



# ANNUAL REPORT

2023

Wauwatosa Tourism Commission



# Wisconsin Tourism 2022 & 2023

## Statewide\*

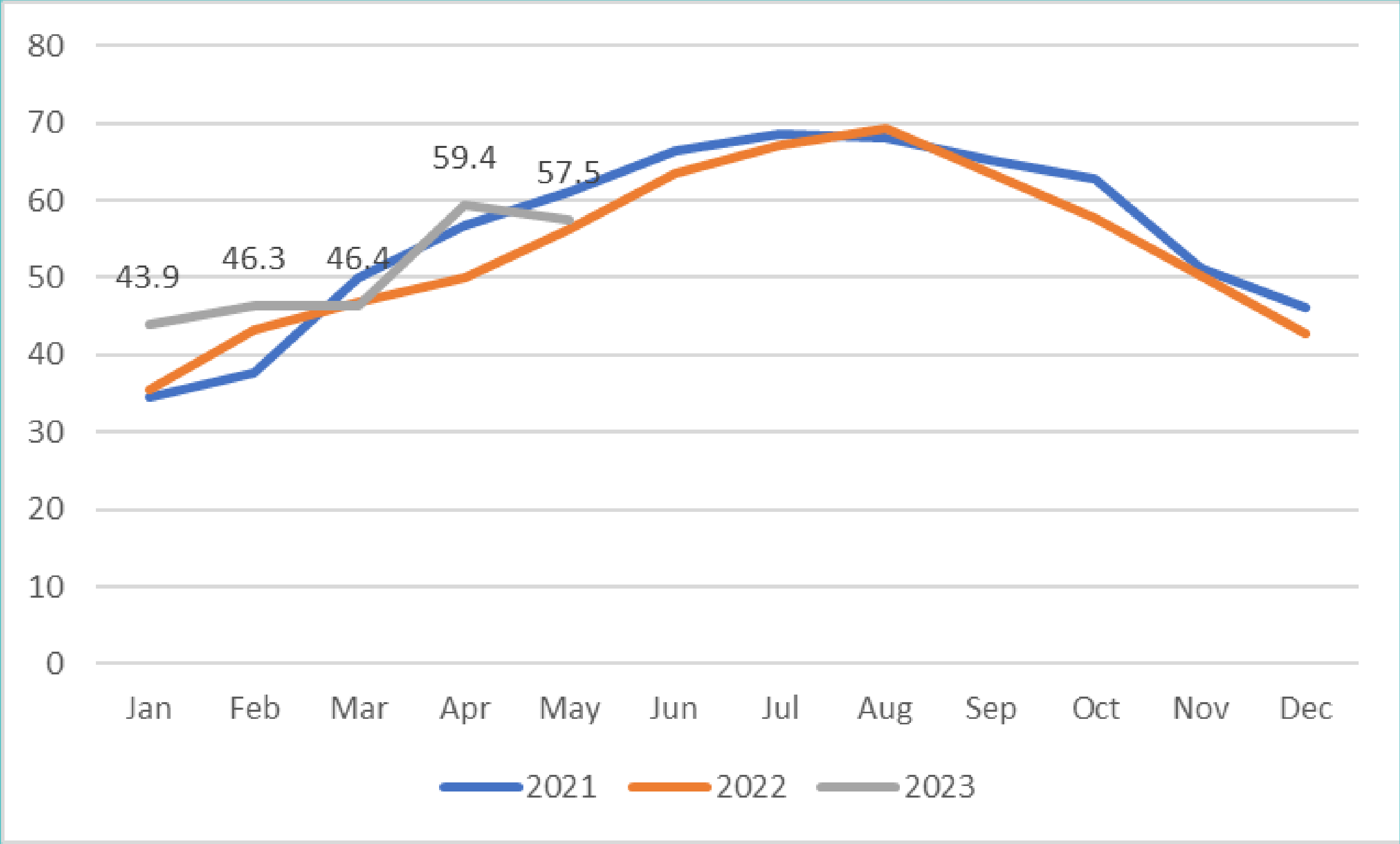
- Record-breaking economic impact: \$23.7 billion  
(previous record in 2019)
- Tourism supported 174,600 full and part-time jobs
- Wisconsin visitors generated \$1.5 billion in state and local taxes
- Milwaukee County economic impact: \$3.9 billion
- Highest of all 72 counties

## In Wauwatosa

- Year-to-Date Occupancy: 50.7%
- Year-to-Date Average Daily Rate: \$120.90
- Year-to-Date RevPAR: \$61.31
- In 2023 Wauwatosa is seeing spikes in occupancy correlating with Milwaukee driver events: American Family Field Concerts, Summerfest

\*Source: Travel Wisconsin

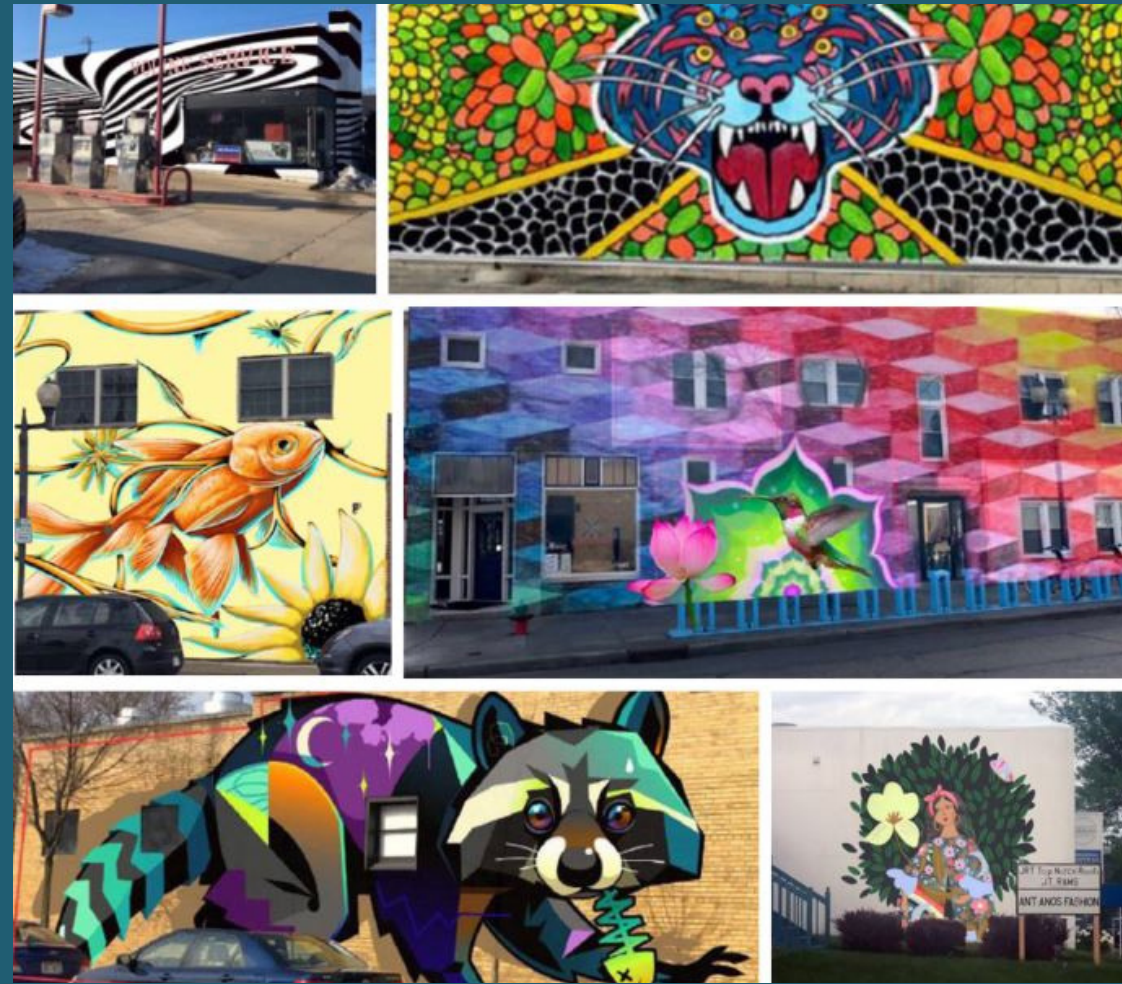
# Wauwatosa Hotel Occupancy



Source: STR Report

# Accomplishments in 2023

TRAVEL  
WISCONSIN



Travel Wisconsin  
JEM Grant: \$22,000

New NoMAD Mural  
Installation

Increased Social Media  
Presence



# Travel Content Creators

## Why Travel Content Creators/Social Media Influencers?

- Millennials travel more than any other generation
- \$200 billion in spending power
- 97% share travel experiences on social media
- 87% say social media influences travel decisions
- 74% use a smart phone for online travel research

Ages of Millennials matches Wauwatosa's media age of 37.9 years



# Tosa Restaurant Week

- March 23 - April 1
- 26 Participating Locations - More than double 2022
- All 5 tourism districts represented
- Post Event Restaurant Survey:
  - 76% report the event provides value to their business
  - 54% report the event positively impacted their business traffic
  - 92% report they would participate again





# Tosa Restaurant Week

- Social Content Creator: @mkeeeeats
- Three dedicated Instagram Reels
- 140,950 views
- 4,435 likes
- 3,637 sends
- 1,712 saves
- Featured locations: 1st and Bowl, Ally's Powerhouse Cafe, Firefly Restaurant & Bar
- Cost per view: \$0.003





# ART 64

## Live Performance Painting Tournament

- 8,000+ attendees over two days - up from 3,000
- Attendees from 20 states
- 5,320 emails collected for retargeting
- 7,621 total votes from 41 states and 12 countries
- \$19,128.64 in total art sales
  - \$4,205.08 to Parks Improvement Fund
  - \$1,051.27 returns to ART 64 budget

# \$433,200

## Estimated Economic Impact





# ART 64

## Live Performance Painting Tournament

- Travel Content Creator: @wisconsin\_coddiwomple
- ART 64 dedicated Instagram Reel
- 77,000 views
- 2,320 likes
- 701 sends
- 318 saves
- #3 highest performing reel in 30-day posting window
- Cost per view: \$0.004



Have you ever heard of  
Wisconsin's live  
performance painting  
tournament?  
Wauwatosa, WI

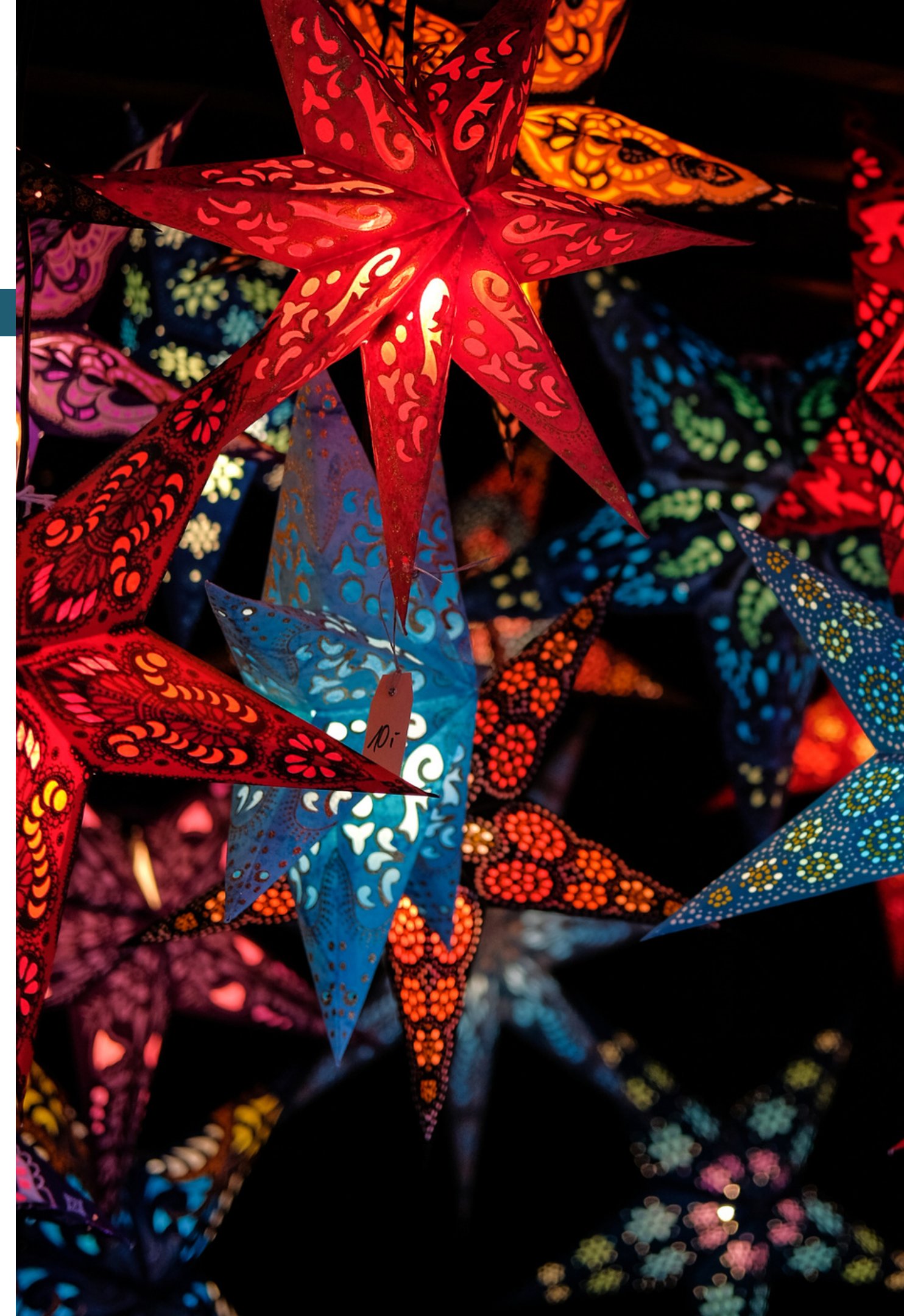


# What to Watch for...

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## Remainder of 2023:

- Agency of Record Selection
- Cousins Subs Lakefront Bowl at Wisconsin Lutheran College
- Expedia digital marketing campaign
- Wauwatosa Holiday Market and Christmas in the Village Experience





**Thank You**

*Glow Boldly*   
WAUWATOSA, WI