

A wide-angle photograph of the Milwaukee skyline at sunset. The sky is filled with dramatic, colorful clouds in shades of orange, pink, and blue. In the foreground, the city's waterfront is visible, featuring a large, modern building with a curved facade and a glass roof, situated on a small peninsula. The water is calm, reflecting the colors of the sky. In the background, several tall skyscrapers rise against the horizon, including the Bank of America Tower and the PNC Tower. The overall atmosphere is serene and picturesque.

VISIT MILWAUKEE

Wauwatosa Government Affairs Presentation | October 15, 2024

Visit Milwaukee + Discover Wauwatosa 2024



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IN MILWAUKEE COUNTY



\$2.342 BILLION

IN DIRECT
VISITOR SPENDING



27,226

FULL-TIME JOBS
SUPPORTED BY TOURISM

UP
2.1%

6.4%
GROWTH IN TOURISM
YEAR OVER YEAR

\$231.1 MILLION
IN STATE & LOCAL TAXES
GENERATED BY TOURISM

\$4.167 BILLION
IN TOURISM-BASED ECONOMIC IMPACT



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2023 Wauwatosa Expedia Campaign

Nov. 1, 2023-Dec 31, 2023; Budget: \$20,000

The Katherine Holle House
31.42 mi from Dane County Regional (MSN)
Breakfast included

Fully refundable
148 reviews

Exceptional
4.8 reviews

\$125
\$344 total
includes taxes & fees

Sign in for extra savings

Show More

DISCOVER WAUWATOSA PRESENTS "HOLIDAYS IN THE VILLAGE" NOVEMBER 10 - DECEMBER 17

Experience the magic of a European-style market, boutique shopping, and holiday lights.

Chadwick Ballou

Tell us how we can improve our site

Share feedback

With the Hotels.com app, you can:

- Save on select hotels
- Book anytime, anywhere at the last minute
- Easily manage your stay on the go

QR code

The Media Trust Company | www.themediatrusted.com | 03 Nov 2023 05:43 PM EDT

Expedia

Residence Inn by Marriott Madison East

4.8 (148 reviews)

Popular amenities

- Free breakfast
- Free parking
- Free Wi-Fi
- Free laundry
- Free airport shuttle
- Free pet-friendly
- Free parking
- Free Wi-Fi
- Free laundry
- Free airport shuttle

Explore the area

- Marriott Rewards
- Marriott Bonvoy
- Marriott Rewards
- Marriott Bonvoy

Choose your room

Room type	Room features	Room price
Studio Suite, King Bed with Sofa Bed, Non-Smoking, Free Breakfast, Free Parking, Free Wi-Fi, Free Laundry, Free Airport Shuttle	King Bed, Free Breakfast, Free Parking, Free Wi-Fi, Free Laundry, Free Airport Shuttle	\$129
Studio Suite, King Bed with Sofa Bed, Non-Smoking, Free Breakfast, Free Parking, Free Wi-Fi, Free Laundry, Free Airport Shuttle	King Bed, Free Breakfast, Free Parking, Free Wi-Fi, Free Laundry, Free Airport Shuttle	\$129
Studio Suite, King Bed with Sofa Bed, Non-Smoking, Free Breakfast, Free Parking, Free Wi-Fi, Free Laundry, Free Airport Shuttle	King Bed, Free Breakfast, Free Parking, Free Wi-Fi, Free Laundry, Free Airport Shuttle	\$129



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2023 Wauwatosa Expedia Campaign

Nov. 1, 2023-Dec 31. 2023; Budget: \$20,000



Performance Summary For Visit Milwaukee



\$5.8K

Attr. Ad Spend



286.3K

Impressions



347

Clicks



0.12%

CTR



0

Tickets



51

Room Nights



70

PAX



\$8.0K

Gross Bkg \$



1.4

ROAS

POS Summary

Display POS Name	Attr. Ad Spend \$	Impressions	Clicks	CTR	View thru \$	Click thru \$	Gross Bkg \$	VR Nights	ROAS
Expedia US	\$855	53,436	64	0.12%	\$1,180	\$0	\$1K	0	1.4
ExpediaPlus US	\$2,663	80,238	145	0.18%	\$5,336	\$0	\$5K	0	2.0
Hotels.com US	\$2,241	152,649	138	0.09%	\$1,497	\$0	\$1K	0	0.7
Grand Total	\$5,759	286,323	347	0.12%	\$8,013	\$0	\$8K	0	1.4

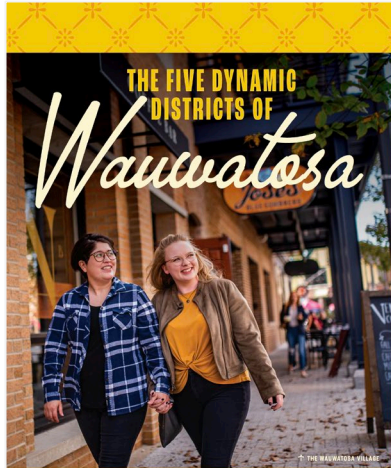


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Official Visitors Guide 2024

200,000 copies



Just minutes away from downtown, the enchanting suburb of Wauwatosa feels like something straight out of a fairy tale. But once you take a moment to explore the charming shops, family-friendly events and sensational dining offerings, you'll soon begin to notice that each of its five districts is unique. Take a tour of each district to discover the pure magic that makes Wauwatosa shine.

WISCONSIN VISITORS GUIDE 2024



THE VILLAGE

The Village offers everything from a wide array of dining options to boutiques and seasonal nightlife. Free parking, a seasonal farmer's market and lush public spaces and parks add to its appeal. The Village is the perfect spot for a romantic night away. Enjoy an exquisite Italian meal at **Ristorante BARTOLOTTA** del 1915 or get away at the Nordstrom-owned **Boutiques Town & Supper Club**. Treat yourself to France at **Le Réve Patisserie & Café**, or enjoy a Belgian-inspired brunch at **Café Hollander**.

Beyond dining and nightlife, The Village boasts a wide selection of antique stores and independently owned boutiques that line the streets as you stroll along with family or friends. **Boutiques The Shop** and **Salvador** offer the latest fashions. Nearby **Studio No. 9** is the perfect place for vintage finds. For bookshelves looking to complete their look with a one-of-a-kind piece, head to **Harrold's** to design a unique custom leather piece. Plant parents and floral enthusiasts, head to **The Flower Lady** to add to your collection of botanical beauties. And for those enthusiasts, explore the European-inspired specialty shop **The Village Cheese Shop**.

The Village is also home to many public parks, including **Hart Park**, **Pocket Park** and **Reese Commons Park**. Each offers loads of outdoor activities, from free public concerts, softball and tennis in the summer months to a curling match in the winter months or walking and jogging with friends all year long.

EAST TOSA

East Tosa is a lively urban community with a classic Main Street vibe. Good local brews abound — with both coffee and beer. This is true of the eclectic, industrial-chic space at **East Tosa Brewing House**, where award-winning, community-contributed craft beer is the brewery's calling card. Serving brews of a different variety, **Goodie** is a coffee shop with a breakfast menu that includes just about everything you could possibly imagine for breakfast — or the savory bacon toast, a meat lover's burrito or a sweet peanut butter hotcross-roll-fudge dip.

Try **Buckley Baby Bakery** for daily scratch-made goods, or take it easy while the kids play at **The Little Village Play Cafe**. Dining options are abundant along **North Avenue**, including **Delishious Diner**, **Maggie's Wood Fired Pies**, **MOTO Trattoria & Eatery** and **Bakery Cakes**.



MIDTOWN

Located in the center of Wauwatosa between East Tosa and Mayfair, there's so much to explore in this building area. With 20 locally-owned businesses and shops, including **Faldbrooks Coffee Roasters**, **Kanesh-Jain Café**, **Linn's Tail Sewing** and **Jay Ice Cream Social**, there's something for everyone.

Looking to grab a bite? **That's a Mite** is a Thai restaurant serving some amazing hot curry dishes. If you're not in the mood for a little heat, walk across the street to **Mel's Contempo** and **American Restaurant** for classic deep-dish pizza and more. **Madison Grill** serves diner classics with a modern touch. It's a cozy space, but the food will leave a long, lasting impression. And if you're looking for a little pick-me-up, grab a coffee or tea from **Collective Coffee**, then head over to **Midwest Drive Pharmacy** and let your expert leave while enjoying nature and the fabulous views.

MAYFAIR & MAYFAIR COLLECTION
Heading to the west side of Wauwatosa, you'll find **Mayfair Mall** and **The Mayfair Collection** for great shopping and dining. **Mayfair Mall** offers Wisconsin's only **Hardwoods**, **The Container Store** and **Crave & Barrel**.

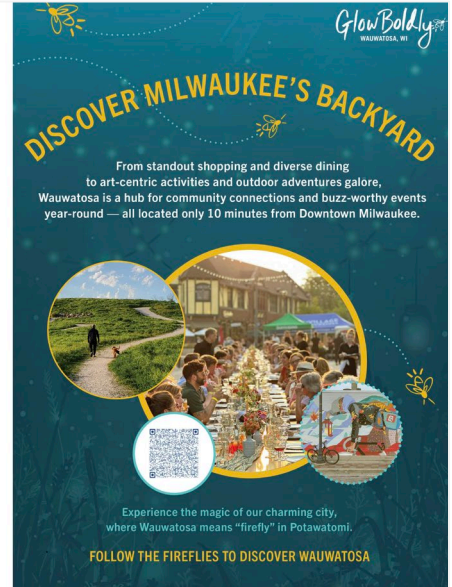
The Collection is a mixed-use development featuring a **Whole Foods**, an apartment-style hotel, restaurants, luxury apartments and a hotel. **Golden Nest Patisserie & Café** offers sensory and sweet breakfast and lunch favorites like cinnamon swirl french toast and the house-baked scones drizzled with honey. For your meal with your full drink and espresso bar option, **Good City Brewing** is the perfect place to grab a drink and watch a game. Head to the dog-friendly patio and join a game of cornhole at the classic **Midwestern** home long house. Nearby, **Jet and Bow** offers high-energy football bowling, basketball connect four, pickleball and more.

68TH & WELLS

This quaint neighborhood comes with a larger-than-life personality. Brimming with specialty local shops, from coffee to collectibles and plenty of open-air spaces, the southeast corner of Wauwatosa is a scrumptious crossroads of flavor that visitors can't get enough of.

Satisfy your sweet tooth at **Sanna's Bakery**, a family-owned shop known for award-winning cheesecake. Next door, you will find **Buckley & Co.** Pop for an incredible selection of your favorite kids of all ages. Right around the corner, you can find **La Tarte**. This bakery features a menu filled with cookies, tarts, bread and more. While you're there, you might as well go all-in on your sugary adventure and treat yourself to the shop's **Ultimate Cheesecake**.

This landmark chocolate shop has been hand-dipping all types of chocolatey confections in Wauwatosa for more than 30 years. If you want to walk off the calories, get a bowl of fresh air over at **Joshua Park**. Wander the meadow trails and admire the big and covered pond. There's even an athletic field if you'd like to play catch.



From stand-out shopping and diverse dining to art-centric activities and outdoor adventures galore, Wauwatosa is a hub for community connections and buzz-worthy events year-round — all located only 10 minutes from Downtown Milwaukee.

Experience the magic of our charming city, where Wauwatosa means "firefly" in Potawatomi.

FOLLOW THE FIREFLIES TO DISCOVER WAUWATOSA



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WAUWATOSA

**DOWNTOWN MILWAUKEE
- 15-MINUTE DRIVE**

+ 30 MINUTE WALK



Good Things Brewing: Season 2

- Aired Feb 24- Apr 6, 2024
- 524,000+ views

Wauwatosa Features

- **Damien Buchman**
 - Moss Universal Park
- **Shary Tran**
 - Mochi Ring Donut
 - Ono Kine Grindz



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Tosa Restaurant Week Promotion

[Tosa Restaurant Week](#) was held on March 14-23, with 28 participating eateries around the area. Visit Milwaukee and Discover Wauwatosa partnered to promote the event through social, blogs and more.

- Joshing Around Milwaukee Podcast/Vodcast – **38K views**
- Web - **Total Impressions: 27,528, Total Clicks: 295**
- Blog – **504 sessions; 84% engagement**
- Social – **191.1K total impressions, 12.9K total engagements, 114 total clicks**



EPISODE 17

**Tosa Restaurant Week
with Beth Gleesing**

DISCOVER WAUWATOSA



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Art 64

Organic Social

May 30- June 8

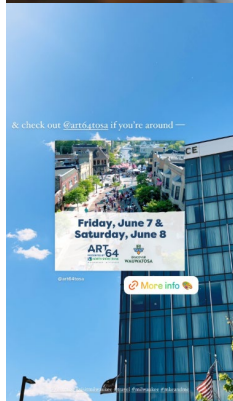
Posts: 17

Impressions: 256,850

Engagements: 9,682

Engagement Rate: 3.8%

Link clicks: 57



Sachel Benson

& check out @art64mke if you're around — @visitmke #visitmilwaukee #travel #milwaukee #mkeandme @mkepride @visitmilwaukee

Post Details ✓ Verified

460 Reach	460 Impressions	14 Tap Backs	484 Tap For Post	33 Retweets
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0.02% Eng. Rate

\$532.31 Est.

2024 Pinned



mrdewildeart • Follow

Paid partnership

mrdewildeart INEW BLOG POSTS

"Top Ten Reasons to Visit Milwaukee"

1. Explore by Boat 🚤 @mkeadventure
2. Eat Delicious Food 🍴 @mkeadventure
3. Experience First Art 🎨 @mkeadventure
4. Enjoy a Festival 🎪 @mkeadventure
5. Stay in Style 🏠 @mkeadventure
6. Love the Region 🌳 @mkeadventure
7. Get around Easy 🚗 @mkeadventure
8. Love the locals 🧑🏻 @mkeadventure
9. All new Welcome 🏠 @mkeadventure
10. Have Fun! 🎉 @mkeadventure

Comment 🗨️ and I'll send you the link to read more!

Thank you @visitmilwaukee for a memorable weekend! #visitmilwaukee #mkeadventure #mkeandme #mkepride

Like · 1 like · Reply

View replies (1)

Like · 1 like · Reply

View replies (1)

Liked by sheskills and others

June 10

Add a comment...

Wauwatosa Influencers

Visit Milwaukee hosted influencers
@mrdewildeart and @itsrachbenzo to highlight Art64, Renaissance Milwaukee West and Eldr + Rime.

Youtube Views: 3.1k

Instagram Reach: 7.1k

Instagram Impressions: 8.5k

Total EMV (Instagram only): \$2,728



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MICE Media Dinner

Visit Milwaukee hosted a dinner with Beth Gleesing at Ristorante Bartolotta

- Lydia Gregory- Recommend, Prevue
- Jen Dienst- PCMA
- Kristine Hansen- MSN, Fodor's, Architectural Digest
- Michael Shapiro- North Star Meetings Group
- Morgan Saltz- Smart Meetings



Earned Media from Dinner



- [Milwaukee: History, Hospitality and Hogs | Smart Meetings](#)
- [How Groups Can Experience Milwaukee and Madison's Impressive Dining Scene | Meetings Today](#)
- [Outdoor music, arts and more things to do in the Milwaukee area in fall 2024 \(yahoo.com\)](#)
- [Touring the Latest and Greatest Meetings Offerings in Madison, Wisconsin Dells and Milwaukee | Meetings Today](#)



Tosa Events on Local TV



- Tosa Restaurant Week (TMJ4)
- Hippiity-Hoppity Easter Egg Hunt at The Little Village Play Café (TMJ4)
- Yoga on Tap at Lion's Tail Brewery (TMJ4)
- Milwaukee Film Fest featuring Rosebud Cinema (TMJ4)
- Tosa Restaurant Week (CBS58)
- Art64 (CBS58)
- TosaFest (Fox 6 Wakeup)



2023-2024 Earned Media

1.4 Billion Potential Impressions
217 Articles



Top 4 Hits by Impressions:

Where to celebrate July 4th 2024 events in Milwaukee and the suburbs, including fireworks and parade times

[Jun 22 • Yahoo](#)

Outdoor music, arts and more things to do in the Milwaukee area in fall 2024

[Sep 14 • Yahoo](#)

Wauwatosa to get Wisconsin's first giant troll by renowned recycling artist Thomas Dambo

[Aug 6 • Yahoo](#)

First Thomas Dambo troll sculpture in state coming to Wauwatosa

[Aug 14 • Milwaukee Journal Sentinel](#)



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Holiday Market Photoshoot



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"Top Chef:" Wisconsin

**Earned Media generated an ad
equivalency of \$26.58 M.**

**Wauwatosa Feature:
Ristorante Bartolotta**



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Campaign Overview: Epsilon Digital Advertising

Wauwatosa Visitation and Spend by Zip Code

53222

- **Visitor Spend: \$84,756**
- **Visitors: 353**
- **Yield per Visitor: \$240**

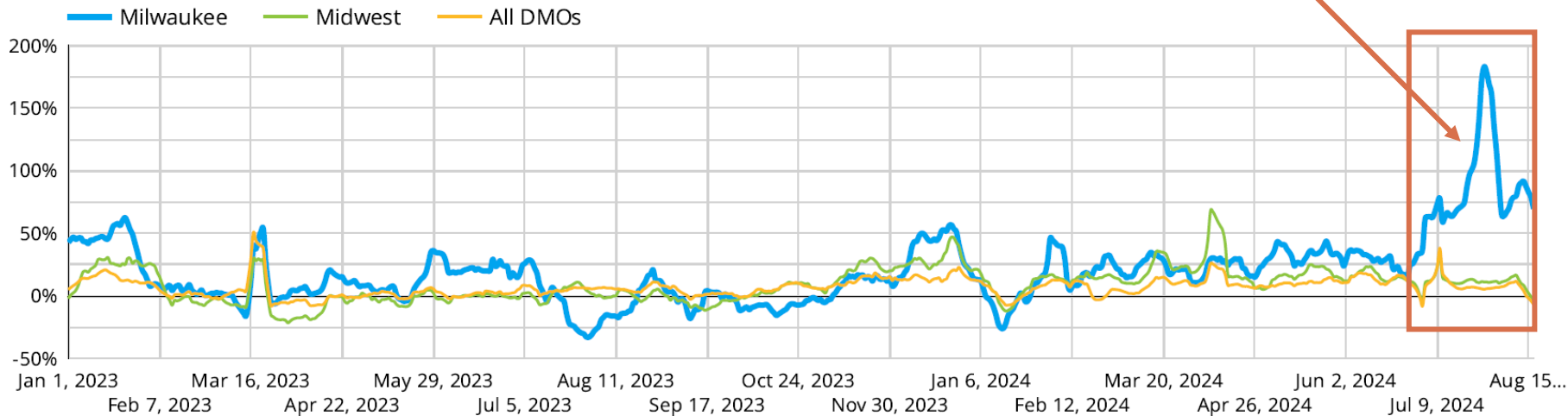
53226

- **Visitor Spend: \$114,410**
- **Visitors: 521**
- **Yield per Visitor: \$219**



RNC + Organic Search Highlights

Organic Search Sessions (Self, Region, All DMOs)



Organic Search Result Performance

Query	Landing Page	Url Clicks	Impressions	Δ	URL CTR
milwaukee	https://www.visitmilwaukee.org/	3,832	1,081,311	332,934	0.35%

Organic search for "milwaukee" yielded over 1M impressions in July – a 330,000+ increase YOY

Number of Impressions +/- YoY

This drove over 3,800 people to Visit Milwaukee's homepage

Data Source: Simpleview SEO Report - July



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RNC + Wauwatosa

- Average Occupancy = 93%
 - 40% Average Increase YOY
- Average Daily Rate = \$389.25
 - 175% Average Increase YOY
- Average Revenue per Available Room = \$356.55
 - 286% Average Increase YOY
- **Total Revenue = \$1,513,204**
 - **238% Average Increase YOY**

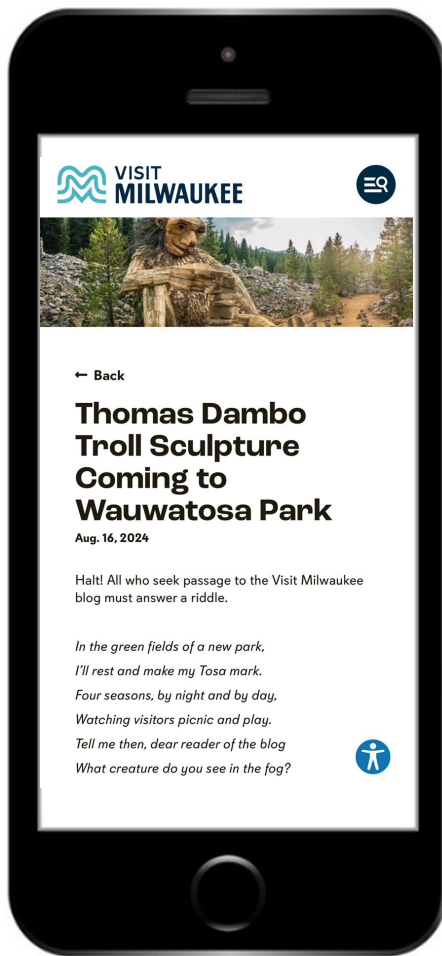
	Mo	Tu	We	Th
Occupancy (%)	15	16	17	18
This Year	91.6	94.5	93.4	92.7
Last Year	62.6	67.1	66.9	69.6
Percent Change	46.4	40.8	39.6	33.2

ADR	15	16	17	18
This Year	372.55	391.61	394.93	372.89
Last Year	136.81	143.75	135.22	140.22
Percent Change	172.3	172.4	192.1	165.9

RevPAR	15	16	17	18
This Year	341.30	370.20	368.87	345.83
Last Year	85.63	96.51	90.45	97.61
Percent Change	298.6	283.6	307.8	254.3

Revenue	15	16	17	18
This Year	362,122	392,783	391,373	366,926
Last Year	103,702	116,871	109,531	118,206
Percent Change	249.2	236.1	257.3	210.4



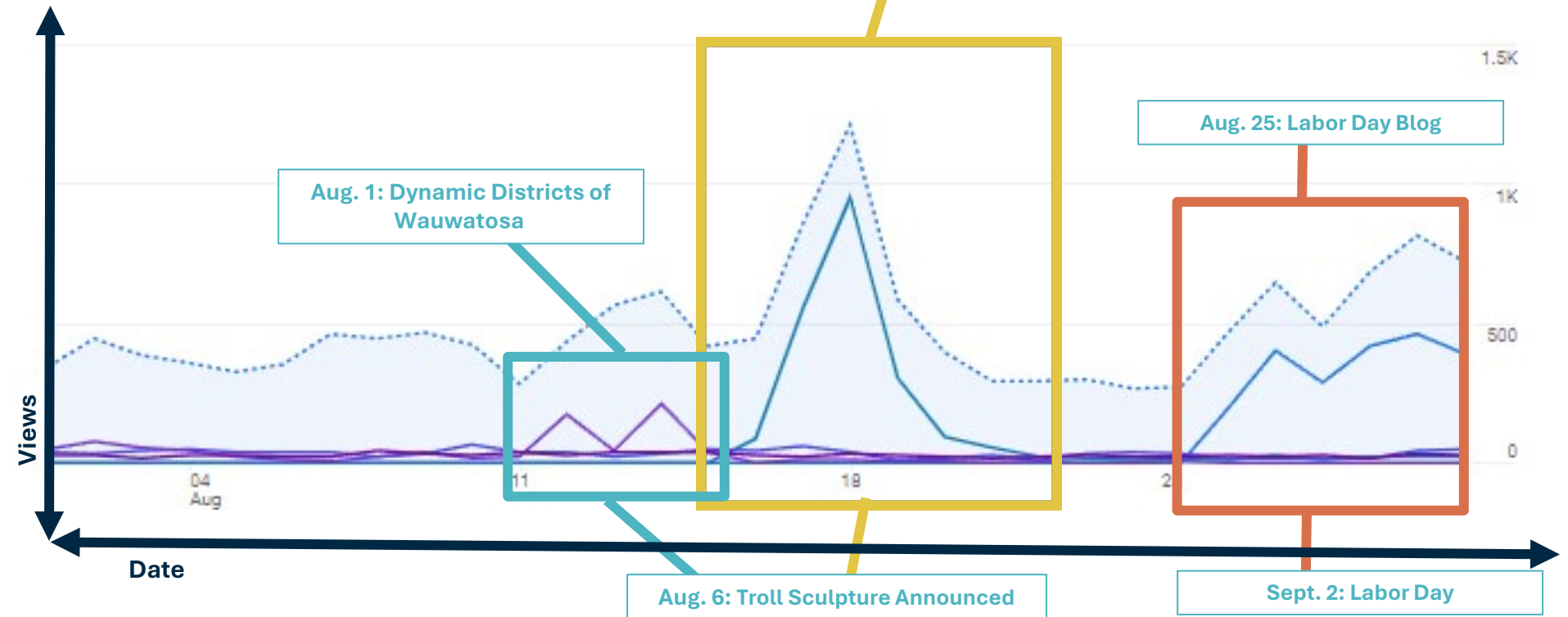


Thomas Dambo Troll Sculpture Blog

- **Views:** 2,230
- **Active Users:** 1,931
- **Sessions:** 2,094
- **Views Per User:** 1.15
- **Average Engagement Time:** 25s
- **Engagement Rate:** 69.77%
- **Event Count:** 9,828
- **Key Events:** 83



Blog Traffic



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Visit Milwaukee

Published by Sprout Social



August 17 at 3:36 PM · 🌐

...

On Tuesday, the [Discover Wauwatosa](#) announced an exciting new feature for the upcoming park on 116th Street: a giant troll sculpture. This installation will be Dambo's first piece in Wisconsin, with the ultimate goal of adding a troll in every state.

Learn more:



VISITMILWAUKEE.ORG

Thomas Dambo Troll Sculpture Coming to Wauwatosa Park

A new park in Wauwatosa will soon be Wauwa-troll-sa. On Tuesday, August 6, the Wauwatosa Touris...

[See insights and ads](#)

[Boost post](#)



Discover Wauwatosa and 1.2K others

52 comments 149 shares

Dambo Troll Social

Post Impressions ⓘ

109,075

Post reach ⓘ

109,075

Engagement ⓘ

4,155

Interactions ⓘ



1.1K



289



3



34



0



2



Reactions

1,445



Comments

98



Link clicks

1,198



Shares

149



Other Clicks

1,265



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VM + Wauwatosa | Building Relationships



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