

Executive Summary

May 2023



May 2023

Occupancy		ADR		RevPAR		Supply		Demand		Revenue	
58.3%		\$129.31		\$75.33		420.1K		244.7K		\$31.6M	
YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD
▼ -2.0%	▲ 4.6%	▲ 4.5%	▲ 6.9%	▲ 2.4%	▲ 11.8%	▲ 0.5%	▲ 0.3%	▼ -1.5%	▲ 5.0%	▲ 2.9%	▲ 12.2%

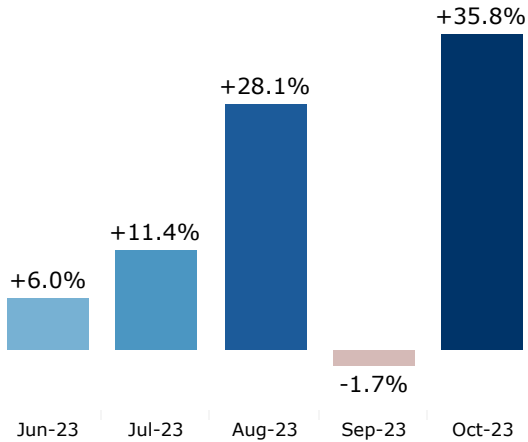
Insights

May 2023 Key takeaways

- Demand for Milwaukee County hotels came in just shy of 245K room nights during May, a -1.5% YOY decrease. Combined with supply growth, occupancy was down -2% YOY, running at 58.3% for the month.
- However, ADR was \$129, a May record in the data going back to 2014, pushing revenue north of \$31.6M which was 3% higher than May 2022.
- Visit Milwaukee owned social media performed well during May, generating 3.6 million impressions led by the Instagram and Facebook pages. Engagements continued to outperform historical trends during 2023, coming in at 192K for the month with a 5.7% engagement rate, good for a 2.7% increase against prior year.
- US hotel performance held competitive with the previous year - occupancy was just below May 2022 (-0.2%), while ADR and RevPAR for the US were both ahead by +3.8% and +3.7%, respectively.
- Headline inflation across the US managed to fall below 5% for the first time in two years (relative to the previous year) - however, targeted 2% inflation is not expected to be reached in the near future.

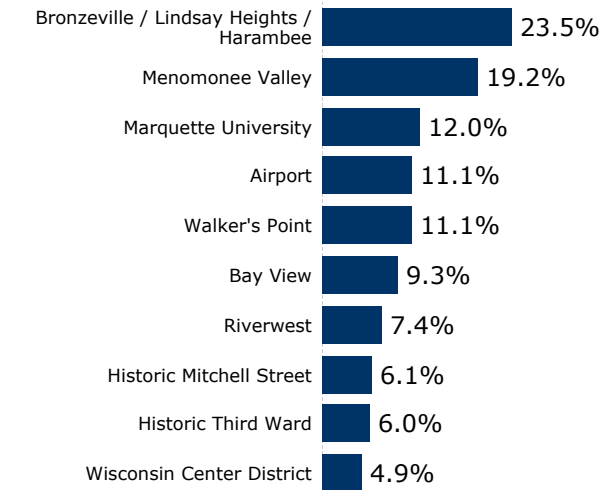
Future Bookings Variance

Total hotel room nights booked vs. STLY
As of June 11, 2023



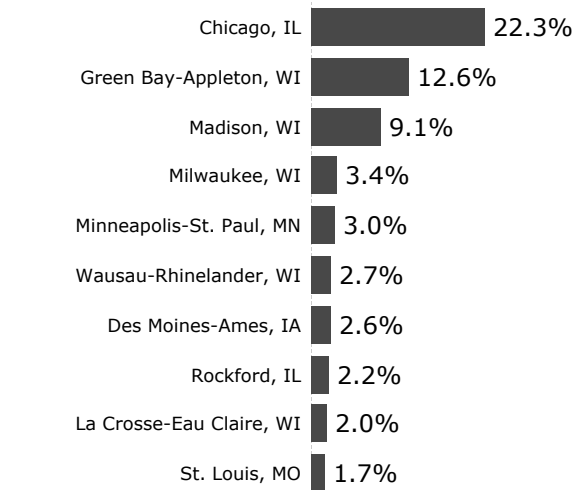
Top 10 POIs Visited

May 2023



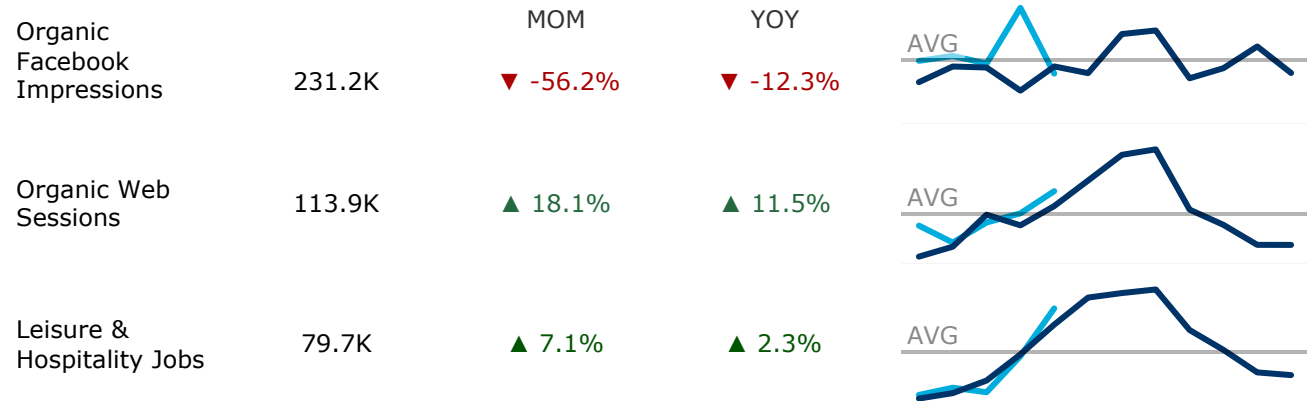
Top 10 Origin MSA

Overnight Trips in May 2023



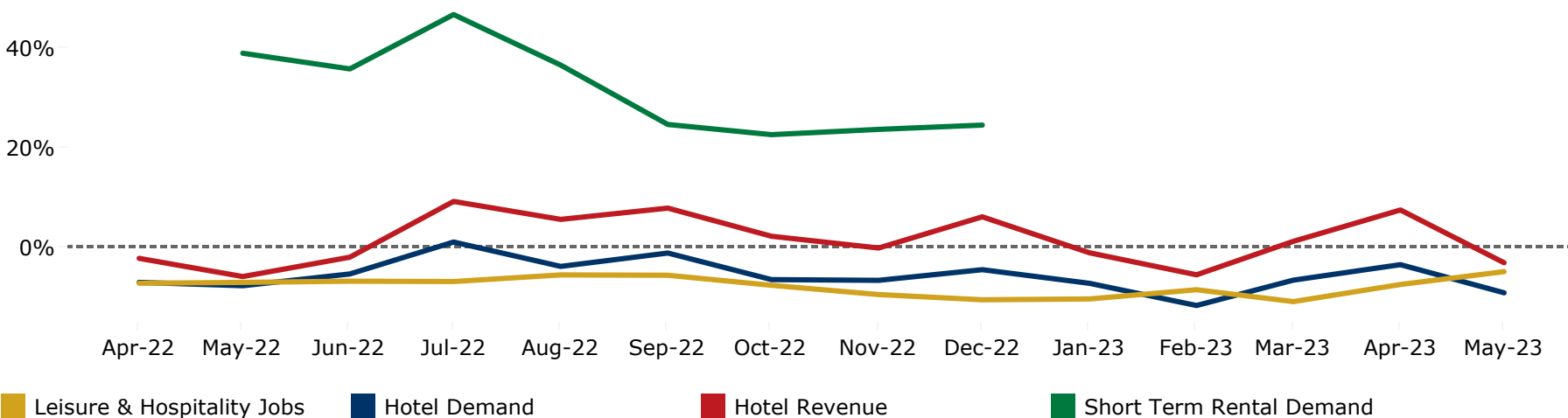
Key Metrics

May 2023 Employment trends and leading indicators for travel



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 May 2023

Events	Requested Rooms	Show & Room Attendees
37	115,041	65,988
YOY	YOY	YOY
▲ 15.6%	▲ 985.1%	▼ -46.3%

Events Turned Definite YTD (January - May 2023)

Events	Requested Rooms	Show & Room Attendees
172	147,047	138,477
YOY	YOY	YOY
▲ 93.3%	▲ 220.0%	▼ -31.6%

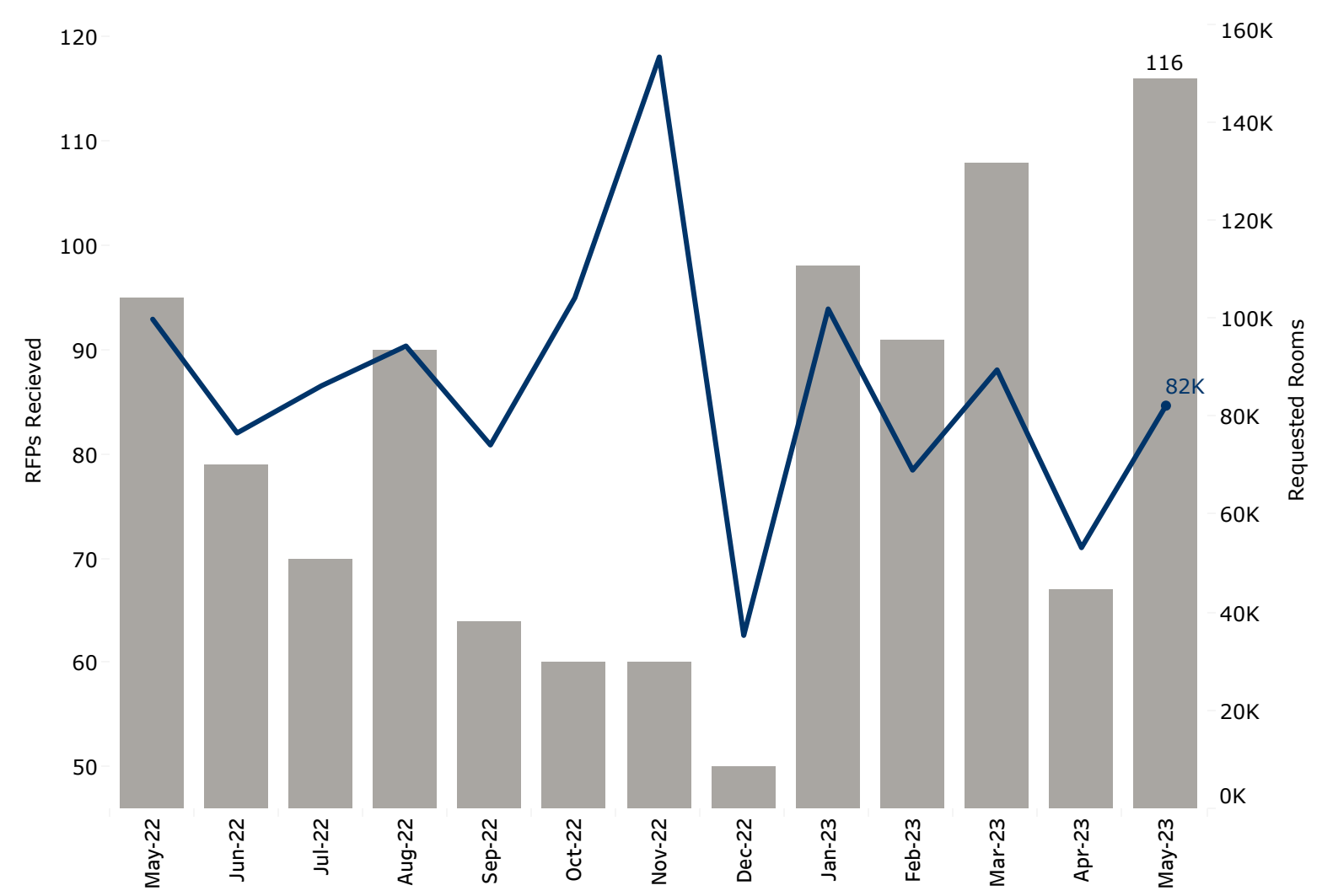
Top Events Turned Definite May 2023

By Requested Rooms

		Requested Rooms	Requested Peak Room	Show & Room Attendees
Republican National Committee	Jul 2024	80,322	13,998	50,000
Cru - Campus Crusade for Christ International	Jul 2025	13,233	1,688	6,000
Republican National Committee	Jul 2024	10,548	1,998	2,000
Simpleview, Inc.	Apr 2024	3,608	1,098	1,100
Cru - Campus Crusade for Christ International	Jul 2025	2,070	198	500
Federal Bureau of Investigation	Aug 2023	1,348	448	450
Rockwell Automation, Inc.	Aug 2023	598	198	200
SC Johnson & Son Inc.	Sep 2023	423	194	250
Marquette University	May 2023	398	98	2,400
Navy Office of Community Outreach	Jul 2023	358		60

Lead Volume (RFPs)

Leads arriving in the last year



Sessions

183,549



MOM ▼ -6.3% YOY ▼ -6.3%

Pages per Session

2.08 pages



MOM ▲ 18.3% YOY ▼ -25.8%

Avg. Session Duration

122.3 sec



MOM ▲ 14.5% YOY ▼ -2.1%

Bounce Rate

18.7%



MOM ▼ -5.7% YOY ▼ -1.7%

Source: Google Analytics

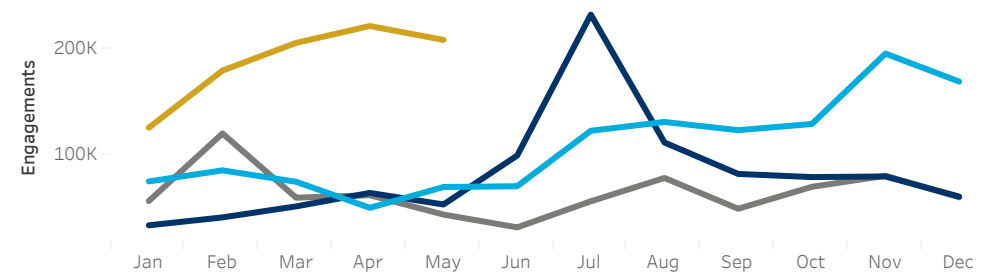
Social Media Summary

May 2023

	Total Audience	Impressions	Engagements	Engagement Rate
Total	295,385	3,600,003	208,995	5.8%
Instagram	134,484	2,247,355	139,475	6.2%
Facebook	89,304	728,818	34,174	4.7%
Twitter	48,972	332,593	4,669	1.4%
LinkedIn	11,569	75,447	13,695	18.2%
TiKToK	11,056	215,790	16,982	7.9%

Social Media Engagements Trend

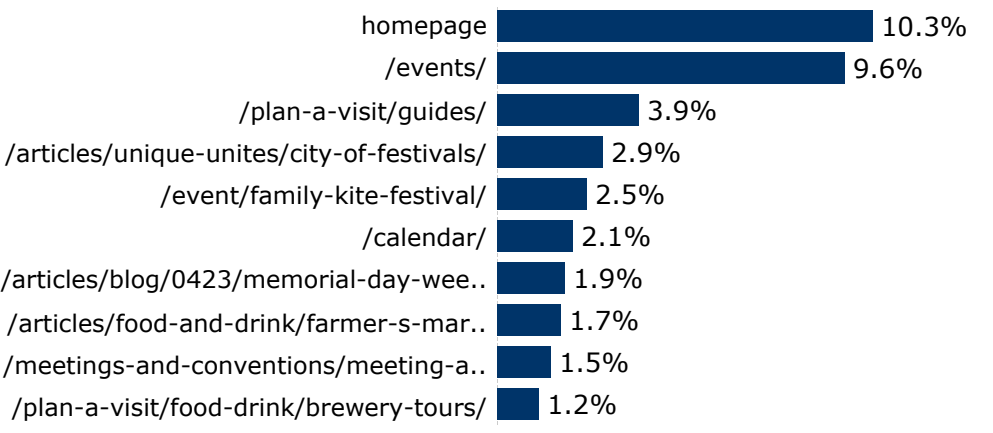
July 2019 - May 2023; Network: All



Source: Sprout Social & TiKToK

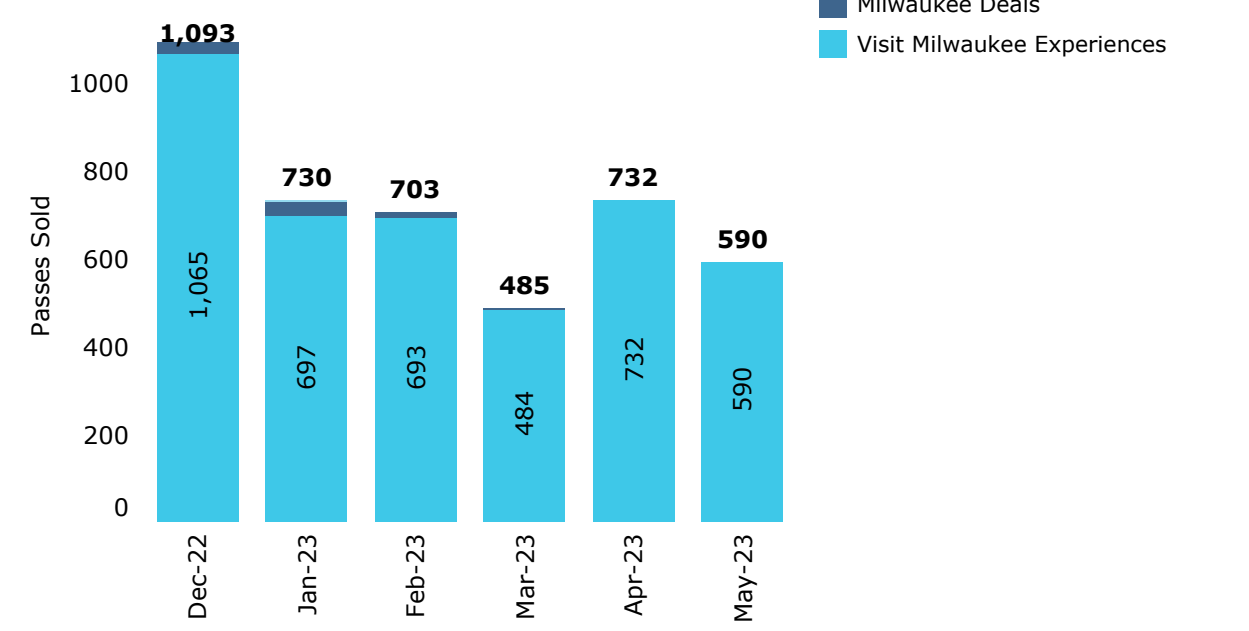
Top Website Landing Pages

% of Total Sessions, visitmilwaukee.org



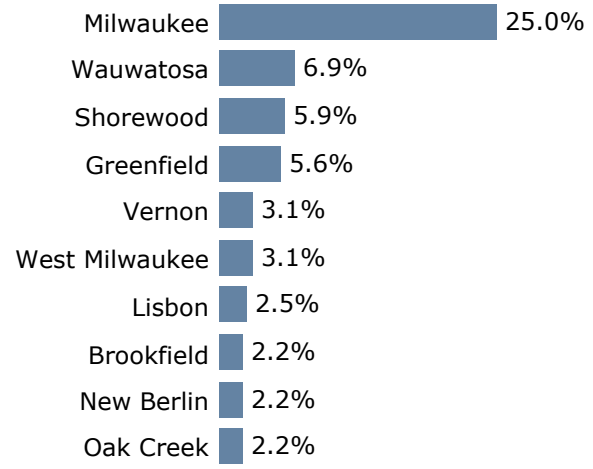
All Passes Sales Trend

Last 6 Months



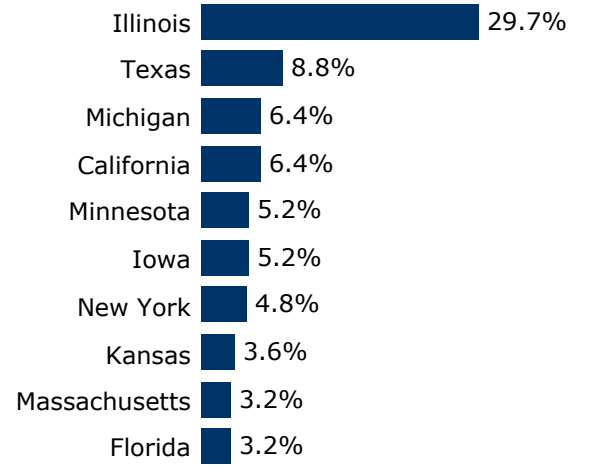
In-State Pass Sales by City

Top 10 Share of Total, May 2023



Out-of-State Pass Sales

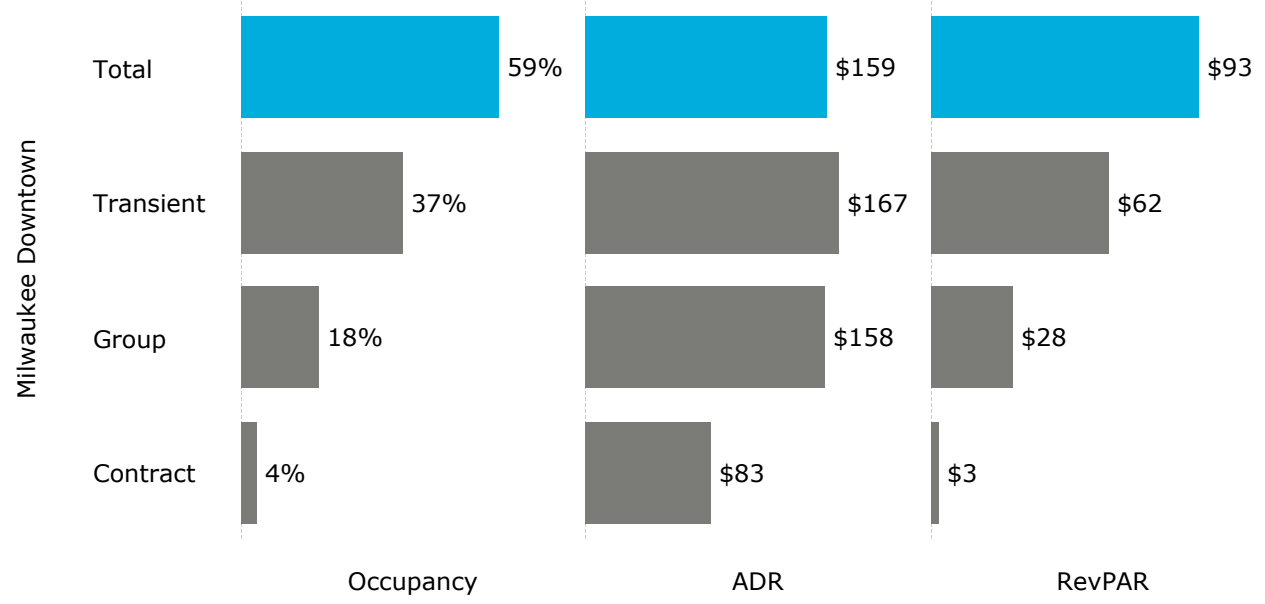
Top 10 Share of Total, May 2023



Source: Bandwango

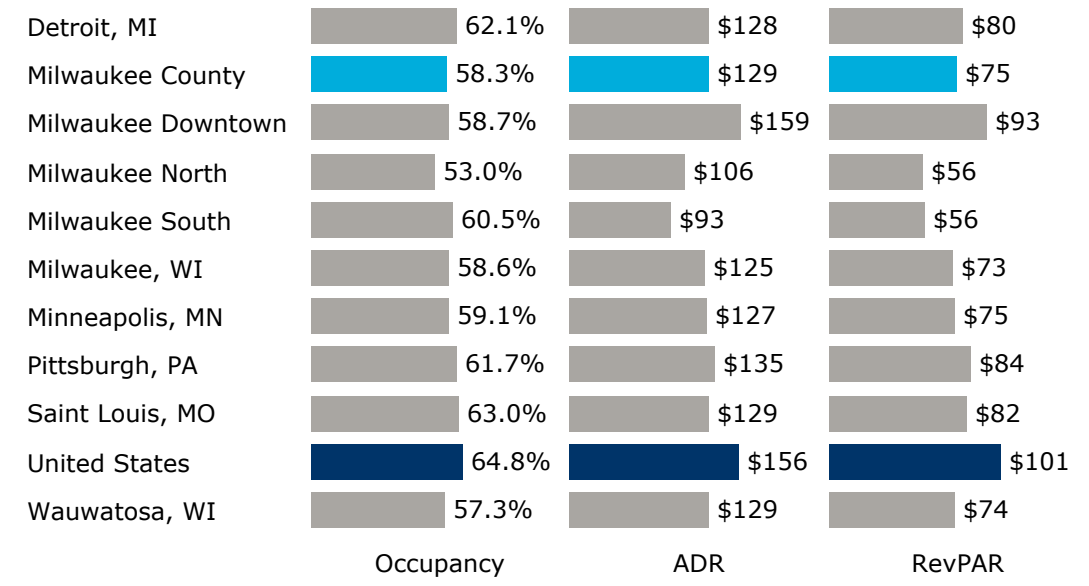
Milwaukee Hotel Segmentation

May 2023



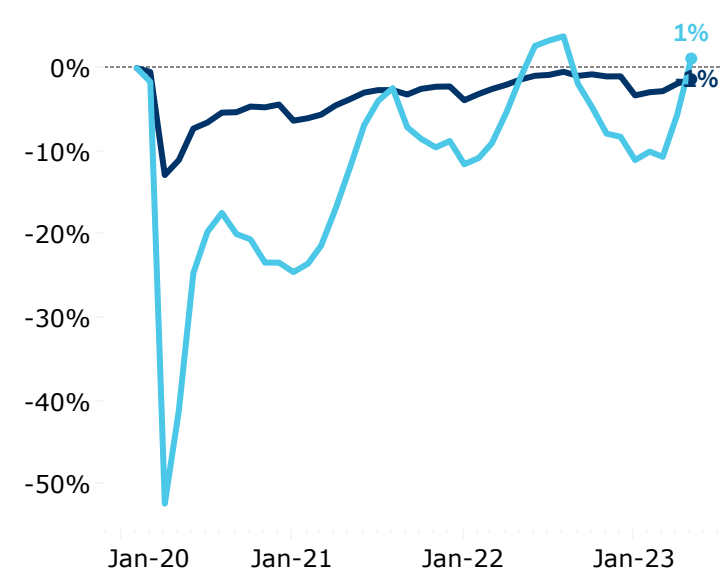
Submarket Hotel KPIs

May 2023



Job Losses Since Feb-20

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

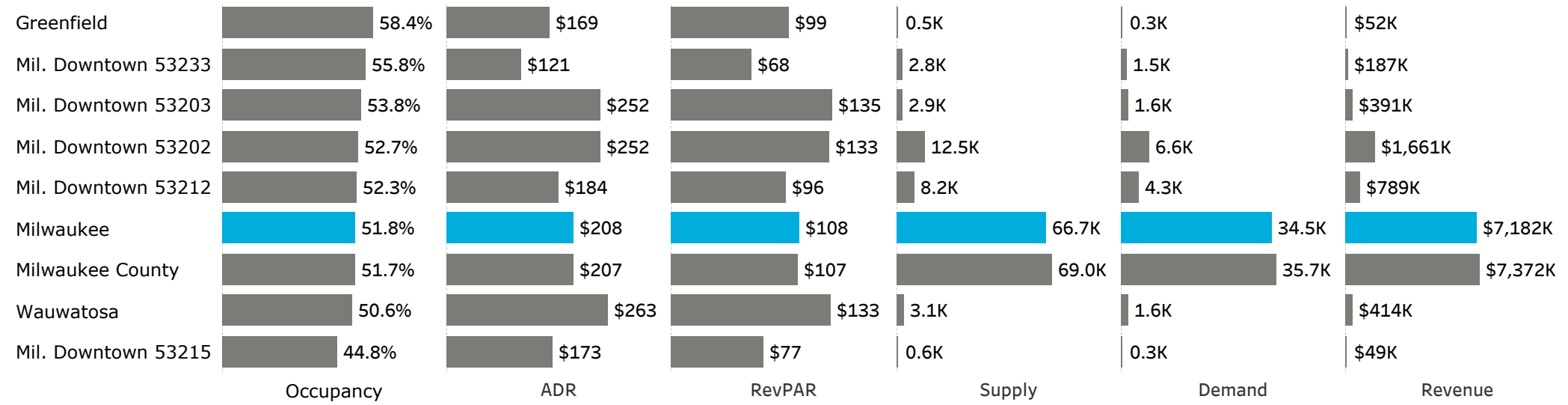


Source: STR

Source: BLS

Short Term Rental KPIs

May 2023



Source: AirDNA

TSA Throughput

% Change vs. 2019

