

State/local/federal taxes – \$396.6 million

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Purpose of the study is to estimate the spending impacts of WCD facilities on the City of Milwaukee



The WCD imports new spending from attendees, event organizers, and exhibitors

98,000*

Overnight attendees

- Import new spending on lodging, restaurant, retail, transportation, and entertainment.

408,000*

Daytrip Attendees

- Include out-of-town convention center visitors and arena and entertainment district patrons.

Event Organizers

- Spend on lodging, food and beverage, facility rental and services, transportation, and other items.

Exhibitors

- Spend on lodging, food and beverage, transportation, booth set up, equipment rental, and services.

*Average annual numbers over the past five years

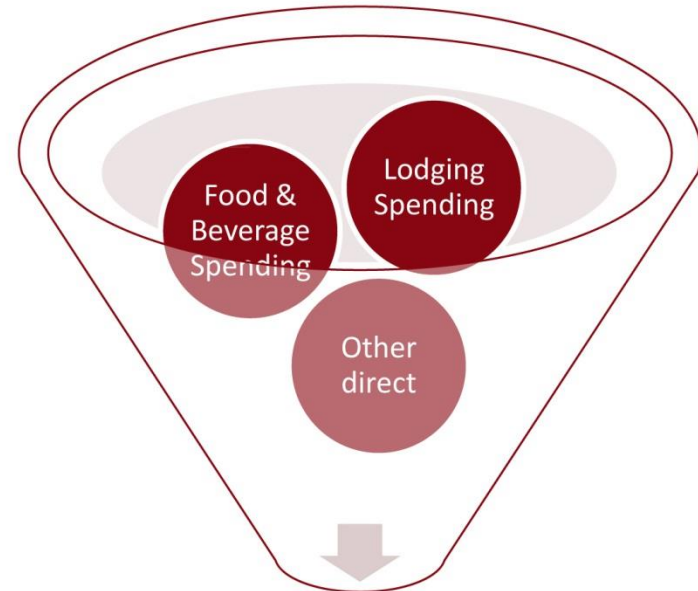
HVS used reliable sources to estimate visitor spending parameters

- Destination Market Association International convention center spending survey of delegates, exhibitors, and event organizers:
 - Restaurant
 - Catering
 - Recreation
 - Entertainment
 - Transportation
 - Facility services
- Hotel spending based on historical data on group average daily room rates in comparable hotels
- Corporate Travel Index:
 - Compares cost of business travel in top 100 markets

Direct visitor spending increases business spending and personal income in Milwaukee

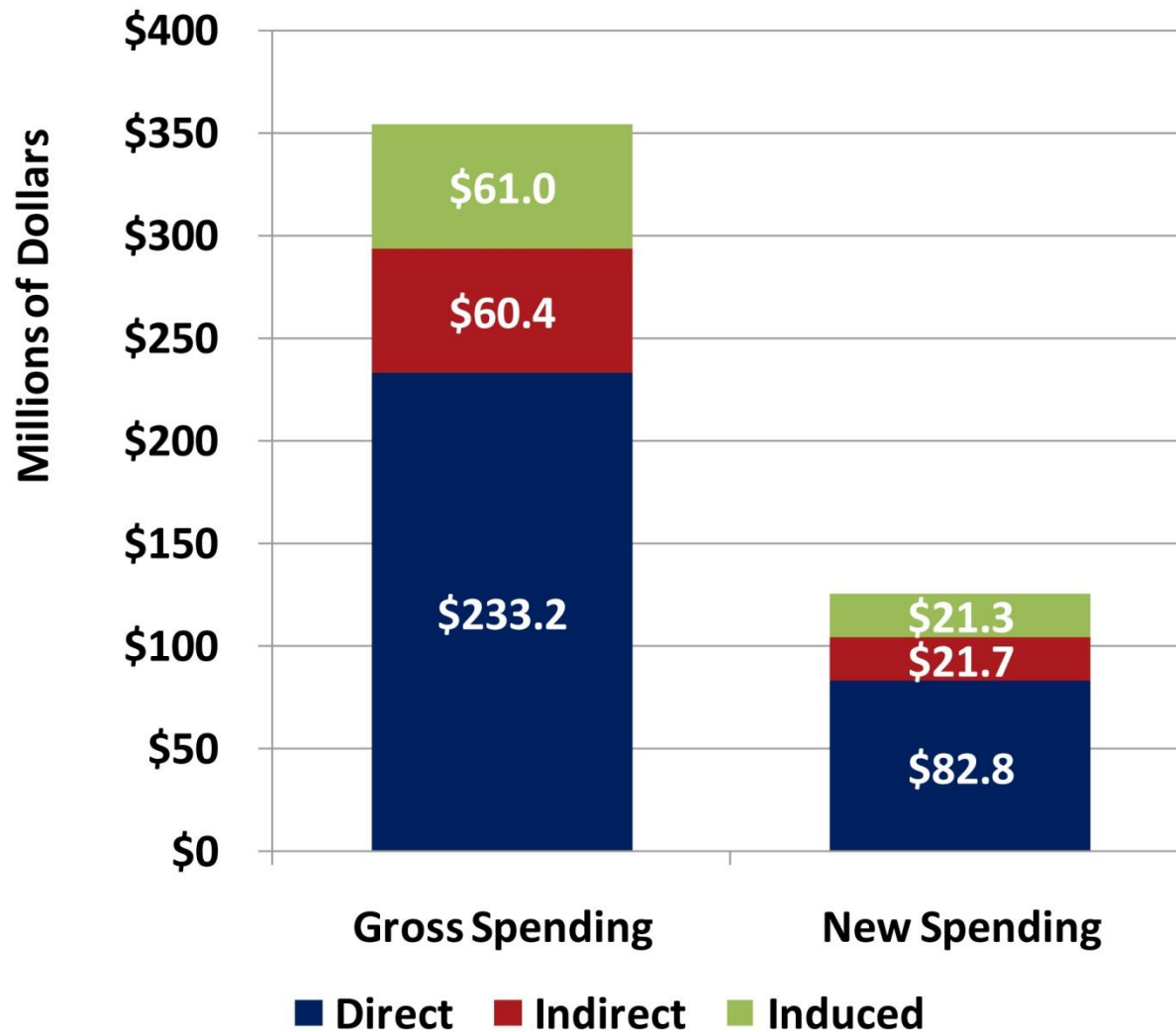
Multiplier effect example:

- Visitors buy meals in Milwaukee restaurants (**direct spending**)
- The restaurants purchase more food and supplies (**indirect spending**)
- Restaurant staff have more income and spend it in Milwaukee (**induced spending**)

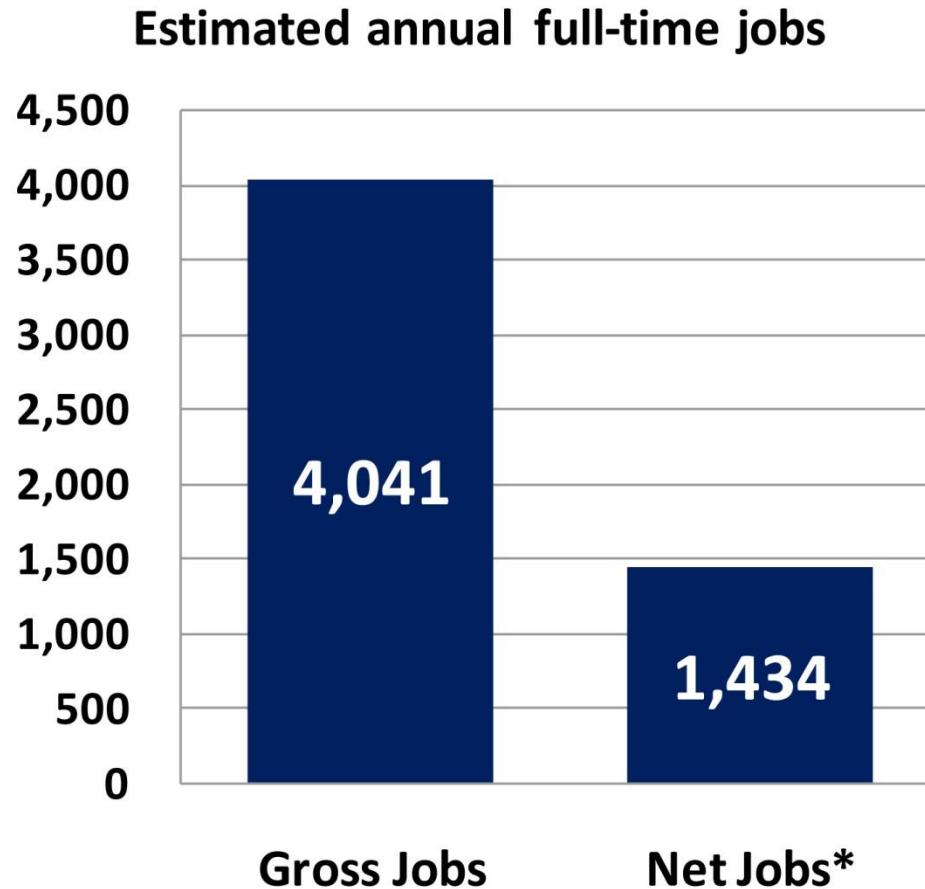


Indirect	Induced	Employment
<ul style="list-style-type: none">• Business Spending	<ul style="list-style-type: none">• Personal Income	<ul style="list-style-type: none">• Full-Time Job Equivalents

HVS estimates that the WCD generates \$355 M total and \$126 M new annual spending



Spending associated with WCD facilities support over 4,000 jobs throughout the City



*Net jobs are the number of annual full-time jobs supported by only new spending in the City

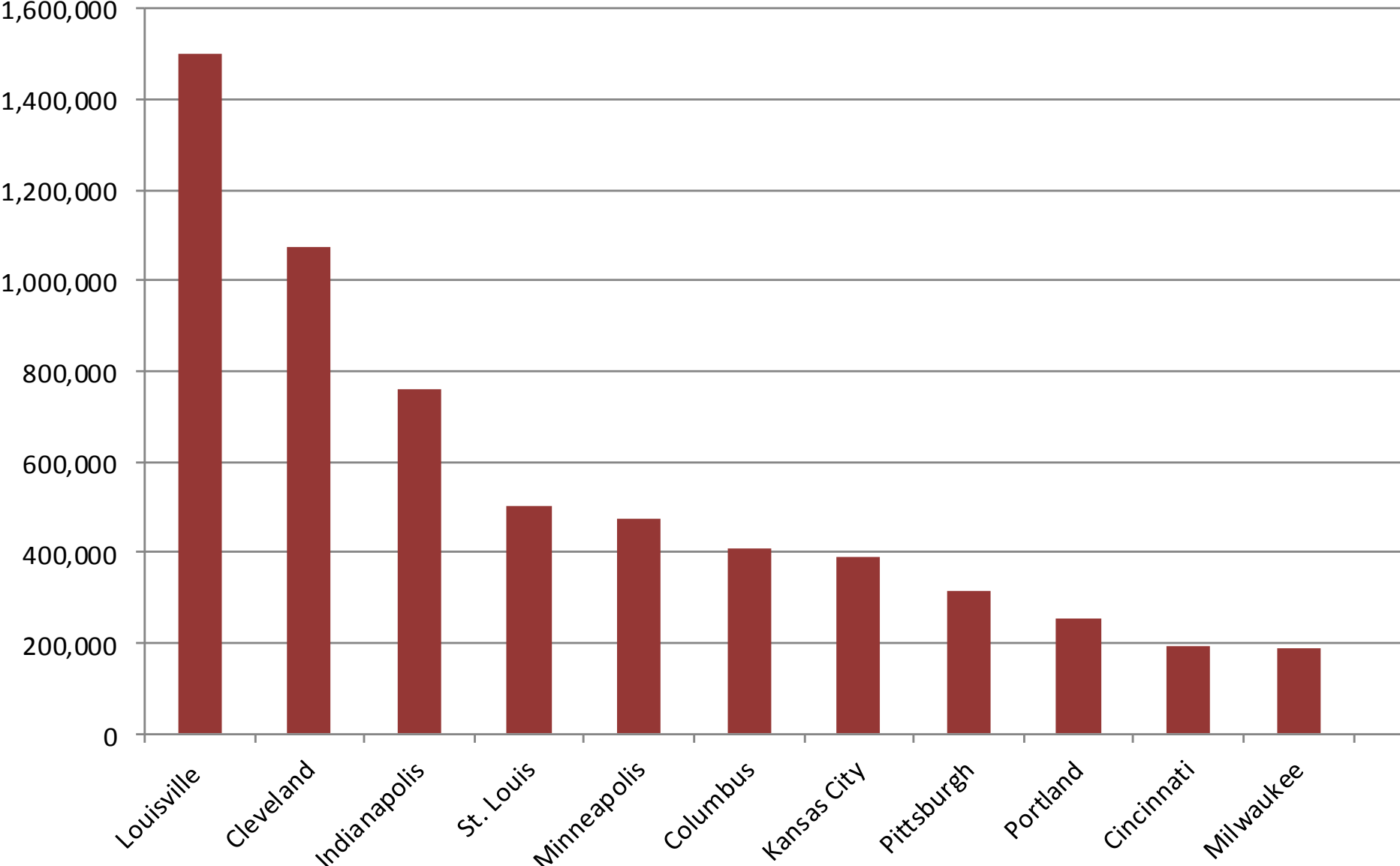
Non-quantifiable benefits generate by the WCD

- WCD offers forums where business, cultural and entertainment activities take place.
- Whether through theatrical experiences, business interactions, or sports events, the WCD fosters the cultural, economic, and social lives of the citizens of Milwaukee.
- The unquantifiable value of the business and social interactions fostered by the WCD may well exceed any measurable amounts of economic impact

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Convention Center Space: Square Feet



Attractiveness of Milwaukee as a Convention Destination

DAMMM Report*

- National study that measures a destination's fair share of the convention market
- Based on 60 factors planners determine are important in their selection process

Milwaukee:

- 2011 – Fair Share – 192,813 convention rooms per year
- 2013 – Fair Share – 174,123 convention rooms per year (-9.7%)

Primary factors for Milwaukee's decline in attractiveness:

- Less airlift
- No increase in convention center size



Attractiveness of Milwaukee as a Convention Destination

DAMMM Report

2009 – Study considered convention center expansion impact

- 95,000 sq. ft. of additional exhibit space
- 25,000 sq. ft. of meeting space

Most likely impact:

- 72,929 convention room nights per year
- 23.5 million in economic impact per year

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