

VISIT Milwaukee

Presentation to the City of Milwaukee
Economic Development Committee
June 15, 2015

Economic Impact of Tourism
MILWAUKEE COUNTY



Presenting:

Paul Upchurch

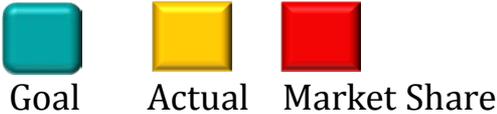
VISIT Milwaukee, President & CEO

2014 Economic Impact of Tourism Milwaukee County

Tourism Expenditure	\$3.2 billion
Employment	30,900
Labor Income	\$1.0 billion
State/Local Taxes	\$317.9 million



2014 Convention Sales Recap



Key Market Focus

- Association
- Corporate
- Religious
- Diversity
- Sports



M&C Marketing Outreach to Key Markets

MILWAUKEE

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

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

We have all the things you'd expect – but more importantly, we have things that surprise, amaze and impress. Make your job easier by bringing your attendees to the affordable-yet-big city that celebrates food, drink and fun while also hosting a full range of museums, the arts, a casino, nightlife and miles of riverwalk. All in a destination that caters to groups of any size, right on the coast of Lake Michigan.

VISIT MILWAUKEE
visitmilwaukee.org/corporate

SAVE THE DATE

Milwaukee's UnFAM:

EXPECT THE UNEXPECTED

SEPTEMBER 11-13, 2014

For more information, contact
JEFF BARYENBRUCH
jbaryenbr@visitmilwaukee.org
 or (414) 287-4259

Join us in Milwaukee for a FAM unlike any other! Located on the lakefront of Lake Michigan and at the confluence of three rivers, Milwaukee is a water city whose industrial roots live today in revitalized historic architecture and a down-to-earth Midwestern sensibility. Beer is what "made Milwaukee famous," and local breweries and distilleries are still putting the city on the map with national and international accolades. The home of Harley-Davidson, the world's largest music festival and the James Beard Award's Best Chef Midwest 2014 – Milwaukee is so much more than you might expect.

VISIT MILWAUKEE

You'll find it fun & easy here!

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

THIS IS YOUR EXCLUSIVE PARTNERSHIP OPPORTUNITY WITH VISIT MILWAUKEE.

As a Milwaukee Business you can earn \$1 for every room you book with the chance to earn thousands by leading your group to nearby Milwaukee hotels. That's how it works:

- Book group in Milwaukee that covers July 1, 2014 through December 31, 2016.
- Contract by end of year 2014.
- Maximum \$10 for each overnight room booked.

Examples: Book 100 rooms, get \$100. Book 1,000 rooms, get \$1,000. Your group sets the rules.

VISIT MILWAUKEE

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

START PLANNING

VISIT MILWAUKEE

meetings **FOCUS** CLICK TO ENTER THE FORECAST SUCCESS

Wisconsin

THE #1 CHOICE ON WISCONSIN'S LAKE MICHIGAN COAST
 by Stephen, Brock and Sarah Peterson
BILL HANCOCK
 920.837.2534

December 2014
Greater Milwaukee is an ever-evolving draw for groups
 by Carolyn Rockburn

The Milwaukee area is one that keeps up with the demands of planners, offering a number of updated group-friendly hotels, increasingly popular districts that attendees enjoy exploring on their downtime and intriguing activities that are unique to this attractive and fun Midwest destination.

Milwaukee
 Milwaukee's energy has risen in recent years as more people choose to live and work downtown, according to Jeff Baryenbruch, executive director of sales at Visit Milwaukee.

"With this shift, new supportive restaurants and retail have been developed, and as a result, convention attendees have more options to enjoy than they had five years ago," he says.

Milwaukee's hotel portfolio, already home to longtime meetings standstays such as the Hilton Milwaukee City Center, Hyatt Regency Milwaukee, Intercontinental Milwaukee and The Pfister Hotel, is also growing to showcase the city's evolution. Over the last couple of years four new hotels have opened: Brewhouse Inn & Suites in April 2013, Hilton Garden Inn in November 2012, Milwaukee Marriott Downtown in June 2013 and Potawatomi Hotel & Casino in August.

"The new 19-story hotel at Potawatomi Hotel & Casino has a terrific function-space-to-guest-room ratio, presenting an excellent package to the meeting professional," Baryenbruch says, adding that Potawatomi offers groups a "self-contained" experience. "When the day of meetings is complete, convention attendees can enjoy a delicious dinner in one of the several on-site restaurants or try their luck in the casino."

MORE COVERAGE
 Family-friendly finds around Milwaukee
 Greater Milwaukee
 CVB Information (01/13)

Why Gus Martinez loves mke

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!

VISIT MILWAUKEE

M&C Strategy

- Increase economic impact in Milwaukee from M&C bookings
- Engage Meeting Planners early in the consideration phase of the process
- Generate strong brand awareness so Meeting Planners consider Milwaukee as the best choice to host meetings, conventions, and events

2014: 100 site visits & 30 major trade show events



NASC – Major Meeting Planner Event

April 27-29, 2015

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

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

We've got a waterfront 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.

visitmilwaukee.org/sports

visit Milwaukee

visit Milwaukee May 2015

Thanks for visiting us during
THE NASC SPORTS EVENT SYMPOSIUM!

Watch our new **SPORTS VIDEO**

We're sure the symposium kept you busy, but hopefully you had a chance to enjoy some of what Milwaukee has to offer. More importantly, we hope you got a sense of what Milwaukee can do for you and your attendees when planning your next sports event. You can learn more about hosting events in Milwaukee at visitmilwaukee.org/sports, and don't miss our new sports video.

100+ BASEBALL/SOFTBALL FIELDS	15,000 ACRES OF PARKS
125 VOLLEYBALL COURTS	30 GOLF COURSES
60 BASKETBALL COURTS	16,000 DOWNTOWN HOTEL ROOMS
75 SOCCER FIELDS	150 DOWNTOWN RESTAURANTS
10 ICC RINGS	200,000 SQ. FT. CONVENTION CENTER

— GET OUR VISIT MILWAUKEE INCENTIVE —
Send us an RFP by June 1, 2015 to be eligible for an exclusive incentive package.

[submit an RFP](#)

We look forward to seeing you back in Milwaukee soon.

FOR MORE INFORMATION CONTACT MARISSA WERNER
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Toll Free (800) 731-3600 | Local Number (414) 733-3600 | www.visitmilwaukee.org



HERE'S A TASTE OF WHAT WE'VE GOT BREWING IN

Milwaukee

SEE YOU APRIL 27-30!!

2015 NASC SPORTS EVENT SYMPOSIUM

925 sports events
professionals

Summer Campaign (May-August)

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

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

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

ONLY ONE RIDE ENDS *at the beginning.*

112 years ago two men built a bike—and forged a legacy. Today, Milwaukee eats, drinks and sleeps motorcycle culture through the Harley-Davidson Museum, factory tours and countless biker-friendly hotels, restaurants and breweries.

visit Milwaukee PLAN YOUR TRIP AT VISITMILWAUKEE.ORG/RIDEHOME

OUR LIST OF THINGS TO DO IS LONGER THAN THEIR ATTENTION SPAN.

visit Milwaukee

DO MORE WITH YOUR FAMILY IN LESS TIME.

visit Milwaukee

LOOKING FOR SOMETHING TO DO? You just found it.

REBELS URBAN ADVENTURE TEEN HANGOUTS

PATIO DINING BEST OF THE WURST GUYS WEEKEND

SUMMERFEST LINE-UP

BLAST FROM THE PAST

SIGN UP FOR OUR E-NEWSLETTER

MIKE SCAVENGER HUNT BRUNCH

Fall Campaign (September-October)

SPONTANEOUS,
ROMANTIC,
Relaxed.
REMINDE YOU'RE ALL THAT
IN A CITY
that is too?

SPEND TIME TOGETHER—
NOT A FORTUNE.

VISIT Milwaukee

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

VISIT Milwaukee

PLAN A GETAWAY —
JUST THE TWO OF YOU
AND 20,000 TASTE BUDS.

VISIT Milwaukee

2014 BEST CHEF: MIDWEST —
JAMES BEARD AWARD WINNER
+ FARM TO TABLE + FOOD TOURS

PLAN YOUR TRIP »

VISIT Milwaukee

VISIT Milwaukee

★

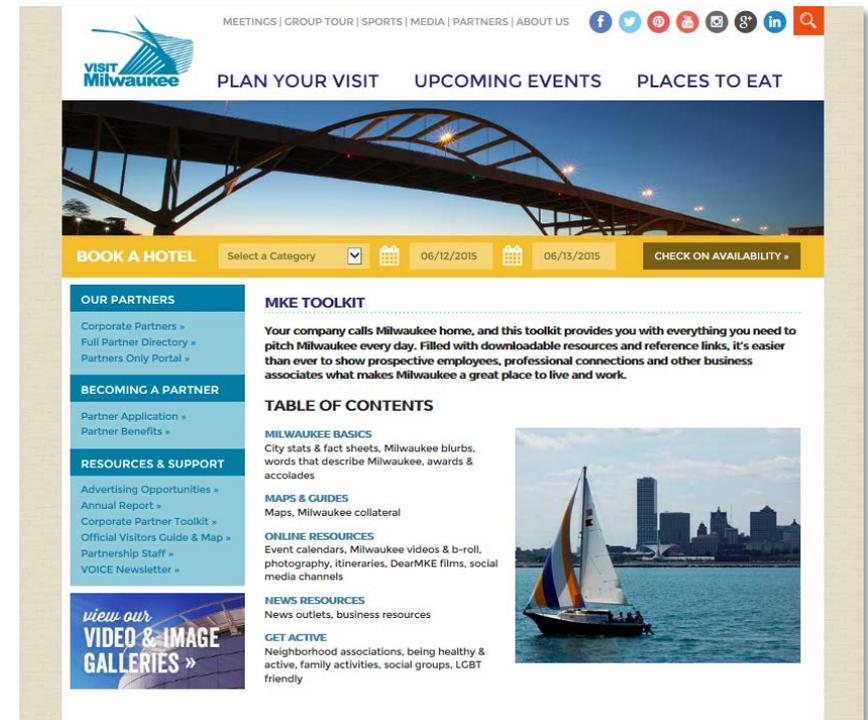
MAKE YOUR
SIGNIFICANT
OTHER
FEEL WAY
MORE
SIGNIFICANT.

★

VISIT Milwaukee

MKE Toolkit

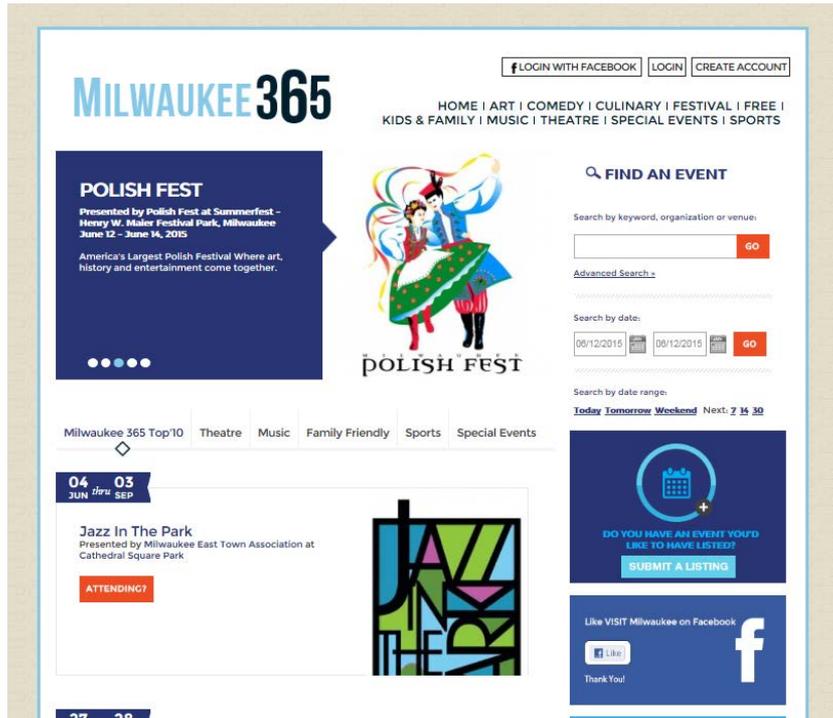
- Answers to the question:
"Why Milwaukee?"
- One-stop-shop of info to help "sell Milwaukee" for corporate talent recruitment and retention, marketing strategies and conference planning.



City Stats & Fact Sheets
Milwaukee Keywords
Prepared Copy Descriptions
Suggested Itineraries
DearMKE Films

Event Calendars
Downloadable Images
Videos & B-roll
Maps
Neighborhood Associations

Milwaukee365.com



327,709 total page views in 2014

129,455 total page views YTD 2015

7,717 events posted (~500 active monthly)

1,500 organizations posting events

Earned Media

2014 Impressions : **+710 million**
 2014 Ad value : **+\$38.5 million**

Leisure stories: +57.1 million impressions
 Convention stories: +5.4 million impressions

BEST DESTINATIONS

VISIT MILWAUKEE **MAKE IT MILWAUKEE**



WHEN MORE THAN 500 MEETING PLANNERS ATTENDED the opening reception of their convention in Milwaukee this summer, they came away with a new image of the city. The event, held at spectacular Discovery World, provided an unforgettable introduction to the city for first-time visitors, who were awestruck with the panoramic view spanning the city skyline, the soaring "wings" of the Milwaukee Art Museum, and the beaches and marinas of the Lake Michigan shore.

Combined with this stunning natural beauty, planners were treated to the Wisconsin Center, a convention center that planners themselves helped design. The compact, three-story Wisconsin Center offers cutting-edge technology, along with 16 loading docks and three spiral drive-in ramps with direct access to the 190,000-square-foot exhibit hall. Milwaukee's three-venue convention campus also includes the historic Milwaukee Theatre and the U.S. Cellular Arena, providing additional dining, theater, and concert space.

Connected by skywalk to the convention center, the newly renovated Hilton Milwaukee City Center and Hyatt Regency Milwaukee offer more than 1,200 rooms in the heart of downtown at average daily costs of lodging and meals among the lowest in our competitive set.

Milwaukee also earns high marks from meeting planners for extra value with information-packed newsletters that serve as a valuable resource in promoting meetings, as well as a customized mapping capability that illustrates all relevant meeting points of interest. Meeting planners who think convention apps are a luxury they can't afford will be happy to learn that Visit Milwaukee is developing a convenient app in a groundbreaking collaboration with students from the University of Wisconsin-Milwaukee. Conventions will be able to customize the app with floor plans, schedules, speaker bios—everything attendees need to know—and be able to send out convenience alerts and last-minute changes or reminders of events and activities. In addition, dynamic social media connects people with similar interests, enhancing the convention experience.

Along with technology, Milwaukee is one of the few cities where more than 125 enthusiastic volunteers are available at no cost to welcome delegates and help with a variety of services, including meeting and greeting at the airport and hotel and assisting at registration and sporting events. Volunteers and Visit Milwaukee staff put in more than 1,200 shifts over the summer at conventions for the National Governor's Association, USA Triathlon, and the Harley-Davidson 100th anniversary.

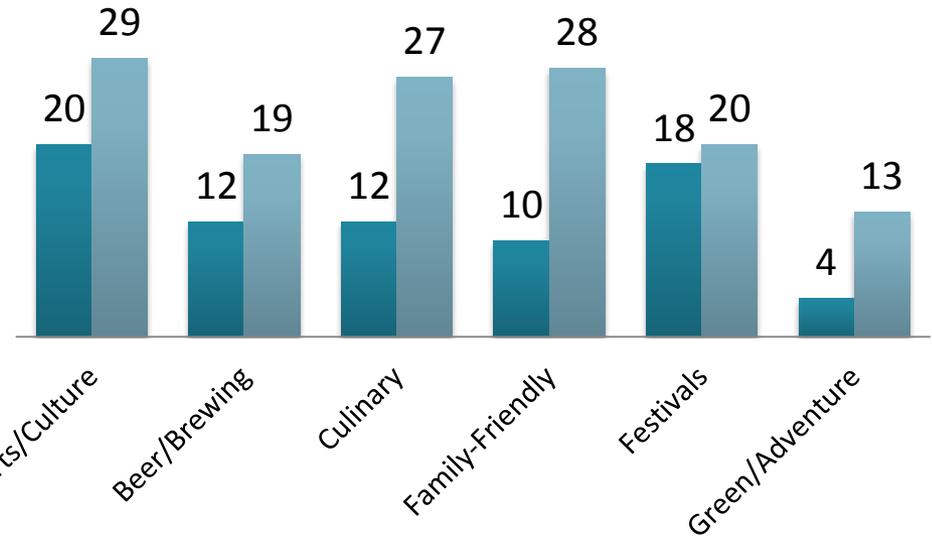
Natural beauty, meeting facilities, and outstanding services combine with big city attractions that double as unique venues like the Harley-Davidson Museum, Milwaukee Art Museum, and Petoawatomi Bingo-Casino's Expo Center and ballroom. And nothing serves up more fun and value to summer conventions than nonstop music and ethnic festivals at the 75-acre Healy Makey Festival Park on Lake Michigan in the Third Ward.

Along with a three-mile-long RiverWalk, the Historic Third Ward with its Milwaukee Public Market, James Beard-recognized restaurants, and an airport eight miles from downtown, Milwaukee has a "wow" factor that makes it the right choice for your next meeting destination.

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www.visitmilwaukee.org/traveling-planners
 SPECIAL MARKETING SUPPLEMENT

PHOTOGRAPH BY PHILIP MANN

STATISTICS FROM SUPPLEMENT TO SOURCE



■ Goal ■ Actual

Media Placements

USA TODAY

NEWS SPORTS LIFE MONEY TECH TRAVEL OPINION 73° CROSSWORDS YOUR TAKE INVESTIGATIONS VIDEO STOCKS APPS MORE

LIVE STREAM NASCAR driver Tony Stewart holds press conference | Live Video

10Best: City art districts around the USA

LIVE PHOTOS, SPECIAL FOR USA TODAY 3:10 PM EDT September 16, 2014

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MILWAUKEE PUBLIC MARKET

MORE THAN COUNTRY MUSIC this is MUSIC COUNTRY

where moms spill in! PREGNANCY FAMILY FOOD LIFE STYLE HEALTH CULTURE HOME APPLE RECIPES

It's Multitasking Monday. Join Sign In search ymc... go!

Taking In A Baseball Game? Here's Where You Should Eat!

A LOOK AT SOME OF THE BEST PLACES FOR CANADIANS TO EAT 'JUST OUTSIDE' SOME OF AMERICA'S BALLPARKS

By: Gay Martell

MIKE & MOLLY the m WMLW WEEKDAYS 5PM STARTING 9/22

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The Face, The Voice, The Blog!

LATEST STORIES FROM THE ROAD John Wayne Birthplace

Bill on the road.com re-discovering AMERICA

SIGHTSEEING OTR EPISODES ODDS & ENDS ROAD QUIRK AMERICA VIDEO ARCHIVE

Sorry, Milwaukee - The Secret Is Out.

Posted by Bill Caveman in AMERICA 1 month ago 9828 Views 57 Comments

Nobody ever brought up Milwaukee, Wisconsin as a "must see" destination when I started traveling around the country.

chicagoist POPULAR ADVERTISE MORE Search

Five Great Reasons to Visit Milwaukee

OWEN PALLET #1 FASHION FICHTON THURSDAY SEPTEMBER 4 | 9PM // 10P METRO / 12.8 & CLAM 11 // #MILWAUKEE

trendy tops daily deals up to 70% off

Flavory Sandwiches at The National Public by Emma Gilbert

When you need a weekend escape from the windy city, pack up your car or book an Airbnb up north to Brew City. Milwaukee is a small town in city form, a proud but humble community-driven town with a standout culinary scene and a laid-back, Midwest attitude. By car or by train, the trip takes an

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Milwaukee Summerfest 2014: Top Ten List (Beyond the Music)

By Carole Kuhrt Brewer June 30, 2014 at 6:27 am

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Carole Kuhrt Brewer Arts and entertainment reporter for media since 1997.

SUBSCRIBE BY EMAIL

Sample of Top Media Placements

USA Today: 10Best: Bookstores Around the USA

Conde Nast Traveler: Best Airport Food in the World

USA Today: 10Best: Top 10 Must-See Museum Exhibits this Summer (HD Museum)

ABC Travel Guides for Kids: Top Destination for Family Travel in 2014

USA Today: 10Best: 10 Best City Art Districts Around the USA (Historic Third Ward)

Conde Nast Traveler: 15 Best New Restaurants (Ardent)

Jetsetter: Where to go in 2014 – “Hot destination!”

New York Times: “In Milwaukee, A District for a Bite and a Brew”



The New York Times



JETSETTER

Thank You