



# 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?

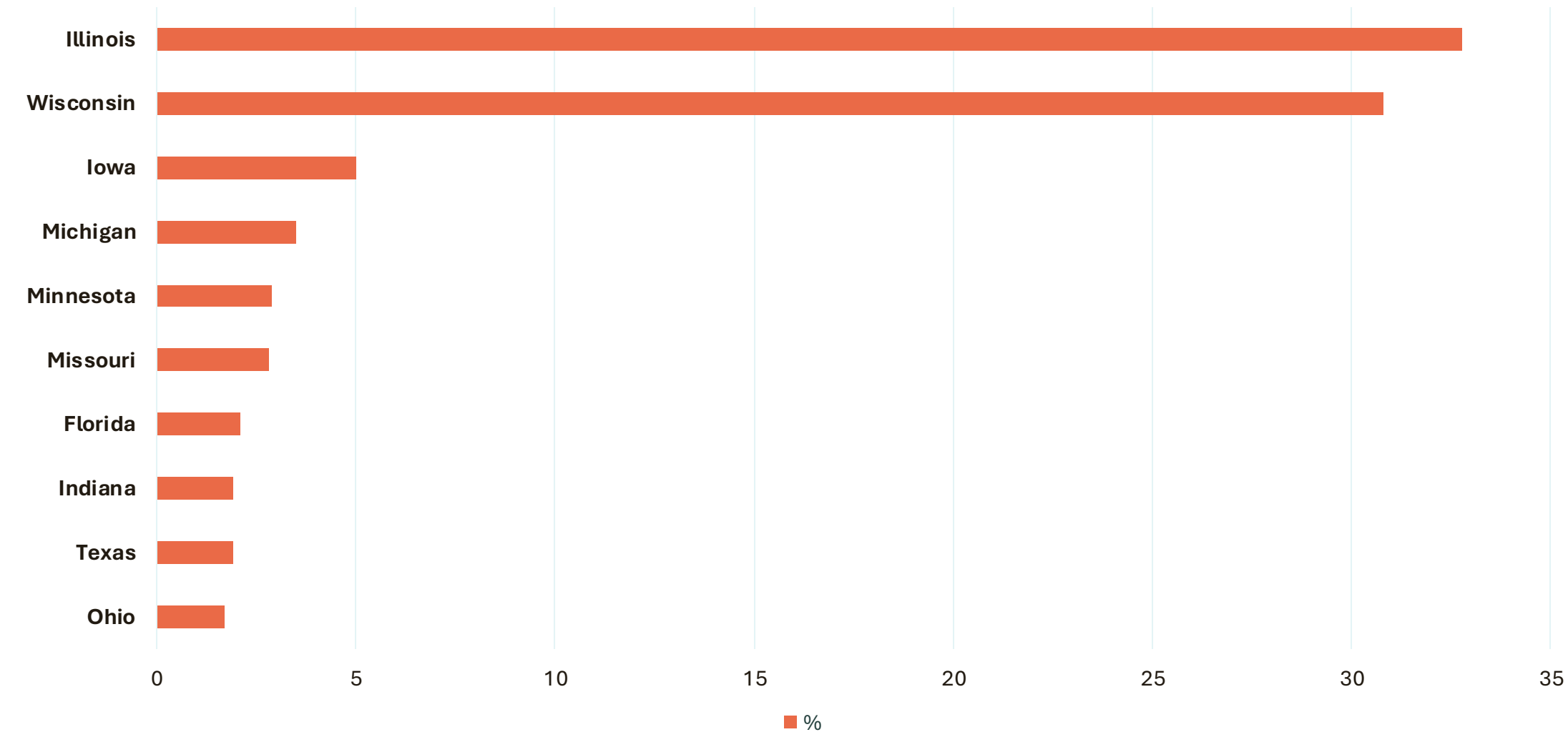
**According to 2025 data from Tourism Economics, 77.1% of Wauwatosa visitors stay overnight and 46.1% are repeat visitors. The most common place of origin for visitors is metropolitan Chicago (27.8%) and the top origin state for visitors is Illinois (32.8%). The demographic estimates show that the average 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*





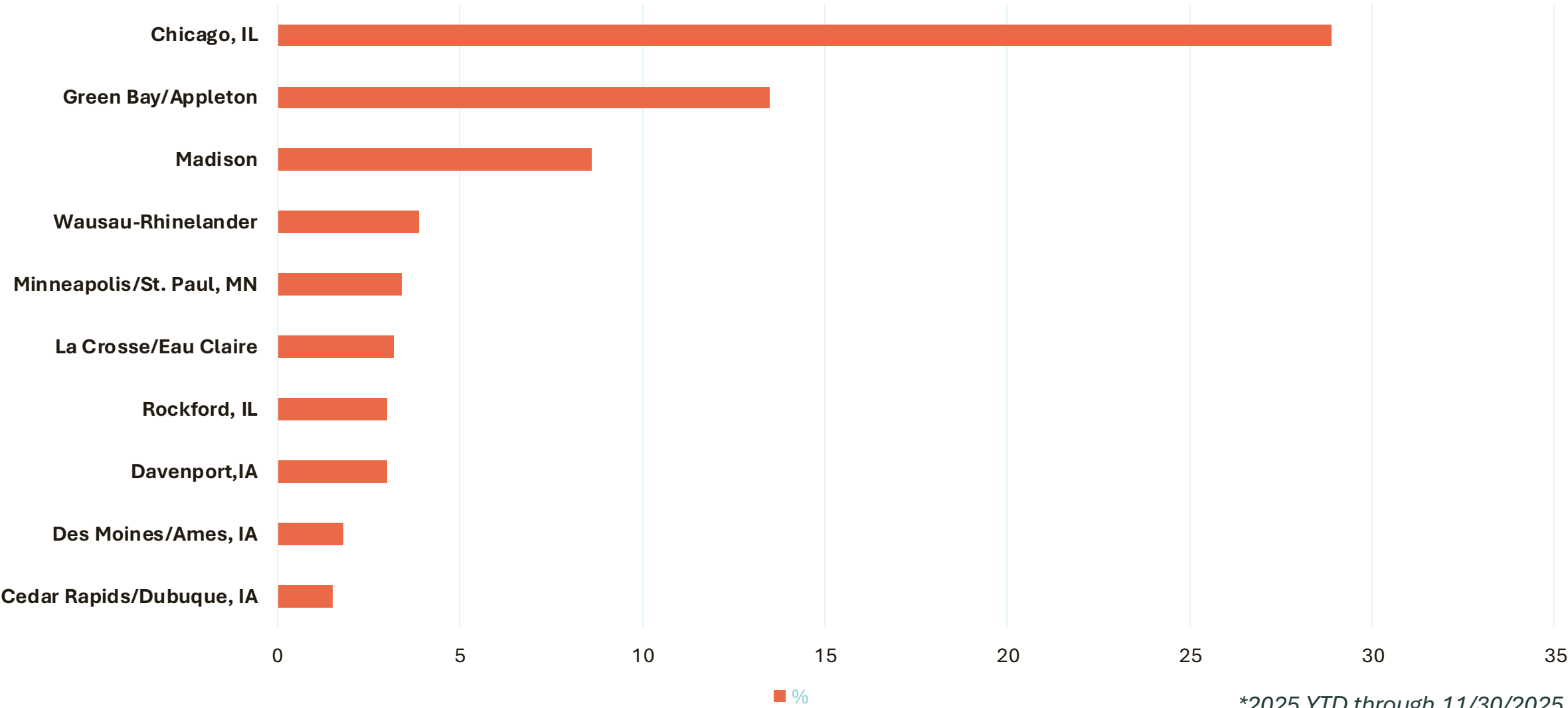
# Top 10 Visitor Origin States







# Top 10 Visitor Origin Markets



\*2025 YTD through 11/30/2025





# 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

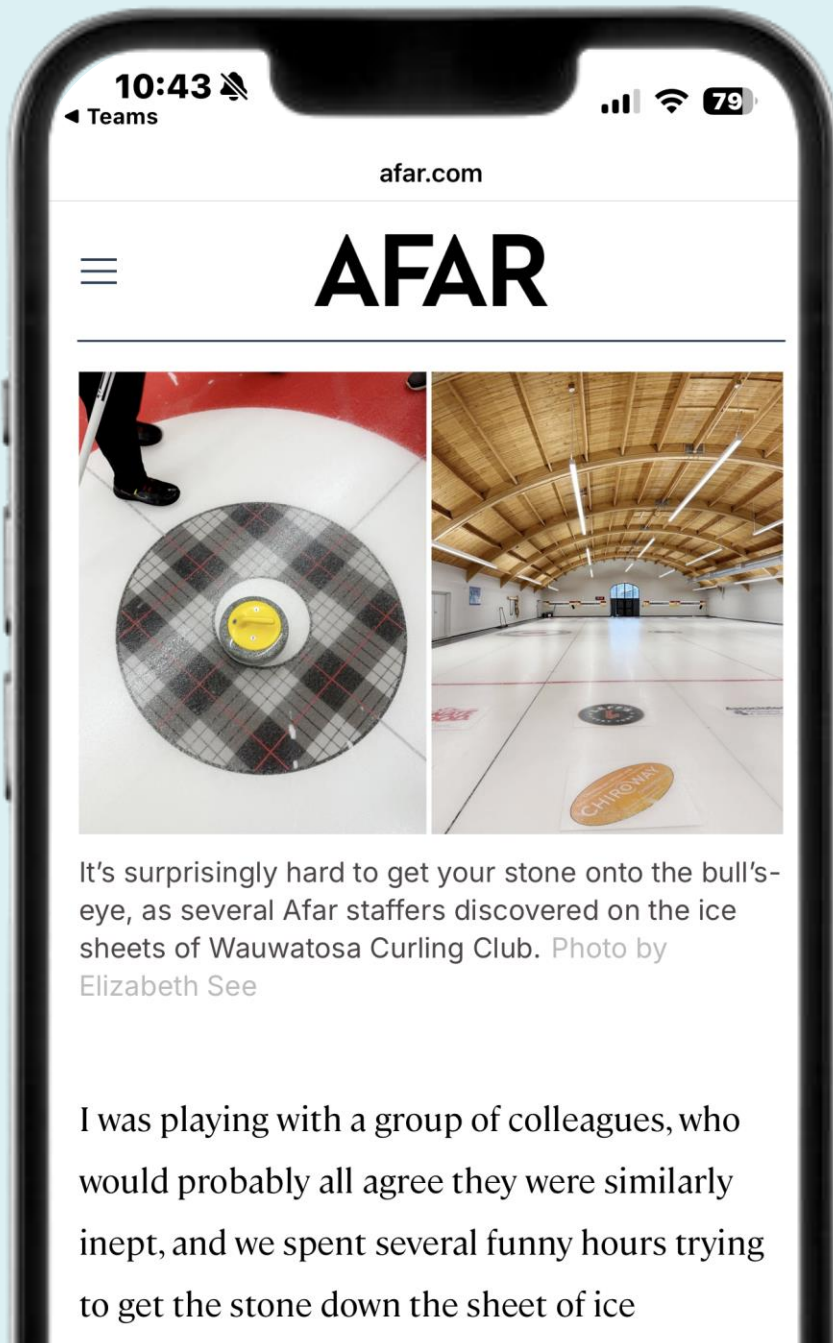
**132,957**

**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)



It's surprisingly hard to get your stone onto the bull's-eye, as several Afar staffers discovered on the ice sheets of Wauwatosa Curling Club. Photo by Elizabeth See

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**

*Joshing  
Around*  
MILWAUKEE



EPISODE 60

**Discover  
Wauwatosa**

BETH GLEESING







# 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**









 **VISIT  
MILWAUKEE**


 



**Discover Wauwatosa**  
Explore the vibrant spirit of our community - from cultural celebrations to family-friendly festivities, there's something for everyone. >

 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 more. The city is home to hosts of locally-owned restaurants and businesses, providing a unique dining and shopping experience.



# 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**

*\*Campaign to date through 8/31/2025*





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

WUNDERLIST 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 otters perform their graceful underwater ballet. Don't skip the charmingly retro Mold-A-Rama machines for unique souvenirs.

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

The warmer months bring an array of free family events. The **Tosa Tonight Concert Series** transforms **Hart Park** into an impromptu lawn party weekly with barbecues and picnic baskets dotting the grass. **HartFest** celebrates summer with BBQ, food trucks and live music. Come September, **TosaFest** takes over the Village, including KoiFest, which features bouncy houses, face painting and crafts.

For the culturally curious, **ART 644** turns the Village of Wauwatosa into an open-air gallery, where a live painting competition takes center stage. When winter approaches, the **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 Privvy**, **Moel** and **Studio Ric Rack** each offer carefully curated collections that reflect Milwaukee's evolving style. 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 preschoolers to teens. For mainstream retail therapy, **Mayfair Mall** and the **Mayfair Collection** house major brands under one roof. During the summer months, the **Wauwatosa Farmers Market** transforms into a bustling showcase of local produce and artisanal goods.

### WHERE TO EAT

Wauwatosa masterfully balances family-friendly comfort with refined cuisine. At **Burnt Egg**, mornings begin with signature benedicts and stuffed chicken chorizo hash-browns. For lunch, **Loup** serves rotating soups alongside fresh-baked French

### SWEET INDULGENCES

Wauwatosa's dessert scene has perfected the art of confectionery. At **Ultimate Confections**, master chocolatiers hand-dip their famous chocolate-covered Oreos alongside artisanal treats. **Tabat Chocolate** crafts small, potent, bean-

### Joy Ice Cream Social

Wauwatosa's dessert scene has perfected the art of confectionery. At **Ultimate Confections**, master chocolatiers hand-dip their famous chocolate-covered Oreos alongside artisanal treats. **Tabat Chocolate** crafts small, potent, bean-



### 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](https://discoverwauwatosa.com)



**MORE RESTAURANTS:** Stop in for casual fun and something to treat your tastebuds at our award-winning restaurants.

**MORE PARKS:** Spend the day in our nine lush 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 Mayfair Collection or shop small in our local owned businesses.

**MORE FOR EVERYONE:** Wauwatosa welcomes all. Not to boast, but we've got a great community matter who you are or why you're here, we want you to come explore the city we call home.



# 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

