



WAUWATOSA

TOURISM IMPACT AND VISIT MILWAUKEE PARTNERSHIP



TOURISM'S IMPACT ON WAUWATOSA



The Tourism Economy





IN 2025, VISITORS CONTRIBUTED
11%
OF ALL SPENDING IN WAUWATOSA



**2025 SHARE OF TOTAL SPEND
FROM VISITORS BY CATEGORY**

71%
Accommodations

13%
Retail

12%
Restaurant

27%
Arts, Entertain.,
and Attractions



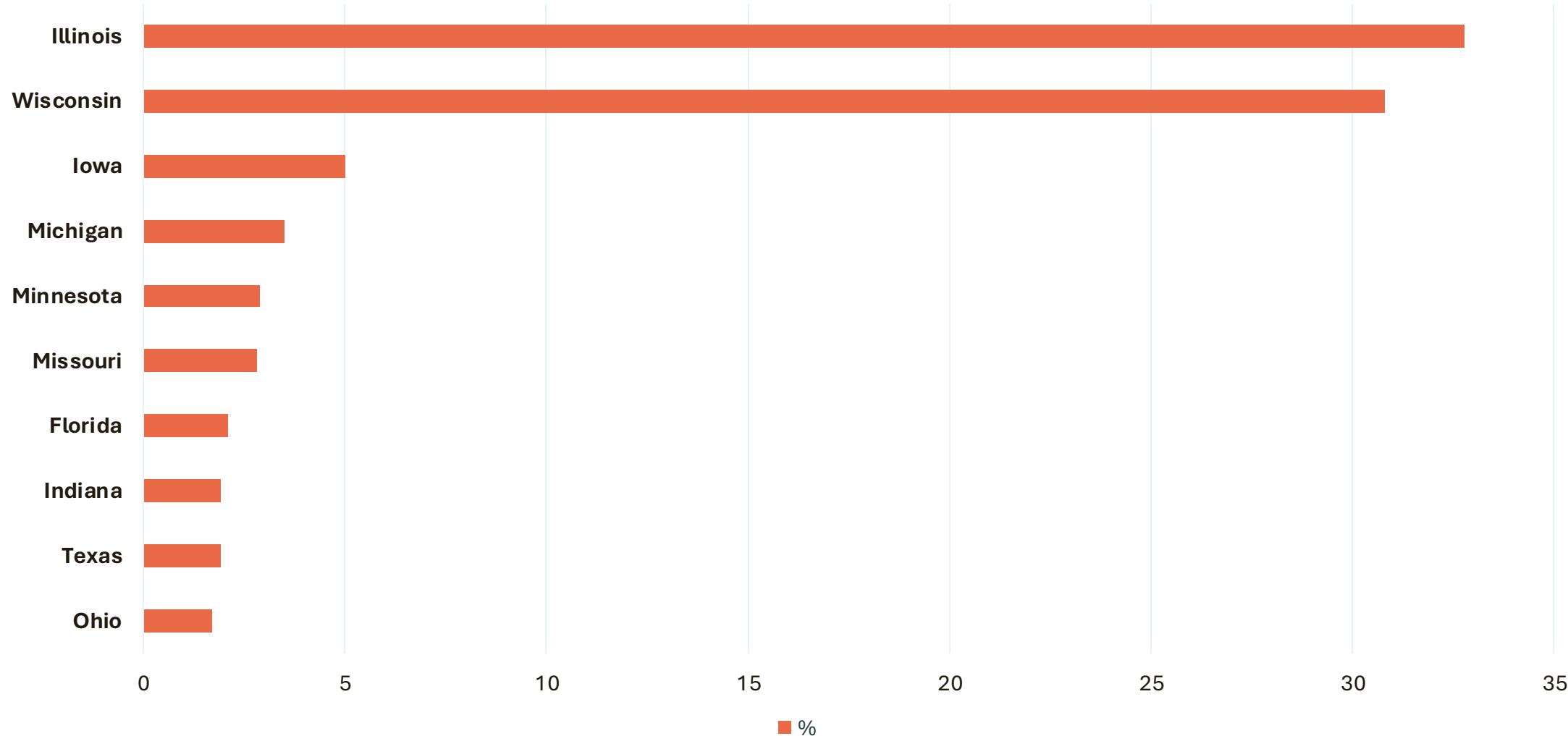
WHO VISITS WAUWATOSA?

According to 2025 data from Tourism Economics, 77.1% of Wauwatosa visitors stay overnight and 46.1% are repeat visitors. The most common place of origin for visitors is metropolitan Chicago (27.8%) and the top origin state for visitors is Illinois (32.8%). The demographic estimates show that the average Wauwatosa visitor identifies as white (72%), aged 65+ (18%) and with a median household income of \$79.1K annually.

*2025 YTD through 11/30/2025

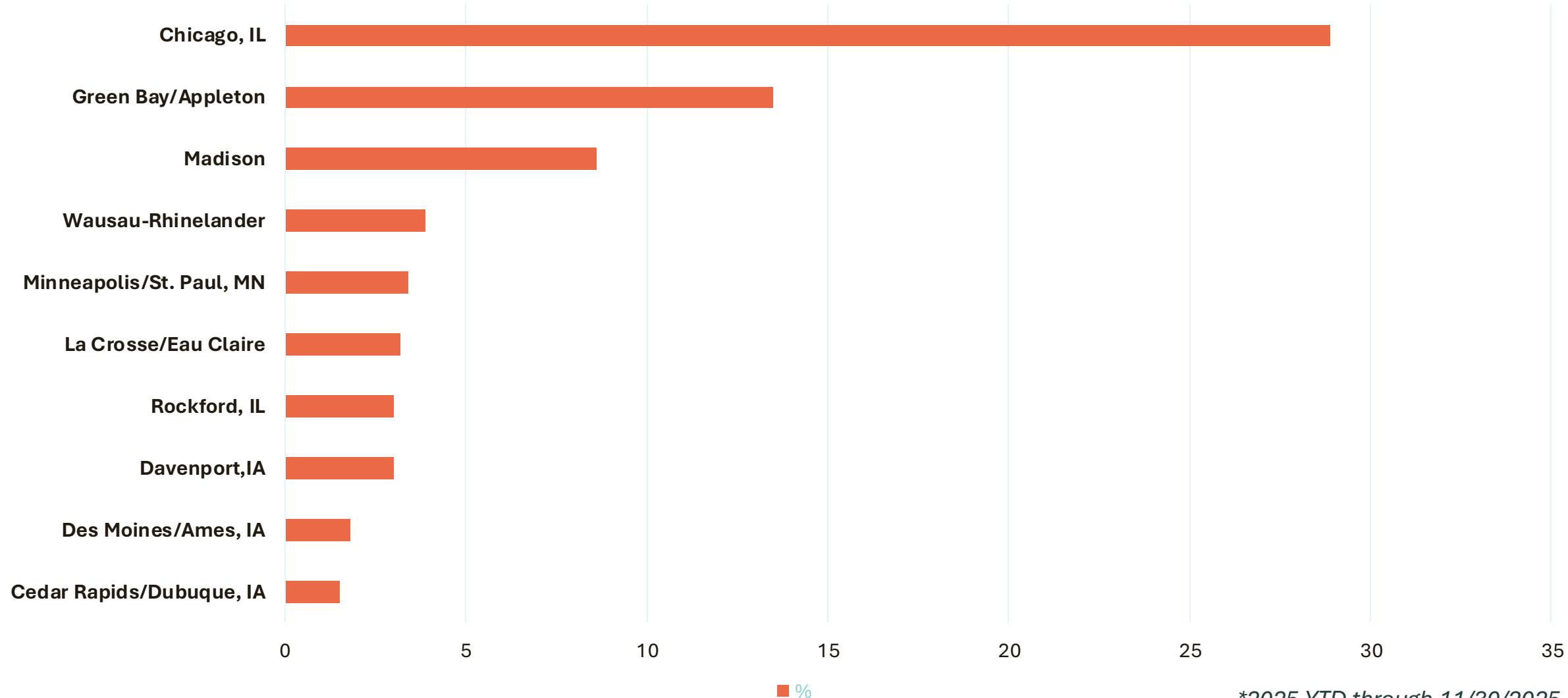


Top 10 Visitor Origin States





Top 10 Visitor Origin Markets



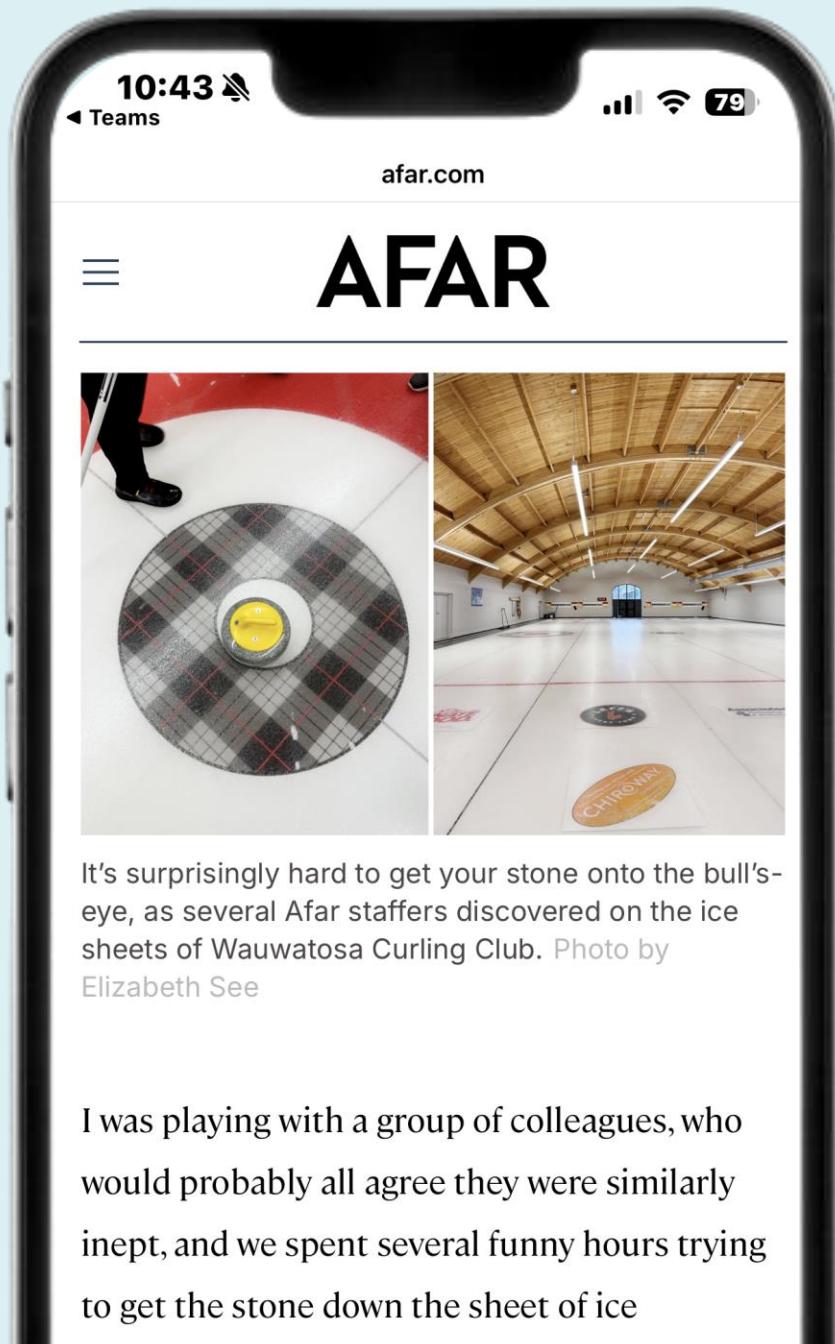


HOW DOES VISIT MILWAUKEE
GROW TOURISM TO
WAUWATOSA?





ELEVATING WAUWATOSA'S BRAND



Public Relations

January – December 2025

48 MEDIA PITCHES

AFAR, Conde Nast Traveler, IMM New York, IPW

132,957

**IMPRESSIONS FROM 11 LOCAL
BROADCAST MENTIONS**

**7 HOSTED WRITERS/
INFLUENCERS**

January 8 – Wicked Playdate
February 7 – Little Lovebug Bash
February 20 – Winter's End Family Event
March 13 – Tosa Restaurant Week
May 29 – Troll-Themed Daily Enrichment
June 6 – ART 64
July 17 – Wine Tasting Workshop
July 24 – 414 Freeze Night Market
October 22 – Hoyt Park Beer Garden
November 11 – Candle Workshop at The Makery
December 18 – Heat Haven Sauna Park

Tiana Attride (AFAR)
Erica Zazo (Forbes Travel)
Discover with Dallas (Influencer)
Brazil FAM (multiple international writers)

I was playing with a group of colleagues, who would probably all agree they were similarly inept, and we spent several funny hours trying to get the stone down the sheet of ice



Joshing Around Milwaukee Discover Wauwatosa Episode

January – December 2025

Across Visit Milwaukee social channels the Wauwatosa Joshing Around Milwaukee episode garnered:

**116K TOTAL
IMPRESSIONS**

**6,381 SOCIAL POST
ENGAGEMENTS**

**5.5% AVERAGE
ENGAGEMENT RATE**



TURNING AWARENESS INTO ACTION





MARKETING WAUWATOSA TO MEETING PLANNERS



2025 Sales Lead Economic Impact

\$3.9 MILLION TOTAL ECONOMIC IMPACT

\$2.7M
Direct Spending

\$314.5K
State & Local Tax Rev.

13
Events Booked

13K
Attendees

**4.1K HOTEL
ROOM NIGHTS SOLD**





MARKETING WAUWATOSA TO LEISURE VISITORS





Content Marketing

January - December 2025

Across Visit Milwaukee social channels and newsletter campaigns general Wauwatosa promotion has garnered:

**2,667,101 TOTAL
IMPRESSIONS**

**126K SOCIAL POST
ENGAGEMENTS**

**12,459 LINK CLICKS
ACROSS PLATFORMS**



Share

Wauwatosa

Located just 15 minutes west of downtown, Wauwatosa is an urban enclave with a timeless charm. Known affectionately by locals as "Tosa," the city is a walkable destination comprised of five dynamic districts. Experience public murals, stroll the European-style village center, or shop local boutiques. Enjoy the outdoor parks, paths, and

Web Performance

January – December 2025

Across Visit Milwaukee's website, Wauwatosa-focused landing pages garnered:

**30.1K
TOTAL SESSIONS**

**49.1K
PAGE VIEWS**

**63.8% AVERAGE
ENGAGEMENT RATE**



Mama Rosa Organic Promotions

January – December 2025

Across Visit Milwaukee social channels, newsletter campaigns and blog mentions, Mama Rosa promotions have garnered:

**788,855 TOTAL
IMPRESSIONS**

**49,530 SOCIAL POST
ENGAGEMENTS**

**4,423 LINK CLICKS
ACROSS PLATFORMS**





**SHOP SMALL.
DREAM BIG.**

**Wauwatosa's holiday
magic awaits.**



**DISCOVER
WAUWATOSA**

EXPLORE MORE

Expedia Winter Campaign 2024/25

November 1, 2024 – January 31, 2025

The campaign generated 963,606 impressions and 1,115 clicks to the Wauwatosa landing page, resulting in a 0.12% click-through rate

**\$24,681 IN
BOOKING REVENUE**

**188 CONFIRMED
ROOM NIGHTS**

**218 CONFIRMED
TRAVELERS**





Fall and Winter Campaign 2025

September – December 2025

So far, this ongoing campaign generated 1.92 million impressions and 22,695 clicks, resulting in a 3.1% average click-through rate.

**1.9 MILLION
IMPRESSIONS**

**72,843 SOCIAL POST
ENGAGEMENTS**

**21,969
MESSAGED VISITORS**



The Ultimate Wauwatosa Family Getaway

Wanderlust doesn't have an age limit, and an inspired sense of awe doesn't have an expiration date. In the City of Wauwatosa, you can uncover the magic of this Milwaukee suburb and create family memories that'll last a lifetime.

THINGS TO DO

Just minutes from downtown Wauwatosa, the Milwaukee County Zoo sprawls across 190 acres, housing 2,200 animals in thoughtfully designed habitats. Watch lions survey their domain and others perform their signature acrobatic ballet. Don't skip the charmingly retro Mold-A-Rama machines for unique souvenirs.

Five minutes east at **American Family Field**, the Brewers play more than just baseball. The pregame tailgate scene is legendary, while in-stadium attractions include the beloved Famous Racing Sausages, speed pitch stations and play areas for restless young fans.

WHERE TO EAT

Series Translators Hart Park into an impromptu beer patio, where a variety of picnic baskets dotted the grass. **HartFest** celebrates summer with BBQ, food trucks and live music. Come September, **TosaFest** takes over the Village, including **KidFest** that features bouncy houses, live entertainment and crafts.

For the culturally curious, **ART 644** turns the Village of Wauwatosa into an open-air gallery, where live music often takes center stage. While winter approaches, **Wauwatosa Christkindlmarkt** brings European charm. Heated beer tents with live music are nestled among unique European chalets and twinkling holiday lights.

SOMETHING FOR YOU

After orchestrating the perfect family getaway, carve out moments for personal indulgence. Wauwatosa's boutique shopping scene is not to be missed. The Village district houses gems like **The Flannel Fox**, where Northwoods-inspired merchandise meets urban sophistication. **Shop Twenty Two** and **Studio Ric Rack** each offer uniquely crafted apparel that's sure to make you look good. For family souvenirs, **Ruckus & Olee** transcends the typical toy store experience. This locally owned establishment stocks thoughtfully selected games, toys and puzzles that engage minds from toddlers to tweens. For a midstream refresher, **Mayfair Mall** and the **Mayfair Collection** are just a few blocks under one roof. During the summer months, the **Wauwatosa Farmers Market** transforms into a bustling showcase of local produce and artisan goods.

WHERE TO EAT

Wauwatosa masterfully balances family-friendly comfort with refined cuisine. At **Blue's Egg**, mornings begin with signature benedicts and eggs. For dinner, **Chi Vibe** charms with hand-dipped pizzas and **Wau** serves rotating soups alongside fresh-baked French bread.

SWEET INDULGENCES

Wauwatosa's dessert scene has perfected the art of confectionery. At **Ultimate Confections**, master chocolatiers hand-dip their famous chocolate-coated pretzels and more. For a sweet treat, **Tabal Chocolate** crafts small-batch, bean-to-bar chocolates.

Tosa Tonight

THERE'S SO MUCH MORE TO EXPLORE.

Discover Wauwatosa – Just 15 minutes from Milwaukee, our five districts are packed with treasures to uncover.

PLAN YOUR TRIP AT DISCOVERWAUWATOSA.COM

MORE RESTAURANTS: Stop in for casual cuisine to treat your taste buds at our award-winning restaurants.

MORE PARKS: Spend the day in our nine parks, exploring our scenic trails, and relax our beer gardens.

MORE ART: Throughout the city you can take 12 larger-than-life murals by local and global artists.

MORE SHOPPING: Go big in Mayfair Mall or shop small in our local owned businesses.

MORE FOR EVERYONE: Wauwatosa welcomes you! Not to boast, but we've got a great community no matter who you are or why you're here, we'd love you to come explore the city we call home.

DISCOVER WAUWATOSA

2025 MILWAUKEE OFFICIAL VISITORS GUIDE AND MAP

DOWNTOWN MILWAUKEE ~ 15-MINUTE DRIVE

2025 Milwaukee Official Visitors Guide and Map

- Feature Editorial
- Full-Page Ad
- Dedicated Wauwatosa Map Region
- 12 sponsored Wauwatosa Map Points
- 110,000 guides and 125,000 maps distributed across the greater Midwest

Wauwatosa Content Creation



Bobby Portis
Hotel Month



2024 Wauwatosa
Christkindlmarkt



Mama Rosa
Editorial Photos



Mama Rosa
Ribbon Cutting



Outlaw Oyster



Crafty Cow



Discover w/ Dallas



Family Fall Shoot



Heat Haven Saunas



HOW WE STAY CONNECTED TO THE WAUWATOSA COMMUNITY





Wauwatosa Partnership Overview

**58 OFFICIAL PARTNERS
OF VISIT MILWAUKEE**

**6 NEW WAUWATOSA-
BASED PARTNERS**

**2 WAUWATOSA-BASED
PARTNERSHIP EVENTS**



THANK YOU

