

Executive Summary

April 2023



April 2023

Occupancy		ADR		RevPAR		Supply		Demand		Revenue	
58.3%		\$125.76		\$73.28		409.1K		238.4K		\$30.0M	
YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD
▲ 3.7%	▲ 6.6%	▲ 5.7%	▲ 7.9%	▲ 9.6%	▲ 15.0%	▲ 1.1%	▲ 1.1%	▲ 4.9%	▲ 7.8%	▲ 10.8%	▲ 16.3%

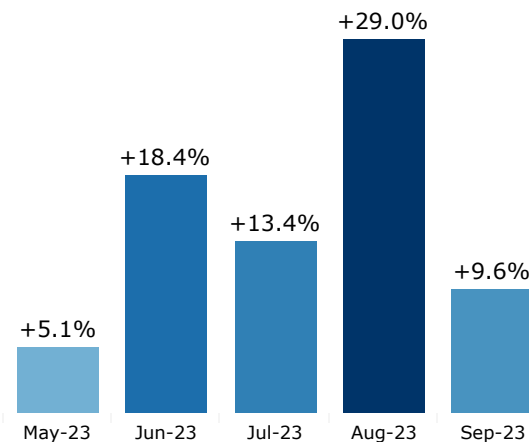
Insights

April 2023 Key takeaways

- Milwaukee County hotel performance for April continued to hold above last year, with rooms sold at 238.4K, up 4.9% from April 2022. Given demand growth (+4.9%) outpaced that of supply (+1.1%), occupancy of 58.3% was 3.7% ahead of last year.
- Origin markets as measured by Near were dominated by Chicago (21.5%), Green Bay-Appleton (13.3%), and Madison (9.3%). This was the same order of top origin markets as last year, with Chicago representing a nearly 5ppt increase in its share.
- Organic web sessions for the month boosted 10.8% YOY to 96.4K, while total sessions grew 33.2% YOY to 196K. The top landing page for April was "April Fool's Blog" at 12.7%, followed by the homepage (9.5%) and "events" at 7.1%.
- Although Oxford Economics continues to predict a recession in the second half of 2023, effects are expected to be mild and unemployment projected to only reach 5% (Current rate, April 2023 = 3.4%).
- Gains to leisure and hospitality jobs nationally in April were 81% attributable to food service and drinking places. Despite increases, the pace of jobs added for the month (+31K) was slower than the average gains in the last 6 months (+73K).

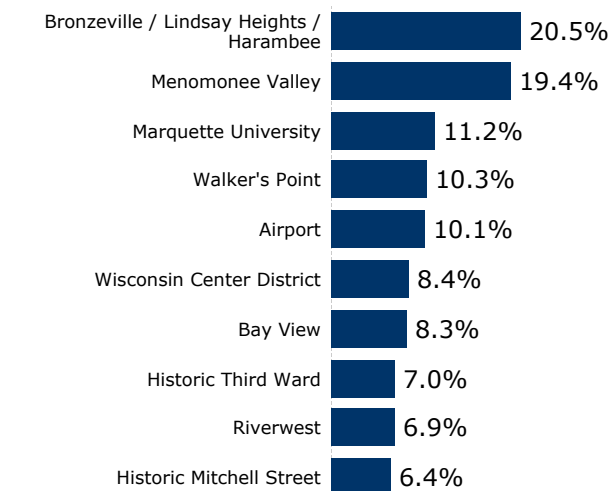
Future Bookings Variance

Total hotel room nights booked vs. STLY
As of May 7, 2023



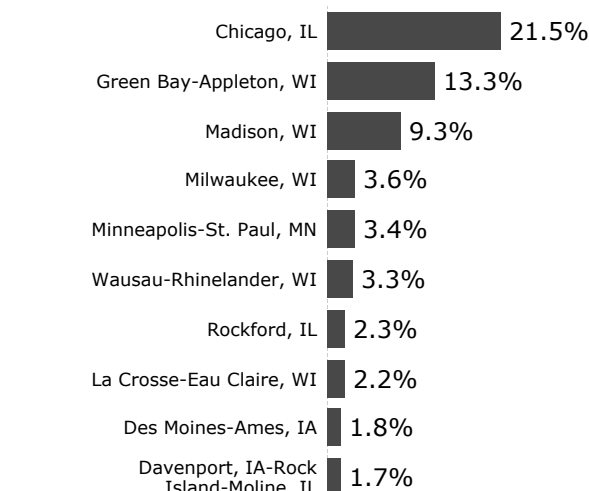
Top 10 POIs Visited

April 2023



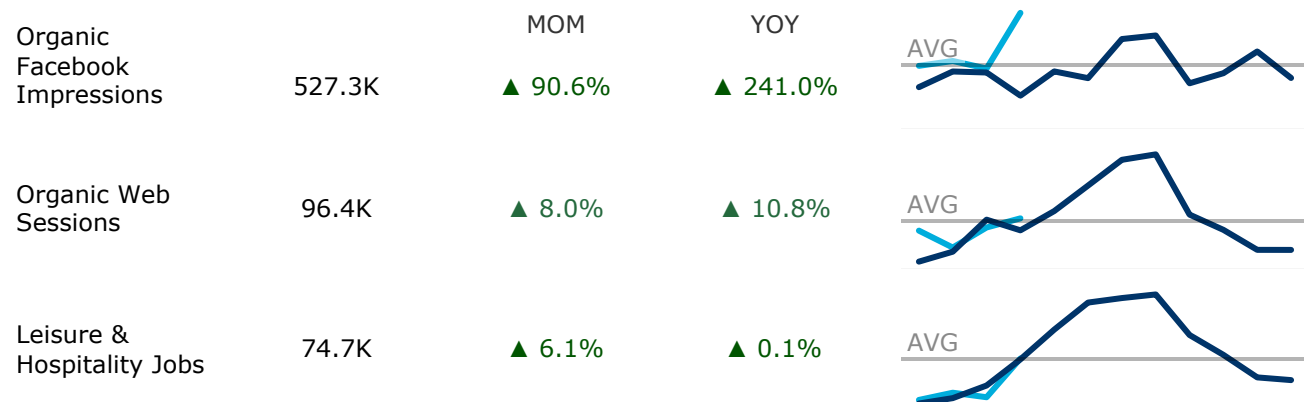
Top 10 Origin MSA

Overnight Trips in April 2023



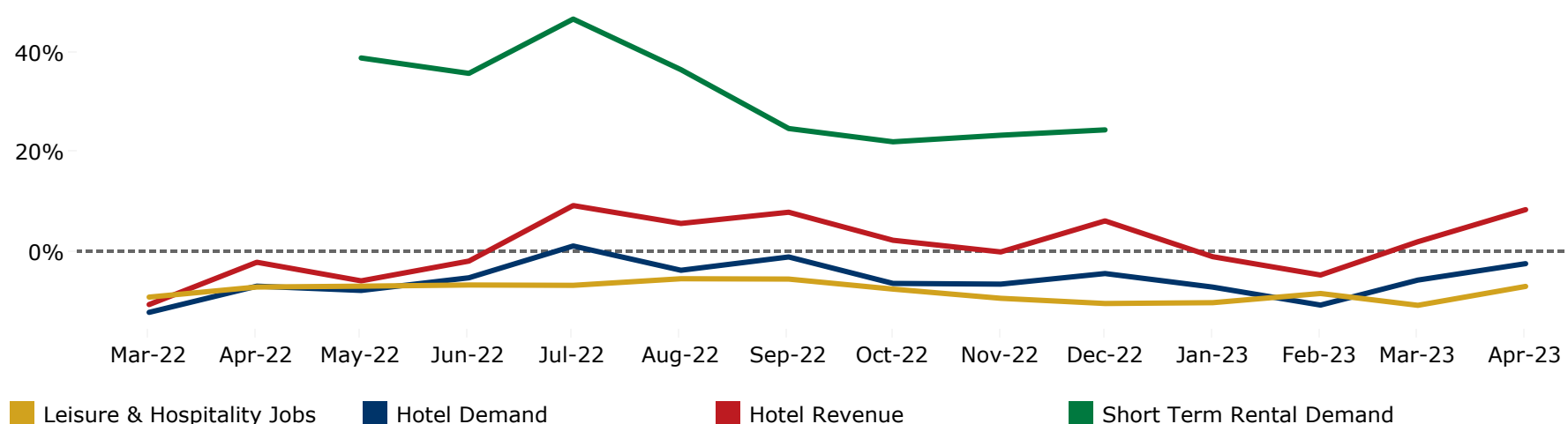
Key Metrics

April 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 April 2023

Events	Requested Rooms	Show & Room Attendees
42	11,259	9,751
YOY	YOY	YOY
▲ 200.0%	▲ 44.3%	▼ -74.3%

Events Turned Definite YTD (January - April 2023)

Events	Requested Rooms	Show & Room Attendees
135	32,006	71,989
YOY	YOY	YOY
▲ 136.8%	▼ -9.5%	▼ -9.4%

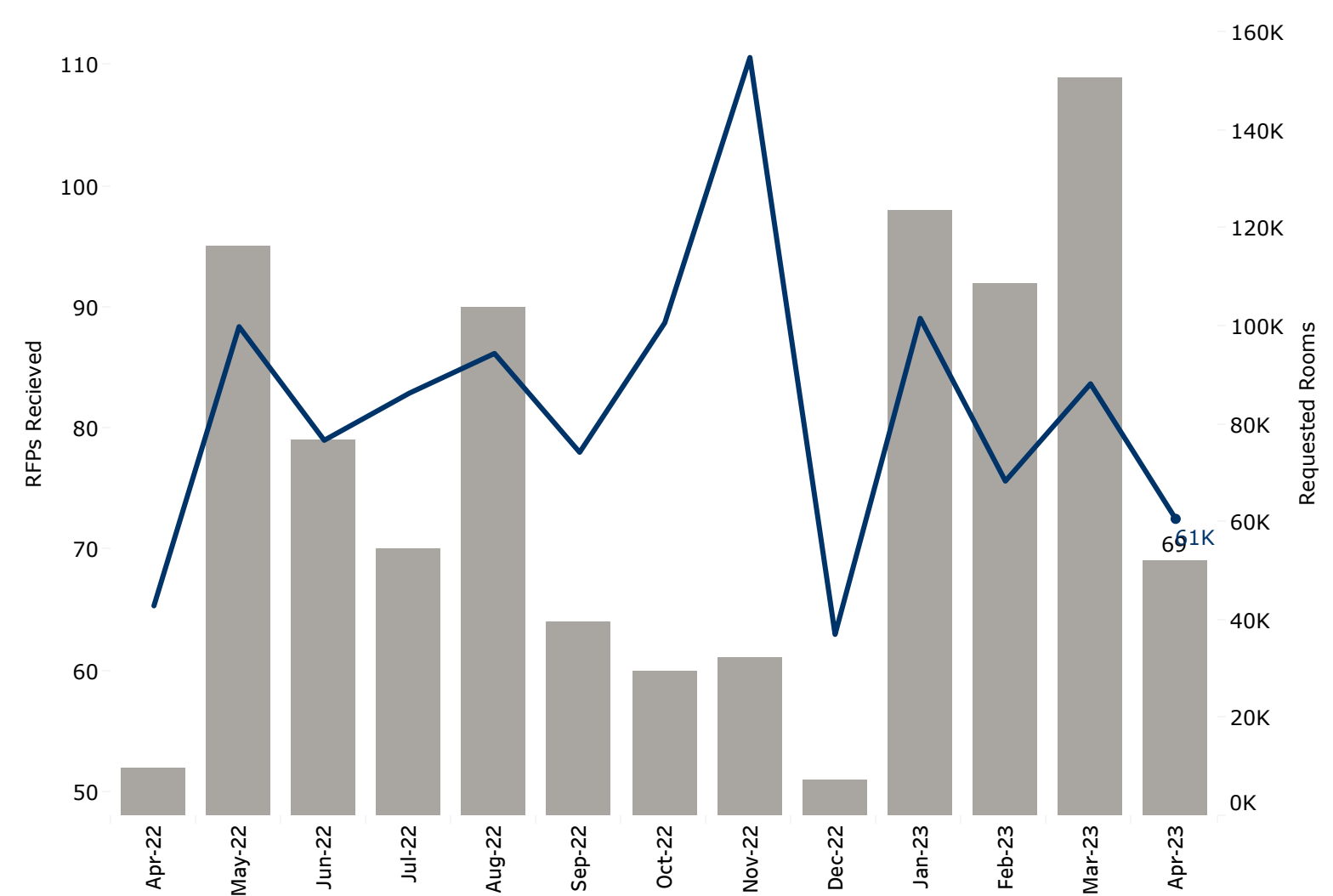
Top Events Turned Definite April 2023

By Requested Rooms

		Requested Rooms	Requested Peak Room	Show & Room Attendees
International Parking & Mobility Institute	Jun 2026	3,723	998	2,500
Boys and Girls Clubs of America	Oct 2024	1,153	423	425
CUNA Mutual Group	Sep 2023	898	298	300
Sweet Adelines International	May 2024	878	323	800
Dancer's Cup Tour	Apr 2023	748	148	300
Achieving the Dream	Jun 2023	618	183	200
Molson Coors, LLC	May 2023	298	98	300
Molson Coors, LLC	May 2023	282	140	460
Johnson Controls, Inc.	Jun 2023	248	49	50
Day 2 Events	Jun 2023	238	88	2,000

Lead Volume (RFPs)

Leads arriving in the last year



Sessions

195,788



MOM ▲ 12.3% YOY ▲ 33.2%

Pages per Session

1.90 pages



MOM ▼ -9.7% YOY ▼ -28.6%

Avg. Session Duration

106.8 sec



MOM ▼ -2.4% YOY ▼ -15.3%

Bounce Rate

19.8%



MOM ▼ -15.8% YOY ▼ -1.1%

Source: Google Analytics

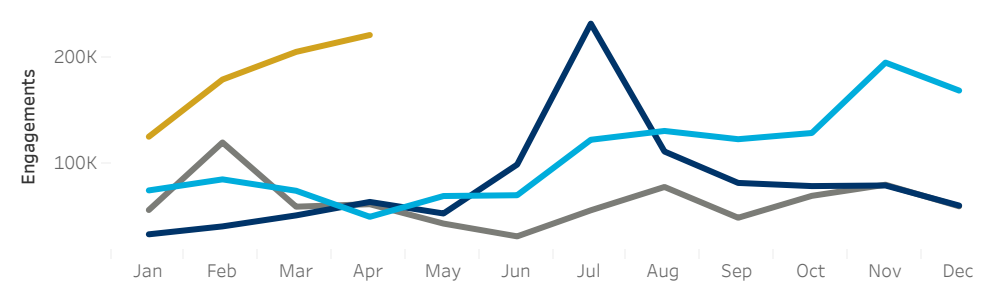
Social Media Summary

April 2023

	Total Audience	Impressions	Engagements	Engagement Rate
Total	287,320	3,608,345	222,165	6.2%
Instagram	128,216	2,155,985	141,969	6.6%
Facebook	88,958	1,119,751	62,064	5.5%
Twitter	49,012	114,682	2,780	2.4%
LinkedIn	11,308	52,481	3,989	7.6%
TiKToK	9,826	165,446	11,363	6.9%

Social Media Engagements Trend

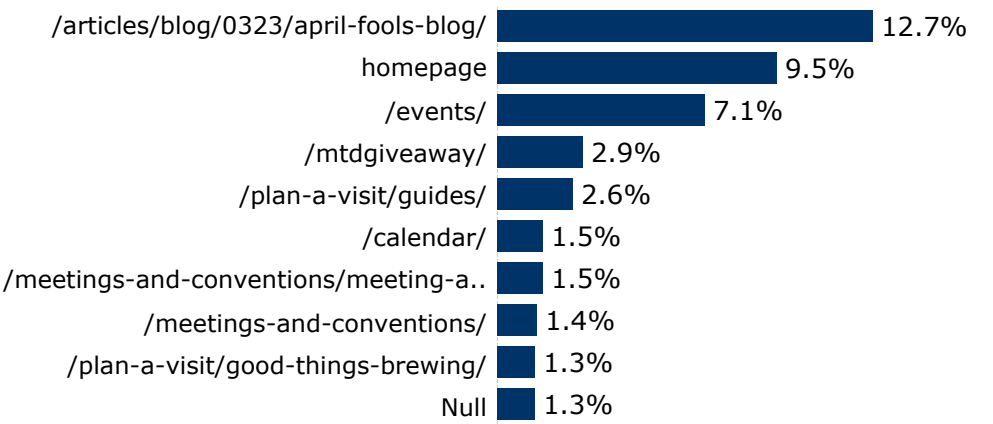
July 2019 - April 2023; Network: All



Source: Sprout Social & TiKToK

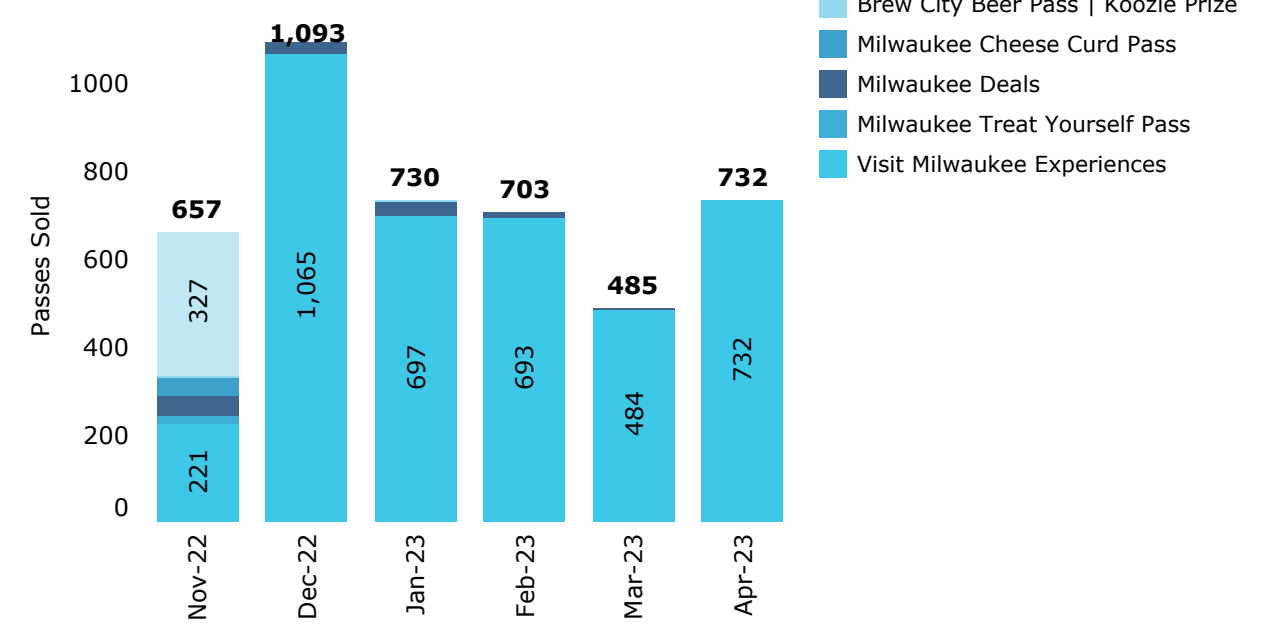
Top Website Landing Pages

% of Total Sessions, visitmilwaukee.org



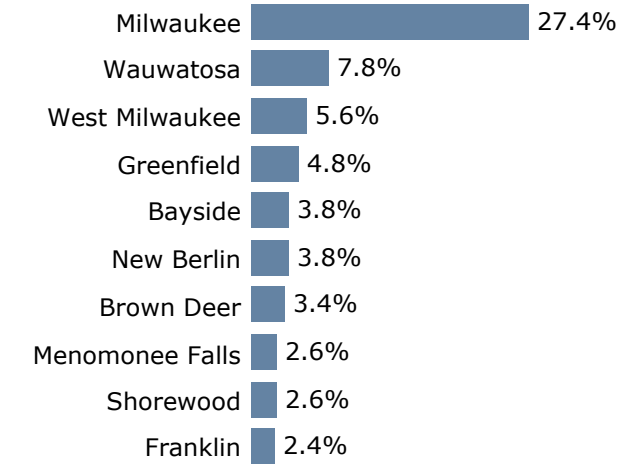
All Passes Sales Trend

Last 6 Months



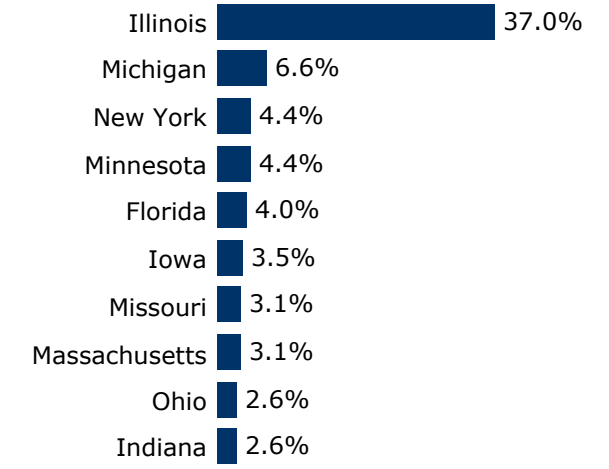
In-State Pass Sales by City

Top 10 Share of Total, April 2023



Out-of-State Pass Sales

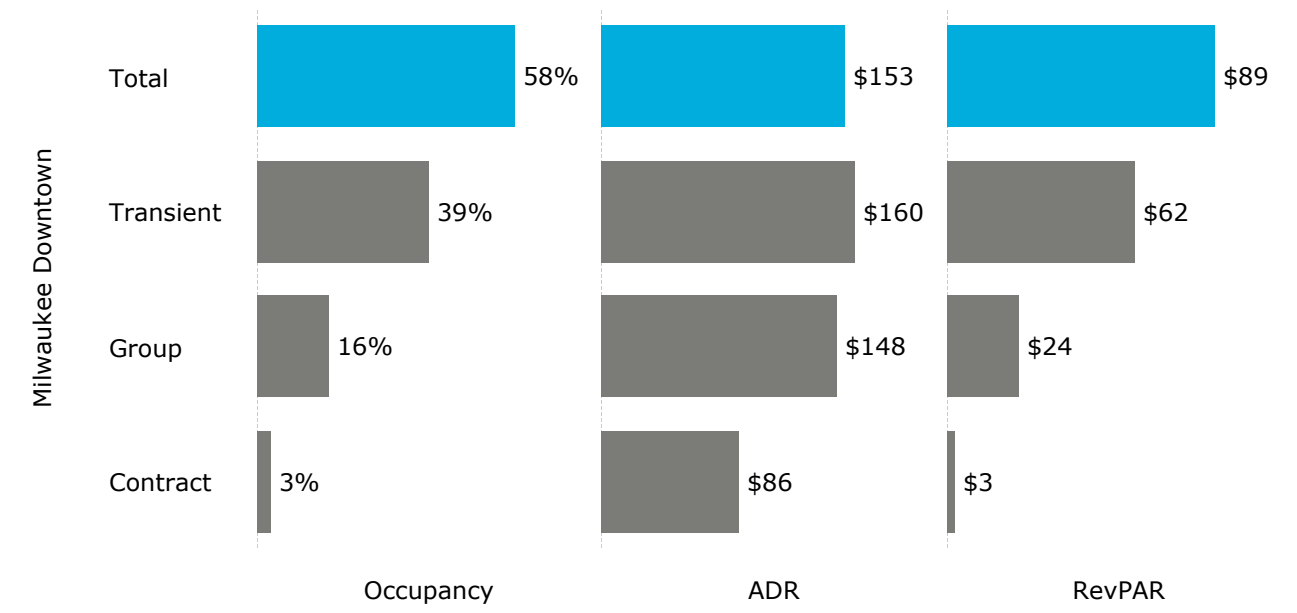
Top 10 Share of Total, April 2023



Source: Bandwango

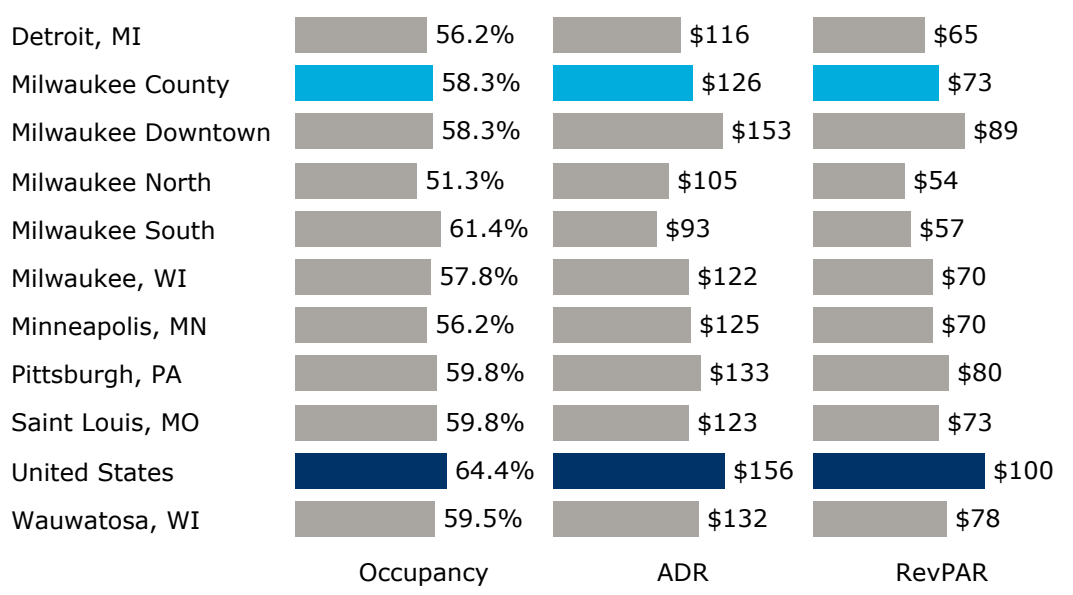
Milwaukee Hotel Segmentation

April 2023



Submarket Hotel KPIs

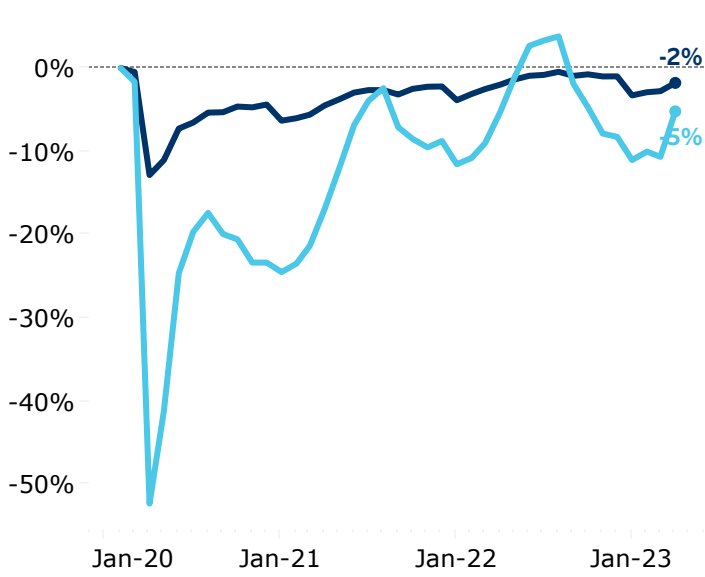
April 2023



Source: STR

Job Losses Since Feb-20

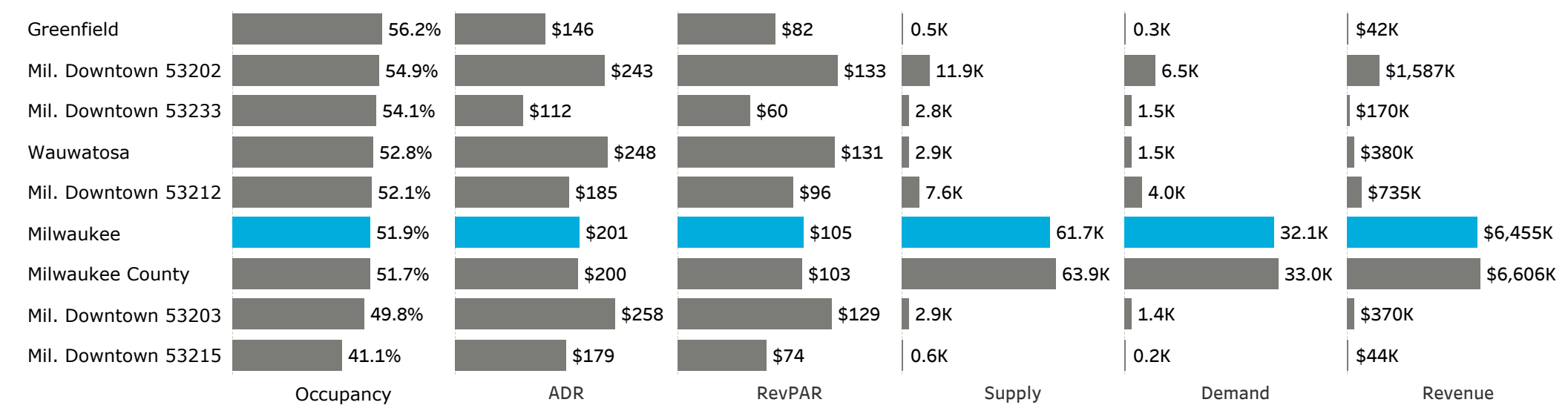
Milwaukee-Waukesha-West Allis, WI, % difference compared to Feb-20



Source: BLS

Short Term Rental KPIs

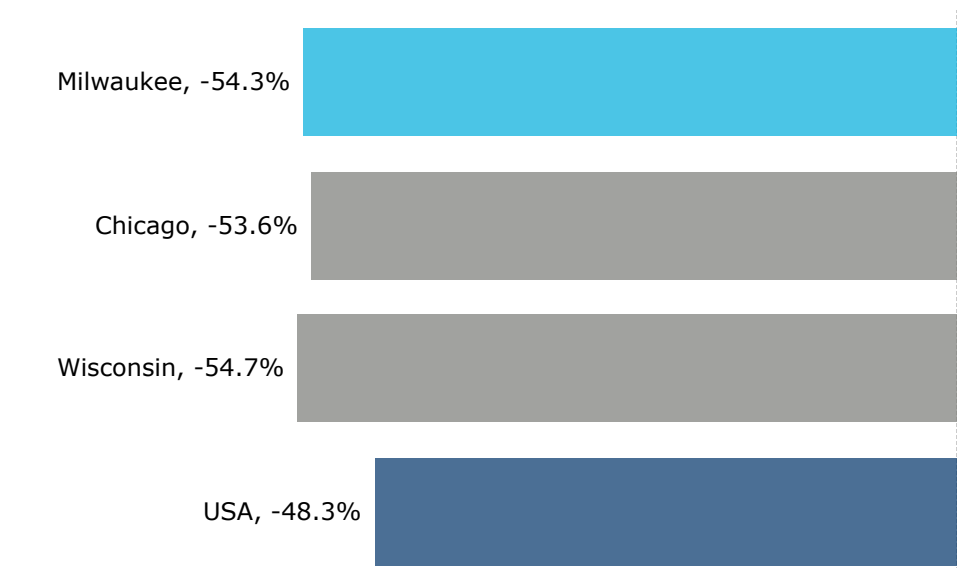
April 2023



Source: AirDNA

Air Travel Bookings

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



Source: OAG