

VISIT MILWAUKEE

2023 OVERVIEW - WAUWATOSA



VILLAGE
WAUWATOSA

the
FLOWER LADY

Underwood Ave

ONE
WAY

VISIT
Milwaukee

TOP KNIFE CHEF





VISIT MILWAUKEE

WHO WE ARE

VISIT Milwaukee is a 501(c)(6) non-profit, internationally accredited Destination Marketing Organization charged with promoting the region as a destination for conventions, meetings, events, group tours, and leisure travelers.

MISSION

VISIT Milwaukee creates economic impact and supports a stronger, more inclusive community by promoting the Greater Milwaukee area as a premier tourism destination.

VISION

Making Milwaukee a thriving place to live, work, and visit for everyone.

GUIDING PRINCIPLES

Our work is built on honesty, integrity, and unity. We value diverse and inclusive partnerships. We strive to exhibit a high degree of accountability, strategic and analytical thinking, and transparent communications in all we do.



COMPANY STRUCTURE & EXPERTISE

- VISIT Milwaukee is comprised mostly of sales and marketing staff.
- 42 full-time tourism professionals and 136 volunteers.
- Governed by a 35-member Board of Directors made up of government appointees (3 from Wauwatosa) as well as at-large members who reflect our stakeholder constituency such hotels, restaurants, and other attractions.
- VISIT Milwaukee offers a full-service sales and marketing solution.



Dennis McBride



Melissa Weiss



Meagan O'Reilly

VISIT MILWAUKEE FUNDING

- VISIT Milwaukee receives a portion of hotel occupancy taxes from the City of Milwaukee, the County of Milwaukee, and the City of Wauwatosa.
- Remaining hospitality taxes (occupancy, food & beverage, and car rental) are retained by the Wisconsin Center District to pay bond debt on convention facilities and the Miller High Life Theatre, and to maintain the facilities with capital improvements.
 - Mayor McBride serves on the WCD Board
- Other funding includes partnership dues, sponsorships, and other program service revenue.
- VISIT Milwaukee's financial operations are reviewed by the Audit/Finance Committee of the Board of Directors, and an independent audit firm is retained for annual financial audits.

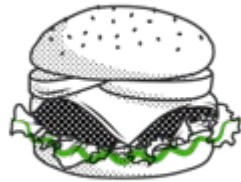


TOURISM PARTNERSHIP

We are supported by more than 850+ partner businesses – 44 of which are Wauwatosa businesses who have elected to partner with VISIT Milwaukee.



Lodging



Dining



Shopping



Recreation



Transportation



Nightlife



Arts



Events



Services

ECONOMIC IMPACT & TOURISM INDUSTRY

AMERICA'S
OLD FASHIONED
OASIS



THE CREAM CITY
BIRTHPLACE OF
AMERICA'S
BRANDY BELT
BLISTER IN THE SUN
CHEESE CURD COUNTY



THE PLACE WHERE
THE WORST IS FIRST
1

BLOODY MARY
METROPOLIS

BIRTHPLACE
OF THE
DIORAMA

THE LAST

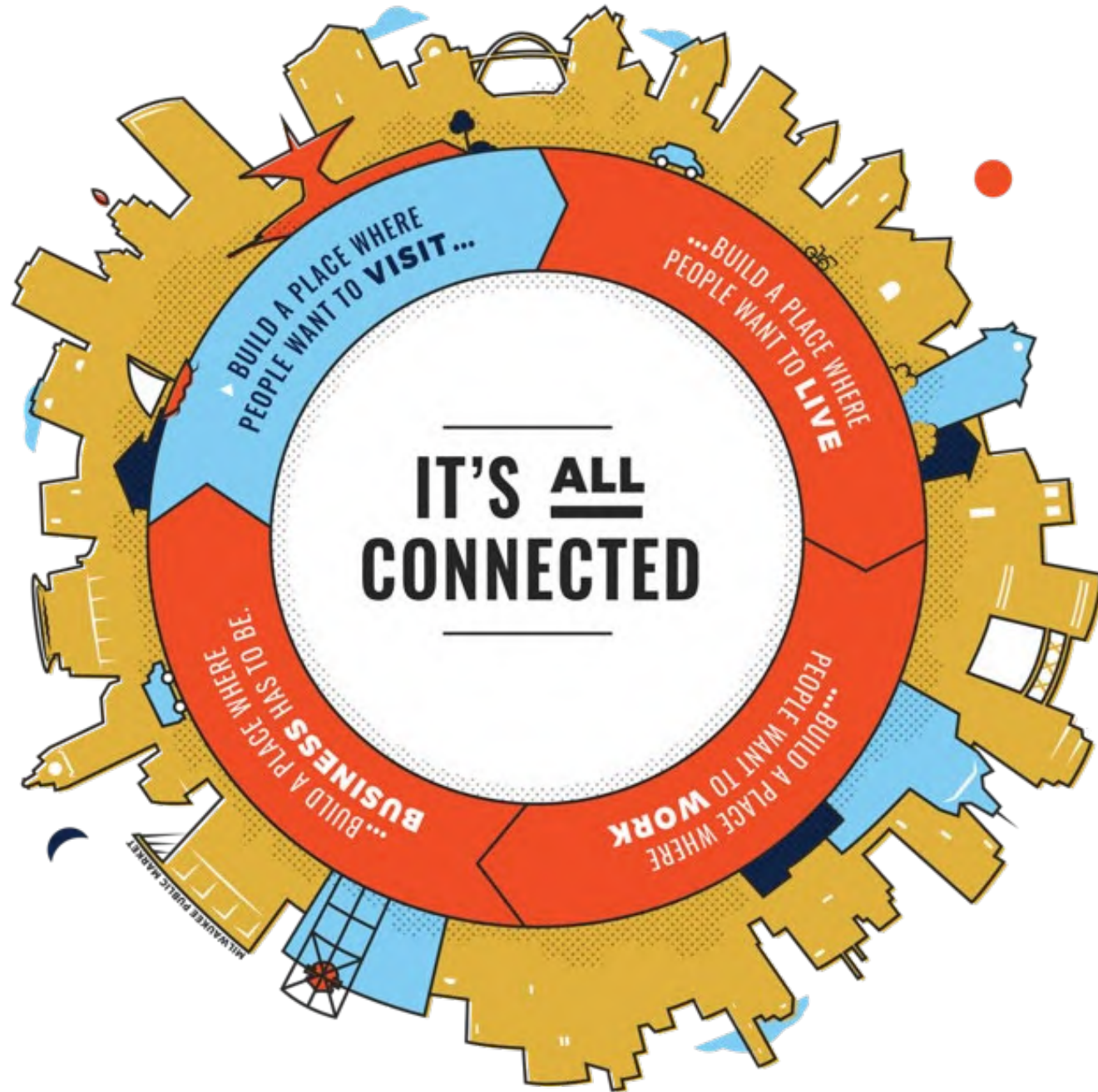


THE FRESH
SURF
SANCTUARY



MILWAUKEE
PLUS
POLAR





SELLING MKE AS THE "IT" CITY

323

events booked by the sales team in 2022 for future years that will generate over \$162 million in economic impact

30+

meetings booked into the Baird Center by VISIT Milwaukee's sales team through 2027, generating over \$116M in economic impact

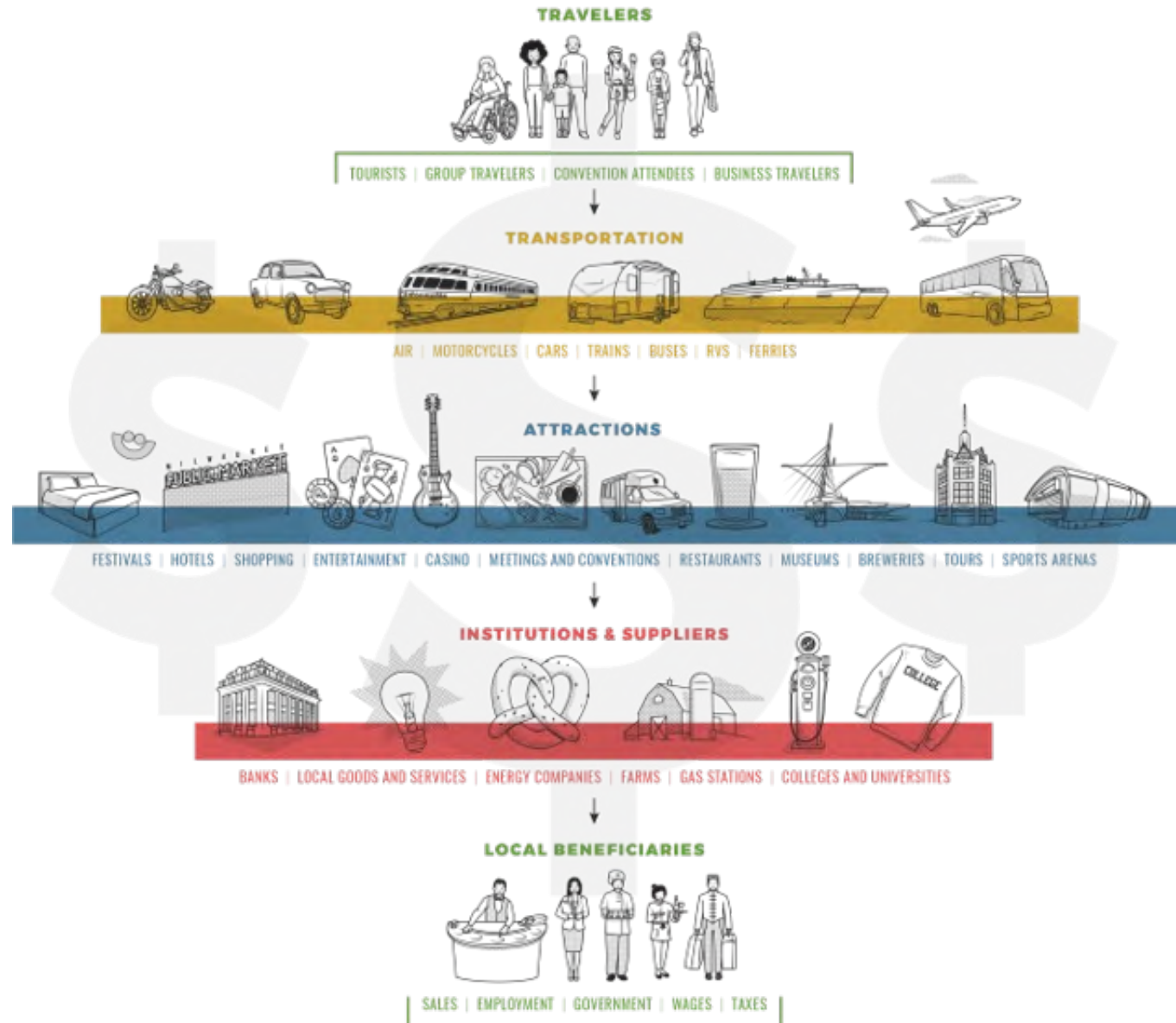
6%

increase in total social audience in 2022

4.1

million page views to VISITMilwaukee.org

HOW VISITORS BENEFIT WAUWATOSA



IN MILWAUKEE COUNTY...

UP 23.5%*

\$2.19 B IN VISITOR SPENDING

26,673 FULL-TIME JOBS SUPPORTED BY TOURISM

16.7% TOURISM GROWTH OVER YEAR IN MILWAUKEE COUNTY \$216.6 M IN STATE & LOCAL TAXES GENERATED BY TOURISM

\$3,914,000,000 IN TOURISM-BASED ECONOMIC IMPACT

IN THE GREATER MILWAUKEE AREA...

UP 20.5%*

\$3.3 B IN VISITOR SPENDING

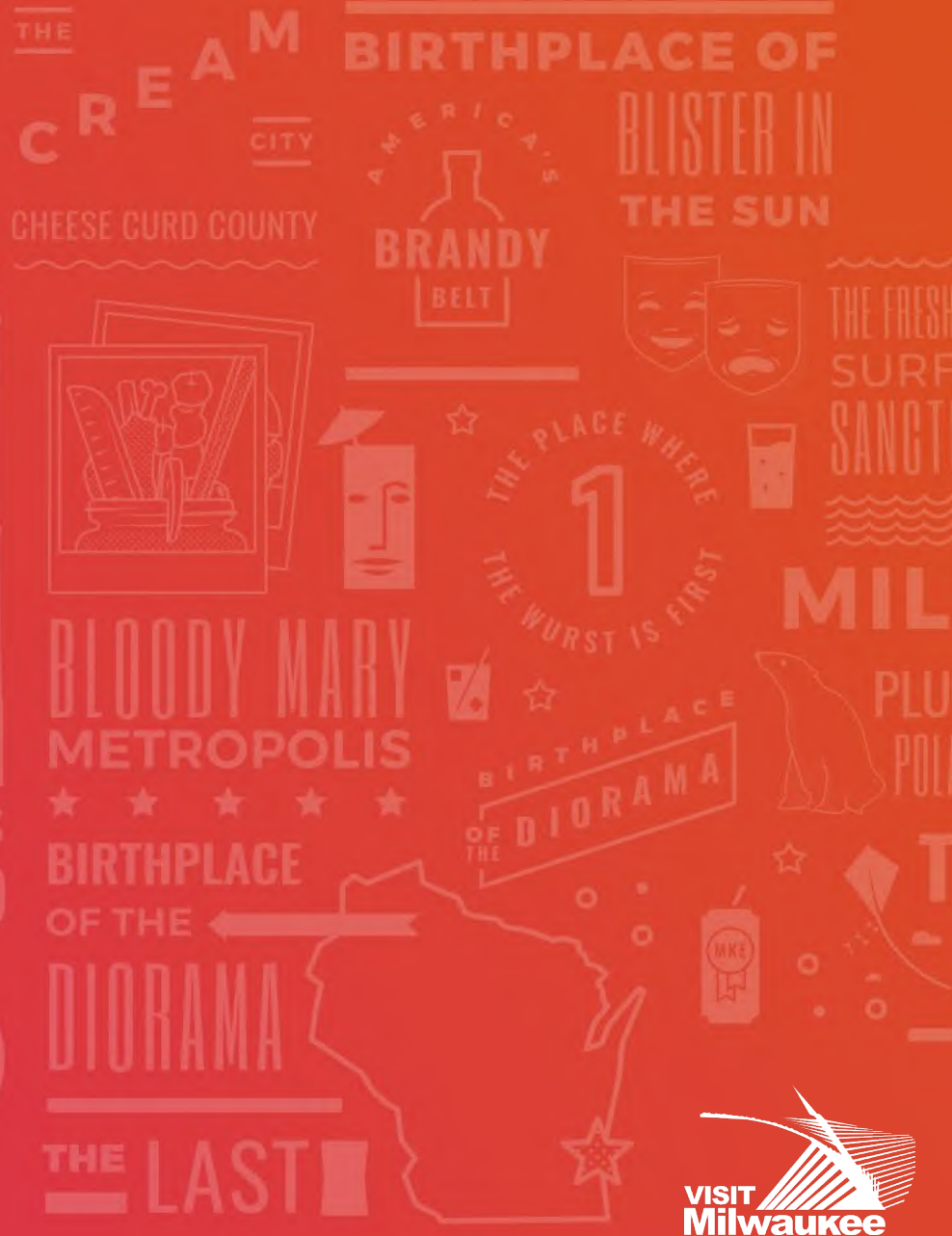
43,189 FULL-TIME JOBS SUPPORTED BY TOURISM

25.4% OF TOTAL TOURISM ECONOMIC IMPACT TO THE STATE IS FROM THE GREATER MILWAUKEE AREA

\$6,018,000,000 IN TOURISM BASED ECONOMIC IMPACT ALL-TIME TOURISM RECORD

PROGRAMS & SERVICES

AMERICA'S
OLD FASHIONED
OASIS



VISIT MILWAUKEE PROGRAMS

Company Events

- Annual Meeting
- Mixers
- Annual Golf Outing

Education

- Marketing to the Meeting Planner
- Marketing Topics
- Tourism Insider Certification

Exhibit Opportunities

- Partner Spotlight
- Host Events



RSVP FOR AN EVENT AT VISITMilwaukee.org/RSVP

TRADE SHOW & MAJOR INDUSTRY EVENTS REPRESENTATION

Industry Tradeshows

- IMEX America
- PCMA Annual Meeting
- Sports ETA Symposium
- Connect Marketplace + Connect Faith
- Travel, Events And Management in Sports (TEAMS) Conference
- ASAE
- Helms Briscoe Annual Conference
- MPI-WEC
- RCMA



MEETINGS & CONVENTIONS MARKETING

Goal:

- Elevate the perception and awareness of Milwaukee.
- Drive visitors to the city and surrounding suburbs.

Meeting planners want to find:

- Experiences
- A city on the rise
- Amenities
- Accessibility
- Affordability

Messaging strategy:

- Showcase what the city has to offer via “Good Things Brewing” messaging, seasonally relevant messaging and drive them to content rich, audience-specific landing pages.
- Relevant messaging is presented related to Milwaukee, Wauwatosa and surrounding areas



WAUWATOSA SALES RESULTS

2021 Total

Sales Leads: 61
Total Rooms: 106,398
Economic Impact: \$70.5 million
Conversion: 30% went definite

Group Tour Leads: 156 room nights
Group Travelers: 97 potential travelers
Economic Impact: \$22,188

2022 Total

Sales Leads: 117
Total Rooms: 184,384
Economic Impact: \$78.4 Million
Conversion: 10% went definite

Group Tour Leads: 24 room nights
Group Travelers: 125 potential travelers
Economic Impact: \$32,250



EARNED MEDIA SNAPSHOT – LEISURE TRAVEL



THE DAILY BEAST



The New York Times



TELEMUNDO

GROUP
TRAVEL LEADER

TRAVEL+
LEISURE



Midwest Living



THRILLIST



The Washington Post



Connect

meetings
PEOPLE + PLACES TODAY



EARNED MEDIA

Reach and Emphasis

- Local News
- Regional Outlets
- National Outlets
- International Outlets
- Meetings, Conventions, and Events Media
- Niche Publications
- Trade Publications

Ways We Interact with Media

- Individual Journalists
- Media FAMs
- Story Pitching
- Desk-Side Visits
- Conference Attendance
- Press Releases
- Media Alerts

Earned Media Impact

- 1,984 story placements in 2022



EARNED MEDIA SNAPSHOT - MEETINGS & CONVENTIONS

SUCCESSFUL
MEETINGS **START HERE**

Smartmeetings
INSPIRING BRILLIANT EXPERIENCES

Connect

convene

WISCONSIN
meetings
www.wisconsinmeetings.com

The Authority On African-American Conventions, Incentives & Leisure Travel
BM&T
Black Meetings & Tourism

illinois
meetings + events

HISPANIC
Meetings & Travel

THE WEEKLY COMMUNITY
NEWSPAPER OF
ASSOCIATIONS, CVBS
AND HOTELS

USAE

VISIT
Milwaukee



FAMILIARITY TOURS

Meeting planner familiarity tours

- **Goal:** Promote Wauwatosa's venue and meeting-related service partners as Milwaukee's premier suburb for the purpose of booking future events
- **Strategy:** Invite solo or a group of meeting planners to experience hotels, venues, restaurants, and hospitality and showcase its strengths as a premier meetings destination for the region
 - **A fam tour like this could do especially well for local or regional planners with small to medium-size events**

Media tours

- **Goal:** Promote Wauwatosa as a leisure destination to markets outside of the Greater Milwaukee area, region or state.
 - **Strategy:** Fully hosting individual or a group of media to garner interest in Wauwatosa and all of its amenities.
 - Media tours, including social influencers, could be done on a solo or group basis

ADDITIONAL SERVICES



Event Services

Site inspection, trip planning, convention meetings, event resources, events, community service projects



Promotional Materials

Street pole banners, electronic signage, welcome ribbons, Official Visitors Guides



Community Resources

Access to VISIT Milwaukee's 800+ partners



Social Media

Organic posts, paid promotions, social giveaways, social influencer itineraries, video content



Marketing Support

Photo library, convention alerts, Milwaukee Experience Booklet, website



Volunteer Services

Bag stuffing, information distribution, on-site assistance

SCOPE OF SERVICES





WAUWATOSA + VISIT MILWAUKEE PARTNERSHIP FUNDING

VISIT Milwaukee has a longstanding partnership with the City of Wauwatosa and uses the funding to support drive economic impact through travel to the community. **The current funding arrangement is based on the percentage adjustment in Revenue per Available Room (RevPAR) in the “Milwaukee West” region.** Here is a look at the funding over the last 5 years. We are your regional tourism partner and focus on bringing business leads from convention, meetings, and sports event to your hotel properties as well as promoting Wauwatosa to prospective travelers and travel writers coming to the area from outside the market.

BUDGETED YEAR	FUNDING TO GMCVB
2018	\$381,872
2019	\$250,000
2020	\$257,000
2021	\$186,840
2022	\$122,380
2023	\$222,609





CURRENT PARTNERSHIP PLAN

Print

- (1) Full page ad in annual Visitors Guide
- (1) Two-page editorial spread in annual Visitors Guide
- (1) Map listing in annual Visitor Map with dedicated icons for Wauwatosa tourist destinations
- (1) Full page ad in Group Tour Brochure

Website

Wauwatosa presence on VISITmilwaukee.org as a top nearby area of interest and dedicated webpage with high-level overview of the city

Direct Hotel Booking Widget – Wauwatosa partner hotels listed in VISIT’s direct booking widget

Sales Leads

Sales leads provided to partner Wauwatosa hotels as defined by the meeting planner event requirements

Trade show representation – Wauwatosa partner hotels included in the total Meetings & Conventions package promoted to meeting planners and clients

Additional Promotion

Opportunities to promote Wauwatosa businesses and events through VISIT’s marketing and communication channels such as paid/earned media, social media, e-newsletters, online videos, print collateral, etc.

OFFICIAL VISITORS GUIDE



Our [2023 Official Visitors Guide](#) launched in March 2023. **175,000 copies** were printed and are being distributed to locally and nationwide to travel enthusiasts with intent to visit the Milwaukee area.

Wauwatosa received a full-page ad on page 61 and dedicated content in an eye-catching story on pages 62-63. The 2023 guide is promoted in digital format and posted to VISITMilwaukee.org.

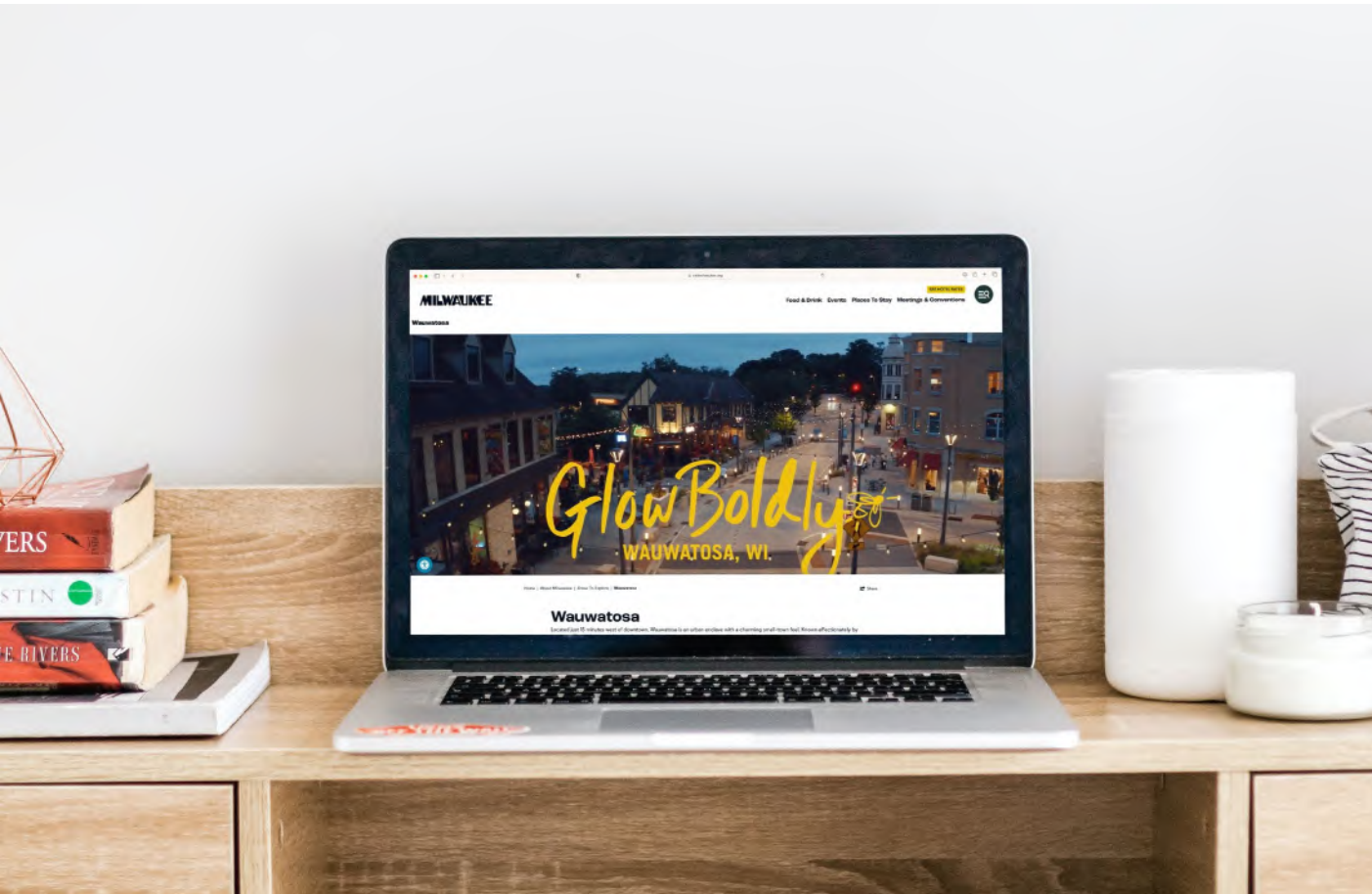


OFFICIAL VISITORS MAP

Wauwatosa appears in the [Official Visitor's Map](#) with a customized insert. This Official Visitors Map is distributed to leisure visitors, convention attendees, and downtown ambassadors. Wauwatosa's section has dedicated icons and listings for visitor attractions and dining. The 2023 map was also produced in digital format and posted to VISITMilwaukee.org.



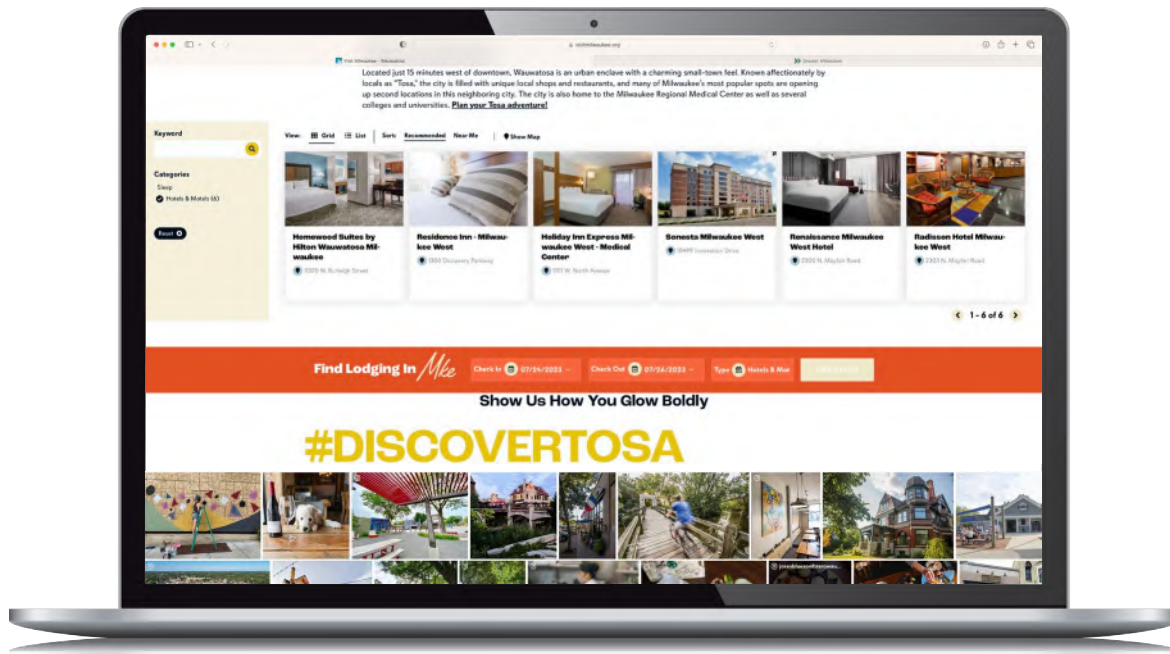
VISITMILWAUKEE.ORG



Visitors to VISITMilwaukee.org are enticed to discover all that Wauwatosa offers in featured content on the website. Wauwatosa has its own distinct navigation option to our web visitors. The content features a high-level overview of the city, and featured articles highlighting accommodations, top spots.

2022 Wauwatosa Page Performance:
20,256 views

BOOKING ENGINE



Hotel Booking Engine on VISITMilwaukee.org:
The VISIT Milwaukee partner hotels located in Wauwatosa are prominently displayed in the hotel booking widget. Visitors searching within the booking widget drove visits to Wauwatosa partner hotels' websites equating to direct room night bookings and revenue.

1. Holiday Inn Express West Medical Center
2. Homewood Suites by Hilton Wauwatosa
3. Radisson Hotel Milwaukee West
4. Renaissance Milwaukee West
5. Residence Inn by Marriott Milwaukee West
6. Sonesta Milwaukee West

Booking Engine Performance 2022:

- 3,244 estimated potential room nights
- \$518,214.92+ potential revenue



TOTALLY TOSA GIVEAWAY

Utilizing the Hotel Month messaging and branding, VISIT Milwaukee launched a Totally Tosa getaway on our social channels that included everything one would need for a mini vacation such as a one-night stay at [The Renaissance Milwaukee West Hotel](#), gift cards to [Eldr + Rime](#), [Fermentorium Vinyl Lounge](#), [Mayfair Mall](#) and [Delicious Bites](#).

Giveaway resulted in 686 unique submissions, with 242 email opt-ins.

- **Timeline:** March 6 – 17
- **Social Performance**
 - Total reach: 9,082
 - Link clicks: 219



WAUWATOSA EXPEDIA PROMOTION



Glow Boldly
WAUWATOSA, WI

Discover Wauwatosa

Celebrate the most wonderful time of the year in Wauwatosa with unique shopping, dining and more.



Glow Boldly
WAUWATOSA, WI

Explore the holiday magic of Wauwatosa

Discover boutique shopping, a vibrant dining scene and laid-back charm.



Explore the magic
of Wauwatosa

Glow
Boldly
WAUWATOSA, WI

LEARN MORE

VISIT Milwaukee developed Expedia creative with direction from Wauwatosa to increase out-of-state hotel stays during off-peak periods.

Timeline: Nov 1, 2022 – Jan 31, 2023

Audience: Targeting Midwest DMAs within driving distance (like Chicago, Minneapolis, Indianapolis, and Des Moines)

Campaign performance:

- 645 total room nights, \$100K gross booking revenue
- Nearly 67% of bookings are multi-adult, 23% single traveler, 10% families
- 82% of booking durations average 1-2 nights
- Top three performing hotels: Sonesta (128 nights), Residence Inn (103 nights), Radisson (101 nights)

2023 STRATEGY



LEISURE TARGET MARKETS

For a multi-channel marketing approach, the cities we're focusing on will also be airing our Good Things Brewing tv show.



- Chicago
- Green Bay
- Madison
- La Crosse
- Eau Claire
- Wausau
- Minneapolis
- Rochester
- Rockford
- South Bend
- Cedar Rapids
- Quad Cities

AUDIENCE



FAMILY TRAVELERS

A35-54, married, kids at home,
homeowners, HHI \$100k+, travel/trips



DIVERSE MILLENNIAL

A27-42, HHI \$40k+, dining, alcoholic
beverages, music, travel/trips



ACTIVE RETIREE

A62+, Net Worth \$250k+ or HHI
\$100k+, travel/trips



INCLUSION, DIVERSITY, EQUITY, AND ACCESSIBILITY (IDEA)

- VISIT Milwaukee is committed to fostering a diverse, equitable, and inclusive environment within our organization as well as telling the complete story of Milwaukee's diversity, supporting diverse-owned businesses, and ensuring our partner businesses reflect the city's demographic makeup. Some of our DEI initiatives include:
 - Staff unconscious bias trainings.
 - Media asset library audits ensuring greater representation of minority-owned businesses and people of color in addition to increased diversity of freelance photographers and videographers hired.
 - Greater diversity of hosted travel journalists and influencers.
 - VISIT Milwaukee swag audit to showcase more minority-owned businesses.
 - Organizational diversity in hiring, especially in executive level positions.
 - Sponsorship budget audit ensuring greater benefit to minority-owned businesses and minority-led events.

2023 MAJOR MEDIA ACTIVATIONS



MKE FILM'S CULTURES & COMMUNITIES

In October we are partnering MKE Film's Cultures & Communities team to bring in national arts and culture media.



MEETINGS & CONVENTIONS

Also in October, we'll invite 8-10 meetings-focused writers for a group trip highlighting unique venues, new venues, and the Wisconsin Center expansion. Four writers confirmed.



TRAVELING WITH DENELLA

In July, we welcomed Denella Ri'chard and producers for a week of shooting for a Milwaukee episode of her show Traveling with Denella. Art64 was included in her itinerary and will be featured in a future episode.



AMTRAK MEDIA ACTIVATION

For Milwaukee Day, we promoted the community to Chicago-based travel media and meeting planners





THANK YOU