

Executive Summary

March 2023



March 2023

Hotel Occupancy		Hotel ADR		Hotel RevPAR		Hotel Supply		Hotel Demand		Hotel Room Revenue	
53.9%		\$114.46		\$61.73		424.0K		228.6K		\$26.2M	
YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD
▲ 6.1%	▲ 7.8%	▲ 6.3%	▲ 9.1%	▲ 12.8%	▲ 17.5%	▲ 1.1%	▲ 1.1%	▲ 7.4%	▲ 9.0%	▲ 14.1%	▲ 18.9%

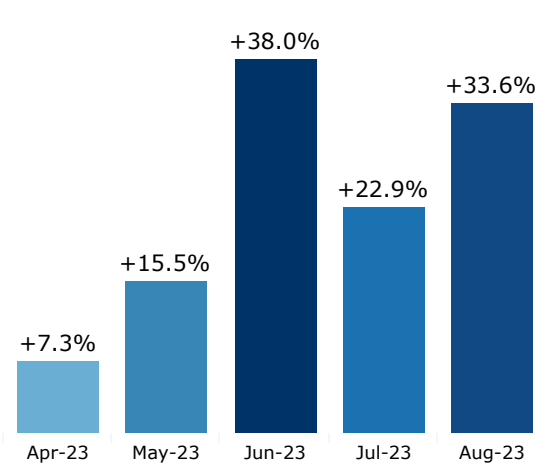
Insights

March 2023 Key takeaways

- Milwaukee County hotels sold 228.6K rooms in March 2023, a 7.4% increase over the same month in 2022. Although all submarkets experienced YOY hotel room demand increases this month, downtown and Milwaukee North hotels stood out with increases of 10.9% and 16.5%, respectively.
- Downtown hotel demand growth was supported by both the transient (+11.6%) and group (+16.1%) segments. Transient segment ADR posted a 3.8% increase this month while group rates remained flat compared to March 2022.
- Total visitmilwaukee.org sessions came to 174.4K sessions in March, a 16.3% increase over March 2022. While organic search sessions decreased by 6.4% YOY, combined sessions from paid search, display, and social media changes more than doubled (+141.2% YOY).
- Inflation remains a key source of US consumer unease, as prices register 6% higher than one year ago, equivalent to average households spending an additional \$400/month to buy the same goods and services as last year.
- The US unemployment rate remains at its lowest level in the past 50 years, pulling a 3.5% unemployment rate for March. Gains to total nonfarm jobs (+236K) were lower than the average monthly gain of the past six months (+334K).

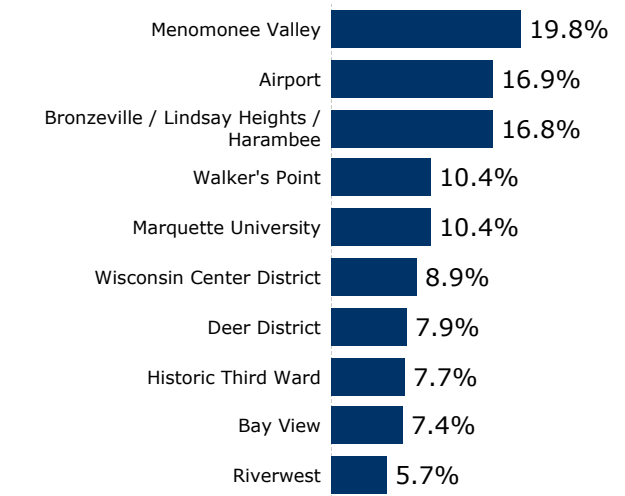
Future Bookings Variance

Total hotel room nights booked vs. STLY
As of April 16, 2023



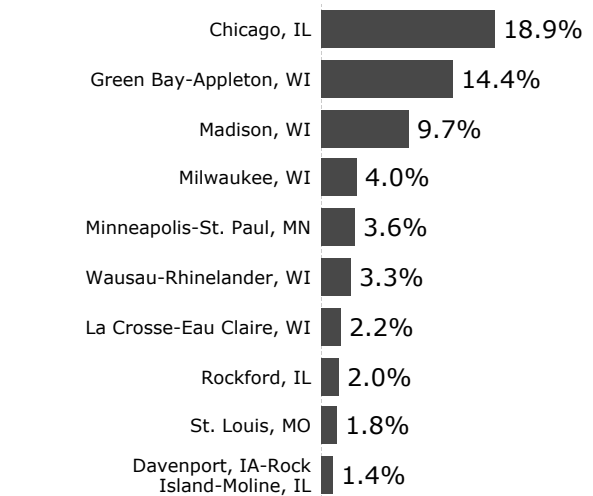
Top 10 POIs Visited

March 2023



Top 10 Origin MSA

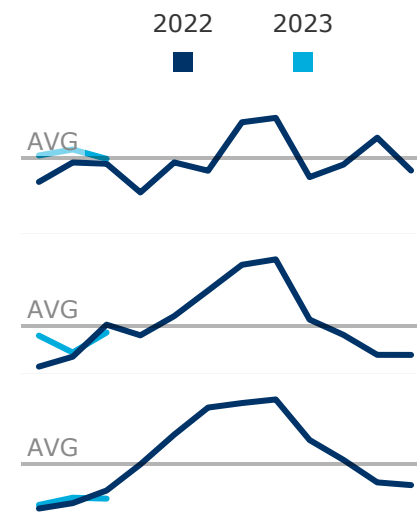
Overnight Trips in March 2023



Key Metrics

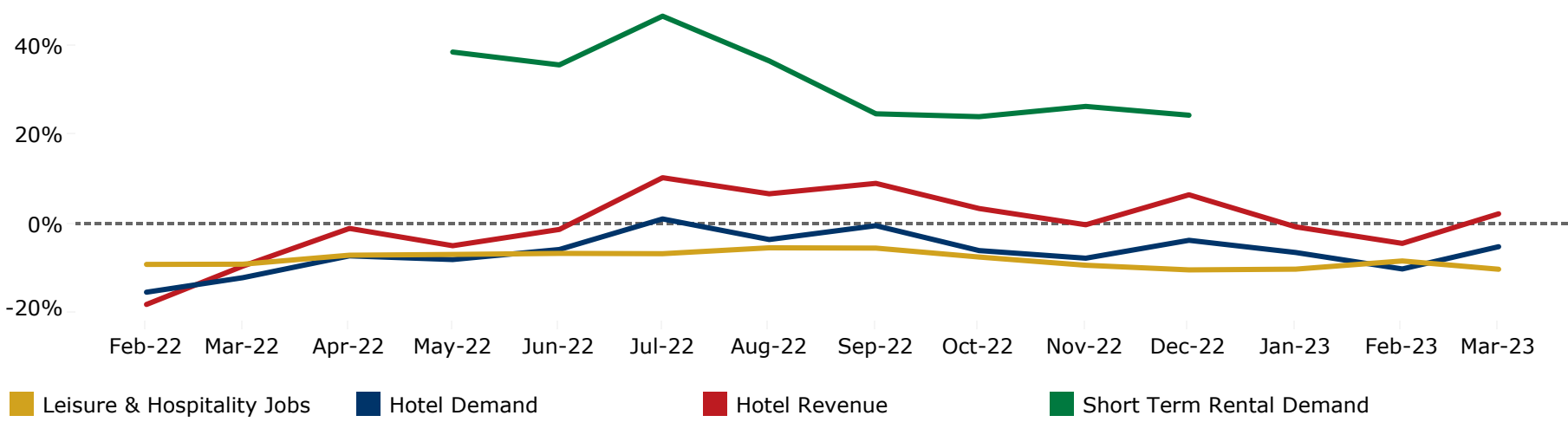
March 2023 Employment trends and leading indicators for travel

Metric	Value	MOM	YOY
Organic Facebook Impressions	276.6K	▼ -11.0%	▲ 6.9%
Organic Web Sessions	89.3K	▲ 21.4%	▼ -6.4%
Leisure & Hospitality Jobs	70.8K	▼ -0.1%	▼ -1.3%



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 March 2023

Events	Requested Rooms	Show & Room Attendees
29	12,675	43,597
YOY	YOY	YOY
▲ 70.6%	▼ -26.1%	▲ 351.3%

Events Turned Definite YTD (January - March 2023)

Events	Requested Rooms	Show & Room Attendees
93	21,185	62,238
YOY	YOY	YOY
▲ 116.3%	▼ -23.5%	▲ 49.9%

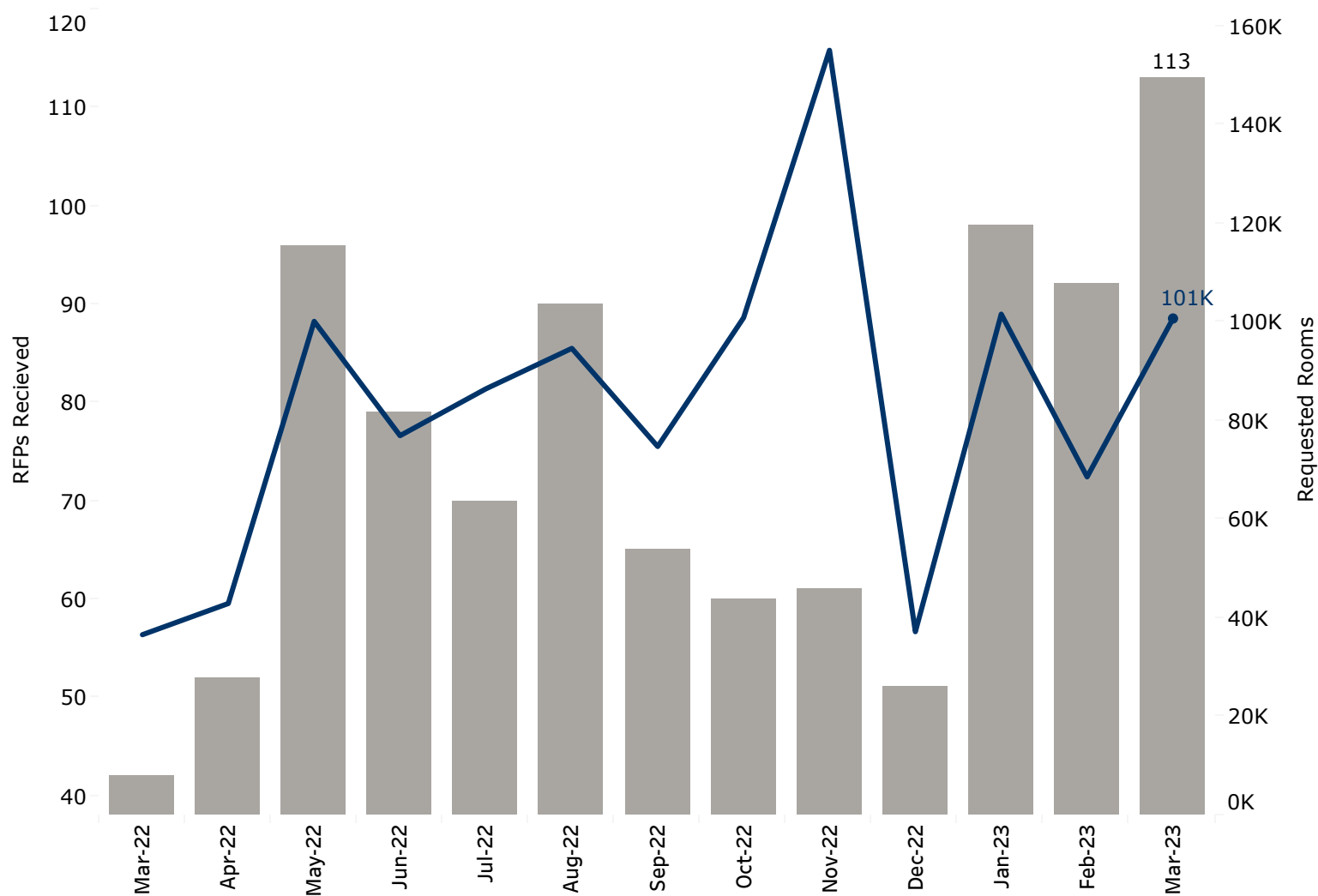
Top Events Turned Definite March 2023

By Requested Rooms

		Requested Rooms	Requested Peak Room	Show & Room Attendees
Alpha Kappa Alpha Sorority, Inc.	Apr 2023	1,613	513	300
Republican National Committee	Aug 2023	1,137	347	350
Professional Bowlers Association	Apr 2023	1,070	60	2,600
United States Concealed Carry Association	Sep 2023	1,010	350	5,000
Liberal Religious Educators Association	Oct 2023	895	200	200
Waterkeeper Alliance	Jun 2024	775	180	300
Professional Bowlers Association	Jun 2023	640	50	600
Alpha Kappa Alpha Sorority, Inc.	Apr 2023	590	190	90
Wisconsin Association of Agricultural Educators	Jun 2026	533	150	325
Wisconsin Association of Agricultural Educators	Jun 2027	533	150	325

Lead Volume (RFPs)

Leads arriving in the last year



Sessions

174,377



MOM ▲ 17.7% YOY ▲ 16.3%

Pages per Session

1.99 pages



MOM ▲ 4.8% YOY ▼ -22.3%

Avg. Session Duration

109.4 sec



MOM ▲ 2.5% YOY ▼ -14.2%

Bounce Rate

23.5%



MOM ▲ 8.7% YOY ▲ 21.9%

Source: Google Analytics

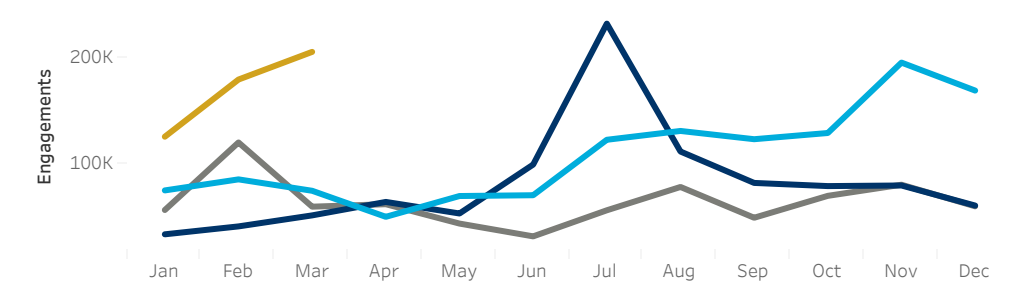
Social Media Summary

March 2023

	Total Audience	Impressions	Engagements	Engagement Rate
Total	279,954	4,154,231	206,192	5.0%
Instagram	121,817	1,593,597	97,856	6.1%
Facebook	88,705	2,272,584	96,004	4.2%
Twitter	49,062	152,974	2,499	1.6%
LinkedIn	11,083	59,343	4,594	7.7%
TiKToK	9,287	75,733	5,239	6.9%

Social Media Engagements Trend

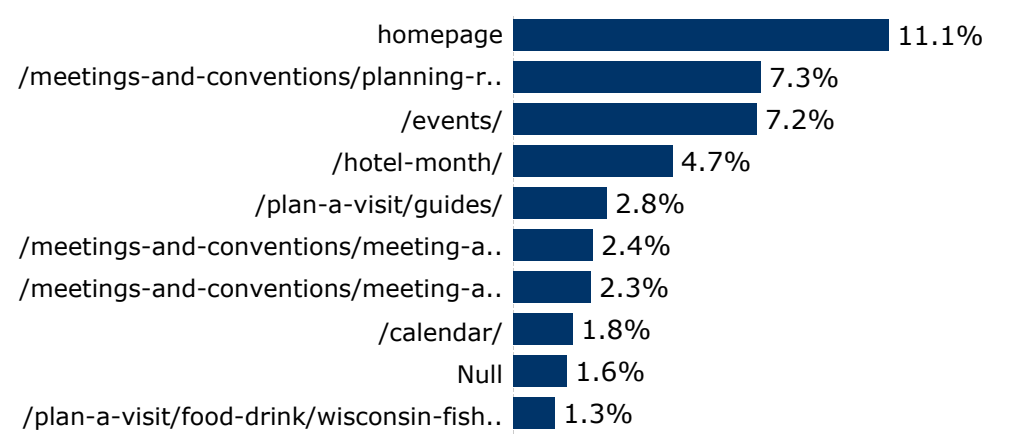
July 2019 - March 2023; Network: All



Source: Sprout Social & TiKToK

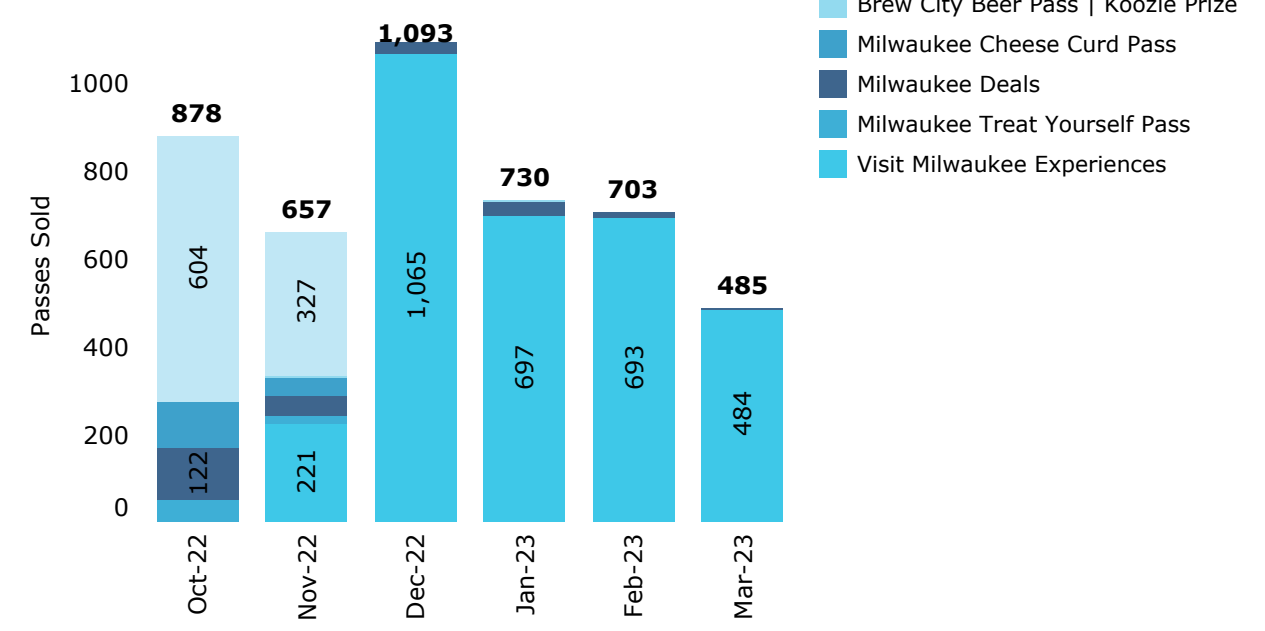
Top Website Landing Pages

% of Total Sessions, visitmilwaukee.org



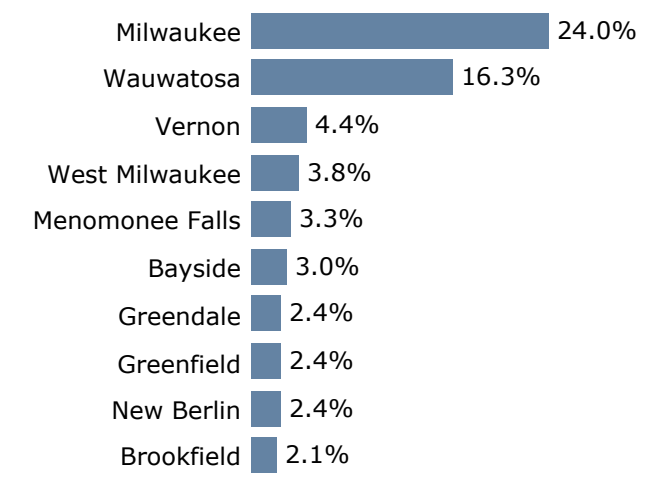
All Passes Sales Trend

Last 6 Months



In-State Pass Sales by City

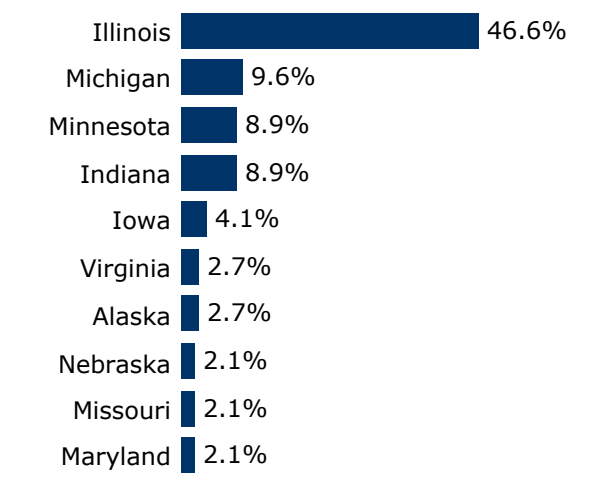
Top 10 Share of Total, March 2023



Source: Bandwango

Out-of-State Pass Sales

Top 10 Share of Total, March 2023



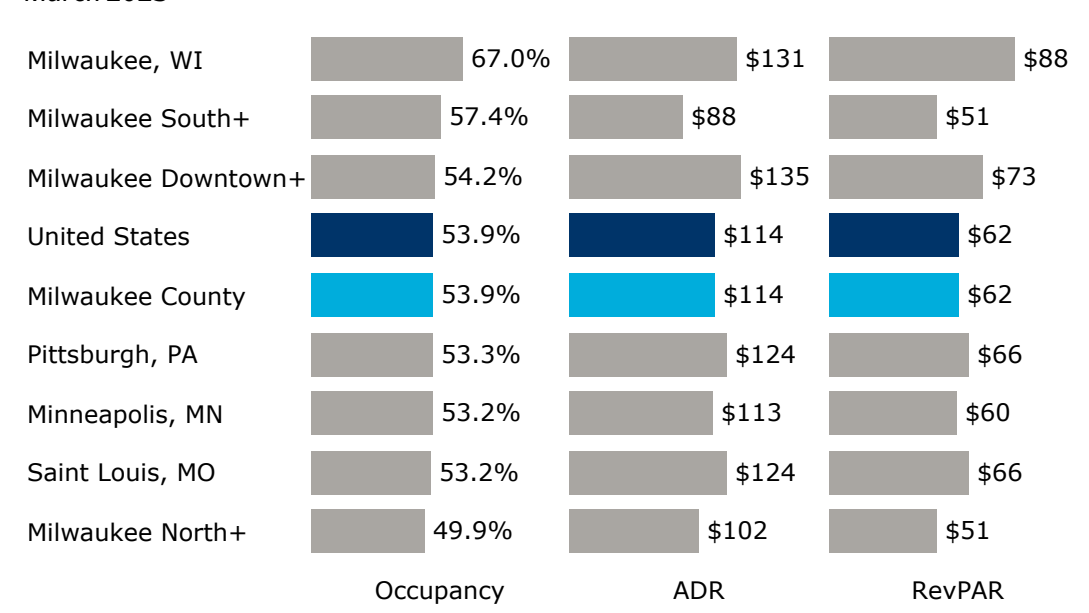
Milwaukee Hotel Segmentation

March 2023



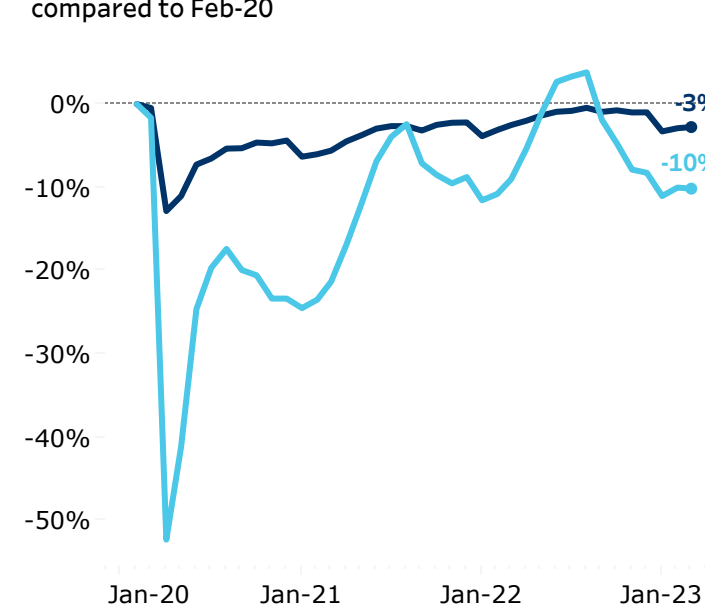
Submarket Hotel KPIs

March 2023



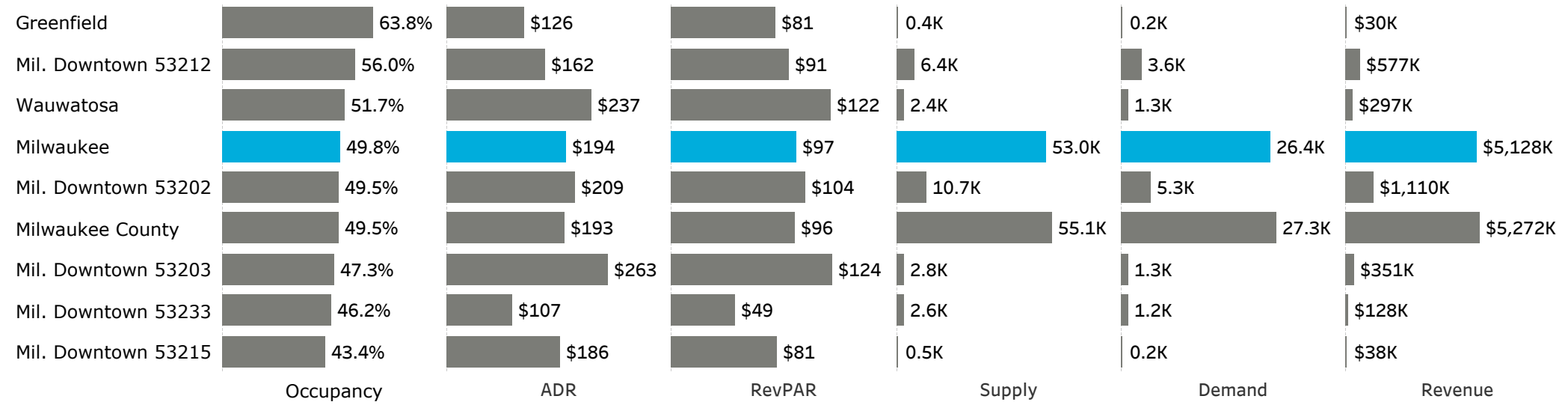
Job Losses Since Feb-20

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



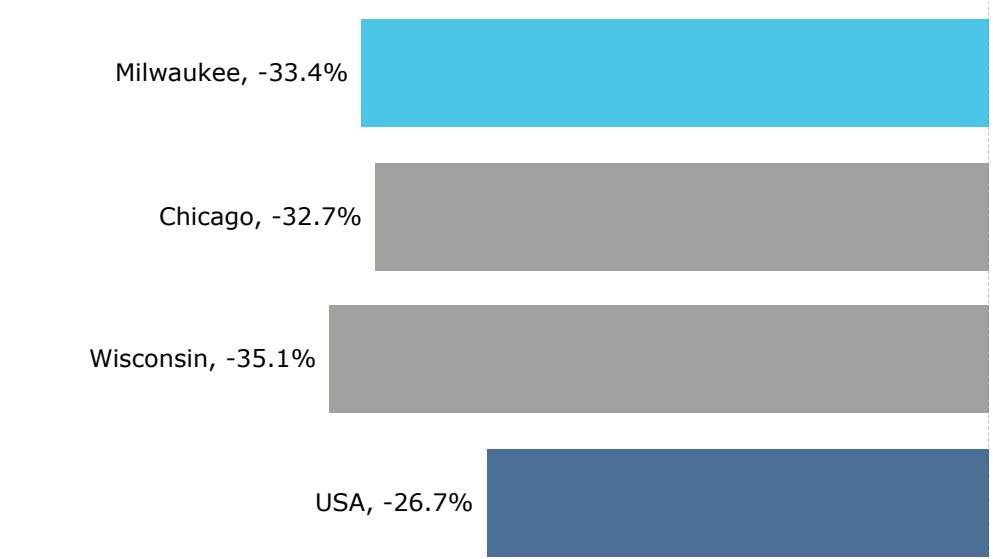
Short Term Rental KPIs

March 2023



Air Travel Bookings

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



Source: AirDNA

Source: OAG