

Waukesha Pewaukee

Convention & Visitor Bureau (CVB)

Waukesha Chamber of Commerce – 1991

Waukesha Area CVB Incorporation 1998

Waukesha Pewaukee CVB – 2001

Self funded through Hotel Room Tax
(Pass through Tax)





CVB Mission Statement

**To contribute to the increase in the economic growth of Waukesha
Pewaukee through active promotion of the area as a major
destination for overnight stays for conventions, meetings, sports
and leisure travel through sales and marketing.**

Tourism in Waukesha County

	Direct Visitor Spending			Total Business Sales			Employment		
	Millions		%	Millions		%	Total		%
County	2012	2013	C h a n g e	2012	2013	C h a n g e	2012	2013	C h a n g e
Wisconsin	\$10,395.45	\$10,845.58	4.33%	\$16,794.03	\$17,523.20	4.34%	183,786	185,495	0.93%
Milwaukee County	\$1,636.21	\$1,691.87	3.40%	\$2,898.18	\$3,009.86	3.85%	29,992	30,375	1.28%
Dane County	\$971.44	\$1,043.80	7.45%	\$1,694.54	\$1,795.37	5.95%	19,466	19,929	2.38%
Sauk County	\$857.23	\$888.48	3.65%	\$1,089.85	\$1,134.33	4.08%	10,626	10,709	0.78%
Waukesha County	\$630.94	\$664.85	5.37%	\$1,159.74	\$1,227.30	5.83%	13,834	13,944	0.80%

Destination Brand Study

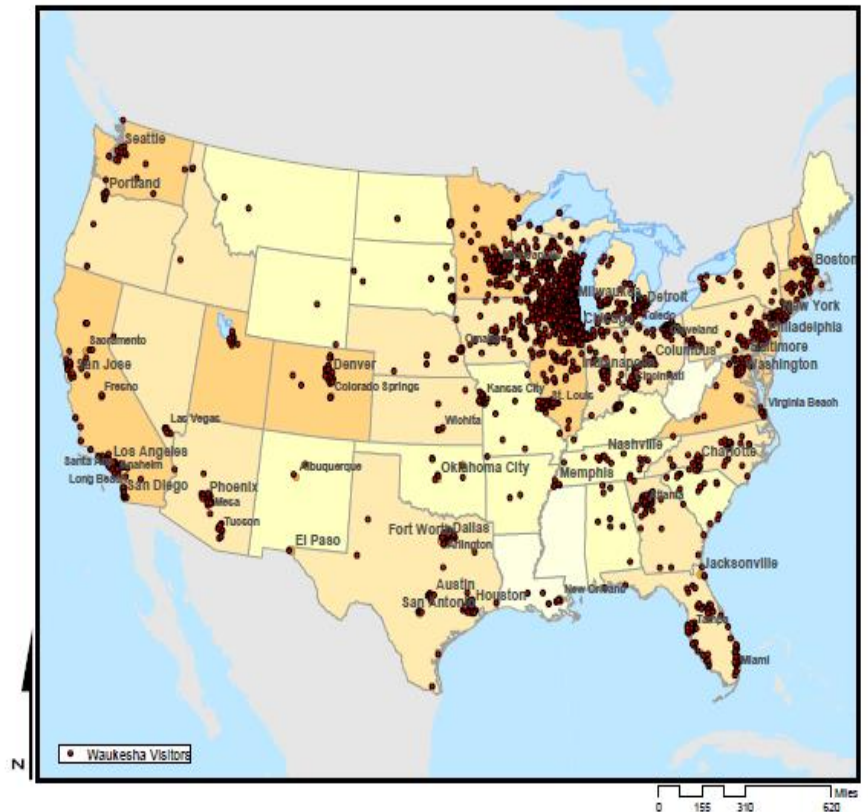
NorthStar Destination Development

Frame of Reference

Target Market

Point of Difference

Marketing Message



Group Sales Market

Statewide Associations/Sports/Religious/Fraternal

■ WI Association of Housing Authorities - North Central

Regional Council 2015 Annual Conference

320 Midwestern Attendees; 570 sleeping room nights

\$96,980 total economic impact

■ WI State Youth Bowling Association

Weekends, February-April 2015

1,300 Statewide Youth Teams Competing

Estimated 3,500 sleeping room nights

\$467,000 total economic impact (est)

■ Complimentary Group Services

Welcome Information, Namebadges, Business Referrals, Transportation Coordination

Leisure Travel Market

Advertising Campaign

WI, IL (primarily Chicago), MN

Print

Electronic

Mobile

E-Blast

Direct Mail

Fulfillment

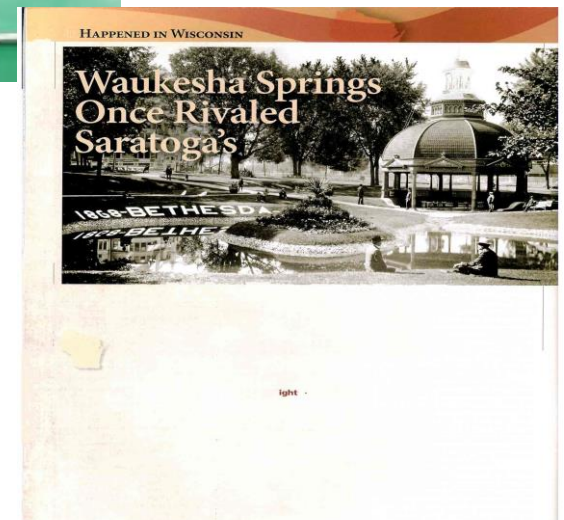
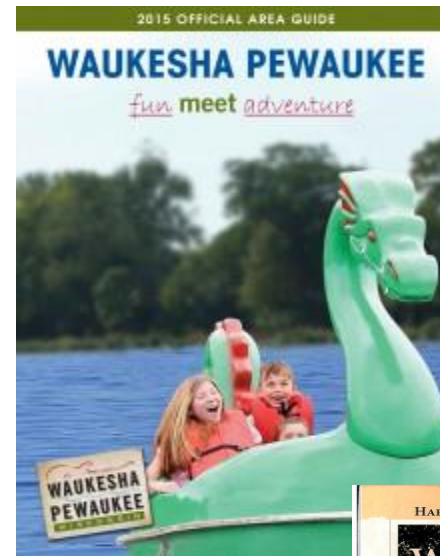
Visitor Guide

www.visitwaukesha.org

Public Relations

Editorial

Travel Writers



Funding

City of Waukesha

25% total room tax collection

\$150,665 in 2014

City of Pewaukee

State Statute Change

75% of required 70% TPD

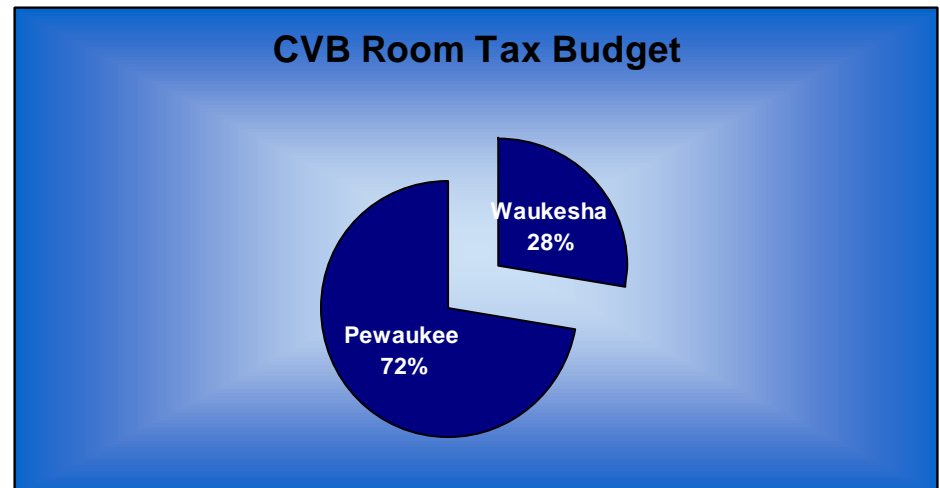
\$365,000 in 2014

Dept. Tourism Grants

Joint Effort Mrketing - \$29,001

Meetings Mean Business - \$19,593

Ready Set Go! - \$1,621





Looking to the Future

- **Grow Market Share**

 - Expand advertising in expansion markets

 - Electronic - Web & Mobile

 - Print

 - Add SMERF group sales position

 - (Sports/Medical/Educational/Religious/Fraternal)

- **Equalize Community Investments**

CVB Structure

Board of Directors

- 3 Hotels
- 1 Attraction
- 3 Business/Retail
- 2 At Large
- 2 Alderpeople

Executive Committee

Board of Director Officers

Partner Committees

- Accommodations
- Events Council
- Marketing
- Sports

Staff

- Executive Director
- Marketing Manager
- Sales Manager
- Administrative Assistant



CVB Office and Visitor Information Center located on Stone Ridge Drive,
I-94 & Hwy 164