

MILWAUKEE COUNTY PARTNERSHIP 2014

- Promotion of Milwaukee County and Full partner benefits for 19 county facilities
- Special editorials, photography, listings, and print ad in Official Visitors Guide, distribution 200,000
- Inclusion in Official Visitors Map, Meeting Planner Guide, Group Tour Guide, and Experience Card
- Editorial content and listings on VISITMilwaukee.org & Milwaukee365
- Discover Wisconsin TV episode featuring Milwaukee County Parks 2014-2016
- VISIT Milwaukee booth at World Routes Airport Tradeshow
- Over 271 images of Milwaukee County featured in new WebDAM online image portal
- Featured conventions/events utilizing Milwaukee County facilities including John Deere & Co., USA Triathlon, AVP Milwaukee Open
- YTD 642,273 convention attendees with EEI of \$151 million
- YTD tourism taxes in Milwaukee County up 7.4%
- YTD hotel occupancy up 6.6%

