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# 2020 ANNUAL REPORT







# 2020 changed the game for the tourism industry globally and locally.

Normally we at the Fox Cities Convention & Visitors Bureau would be welcoming you to our annual Tourism Breakfast. While we are not able to gather at this time, it is more important than ever that I share this message with all of you.

I'm sure you are aware the Covid-19 pandemic has hit the tourism industry exceptionally hard. Tourism's economic losses in Wisconsin are significant, but inconsistent. The pandemic has created winners and losers in many areas, and tourism is no exception.

Here in the Fox Cities, unfortunately, we were on the losing end. Our tourism economy is driven by large group meetings, conventions and sports tournaments. Even our leisure tourism relies on large "mass gathering" type events and attractions. Coupled with a significant reduction in business travel, the Fox Cities saw a perfect storm of economic damage due to Covid-19.

Closures and cancellations due to the pandemic have resulted in the loss of more than 160 convention and sporting events that would have driven nearly \$10 million in visitor spending. This spending vanished from our economy in 2020.

Our hotel partners continue to bear the brunt of the economic hardships for our industry. Hotel occupancy for all of 2020 was 34%, a decline of more than 40% compared to 2019. Hotel revenue losses exceeded \$40 million.

These revenue losses directly impact the collection of local room taxes. 2020 room tax collections are down nearly 55% compared to 2019. Room tax not only provides the CVB with its operating revenue, but also funds the bond payments on the Fox Cities Exhibition Center and Community First Champion Center Fox Cities.

Despite the incredible adversity of this year, CVB staff was always focused on our mission. Rescheduling events, securing business for the future and maintaining awareness of the Fox Cities as a tourism destination to ensure a solid base on which to build our recovery.

# There are brighter days ahead.

# 2020 AT A GLANCE

I have never been prouder of this organization. Through sound fiscal planning and reserves from a record-setting 2019, we were able to retain our staff, and they worked tirelessly to adapt our messaging during a time when we couldn't promote travel. We joined our local economic development partners in encouraging residents to support local business through these difficult times.

Tourism will take time to rebound; some industry experts estimate it will be 2024 before a full recovery happens. The return of business travel and the ability to hold large group events along with reigniting consumer confidence to travel, to dine out, to visit the theater, to attend a sporting event or convention when the time is right are all critical to our local recovery.

I applaud our partners who found a way to "CAN" and I encourage all of you to continue to identify what we can do to continue our operations and ensure our customers remain healthy. Please continue to support all public health best practices. As our local health situation evolves, I will be calling upon all of you to join us in building back consumer confidence and welcoming back visitors to our area.

The Fox Cities Convention & Visitors Bureau is an economic development organization that strengthens the local economy by investing in and promoting our community. Our dedicated staff and board are committed to our mission and work hard every day to represent our 19-community region with professionalism and integrity.

Thank you for your on-going support of tourism in the Fox Cities and the Fox Cities Convention and Visitors Bureau. There are brighter days ahead and we look forward to rebuilding our local tourism economy with you.





PAM SEIDL EXECUTIVE DIRECTOR

# LOSS DUE TO COVID







Room Nights





\$2.792.626 Direct Visitor Spending

# **2020 OPERATIONS REVENUES & EXPENSES\***

## REVENUES

Room Tax Income - Oper Interest Income - Oper Grants Income Covid Stimulus Grants Visitor Guide Income Tourism Dvlp Admin Reimb

# **TOTAL REVENUES**

# **EXPENSES**

Salaries/Wages Employee Benefits Professional Dvlp Convention Event Svcs Trade Shows Selling Exp Marketing Visitor Guide Research Rent/Utilities/Taxes Equipment Leases Travel/Mileage Local Meetings Office Supplies Postage/Shipping Telephone Property/Casualty Insurance Professional Services Memberships

TOTAL EXPENSES

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# **2020 GROUP BUSINESS**





# **CONVENTION EVENTS**



# Meeting & Convention Events Held



# Direct Visitor Spending



Future Meeting & Convention **Events Secured** 



# \$1.791.638

Estimated Direct Visitor Spending

# **SPORTING EVENTS**



Sporting Events Held



# **Direct Visitor Spending**

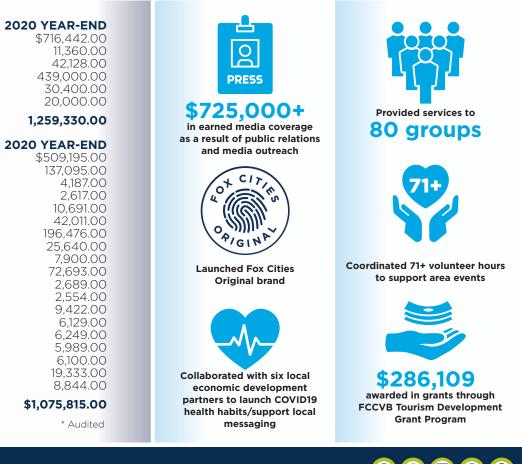


**Future Sporting Events Secured** 



# \$11.981.844 Estimated Direct Visitor Spending

# **MARKETING & VISITOR SERVICES**



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