



WHO WE ARE: PARTNERSHIP

Destination Madison is the official destination management organization for the greater Madison region. We drive economic impact by drawing visitors to our capital city for convention events, sports competitions and leisure travel. By connecting those visitors to local partners who provide exceptional experiences, we collectively inspire a love for Madison.

Our partners are mainly from the hospitality industry, but we also collaborate with businesses that are invested in the positive impact of tourism on our community. By partnering with Destination Madison, you become an essential part of our story and the impact we create.



We engage
8.9 million
visitors annually

Visitors spend,
on average,
\$4.1 million per
day in Madison +
Dane County

Our hospitality
and tourism
industry supports
18,811 jobs

For every \$1
Destination Madison
invests in leisure
marketing, visitors
spend **\$22**

For every \$1
Destination Madison
invests in group
sales, visitors
spend **\$24**

WHAT WE DO:

BRAND MARKETING

By highlighting the unique offerings of our partners in content marketing, top-tier media and paid advertising, we increase awareness and drive visitor spending at individual businesses.

SALES, SPORTS AND SERVICES

Bringing convention events and sporting competitions to our city means we highlight partners in specific sectors: hotels, restaurants, attractions, venues, transportation, professional services and more.

PARTNERSHIP

In addition to making our partners more visible to visitors, we host partner-exclusive educational and social events that enhance knowledge, foster relationships and celebrate excellence.

OPERATIONS

Our IT, HR and finance experts help build our hospitality industry through workforce development strategies and resources including our Madison Hospitality Job Board that fuels the employment pipeline for our partners.

ADVOCACY AND PLACEMAKING

We use data and trends to identify community needs that open opportunities for new business categories and expand existing ones. We onboard and support partners throughout every phase of their journey.

“Destination Madison works hard to share, nurture, develop and enhance the Madison experience for both partners and customers. They continue to exceed my expectations through diligence and exceptional customer service.”

KEN MONTELEONE,
OWNER,
FROMAGINATION

“We’ve seen a 100% return on investment from our website listing. The events and offers add even more value.”

JERINA VINCENT, OWNER, JNJ GIFTS

“As a small venue in an area of town that is not central, Destination Madison has been critical in broadening our audience from a geographic AND cultural perspective.”

HANAH JON TAYLOR,
OWNER, CAFÉ CODA

PARTNERSHIP TEAM



MAUREEN MARTIN
VP OF PARTNERSHIPS
+ COMMUNITY ENGAGEMENT



CASEY KIMMEL
DIRECTOR OF PARTNERSHIPS



KATIE RUEFFER
PARTNERSHIP DEVELOPMENT
MANAGER



ANA CORDOVA
PARTNERSHIP ENGAGEMENT
MANAGER



PA VANG
OFFICE COORDINATOR