



VISIT Milwaukee is proud to support Milwaukee County facilities and attractions. As a valued partner, we provide a high-level of services and benefits to assist the County in marketing General Mitchell International Airport, Milwaukee County Zoo, cultural institutions, parks and other county facilities and attractions.

Highlights of 2014 tourism promotion efforts for County Facilities:

- Full partner benefits and partner promotions for nineteen county facilities:

Boerner Botanical Gardens	Milwaukee County Zoo
Charles Allis Art Museum	Milwaukee Public Library
General Mitchell International Airport	Milwaukee Public Museum
Marcus Center for the Performing Arts	Mitchell Gallery of Flight
Milwaukee Art Museum	Mitchell Park Horticultural Conservatory – The Domes
Milwaukee County Historical Society	Pabst Mansion
Milwaukee County Parks System	Timmerman Airport
Milwaukee County Transit System	Trimborn Farm Park

- **Partner information listings in printed collateral**, including 200,000 Official Visitors Guides, 5,000 Meeting Planner Guides, and 5,000 Group Tour Guides. **Enhanced editorial content highlighting county facilities** and attractions is also included in all guides. Milwaukee County Parks received a complimentary half-page advertising spot in the Official Visitors Guide.
 - **Continued representation on the “Experience Card”**: A discount promotion card offered specifically to convention attendees from outside the area, featuring seven county facilities, with 30,000 distributed annually.
- **Representation in specialized summer and fall campaigns** highlighting County attractions and facilities, including photography in print advertisement and inclusion in vacation itineraries. Campaigns reached 51 million impressions and ran for six months out-of-market.
- **Representation on visitmilwaukee.org**, listing general county information as well as listings for all county facilities and attractions. Enhanced web content throughout the website featuring Milwaukee County. The website receives over 700,000 visitors annually, and in first 9 months of the year, **19 partner listings of Milwaukee County facilities and attractions received 16,800 page visits**.
- **Representation on milwaukee365.com**, community wide events calendaring system, and opportunities to upload County facility events at no charge. To date, 12 county facilities have posted over 180 events held in county facilities. This website also gives visitors the ability to directly purchase tickets online at participating venues. Marcus Center for the Performing Arts is featured heavily here.
- **New dedicated online image and video portal** (WebDam digital asset management system) in 2014 that is shared with media, travel writers, meeting planners, and the general public. **Highlights over 271 images related to County facilities**.
- **Representation of Milwaukee County Parks in a promotional *Discover Wisconsin* television episode**, airing 2014-2016, as well as radio spots and website presence. Estimated viewership is over 1 million impressions.

- VISIT Milwaukee supported General Mitchell Airport staff at the World Routes Airport/Airline tradeshow held September, 2014. VISIT Milwaukee provides our tradeshow booth and absorbs the cost of shipping and management of the booth.
- **Convention Sales efforts have brought 642,273 attendees representing an estimated economic impact of \$151 million to date in 2014. Highlights include:**
 - County-wide Jehovah's Witnesses event in May, with 40,000 attendees for 7,451 room nights and estimated economic impact (EEI) of over \$19 million.
 - John Deere & Company in August, bringing 1,640 attendees to town for 9,068 room nights with an estimated economic impact of \$7 million. In addition this group paid \$38,000 in permit fees to Milwaukee County.
 - USA Triathlon in August, bringing 9,500 athletes, family members and spectators, for 2,691 room nights with an EEI of \$2.3 million.
 - **2015 Highlights** will see the return of USA Triathlon for an unprecedented third year, hosting of National Association of Sports Commissions, and the Fraternal Order of Eagles, among 131 additional meetings.
- VISIT Milwaukee received media hits that included county facilities in over 116 articles (web, print, or news) with a circulation of over 43 million and earned media over \$3.4 million dollars. These articles are a direct result of work with travel writers or press releases/media pitches conducted by the VISIT Milwaukee team.
- Targeted promotional and marketing support for select events held within County facilities and grounds, e.g. – the Milwaukee Air and Water Show, US Triathlon, Summer of Kandinsky, etc.

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| <ul style="list-style-type: none"> ✓ <i>County facilities featured during tradeshow we attend throughout the year, both convention and leisure shows.</i> ✓ <i>VISIT Milwaukee Convention sales team includes county facilities in FAM tours and Site Visits where applicable (26 YTD), and sells County facilities as offsite venues.</i> ✓ <i>Continuation of County representation in monthly e-marketing newsletters, with a subscriber database of over 85,000.</i> ✓ <i>Continuation of Geo-Caching in 12 County Parks</i> ✓ <i>Operation of Visitor Information Call Center, providing traveling public with information on Milwaukee County</i> ✓ <i>Ongoing social media support of events at county facilities and attractions, including social media campaigns and giveaways</i> | <ul style="list-style-type: none"> ✓ <i>Tourism Taxes Milwaukee County YTD are up 7.4%</i> ✓ <i>Hotel Occupancy is up 6.6 % YTD.</i> ✓ <i>Visitor spending up 4% 2013 over 2012, total of \$3 billion</i> ✓ <i>Tourism Jobs Supported 2013 = 30,375</i> ✓ <i>State/Local Taxes from Tourism = \$211 million</i> ✓ <i>Economic Impact of 2013 conventions = \$121 million</i> ✓ <i>2014 data released in May 2015</i> |
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