

# Wisconsin Center District / VISIT Milwaukee

Presentation to the City of  
Milwaukee  
Economic Development Committee  
June 16, 2014

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 – \$1.7 billion

Employment – 30,375

Labor Income – \$1.0 billion

State/local/federal taxes – \$210.7 million

Economic Impact of Tourism  
MILWAUKEE COUNTY



# 2013 Convention Sales Recap



# Developing Tertiary Markets

Continued development of additional markets such as **Sports market**.  
Booked **34,000** room nights in the Sports market



**Hosted USA Triathlon Age Group Championships Aug. 2013**  
10,000 attendees + 95% attendees from outside of Wisconsin

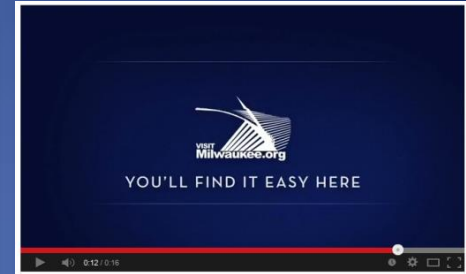
# Meeting Planners



Connect Marketplace 2013  
+500 meeting & event planners

# Summer Advertising Campaign

June 1 – August 31



45% increase over 2012



+88,995 website visits  
+69,900 unique visitors



# Fall Advertising Campaign

September 16 – October 31

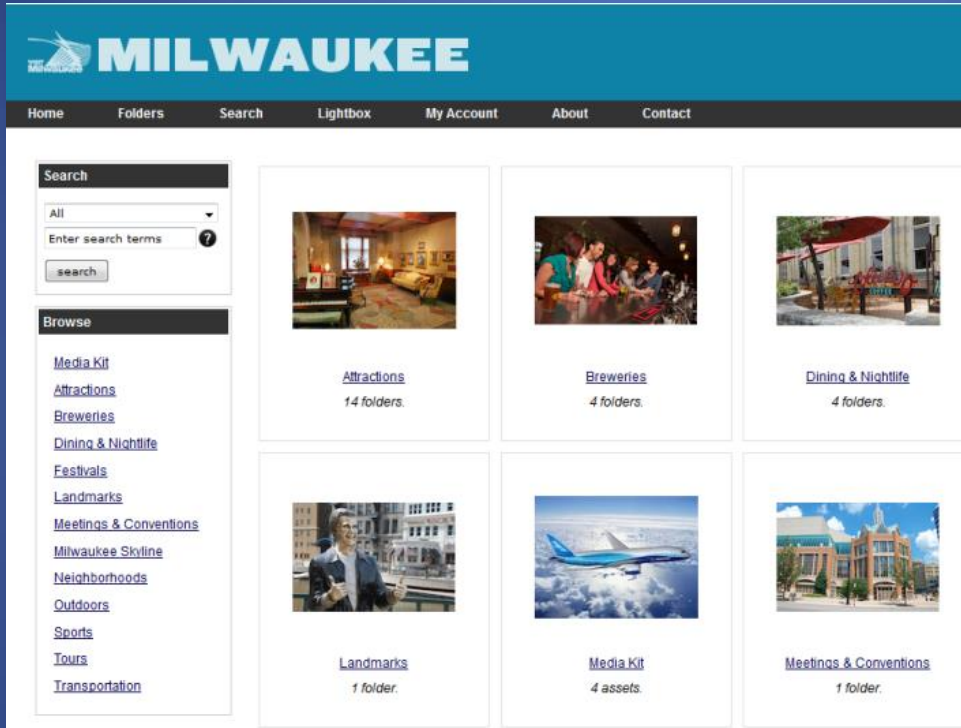


## Traffic increase over 2012



37% organic  
38% referrals

# Branding / Image



WebDAM Digital Asset Management System  
1,200 new photos added to library

# Milwaukee365.com

Curate Your Own Holiday Experience KIDS 12 AND UNDER FREE MILWAUKEE ART MUSEUM

## MILWAUKEE 365

if it's happening in MILWAUKEE, it's here.

HOME HOLIDAY & SEASONAL THEATRE DANCE MUSIC ART FILM & VIDEO KIDS & FAMILY FESTIVALS FREE EVENTS MORE

### Holiday Charity Gala

Presented by Hunger Task Force  
December 20, 2013

The holiday season is upon us and once again we are excited to welcome you to another Holiday Gala to benefit the Hunger Task Force. This is holiday bash is a way to celebrate the holidays while giving (read more ...)

### Find an Event

Search by keyword, organization or venue:

Advanced Search »

Search by date:

Start date:  End date:

Search by date range: Today Tomorrow Weekend Next 7 14 30 days

Do you have an event you'd like to have listed?

THEATRE MUSIC ART KIDS & FAMILY SPORTS SPECIAL EVENTS

### FEATURED EVENTS

EDIT CATEGORIES

**A Fireside Christmas 2013**  
Presented by The Fireside Dinner Theatre at The Fireside Dinner Theatre  
10/31/13 - 12/22/13

**Noises Off**  
Presented by Milwaukee Repertory Theater at Quadracci Powerhouse  
11/15/13 - 12/22/13

Attending?

Attending?

### MARCUS

## ONE GIFT CARD FITS ALL

MOST VIEWED

Milwaukee's Pizza Tour at Miller Park

- +225,706 total page views
- +6,419 events on site (~500 active monthly)
- +920 organizations posting event
- +802 users reviewing events

## Launched December 2012

Miller Christmas Lights milwaukee - Google Search

https://www.google.com/#q=Miller+Christmas+Lights+milwaukee

Google Gmail Yahoo! Facebook Horoscope Apple Vintage Clot... | ModCloth [w...

Lola 2-Piece Sectional S... Threshold, brand shop... Dania - Fabric Sofas - B... ALANG Floor lamp

Google milwaukee christmas lights milwaukee

Web Images Maps Shopping Videos More Search tools

About 209,000 results (0.32 seconds)

Ad related to miller christmas lights milwaukee

**Milwaukee Holidays Events - milwaukee365.com**  
www.milwaukee365.com/

Find holiday events in Milwaukee using our free events calendar!  
Free Events - Theatre - Festivals - Music

**MillerCoors "Holiday Lites" Display Returns to Brighten the Miller ...**  
www.millercoors.com/.../millercoors-holiday-lites-display-returns.aspx

MillerCoors will kick off its annual holiday celebration Friday, December 2, when the "Holiday Lites," return to Milwaukee. More than 300,000 LED lights, ...

**KEY Milwaukee - Event Calendar**  
www.keymilwaukee.com/current/events.html

6-7, 12-13, 20-21; Miller Brewery, 4251 W. State St. Holiday Lites tours run Fridays and Saturdays the first three weekends of December. Video, special light ...

**Miller Brewery Christmas Holiday Lights - Milwaukee Campers ...**  
www.meetup.com/milwaukee-campers-backpackers-and-.../134775642/

MillerCoors will kick off its annual holiday celebration when the "Holiday Lites," return to Milwaukee. More than 300,000 LED lights, ...

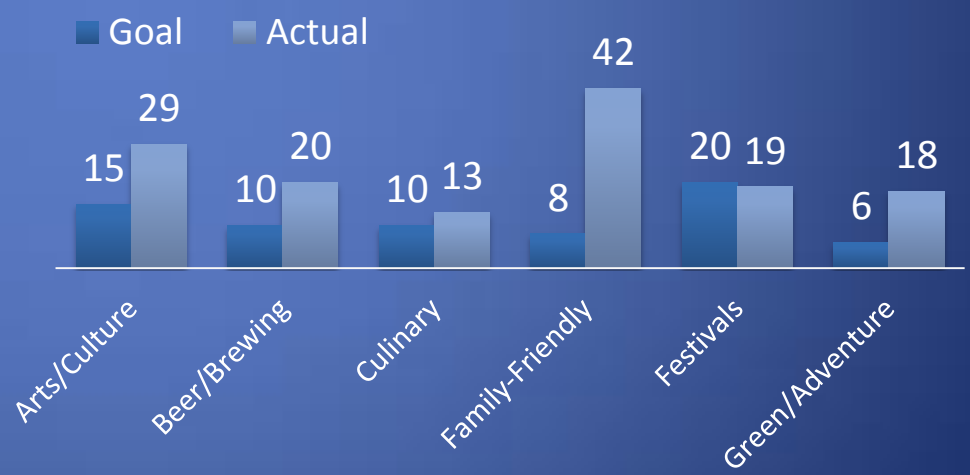


# Earned Media



Impressions to date: **+308 million**  
 Ad value to date: **+\$14.99 million**

Leisure stories: **+110 million impressions**  
 Convention stories: **+480,000 impressions**



*Milwaukee just named the top destination for the family travel in 2014 by ABC Travel Guides for Kids*



# Media Quotes

*"...a city that possesses a **renewed vitality** while still holding on to an Old World character."*

The New York Times

*"I was surprised to find a highly cultural, **very cool and young city** with a thriving arts and fashion scene."*



*"This Midwestern destination **has a lot more to offer** than just beer and brats."*



*"Milwaukee also has **world class museums**, and not just your garden-variety art galleries."*



*"Historic Third Ward has morphed from old industrial warehouse district **filled with boutique shops** into a **popular foodie and bar spot**."*

Chicago Tribune