# RECOVERY DASHBOARD

# **PROGRESS UPDATE — SEPTEMBER 2021\***





Implement a creative, year-long marketing/storytelling program to inspire travel to Madison.

## Website Pageviews

Goal: 1.5 Million
Actual: 896,586



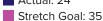
#### Social Media Following

Goal: +15%
Actual: +3.7%



#### **Host Travel Writers**

Goal: 15
Actual: 24





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Pursue aggressive sales and sports plans to ensure competitive market advantage and to invigorate the economic engine those markets provide our community.

#### Leads Generated

Goal: 100
Actual: 82



## **Room Nights**

Goal: 54,000
Actual: 52,533



# **Planner Touchpoints**

Goal: 2,080+
Actual: 1,823





Engage in and support Downtown's recovery and revitalization to preserve Madison's reputation as a vibrant and desirable destination.



Goal: 1,500
Actual: 780





Create and foster connections between public entities, private partners and stakeholders to rebuild our economy.

#### Partner & Community Touchpoints

Goal: 2,300
Actual: 1,350



Participant Satisfaction





Elevate and embrace Diversity Equity Accessibility Inclusion (DEAI) inside and outside the organization to design and promote a welcoming environment and physical space for residents and visitors.

Develop DEAI Advancement Roadmap for DM





Propel the recovery of Madison's tourism industry by ensuring critical funding is secured for Destination Madison, and vital regional workforce is recruited and developed for hospitality partners.

City Contract in Place by Year End 2021



Implement a Workforce Development Task Force

