

Executive Summary

February 2023



February 2023

Hotel Occupancy		Hotel ADR		Hotel RevPAR		Hotel Supply		Hotel Demand		Hotel Room Revenue	
49.6%		\$112.62		\$55.90		382.9K		190.1K		\$21.4M	
YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD
▲ 4.5%	▲ 8.3%	▲ 11.1%	▲ 10.9%	▲ 16.1%	▲ 20.1%	▲ 1.1%	▲ 1.1%	▲ 5.7%	▲ 9.5%	▲ 17.4%	▲ 21.4%

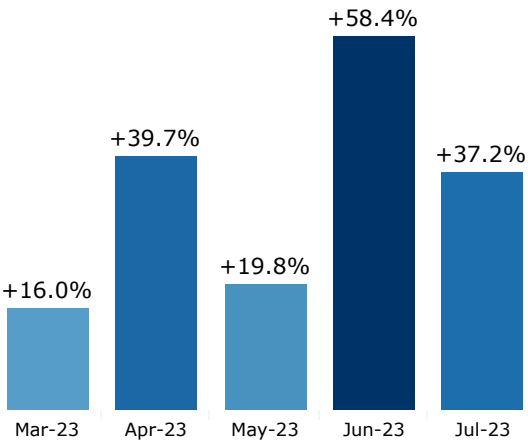
Insights

February 2023 Key takeaways

- While Oxford Economics does not associate the recent bank failures with a systemic risk to the broader economy, a mild recession is still predicted to occur in the second half of 2023 representing a 1% loss in GDP.
- Food services and drinking places accounted for 22.5% of total job growth in the United States during the month of February. Despite these gains, leisure and hospitality as a whole remained below its pre-pandemic level (February 2020) by 2.4%.
- Milwaukee County hotel occupancy for February was 49.6%, up 4.5% from last year, given greater growth in demand (190.1K, +5.7%) than in supply (382.9K, +1.1%). Year-to-date occupancy of 46.5% was additionally 8.3% ahead of last year.
- The top origin MSA to Milwaukee for the month was Chicago, IL with an 18.7% share. This was greater than both its share in 2021 at 15% and that of 2022 at 17.7%. Of the visitors for the current month from Chicago, 22.1% were repeat visitors, with the top POI "Menomonee Valley" (9.5%).
- Organic web sessions grew 7.5% MOM to reach 310.7K sessions, up 18% from session levels one year ago. Of those sessions, 30.1% landed on sections for "event"/"events", followed by 18.8% at "plan a visit".

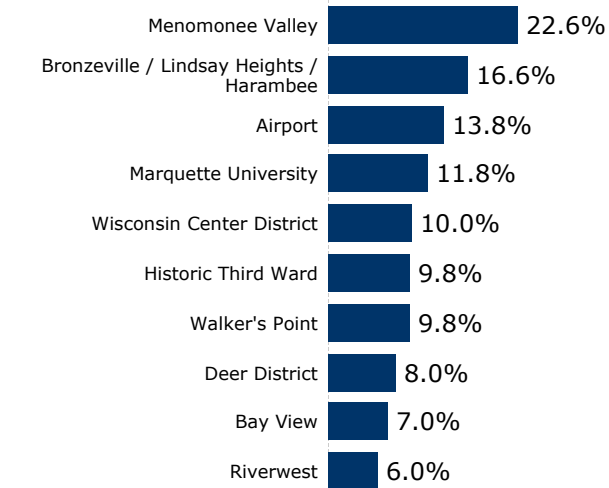
Future Bookings Variance

Total hotel room nights booked vs. STLY
As of March 12, 2023



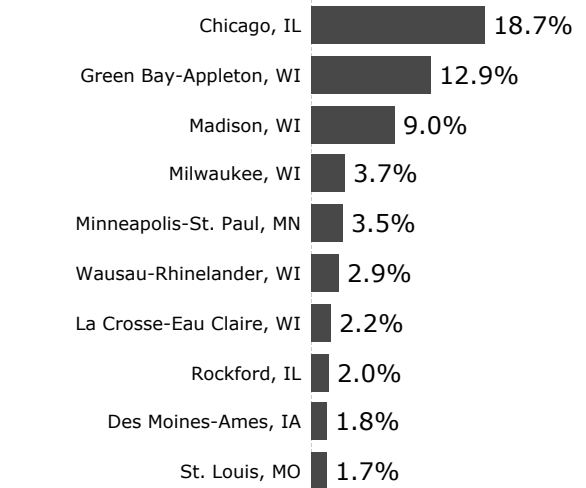
Top 10 POIs Visited

February 2023



Top 10 Origin MSA

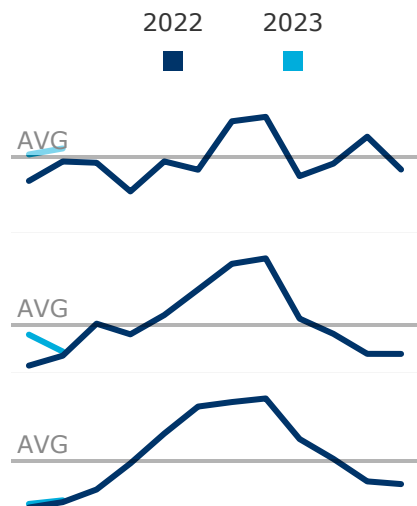
Overnight Trips in February 2023



Key Metrics

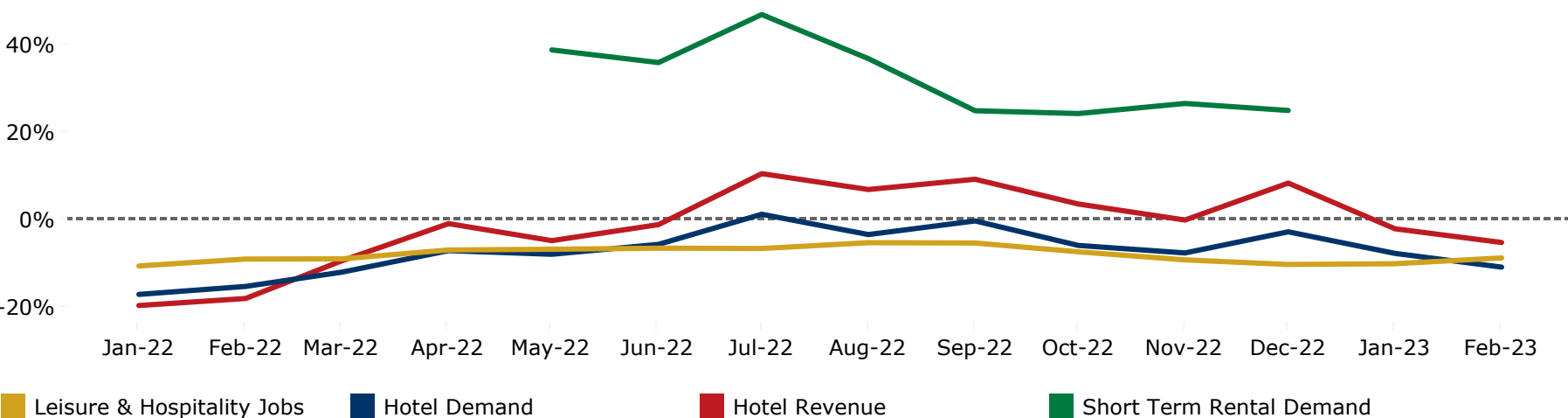
February 2023 Employment trends and leading indicators for travel

		MOM	YOY
Organic Facebook Impressions	310.7K	▲ 7.5%	▲ 18.0%
Organic Web Sessions	73.6K	▼ -15.3%	▲ 4.7%
Leisure & Hospitality Jobs	70.5K	▲ 0.6%	▲ 0.3%



Recovery Indicators

% change relative to same month in 2019



Source: STR, Facebook Business, Google Analytics, Near, TravelClick and BLS
* BLS job numbers for Milwaukee-Waukesha-West Allis, WI

Events Turned Definite February 2023

Events	Requested Rooms	Show & Room Attendees
23	4,554	13,500
YOY	YOY	YOY
▲ 64.3%	▲ 9.3%	▼ -11.8%

Events Turned Definite YTD (January - February 2023)

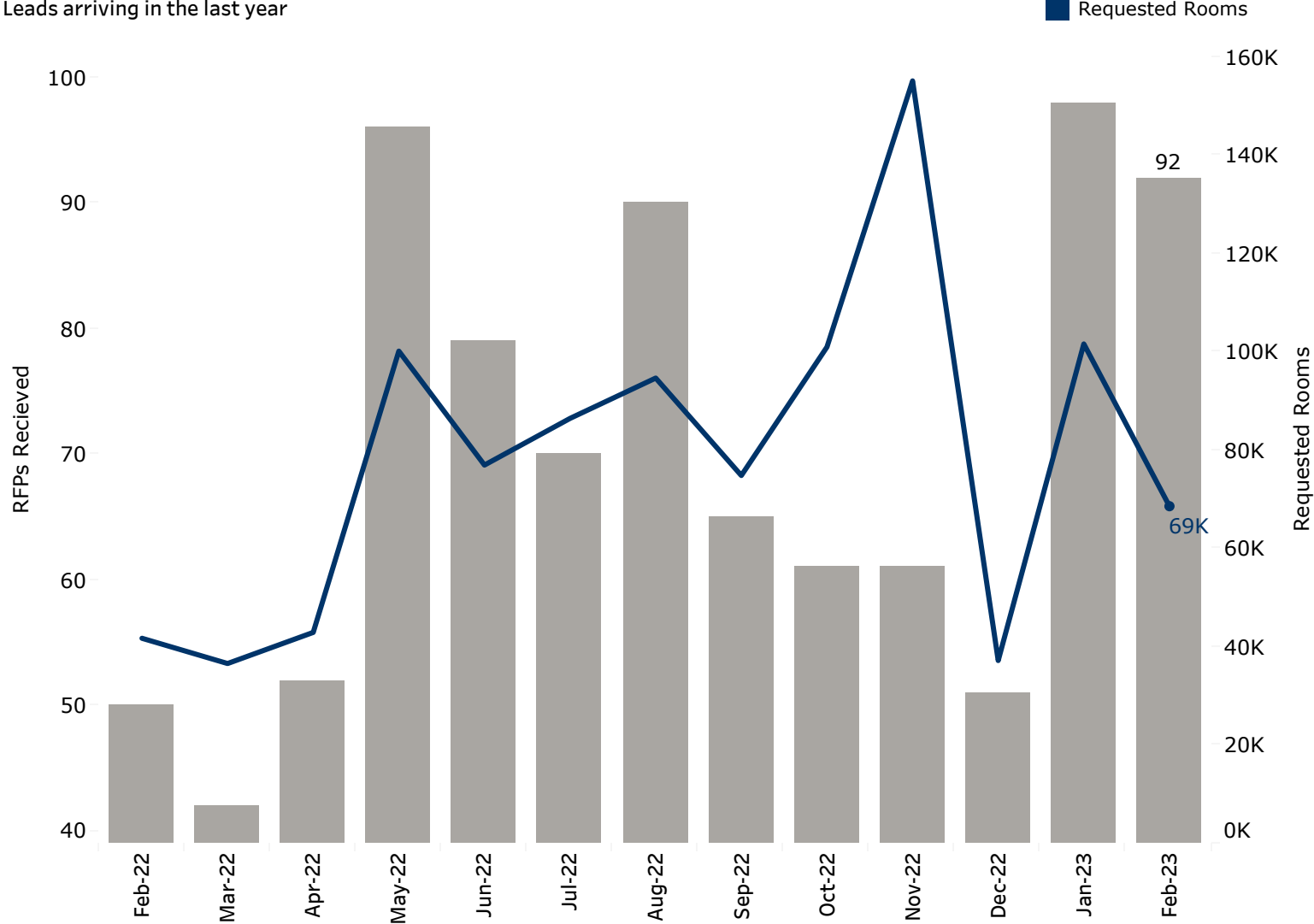
Events	Requested Rooms	Show & Room Attendees
64	8,510	18,641
YOY	YOY	YOY
▲ 146.2%	▼ -19.3%	▼ -41.5%

Top Events Turned Definite February 2023

By Requested Rooms

Event Name	Event Date	Requested Rooms	Requested Peak Room	Show & Room Attendees
Catholic Financial Life	Sep 2024	882.0	404.0	700.0
Order of the Eastern Star	Mar 2023	868.0	271.0	600.0
International Door Association	Oct 2023	311.0	89.0	200.0
Manitou Americas, Inc	Jun 2023	300.0	100.0	100.0
Eta Phi Beta Sorority, Inc.	Mar 2023	255.0	75.0	125.0
American Federation of Government Employees, AFL-CIO	May 2023	230.0	51.0	100.0
National District Attorneys Association	Sep 2023	222.0	74.0	75.0
Wisconsin Chapter of National Association of Social Workers	Oct 2023	200.0	50.0	300.0
International Sign Association	Jun 2023	185.0	75.0	75.0
Wisconsin Chapter of National Association of Social Workers	Sep 2024	180.0	75.0	375.0

Lead Volume (RFPs)



Sessions

148,210



MOM ▼ -14.6% YOY ▲ 27.4%

Pages per Session

1.95 pages



MOM ▲ 8.7% YOY ▼ -24.0%

Avg. Session Duration

106.8 sec



MOM ▼ -5.6% YOY ▼ -13.1%

Bounce Rate

21.6%



MOM ▲ 5.5% YOY ▼ -8.2%

Source: Google Analytics

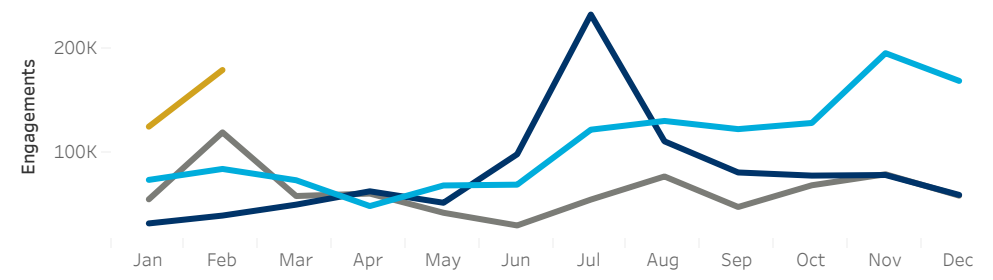
Social Media Summary

February 2023

	Total Audience	Impressions	Engagements	Engagement Rate
Total	274,367	3,867,231	179,967	4.7%
Instagram	117,276	1,942,370	106,358	5.5%
Facebook	88,150	1,585,400	60,405	3.8%
Twitter	49,098	208,171	3,420	1.6%
LinkedIn	10,825	69,639	6,063	8.7%
TiKToK	9,018	61,651	3,721	6.0%

Social Media Engagements Trend

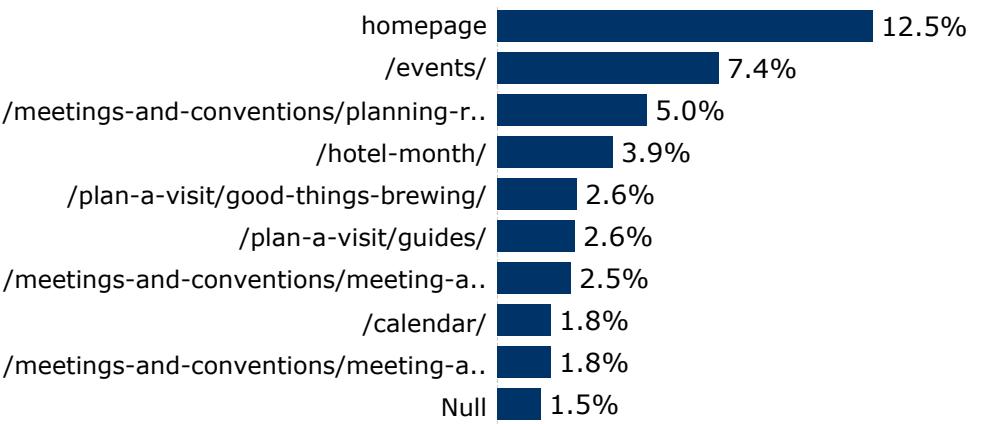
July 2019 - February 2023; Network: All



Source: Sprout Social & TiKToK

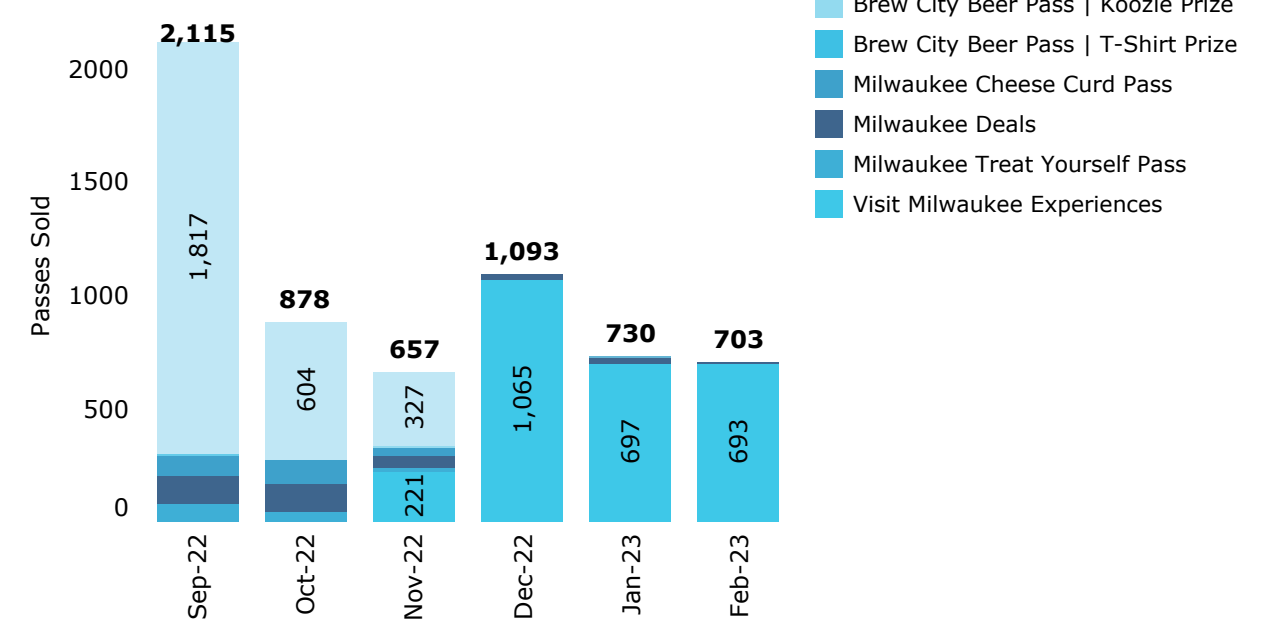
Top Website Landing Pages

% of Total Sessions, visitmilwaukee.org



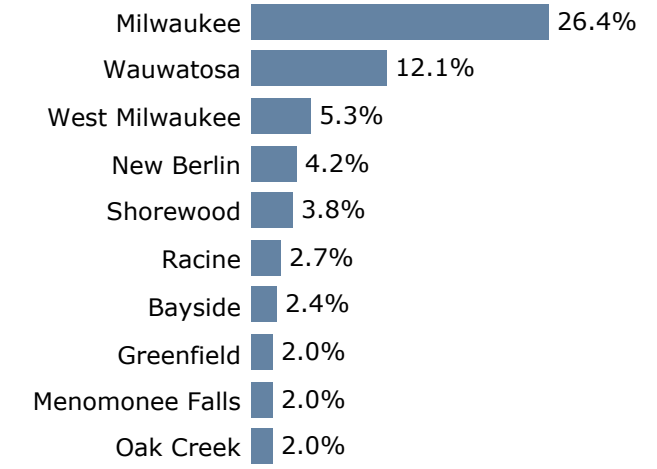
All Passes Sales Trend

Last 6 Months



In-State Pass Sales by City

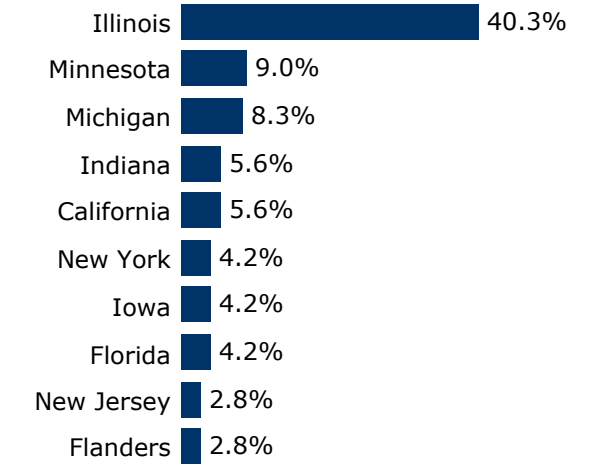
Top 10 Share of Total, February 2023



Source: Bandwango

Out-of-State Pass Sales

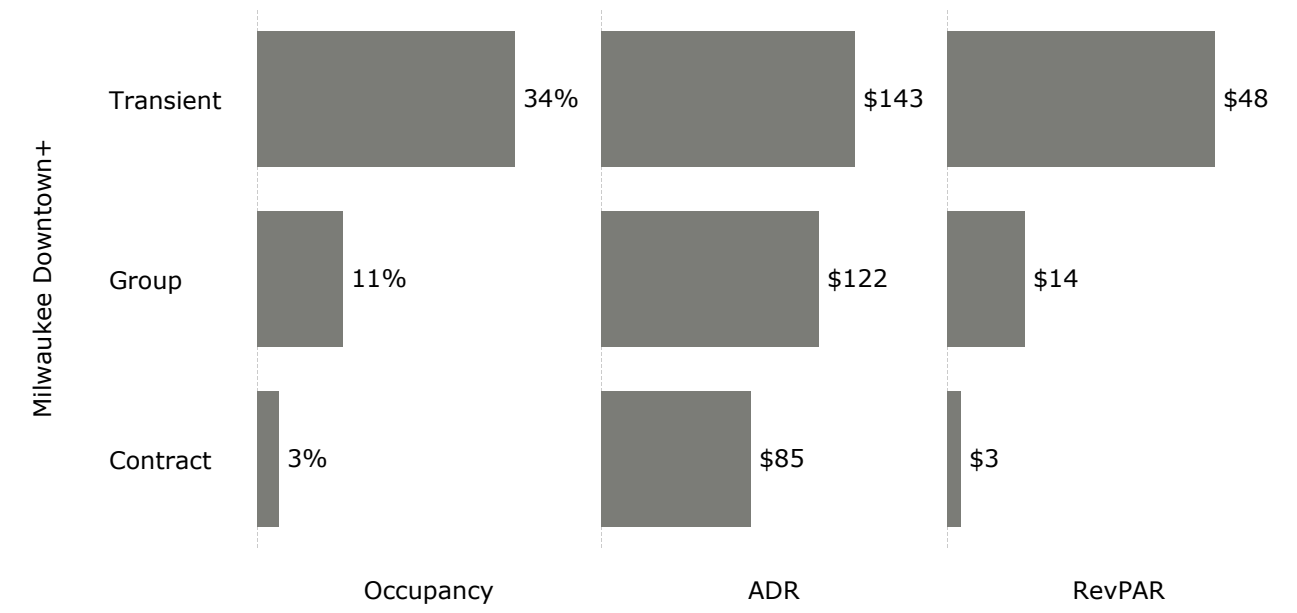
Top 10 Share of Total, February 2023





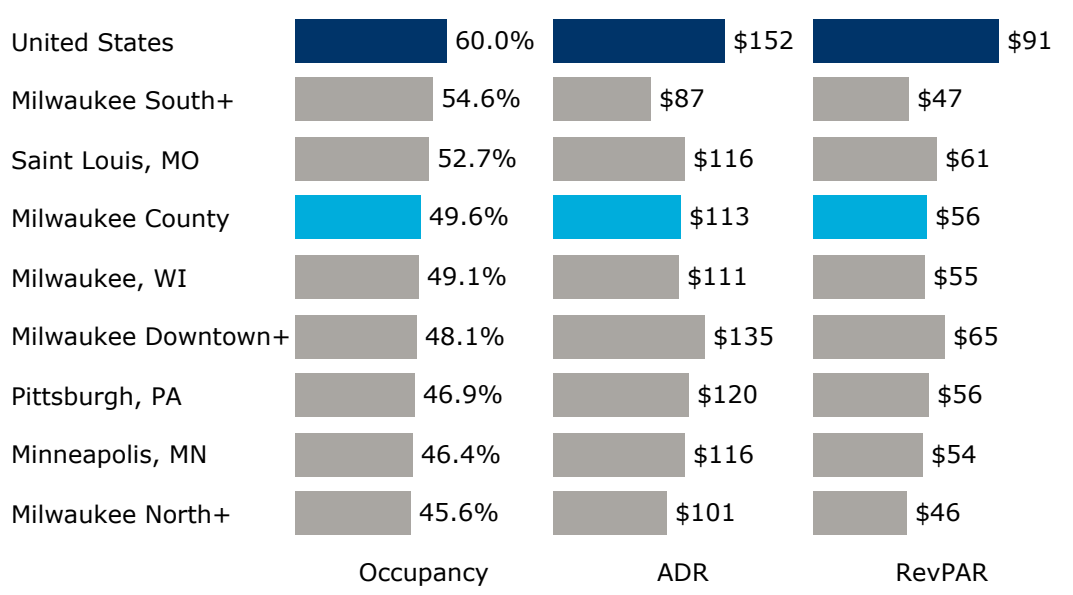
Milwaukee Hotel Segmentation

February 2023



Submarket Hotel KPIs

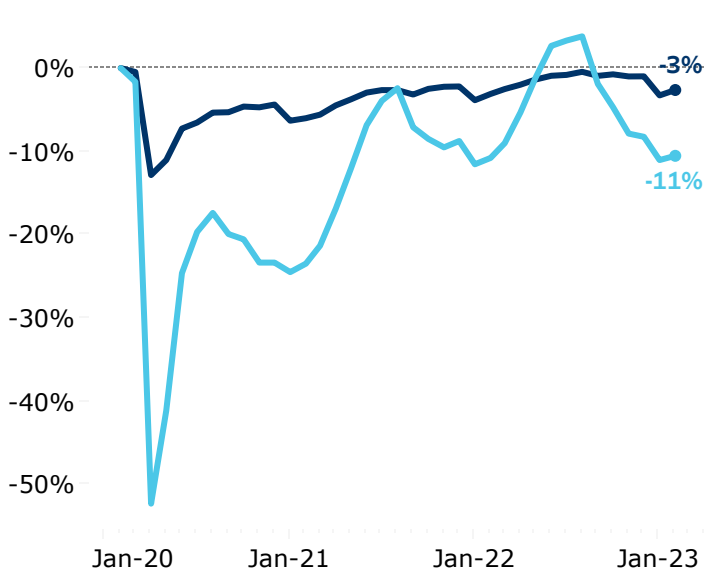
February 2023



Source: STR

Job Losses Since Feb-20

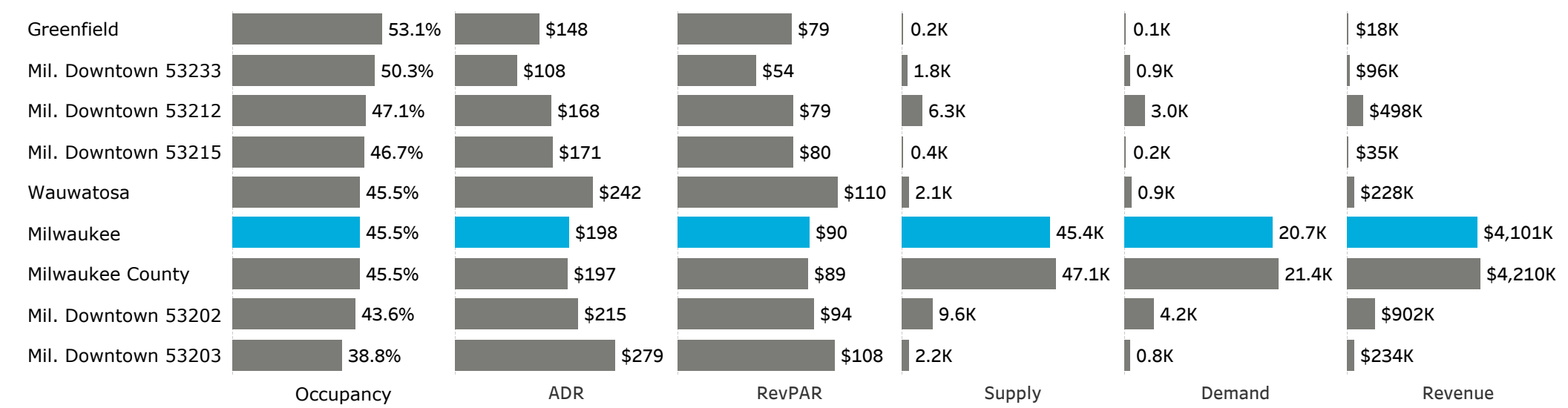
Milwaukee-Waukesha-West Allis, WI, % difference compared to Feb-20



Source: BLS

Short Term Rental KPIs

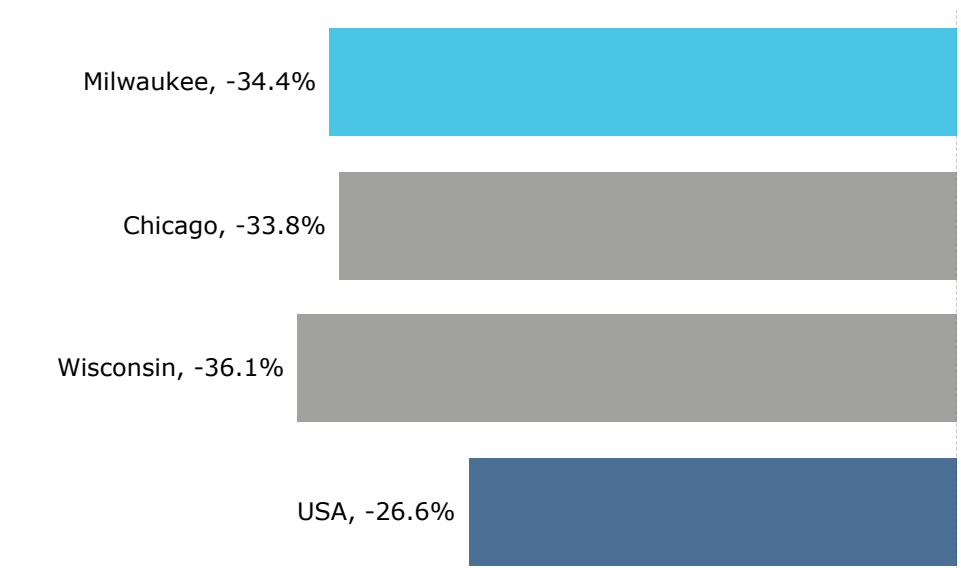
February 2023



Source: AirDNA

Air Travel Bookings

% change in bookings made for February 2023, relative to 2019



Source: OAG