January 2023 Key takeaways

1. Despite this, demand decreased relative to 2019 levels, down to -8%. Hotel revenue experienced a similar decline, down -2% relative to 2019.

2. 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.

3. 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%.

4. 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.

5. 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.

Key Metrics

January 2023 Employment trends and leading indicators for travel

<table>
<thead>
<tr>
<th>Metric</th>
<th>2022 MOM</th>
<th>2022 YoY</th>
<th>2023 MOM</th>
<th>2023 YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic Facebook Impressions</td>
<td>273.8K</td>
<td>▲ 16.9%</td>
<td></td>
<td>▲ 42.0%</td>
</tr>
<tr>
<td>Organic Web Sessions</td>
<td>86.8K</td>
<td>▲ 21.1%</td>
<td></td>
<td>▲ 38.9%</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality Jobs</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: STR, Facebook Business, Google Analytics, Near, TravelClick and BLS

* BLS job numbers for Milwaukee-Waukesha-West Allis, WI

Insights

January 2023

Future Bookings Variance

Hotel Demand % CH YOY

Milwaukee County

Recovery Indicators

% change relative to same month in 2019
**Events Turned Definite January 2023**

<table>
<thead>
<tr>
<th>Events</th>
<th>Requested Rooms</th>
<th>Show &amp; Room Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>41</td>
<td>4,531</td>
<td>5,141</td>
</tr>
</tbody>
</table>

**Events Turned Definite YTD (January - January 2023)**

<table>
<thead>
<tr>
<th>Events</th>
<th>Requested Rooms</th>
<th>Show &amp; Room Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>41</td>
<td>4,531</td>
<td>5,141</td>
</tr>
</tbody>
</table>

**Top Events Turned Definite January 2023**

By Requested Rooms

- **Craft Beer Professionals**
  - Requested Rooms: 750
  - Requested Peak Room: 250
  - Show & Room Attendees: 250
  - Date: Jun 2023

- **United Way of Wisconsin**
  - Requested Rooms: 575
  - Requested Peak Room: 170
  - Show & Room Attendees: 300
  - Date: Mar 2024

- **United States Senior Men's Curling Association**
  - Requested Rooms: 540
  - Requested Peak Room: 135
  - Show & Room Attendees: 270
  - Date: Feb 2023

- **Democratic Municipal Officials**
  - Requested Rooms: 525
  - Requested Peak Room: 175
  - Show & Room Attendees: 200
  - Date: Sep 2023

- **Energy Systems Integration Group**
  - Requested Rooms: 235
  - Requested Peak Room: 75
  - Show & Room Attendees: 100
  - Date: Apr 2023

- **Gardner Business Media, Inc.**
  - Requested Rooms: 210
  - Requested Peak Room: 100
  - Show & Room Attendees: 175
  - Date: Sep 2023

- **Storck USA**
  - Requested Rooms: 197
  - Requested Peak Room: 81
  - Show & Room Attendees: 81
  - Date: Jun 2023

- **American Association of Bovine Practitioners**
  - Requested Rooms: 184
  - Requested Peak Room: 45
  - Show & Room Attendees: 2,000
  - Date: Sep 2023

- **Board and Brush Creative Studio**
  - Requested Rooms: 102
  - Requested Peak Room: 34
  - Show & Room Attendees: 20
  - Date: Jul 2023

- **Family Reunions**
  - Requested Rooms: 78
  - Requested Peak Room: 31
  - Show & Room Attendees: 280
  - Date: Aug 2023

**Lead Volume (RFPs)**

Leads arriving in the last year

**Source:** Visit Milwaukee CRM System (SimpleView)
**Sessions**

- Total: 173,554
- **MOM** YOY: ▲ 12.5% ▲ 36.1%

**Pages per Session**

- 1.86 pages
- **MOM** YOY: ▼ -34.3% ▼ -29.5%

**Avg. Session Duration**

- 113.1 sec
- **MOM** YOY: ▼ -2.3%

**Bounce Rate**

- 20.5%
- **MOM** YOY: ▼ -34.3% ▼ -29.5%

---

**Social Media Summary**

**January 2023**

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

**Source:** Google Analytics

---

**Social Media Engagements Trend**

July 2019 - January 2023; Network: All

- **Engagements**
  - Aug-22: 280
  - Sep-22: 649
  - Oct-22: 878
  - Nov-22: 1,088
  - Dec-22: 1,093
  - Jan-23: 730

---

**All Passes Sales Trend**

Last 6 Months

- **Passes Sold**
  - Aug-22: 280
  - Sep-22: 649
  - Oct-22: 878
  - Nov-22: 1,088
  - Dec-22: 1,093
  - Jan-23: 697

---

**Top Website Landing Pages**

% of Total Sessions, visitmilwaukee.org

- /museum-days-2023/ homepage: 14.3%
- /events/: 5.6%
- /meetings-and-conventions/planning-r.../sports-milwaukee/: 2.5%
- /meetings-and-conventions/meeting-a.../events/major-events-calendar/: 2.2%
- /harley-davidson-homecoming-2023/: 1.9%
- /meetings-and-conventions/meeting-a.../null: 1.7%

Source: Sprout Social & TikTok

---

**In-State Pass Sales by City**

Top 10 Share of Total, January 2023

- Milwaukee: 24.0%
- Wauwatosa: 10.6%
- Greenfield: 4.3%
- New Berlin: 4.0%
- Bayside: 3.1%
- Shorewood: 3.1%
- Brookfield: 2.9%
- West Milwaukee: 2.9%
- Menomonee Falls: 2.8%
- Racine: 2.4%

Source: Bandwango

---

**Out-of-State Pass Sales**

Top 10 Share of Total, January 2023

- Illinois: 36.8%
- England: 7.2%
- Michigan: 6.6%
- Minnesota: 5.3%
- Indiana: 5.3%
- Texas: 3.9%
- New York: 3.3%
- Kentucky: 3.3%
- Ohio: 2.6%
- Null: 2.6%

Source: Bandwango
## Milwaukee Hotel Segmentation

**January 2023**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Occupancy</th>
<th>ADR</th>
<th>RevPAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transient Group</td>
<td>29%</td>
<td>$135</td>
<td>$39</td>
</tr>
<tr>
<td>Milwaukee Downtown+</td>
<td>10%</td>
<td>$136</td>
<td>$14</td>
</tr>
<tr>
<td>Contract Group</td>
<td>3%</td>
<td>$84</td>
<td>$2</td>
</tr>
</tbody>
</table>

## Submarket Hotel KPIs

**January 2023**

<table>
<thead>
<tr>
<th>Submarket</th>
<th>Occupancy</th>
<th>ADR</th>
<th>RevPAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>52.8%</td>
<td>$142</td>
<td>$75</td>
</tr>
<tr>
<td>Milwaukee South+</td>
<td>46.7%</td>
<td>$84</td>
<td>$39</td>
</tr>
<tr>
<td>Saint Louis, MO</td>
<td>45.1%</td>
<td>$106</td>
<td>$48</td>
</tr>
<tr>
<td>Milwaukee, WI</td>
<td>43.5%</td>
<td>$109</td>
<td>$47</td>
</tr>
<tr>
<td>Minneapolis, MN</td>
<td>43.3%</td>
<td>$115</td>
<td>$50</td>
</tr>
<tr>
<td>Milwaukee County</td>
<td>43.1%</td>
<td>$110</td>
<td>$47</td>
</tr>
<tr>
<td>Milwaukee Downtown+</td>
<td>41.7%</td>
<td>$132</td>
<td>$55</td>
</tr>
<tr>
<td>Pittsburgh, PA</td>
<td>41.1%</td>
<td>$113</td>
<td>$47</td>
</tr>
<tr>
<td>Milwaukee North+</td>
<td>38.7%</td>
<td>$97</td>
<td>$38</td>
</tr>
</tbody>
</table>

## Job Losses Since Feb-20

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

-2% to -12%

## Short Term Rental KPIs

**January 2023**

<table>
<thead>
<tr>
<th>Location</th>
<th>Occupancy</th>
<th>ADR</th>
<th>RevPAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee Downtown S3233</td>
<td>59.2%</td>
<td>$94</td>
<td>$56</td>
</tr>
<tr>
<td>Greenfield</td>
<td>55.7%</td>
<td>$193</td>
<td>$107</td>
</tr>
<tr>
<td>Milwaukee County</td>
<td>42.8%</td>
<td>$176</td>
<td>$76</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>42.3%</td>
<td>$153</td>
<td>$64</td>
</tr>
<tr>
<td>Wauwatosa</td>
<td>44.4%</td>
<td>$235</td>
<td>$104</td>
</tr>
<tr>
<td>Milwaukee County</td>
<td>42.0%</td>
<td>$176</td>
<td>$75</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>42.1%</td>
<td>$153</td>
<td>$64</td>
</tr>
<tr>
<td>Milwaukee County</td>
<td>36.5%</td>
<td>$192</td>
<td>$70</td>
</tr>
</tbody>
</table>

## Air Travel Bookings

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

- Milwaukee, -30.6%
- Chicago, -33.3%
- Wisconsin, -33.8%
- USA, -27.1%

Source: STR, BLS, ORG, OAG