

# Executive Summary

December 2022



December 2022

Hotel Occupancy		Hotel ADR		Hotel RevPAR		Hotel Supply		Hotel Demand		Hotel Room Revenue	
<b>44.0%</b>		<b>\$110.37</b>		<b>\$48.52</b>		<b>424.0K</b>		<b>186.4K</b>		<b>\$20.6M</b>	
YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD	YOY	YTD
▲ 4.5%	▲ 18.1%	▲ 7.6%	▲ 11.7%	▲ 12.4%	▲ 31.9%	▲ 1.1%	▲ 2.4%	▲ 5.7%	▲ 20.9%	▲ 13.7%	▲ 35.0%

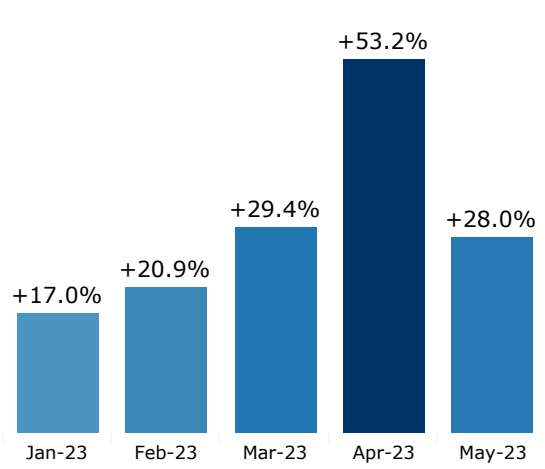
## Insights

### December 2022 Key takeaways

- Demand in Milwaukee County hotels totaled 186.4k rooms in December, down 2.9% to December 2019 levels. ADR ran \$110 - an increase of 11% over December 2019. Increased ADR helped drive revenue to \$20.6M, up 8.2% over December 2019.
- Year end occupancy was 56.5% - 10.3 points below 2019 occupancy. ADR grew 6.8% to reach \$125 for the year - helping revenue nearly reach the same level as 2019, declining just 0.2%. Year end county-wide revenue was \$351.1M.
- Leisure & Hospitality jobs in the Milwaukee metro area were recorded at 69.4k in December, the lowest level since January (69.2k). Compared to December 2019, levels declined 14%.
- Oxford Economics is currently projecting a mild recession to hit in Q2 2023, however, while hotel demand is expected to slow, Tourism Economics is forecasting a 1% YOY increase the first half of the year.
- The US added 223K jobs during December, with Leisure and Hospitality gains led by Food Services and Drinking Places (+26K); Amusements, Gambling, and Recreation (+25K); and Accommodations (+10K).

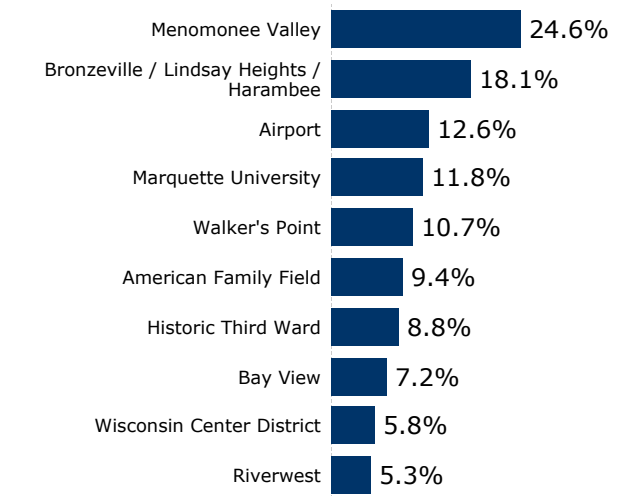
## Future Bookings Variance

Total hotel room nights booked vs. STLY  
As of January 8, 2023



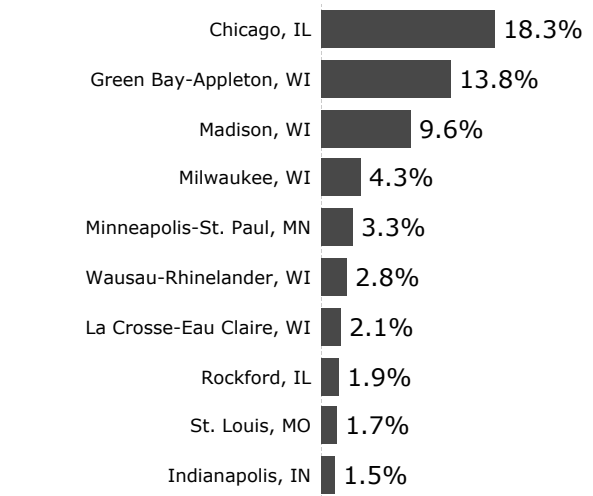
## Top 10 POIs Visited

December 2022



## Top 10 Origin MSA

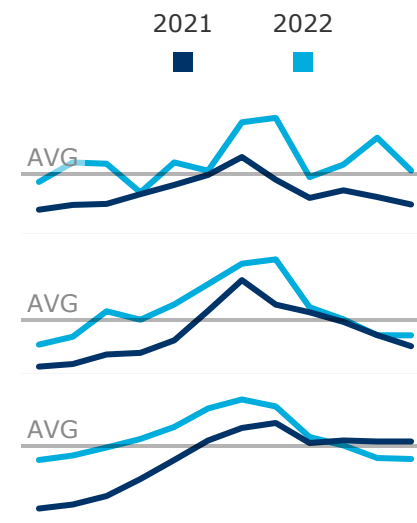
Overnight Trips in December 2022



## Key Metrics

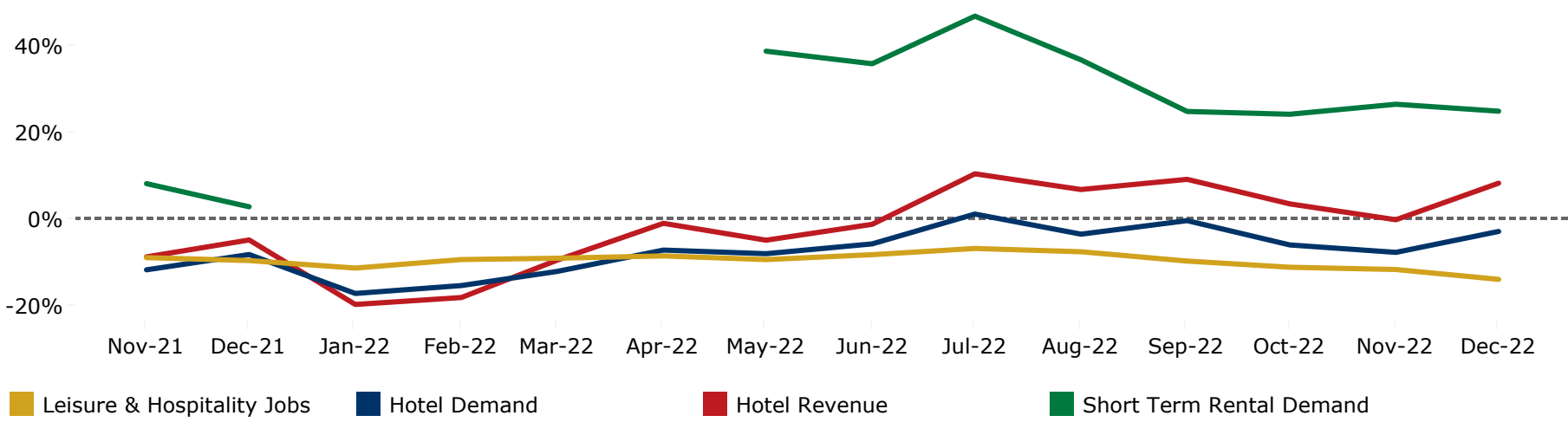
December 2022 Employment trends and leading indicators for travel

		MOM	YOY
Organic Facebook Impressions	234.2K	▼ -33.7%	▲ 111.4%
Organic Web Sessions	71.7K	▼ -0.1%	▲ 17.6%
Leisure & Hospitality Jobs	69.4K	▼ -0.3%	▼ -4.8%



## 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 December 2022

Events	Requested Rooms	Show & Room Attendees
<b>46</b>	<b>37,829</b>	<b>42,239</b>
YOY	YOY	YOY
▼ -4.2%	▼ -23.3%	▼ -46.7%

### Events Turned Definite YTD (January - December 2022)

Events	Requested Rooms	Show & Room Attendees
<b>326</b>	<b>192,194</b>	<b>524,604</b>
YOY	YOY	YOY
▲ 23.0%	▲ 13.0%	▲ 11.7%

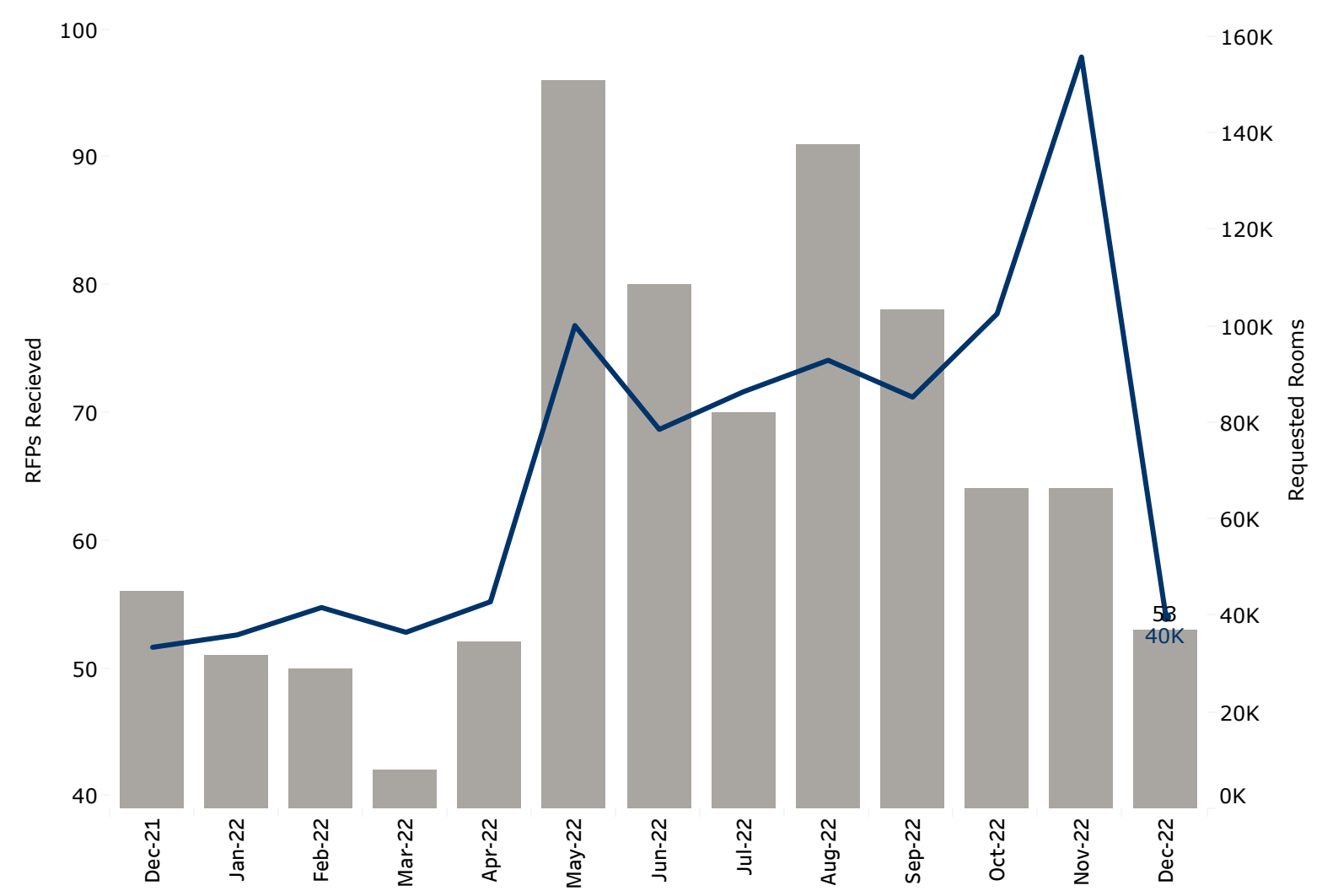
### Top Events Turned Definite December 2022

By Requested Rooms

		Requested Rooms	Requested Peak Room	Show & Room Attendees
Connect Meetings	Aug 2024	9,100	2,900	3,700
American Jail Association	May 2026	3,962	950	1,500
Association for Counselor Education and Supervision	Oct 2027	2,530	720	1,500
Wisconsin Cheese Makers Association	Apr 2024	2,354	947	3,500
American Jump Rope Federation	Jun 2023	1,827	300	1,800
American Bankers Association	Nov 2024	1,700	500	700
Indiana University Kelley School of Business	Aug 2023	1,660	330	300
IPC - Association Connecting Electronics Industries	May 2024	1,400	470	450
Midwest Gaming Classic	Apr 2024	1,342	578	12,000
APACVS Association of Physician Assistants in Cardiothoracic and Vascular Surgery	Jun 2026	1,205	400	350

### Lead Volume (RFPs)

Leads arriving in the last year



## Sessions

154,308



MOM **▲ 10.3%**  
YOY **▲ 21.9%**

## Pages per Session

1.71 pages



MOM **▲ 18.4%**  
YOY **▲ 7.3%**

## Avg. Session Duration

83.23 sec



MOM **▼ -14.4%**  
YOY **▼ -20.2%**

## Bounce Rate

31.2%



MOM **▲ 18.4%**  
YOY **▲ 7.3%**

Source: Google Analytics

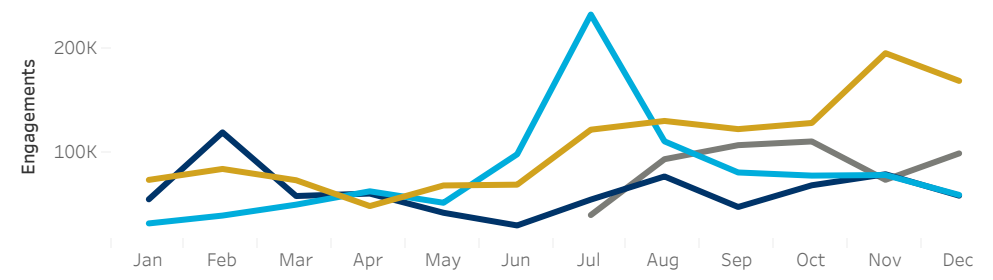
## Social Media Summary

December 2022

	Total Audience	Impressions	Engagements	Engagement Rate
<b>Total</b>	<b>265,464</b>	<b>3,876,613</b>	<b>169,519</b>	<b>4.4%</b>
Instagram	111,461	870,318	39,129	4.5%
Facebook	86,617	2,679,278	110,189	4.1%
Twitter	48,877	117,104	2,048	1.7%
LinkedIn	10,144	67,381	5,283	7.8%
TiKToK	8,365	142,532	12,870	9.0%

## Social Media Engagements Trend

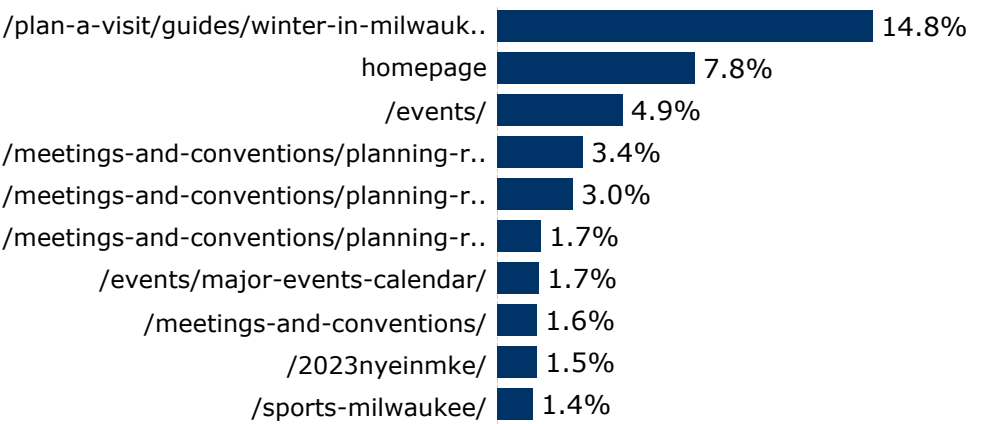
July 2019 - December 2022; Network: All



Source: Sprout Social & TiKToK

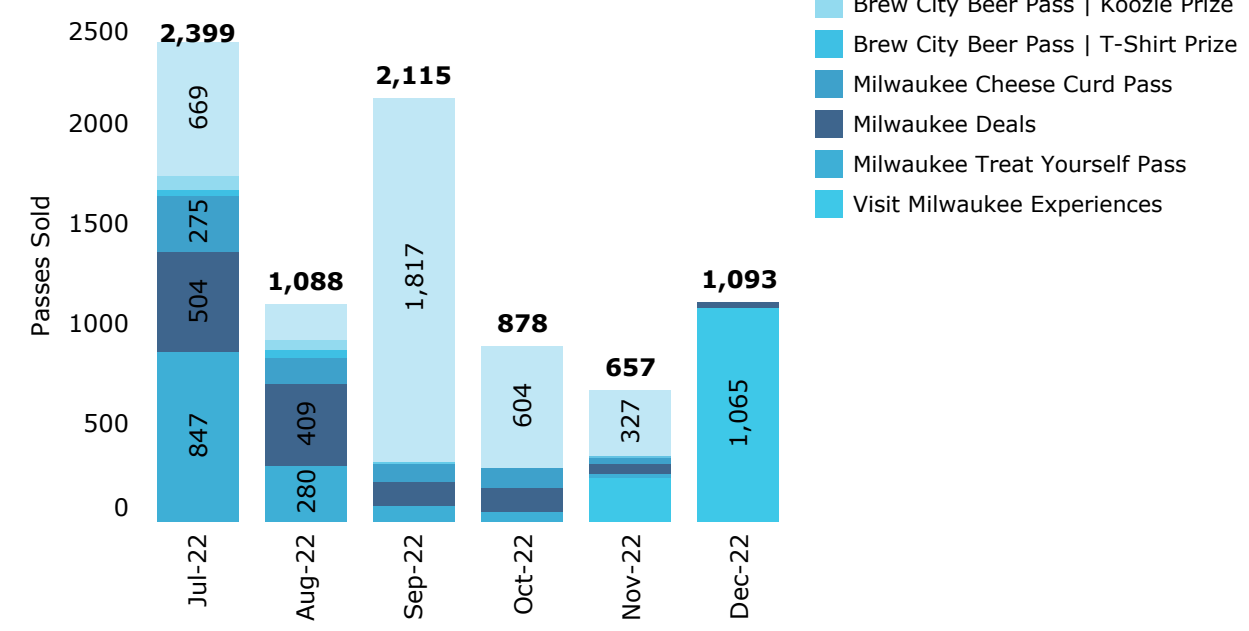
## Top Website Landing Pages

% of Total Sessions, visitmilwaukee.org



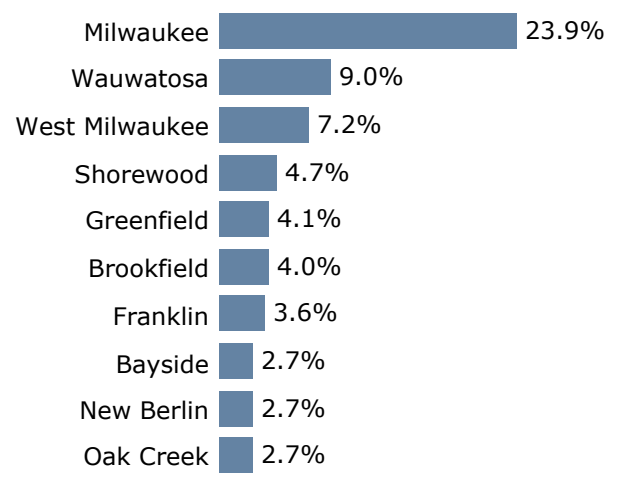
## All Passes Sales Trend

Last 6 Months



## In-State Pass Sales by City

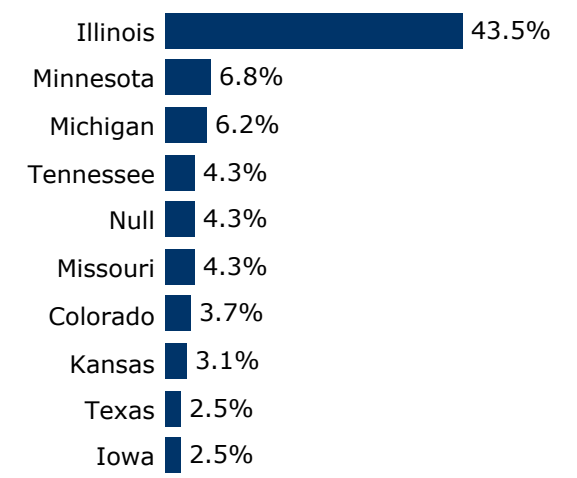
Top 10 Share of Total, December 2022



Source: Bandwango

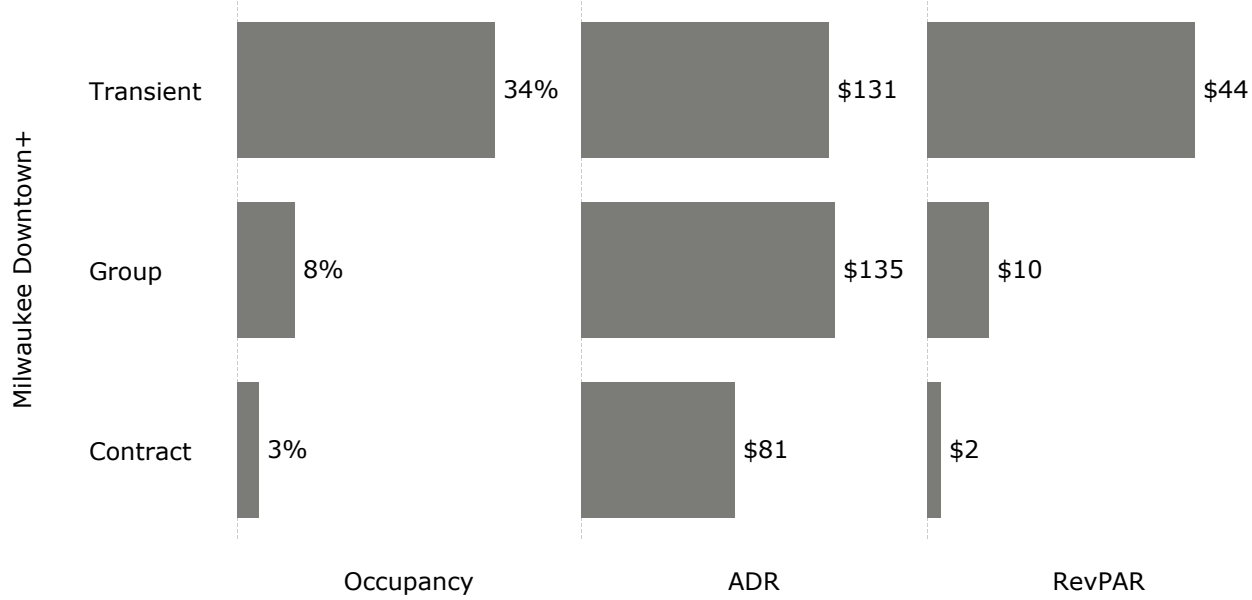
## Out-of-State Pass Sales

Top 10 Share of Total, December 2022



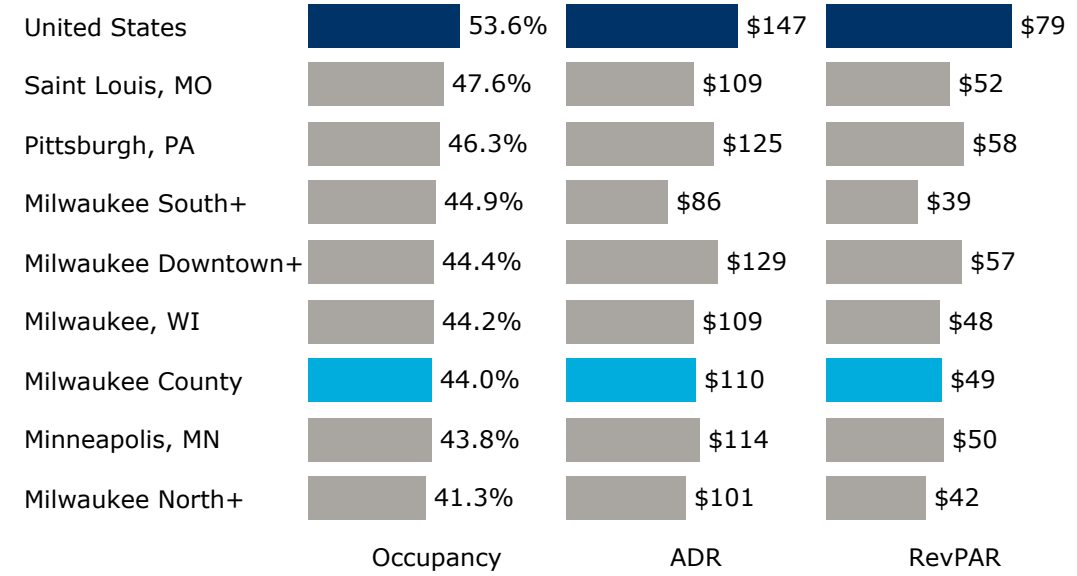
## Milwaukee Hotel Segmentation

December 2022



## Submarket Hotel KPIs

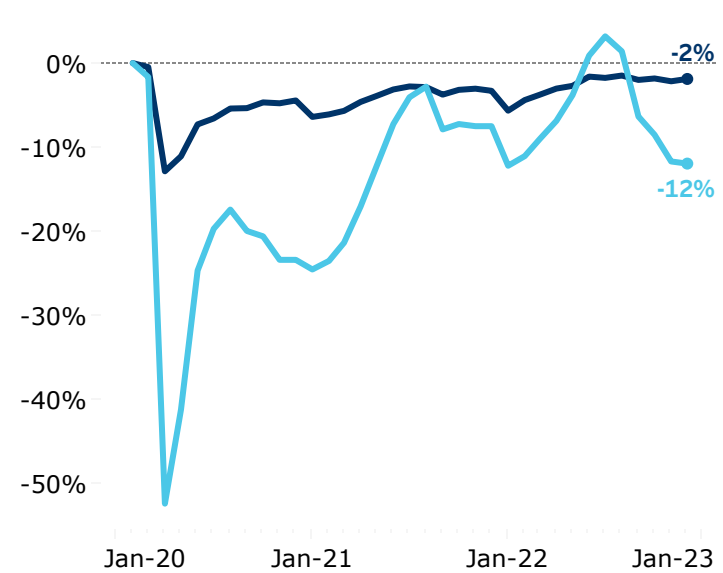
December 2022



Source: STR

## Job Losses Since Feb-20

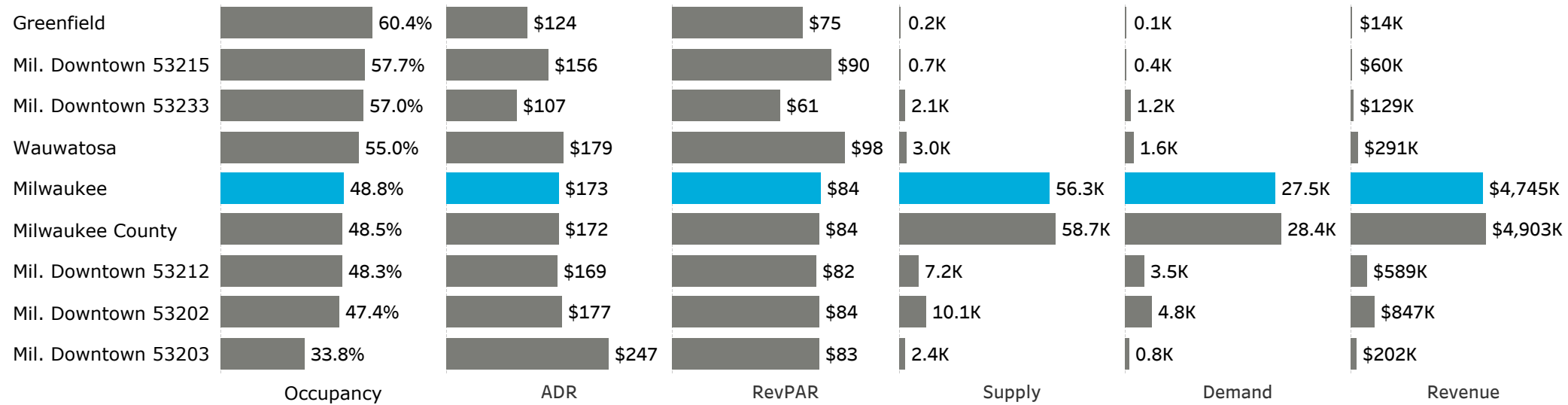
Milwaukee-Waukesha-West Allis, WI, % difference compared to Feb-20



Source: BLS

## Short Term Rental KPIs

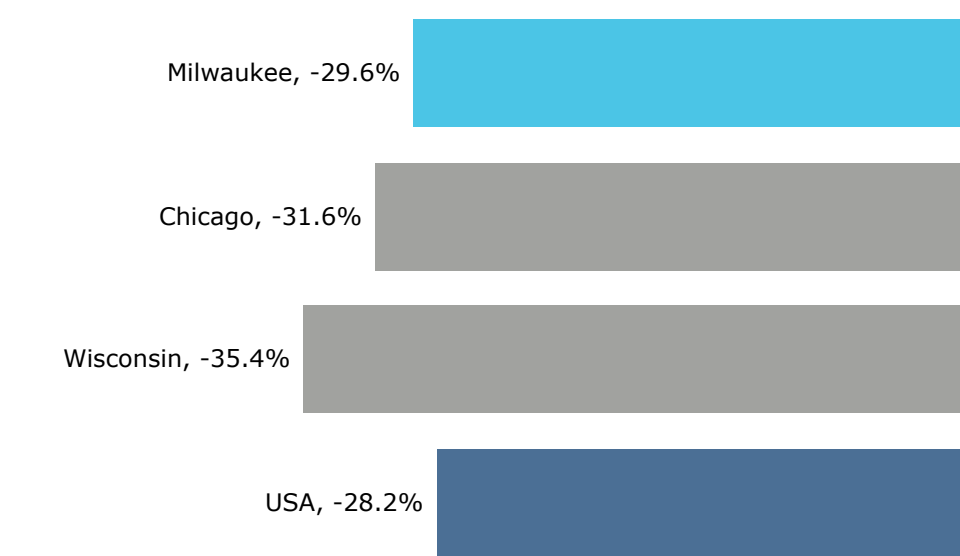
December 2022



Source: AirDNA

## Air Travel Bookings

% change in bookings made for December 2022, relative to 2019



Source: OAG