

Executive Summary

January 2023



January 2023

Hotel Occupancy		Hotel ADR		Hotel RevPAR		Hotel Supply		Hotel Demand		Hotel Room Revenue	
43.1%		\$110.04		\$47.41		424.0K		182.6K		\$20.1M	
YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD
▲ 10.8%	▲ 10.8%	▲ 10.7%	▲ 10.7%	▲ 22.6%	▲ 22.6%	▲ 1.1%	▲ 1.1%	▲ 12.0%	▲ 12.0%	▲ 24.0%	▲ 24.0%

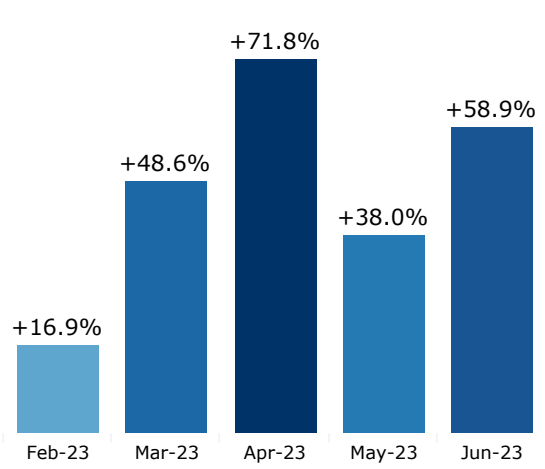
Insights

January 2023 Key takeaways

- January hotel demand for Milwaukee reached 182.6K room nights for the month, up 12% from one year ago. Despite this, demand decreased relative to 2019 levels, down to -8%. Hotel revenue experienced a similar decline, down -2% relative to 2019.
- RevPAR of \$47 was 22.6% ahead of one year ago, but remained behind 2019 RevPAR of \$55, given supply of 424K was ahead of 2019 levels. ADR of \$110 remained 10.7% ahead of one year ago, but slightly behind 2019's record of \$104.
- Total social media engagements in January reached 126K, up 57% from one year ago. Engagement rates were highest at LinkedIn with 7.8%, followed by TikTok at 5.2%, and Instagram at 4.8%.
- Job performance across the US exceeded expectations in January with the economy adding 517K jobs, while the unemployment rate remained low at 3.4%. Leisure and hospitality continues to fuel job growth, with 25% of total US job growth sourced from the industry.
- The US inflation rate sped up in January, with overall CPI up 6.4% compared to a year ago. Despite this, inflation has slowed from its 9.1% peak in June 2022, and is expected to continue to slow throughout the coming months.

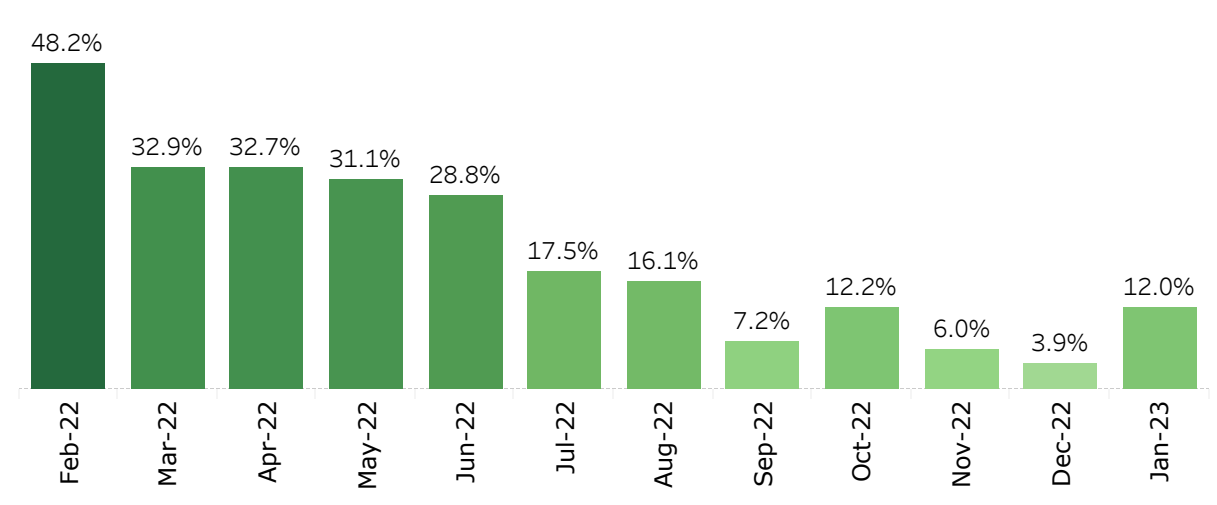
Future Bookings Variance

Total hotel room nights booked vs. STLY
As of February 5, 2023



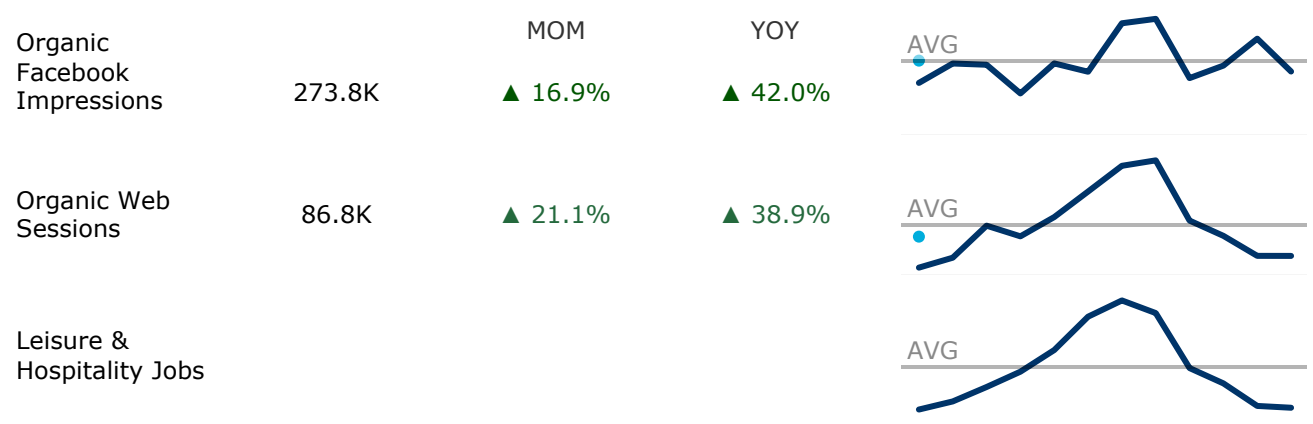
Hotel Demand % CH YOY

Milwaukee County



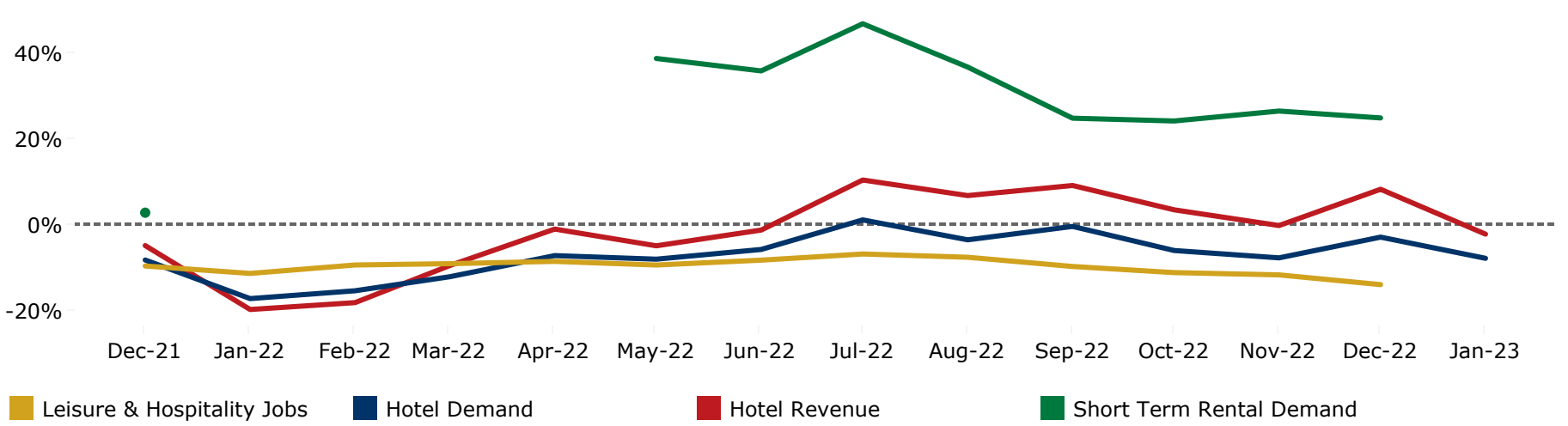
Key Metrics

January 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 January 2023

Events	Requested Rooms	Show & Room Attendees
41	4,531	5,141
YOY	YOY	YOY
▲ 241.7%	▼ -28.9%	▼ -68.9%

Events Turned Definite YTD (January - January 2023)

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▲ 241.7%	▼ -28.9%	▼ -68.9%

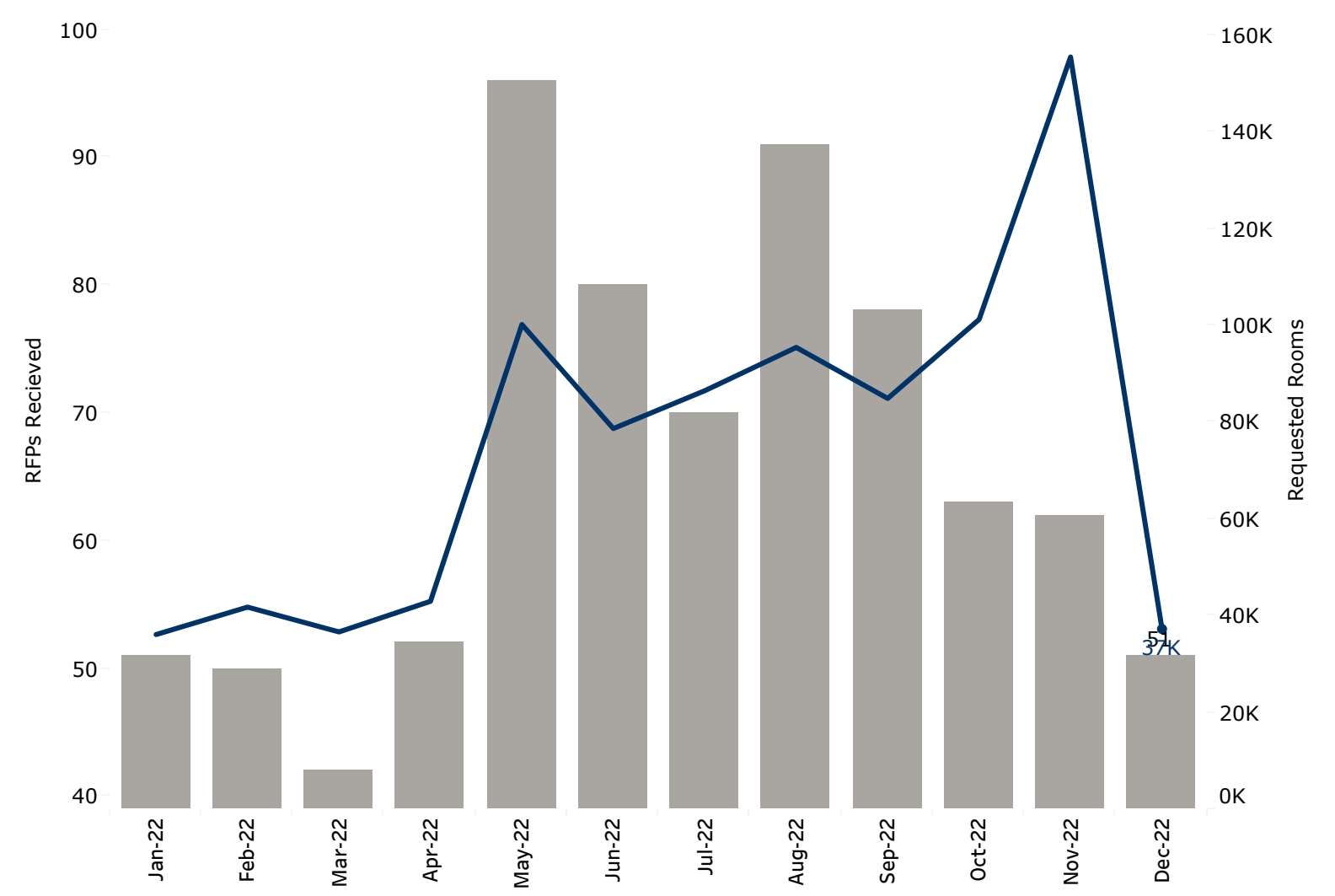
Top Events Turned Definite January 2023

By Requested Rooms

		Requested Rooms	Requested Peak Room	Show & Room Attendees
Craft Beer Professionals	Jun 2023	750	250	250
United Way of Wisconsin	Mar 2024	575	170	300
United States Senior Men's Curling Association	Feb 2023	540	135	270
Democratic Municipal Officials	Sep 2023	525	175	200
Energy Systems Integration Group	Apr 2023	235	75	100
Gardner Business Media, Inc.	Sep 2023	210	100	175
Storck USA	Jun 2023	197	81	81
American Association of Bovine Practitioners	Sep 2023	184	45	2,000
Board and Brush Creative Studio	Jul 2023	102	34	20
Family Reunions	Aug 2023	78	31	280

Lead Volume (RFPs)

Leads arriving in the last year



Sessions

173,554



MOM ▲ 12.5% YOY ▲ 36.1%

Pages per Session

1.86 pages



MOM ▼ -34.3% YOY ▼ -29.5%

Avg. Session Duration

113.1 sec



MOM ▲ 35.9% YOY ▼ -2.3%

Bounce Rate

20.5%



MOM ▼ -34.3% YOY ▼ -29.5%

Source: Google Analytics

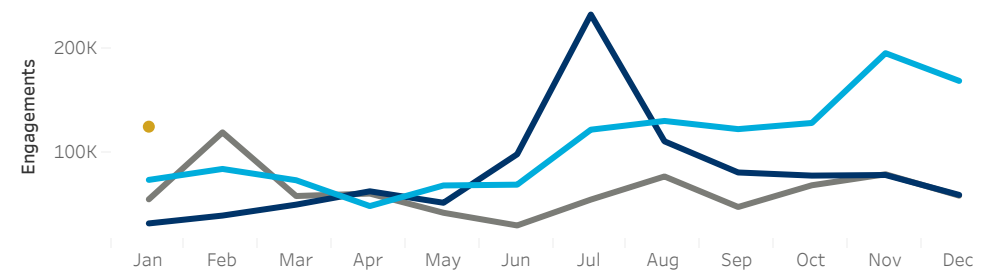
Social Media Summary

January 2023

	Total Audience	Impressions	Engagements	Engagement Rate
Total	306,179	3,170,284	125,784	4.0%
Instagram	112,529	913,717	43,921	4.8%
Facebook	87,348	1,832,101	64,073	3.5%
LinkedIn	48,997	82,807	6,495	7.8%
Twitter	48,407	181,820	2,975	1.6%
TiKToK	8,898	159,839	8,320	5.2%

Social Media Engagements Trend

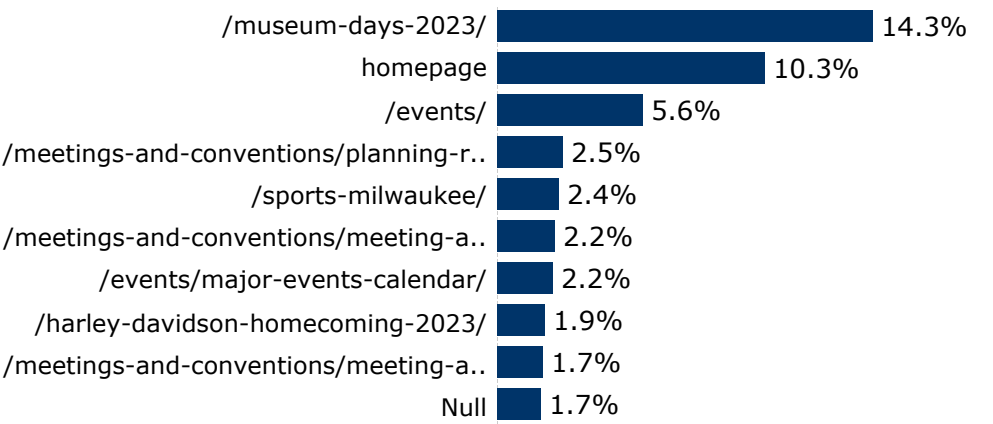
July 2019 - January 2023; Network: All



Source: Sprout Social & TiKToK

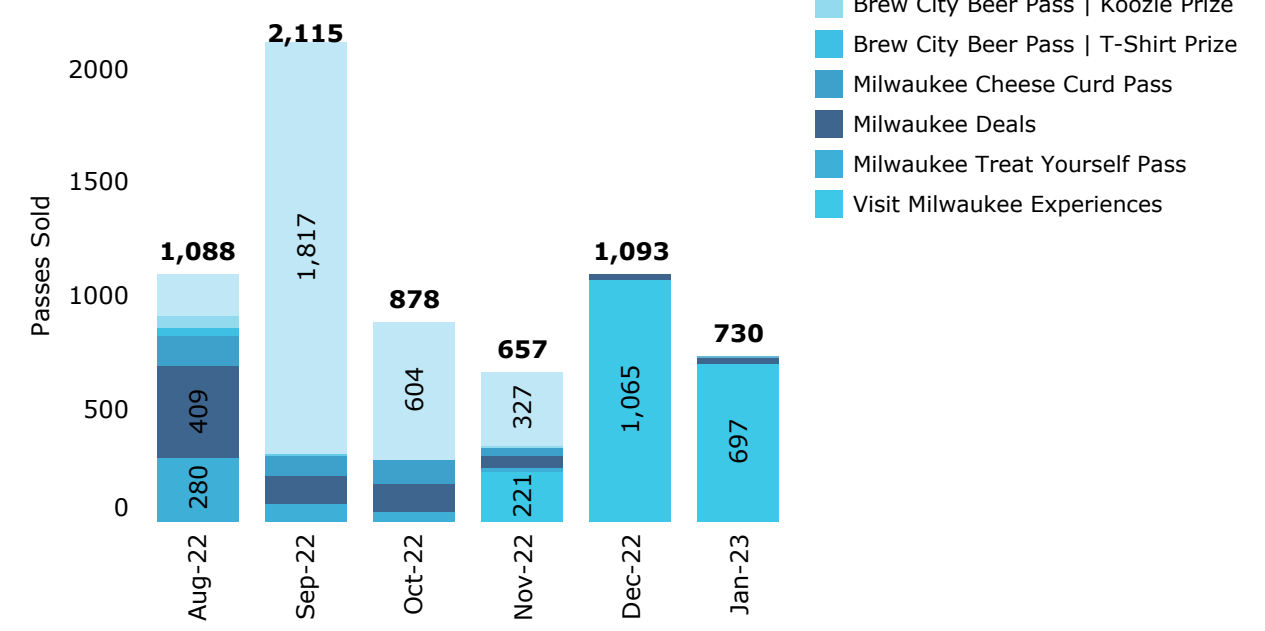
Top Website Landing Pages

% of Total Sessions, visitmilwaukee.org



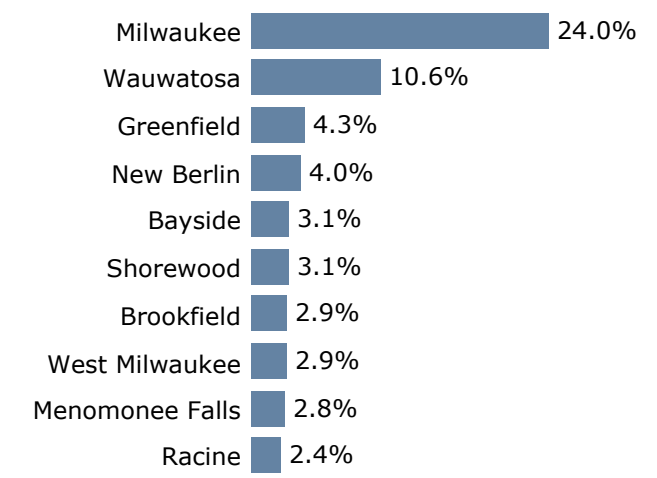
All Passes Sales Trend

Last 6 Months



In-State Pass Sales by City

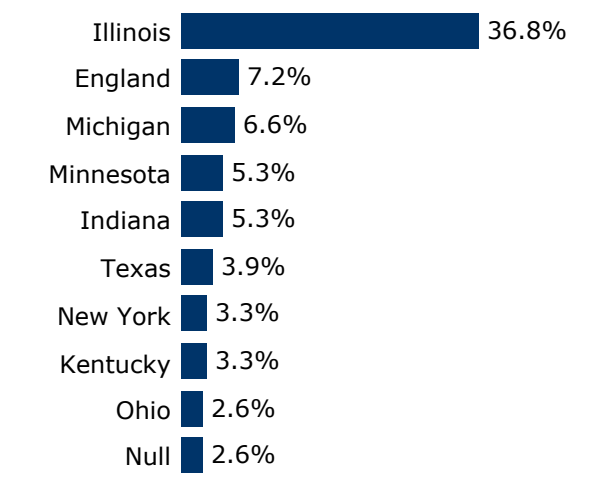
Top 10 Share of Total, January 2023



Source: Bandwango

Out-of-State Pass Sales

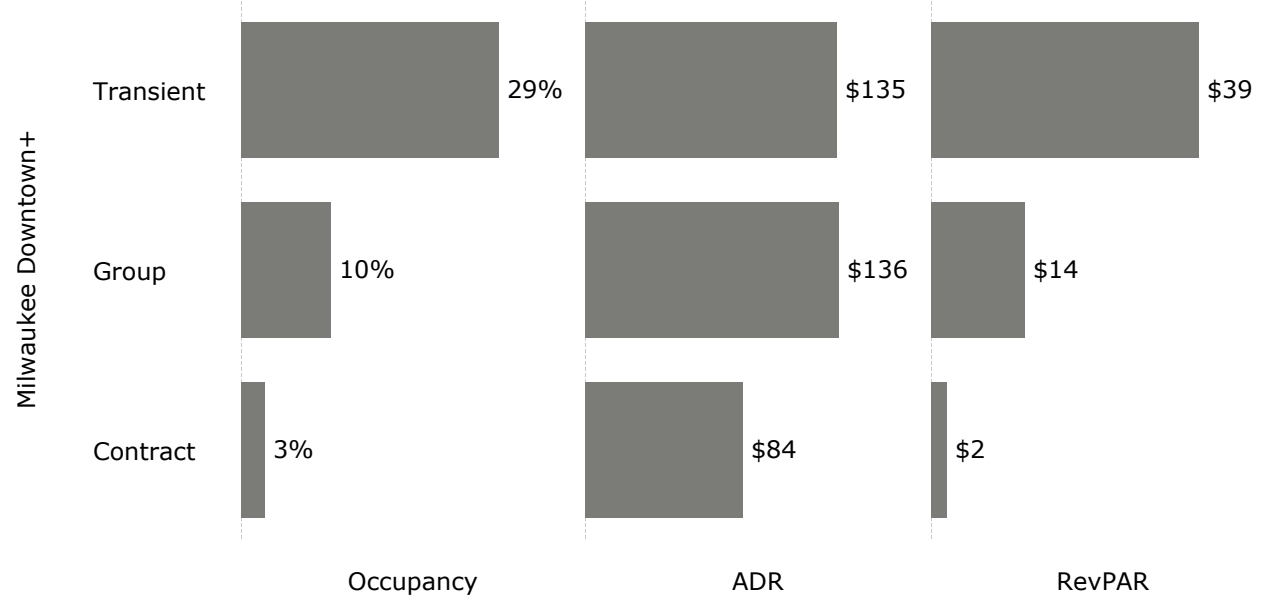
Top 10 Share of Total, January 2023





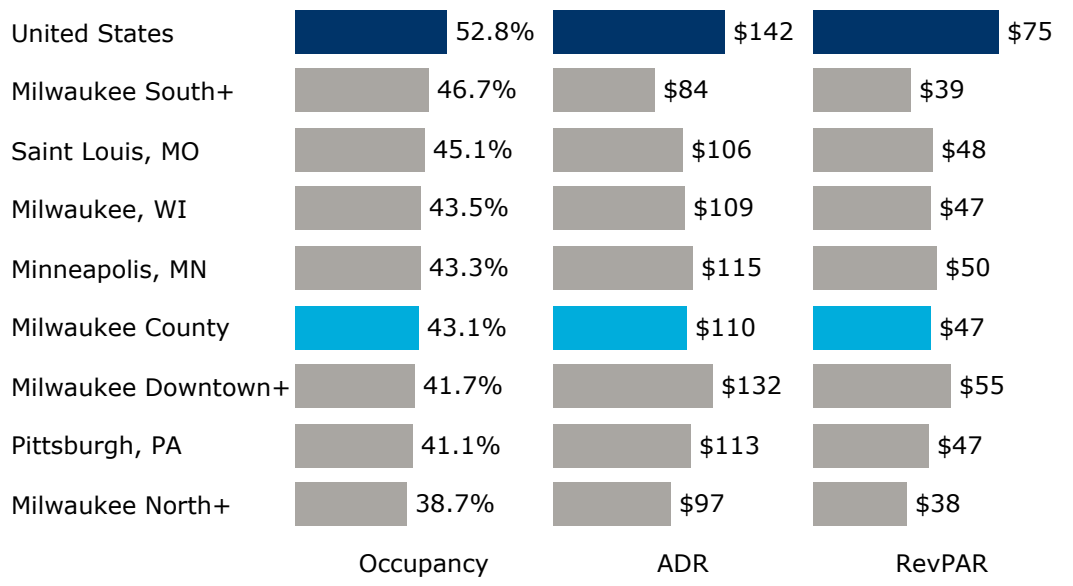
Milwaukee Hotel Segmentation

January 2023



Submarket Hotel KPIs

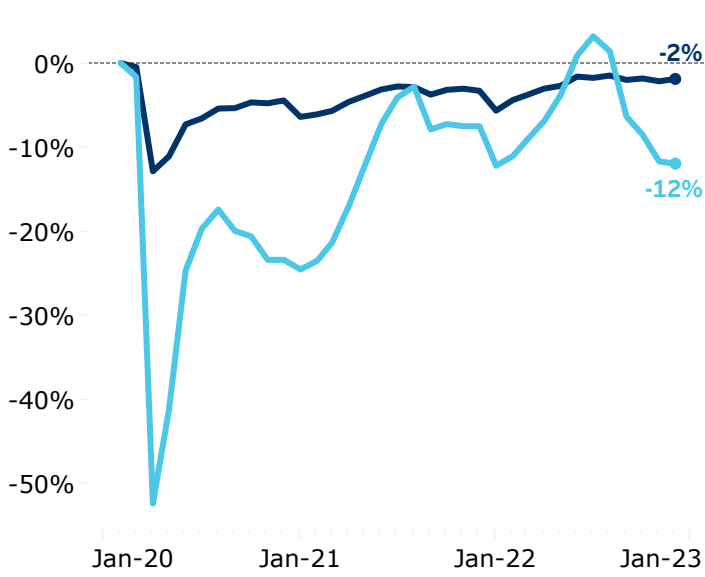
January 2023



Source: STR

Job Losses Since Feb-20

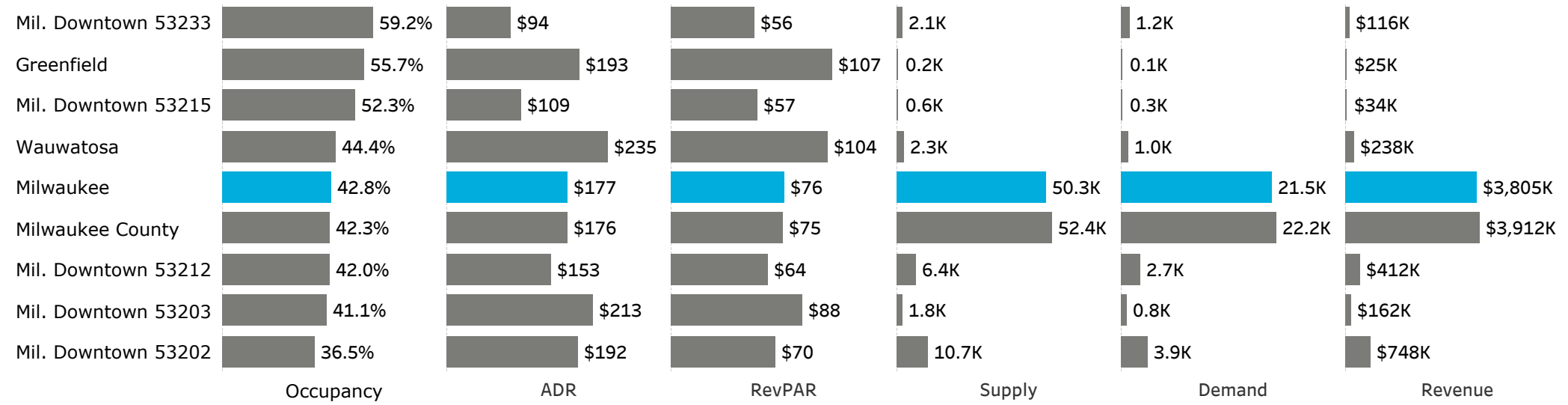
Milwaukee-Waukesha-West Allis, WI, % difference compared to Feb-20



Source: BLS

Short Term Rental KPIs

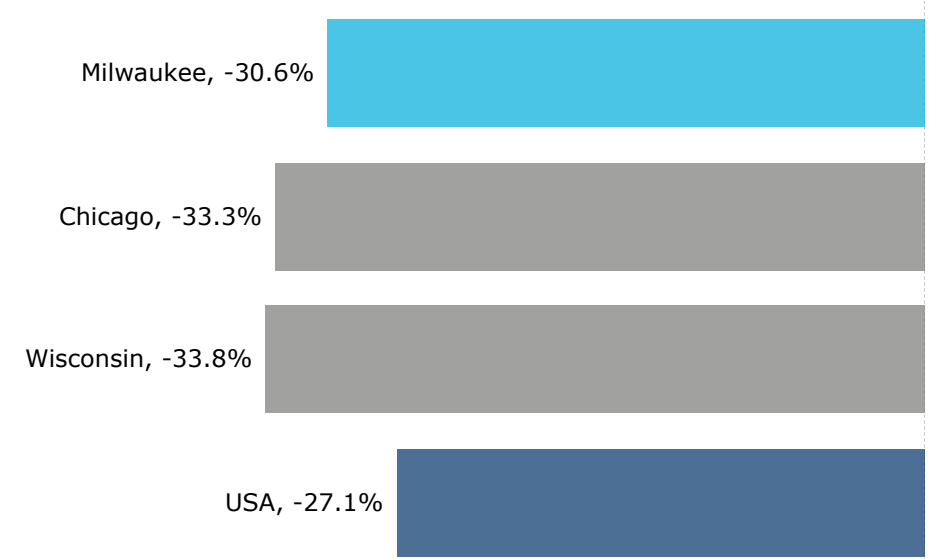
January 2023



Source: AirDNA

Air Travel Bookings

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



Source: OAG