



2019 Annual Report
**KENOSHA AREA CONVENTION
& VISITORS BUREAU**





President's Message

Partnering with businesses, community leaders, and local government, the Kenosha Area Convention and Visitors Bureau helped to grow tourism once again in 2019. Visitor spending in Kenosha County was an estimated \$239.7 million, up 5.23% over 2018.


This success can be attributed to our combined cooperative efforts with local businesses and units of government. We work with more than 130 local hotels, restaurants, attractions, museums, and retail establishments that come together to represent the many unique experiences that bring visitors to our community year after year.

Tourism developments in 2019 included the opening of The Stella Hotel & Ballroom. Also last year, the permanent From Curiosity to Science exhibit opened at the Kenosha Public Museum. Boundless Adventures opened at Bristol Woods Park. The first county-wide Kenosha Restaurant Week occurred, after taking place at only downtown restaurants for four years. The KACVB now organizes this annual awareness campaign about our local culinary scene. The Kenosha Tall Ships festival took place for the first time since 2007 and drew thousands of people to the lakefront. And a new installment of sculptures arrived to the Sculpture Walk at HarborPark.

Special events continue to play a key role in the Kenosha Area's success. Kenosha HarborMarket draws thousands each weekend to our beautiful lakefront. The Wisconsin Marathon celebrated its 11th annual event. Taste of Wisconsin drew more than 42,000 people to its event at the lakefront. Fourth of July activities continue to draw record crowds with expanded events along the lakefront. Labor Day weekend featured the Kenosha Classic Cruise-In Car Show with over 1,700 cars on display. These, and many more events throughout the Kenosha Area, continue to be a significant tourism draw.

As I write this, the world is in the midst of the global COVID-19 pandemic with tourism having been greatly impacted. We know 2020 numbers will not be the same as 2019. Many events have been cancelled or postponed. Yet we are hopeful. We are proud of the locally owned, small businesses that we work with. It's heartening to see the owners and staff members show such resiliency and patience as they creatively adapt to the circumstances. Together, we will get through this. Together, we will all continue to do our part in making the Kenosha Area a great place to live, work and play.

Please take some time to review this report and learn about the role of the KACVB and tourism in our community. All of us at the KACVB take great pride in showcasing our destination to visitors throughout the world. We look forward to continuing to build on our existing partnerships and forging new ones; because together we achieve great things for the Kenosha Area.


Dennis A. DuChene II
President



Who We Are

The Kenosha Area Convention & Visitors Bureau (KACVB) is a private, not-for-profit corporation and is the official tourism promotion agency for the City of Kenosha, the Village of Bristol, and the Town of Wheatland in Kenosha County, Wisconsin. The sole purpose of the KACVB is to promote the Kenosha Area as a travel destination, and thereby contribute positively to Kenosha County's economy. In its role as a destination marketing organization (DMO), the primary goal of the KACVB is to attract travelers who will spend time in the Kenosha Area and patronize its hotels, restaurants, attractions, retail stores, and other businesses.

The KACVB promotes the Kenosha Area to key travel markets in the Midwest using a number of strategies including advertising, social media, e-marketing, public relations, and customer care efforts. As publisher of the Official Kenosha Area Visitors Guide and companion website VisitKenosha.com, the KACVB proudly represents and supports more than 130 local businesses and organizations – our Tourism Partners – that cater to travelers. KACVB's primary target market is the Leisure Traveler, defined as individuals traveling for business or leisure, as well as families or small groups traveling together for leisure activity. It also focuses on specialty target markets including Sports, Group Tours, and Meetings.

KENOSHA AREA CVB MISSION

The Kenosha Area Convention & Visitors Bureau (KACVB) was established in 1986 with the express purpose of increasing visitor appreciation of and spending in Kenosha County, Wisconsin, thus improving the economy of the region. The KACVB promotes the Kenosha Area as a fun, friendly, refreshing and affordable overnight tourism and meeting destination to individuals, groups, and businesses throughout the world.

FUNDING

The Kenosha Area Convention & Visitors Bureau's operating budget is wholly funded by the Transient Occupancy Tax – commonly known as “room tax” – that is collected when a person purchases a hotel/motel room in a municipality that has established a room tax ordinance. Municipalities within Kenosha County which have this ordinance and are represented by the KACVB include the City of Kenosha, Village of Bristol and Town of Wheatland. Lodging properties within these communities remit room tax revenues to their respective municipal government, and a portion of those revenues is redirected to the KACVB to support tourism promotion and development. The KACVB's budget is entirely dependent upon hotel/motel occupancy, and is therefore directly related to the results it achieves in marketing the Kenosha Area as an appealing overnight travel destination.

2019 BOARD OF DIRECTORS

CHAIRMAN	Frank Pacetti <i>Lee Mechanical</i>
VICE-CHAIRMAN	Paul Hegland <i>Carthage College</i>
SECRETARY	Amy Longergan <i>Finn & Finn Ltd.</i>
TREASURER	Cindy Soetje <i>Kinseth Hospitality</i>
	Kevin Ervin <i>Franks Diner</i>
	Margaret Hodge <i>Regner Veterinary Clinic</i>
	Dale Nixon <i>Abbott Laboratories</i>
	Paula Touhey <i>Kenosha Public Museums, Retired</i>

2019 ORGANIZATION STAFF

Dennis DuChene <i>President</i>	Al Bosk <i>Travel Information Specialist</i>
Meridith Jumisko <i>Public Relations Director</i>	Donna Duester <i>Travel Information Specialist</i>
Laura Tyunaitis <i>Marketing Director</i>	John Gulig <i>Travel Information Specialist</i>
Kris Jensen <i>Sports Development Director</i>	William Marshall <i>Travel Information Specialist</i>
Jake Hoey <i>Customer Service Coordinator</i>	Johnelle Minor <i>Photography & Graphic Design Intern</i>
Eva Hoey <i>Visitor Information Center Director & Group Sales</i>	Molly McQueeny <i>Summer Photography Intern</i>



2019 Tourism Highlights

- ◉ To make way for future development, our Downtown Kenosha Visitor Information Center and main office relocated from the Civic Center Building at 812 56th Street to the Harborview Office Center at 600 52nd Street, Suite 140.
- ◉ A building on the National Register of Historic Places was saved and transformed when The Stella Hotel & Ballroom opened in the former Heritage House and Elk's Club building. The hotel features 80 guest rooms, more than 7,000 square feet of meeting space, a restaurant, a café, and a seasonal rooftop bar.
- ◉ The permanent From Curiosity to Science exhibit opened in February at the Kenosha Public Museum. Take a journey of discovery from a 1600s Cabinet of Curiosity through modern museum displays to the scientific study of the natural world. Highlights include: many taxidermy animals from six different ecosystems; hundreds of specimens, artifacts and artwork from around the world; interactive games for all ages.
- ◉ Downtown Kenosha Restaurant Week transitioned to Kenosha Restaurant Week in an effort to include all KACVB dining partners in 2019. 40 locally owned and operated restaurants participated in a nine day celebration of food and flavors, drawing additional customers from the region to dine out and visit Kenosha, WI.
- ◉ Kenosha Tall Ships featured four days of events and festivities in early August at the lakefront as our community and visitors welcomed seven historic tall ships from three countries to the area. Over 20,000 people added the festival.
- ◉ Kenosha's thriving arts scene continued to grow as Kenosha ArtMarket debuted in the Union Park Arts District. On the third Sunday of the month, June through October, people could enjoy live music, purchase original art created by area artists, and converse with the makers at Union Park.
- ◉ Boundless Adventures, a six-acre, eco-friendly aerial adventure park, opened inside Bristol Woods Park. The Wisconsin Park and Recreation Association named Kenosha County's partnership with Boundless Adventures as the winner of the 2019 Silver Star Award for creative service delivery and marketing.
- ◉ The KACVB secured two JEM (Joint Effort Marketing) grants from the Wisconsin Department of Tourism. The Tribute Island Music Festival in July was awarded \$12,565, while the HarborPark Jazz, Rhythm & Blues Festival in August was awarded up to \$13,300. The KACVB also received a \$7,500 Tourist Information Center (TIC) Grant from the Wisconsin Department of Tourism.
- ◉ The Stella Hotel & Ballroom was awarded the 2019 Hotel Partner of the Year, the Kenosha Charter Boat Association was awarded the 2019 Tourism Partner of the Year, and Vicki and Jon Seebeck were recognized for their 27 years as a small business owner in our community.



Economic Impact

Kenosha County's tourism industry is driven by leisure and business travelers, athletic event participants, conference and meeting attendees, and group or motorcoach travelers. These visitors leave behind tax revenues that contribute significantly to our local and state economy. Revenues generated directly and indirectly by visiting tourists supplement property taxes and support local programs that benefit residents and tourists alike. Tourism dollars also increase local tax revenues and provide employment for thousands of people living in our community.

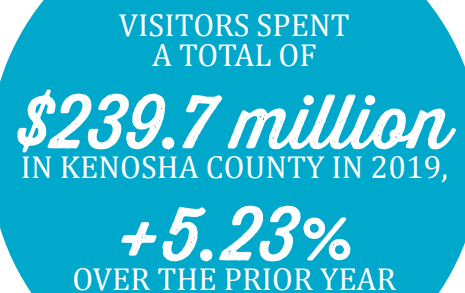
Each year, the Wisconsin Department of Tourism commissions a comprehensive economic impact study of traveler expenditures throughout the state. As a whole, direct traveler spending in Wisconsin totaled \$22.2 billion in 2019. The study – The Economic Impact of Tourism in Wisconsin 2019 – by the independent research firm Tourism Economics also provides a county by county breakdown of the impact of tourism on local economies. The figures garnered from this research demonstrate the importance of tourism as a key segment of the Kenosha County economy and underscores the need to continue to support the expenditure of time, effort and funding for tourism promotion and development.

Impact in Kenosha County

Tourism is a thriving industry in Kenosha County. It provides a significant economic impact through leisure and business travelers, visiting athletes, tour groups, and meeting delegates each year. Tourists support local businesses through their spending on shopping, dining, lodging, recreation and entertainment. These expenditures also result in local and state tax revenues, which supplement property taxes and encourage community development that benefits both residents and visitors alike. Kenosha County's tourism industry also provides thousands of jobs for local residents and fosters a positive environment for small business owners and entrepreneurs.

Visitor spending has several impacts on our local and state economies. Travelers create DIRECT economic value within a distinct group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector. Each directly affected sector also purchases goods and services as inputs (e.g. food wholesales, utilities) into production. These impacts are referred to as INDIRECT impacts. Additionally, INDUCED impact is created when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the local and state economies

Kenosha County logged an impressive \$239.7 million spent by Visitors in 2019, ranking the area at 18th for overall visitor spending out of the 72 Wisconsin Counties, with the fourth highest percentage increase in spending over 2018. Over the last five years, Kenosha has seen a collective increase of over 30% in Visitor Spending, which translates to \$57 million in increased total spending. Nearly 500 new jobs have been added to the Kenosha economy thanks to tourism, as well.



VISITORS SPENT
A TOTAL OF
\$239.7 million
IN KENOSHA COUNTY IN 2019,
+5.23%
OVER THE PRIOR YEAR

2019 *By the Numbers* IN KENOSHA

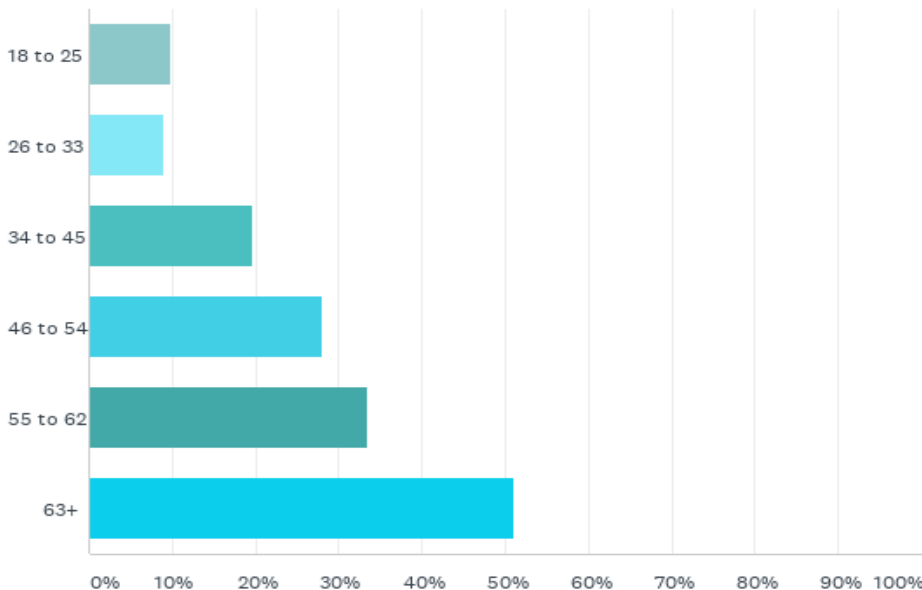
- **\$239.7 MILLION** spent by visitors Kenosha County in 2019
- **5.23% INCREASE** in spending over previous year (2018)
- **3,500 JOBS** in the hospitality industry in Kenosha County
- **259,833 HOTEL ROOMS SOLD** in Kenosha County, up 10.2% over previous year (2018)
- **\$94.9 MILLION** in related income through hospitality jobs in Kenosha county
- **\$25.6 MILLION** in state and local tax collected by Kenosha County hospitality businesses
- **\$687** tax savings per household in Kenosha County thanks to tourism spending

Visitor Profile



48% of Trips to Kenosha were planned by women, 29% were planned by Men. 22% of Travel Parties were planned by both Men and Women together.

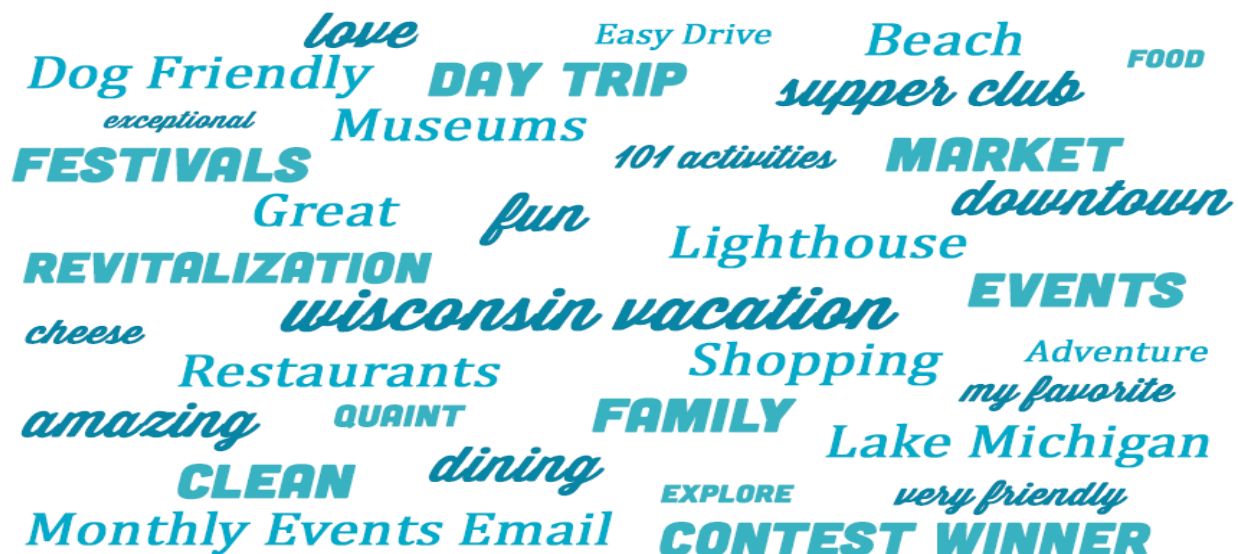
Nearly 60% of the travel parties to visit Kenosha County in 2019 had 1-2 people. 11% of the travel parties had 5+ people in their group. Most travel parties had at least one member over the age of 63. About half of the travel parties had children along on the trip.



Top Attractions

1. Downtown Kenosha
2. Restaurants & Cafes
3. Pleasant Prairie Premium Outlets
4. Lake Michigan Beaches & Parks
5. Kenosha HarborMarket
6. Festivals & Events
7. Electric Streetcars
8. Parks or Nature Areas
9. Civil War Museum
10. Jelly Belly Visitor Center
11. Kenosha Public Museum
12. 2019 Tall Ships Festival
13. Specialty Shops
14. Dinosaur Discovery Museum
15. Arts & Cultural Attractions
16. Kenosha Restaurant Week
17. Kenosha History Center
18. Kingfish Baseball
19. Tall Ship Red Witch
20. Bristol Renaissance Faire

Frequently Used VISITOR WORDS



Data based on a sample group of approximately 200 travelers who requested 2019 Kenosha Area Visitors Guides.



Services & Markets

The Kenosha Area Convention & Visitors Bureau is a resource to visitors and potential visitors, serving them in person, by phone and email, and digitally via our website and social media channels. The KACVB operates two Visitor Information Centers (VICs), one within the Wisconsin Rest Stop at I-94/41 in Pleasant Prairie and the other in Downtown Kenosha. Both VICs are staffed with friendly and knowledgeable Travel Information Specialists to help visitors plan and enjoy their trip to the Kenosha Area. In addition to being at our information centers, KACVB staff continue to partner with Kenosha agencies, attractions and events to host information at various sites throughout the year including Kenosha HarborMarket, sporting tradeshows, travel tradeshows, and more.

In addition to the Kenosha Area Visitors Guide, the KACVB maintains an impressive website, VisitKenosha.com and produced two editions of Fun 101 - featuring 101 Things to See & Do for \$10 or Under (Many are Free!). A Spring/Summer Edition and a Fall/Winter edition were each prepared and distributed helping to showcase Kenosha as an affordable a fun destination. Likewise, First Fridays at the I-94 Visitor Information Center took place 12 Fridays to welcome visitors to the community. This monthly event acts as an open house for Tourism Partners to show off their products, services, and events to travelers arriving in the Kenosha Area or passing through on their way to other destinations. The I-94 VIC also provides information on destinations throughout the state of Wisconsin as part of the ongoing partnership with Travel Wisconsin.

Between the two Visitor Information Centers and the ongoing presence at Kenosha HarborMarket, travelers from 49 states and 35+ foreign countries were assisted with information about the Kenosha Area and local attractions.

5,600
GUIDES MAILED

80,000
TOTAL GUIDES DISTRIBUTED

10,570
DIGITAL VIEWS

953
WELCOME BAGS
FULFILLED

85,500+
VISITORS SERVED

14,147
AVG. NEWSLETTERS
SENT PER MONTH

16.3% / 16%
OPEN RATE / CLICK RATE

449,569
WEBSITE SESSIONS
1,027,456
PAGEVIEWS

Marketing & Public Relations

The Kenosha Area CVB's marketing and public relations efforts are aimed at promoting Kenosha County as a desirable travel destination to audiences throughout the U.S. A variety of strategies and tactics are employed throughout the year to accomplish this objective. These efforts ensure that tourism continues to be a positive influence on our community. Compelling content, authentic messaging, and genuine voice continued to define our marketing strategy to build awareness in key markets and drive visitation to the Kenosha Area. Traditional print and digital ad placements are combined with Social Media marketing, outbound communications such as newsletters and media pitches, hosting travel writers and bloggers, and regular community engagement at venues such as third grade classroom presentations to educate local residents and travelers alike about all that Kenosha has to offer.



Digital Placements

AAA Living
A Little Time and a Keyboard
Chicago Foodie Sisters
Chicago Parent
Crazy Family Adventures
Flint & Co. Family, Food, Fun
Food Travelist
Midwest Wanderer
Milwaukee Magazine
Our Changing Lives
Traveling Adventures of a Farm Girl
TravelWisconsin.com

Print Placements

AAA Living
Action Magazine
Antique Week
Chicago Botanic Garden Magazine
Chicago Tribune
Circle Wisconsin
Do North Magazine
Happenings Magazine
Kenosha News
Midwest Living
Milwaukee Journal Sentinel
Ravinia Magazine
Smart Reader
SportsEvents
The Times of NW Indiana
Travel Wisconsin Guide
Visit Milwaukee Guide

Television & Radio Placements

Discover Wisconsin
Fox 6 Milwaukee
Kenosha TV - Just Talkin'
TODAY'S TMJ4
WISN Channel 12
620 WTMJ
AM 1050 WLIP
WRJN

(combined paid and earned media above)

1,974,047
FACEBOOK IMPRESSIONS
163,574
TWITTER IMPESSIONS
237,689
INSTAGRAM IMPRESSIONS
425,680
YOUTUBE MINUTES WATCHED
34,768
LINK CLICKS FROM SOCIAL ACCOUNTS

\$271,000
EARNED MEDIA
206 KENOSHA AREA
EARNED PLACEMENTS
70 NON-LOCAL
EARNED PLACEMENTS

Specialty Markets

Sports

Sports Travel accounts for a large portion of room nights in the Kenosha Area - including baseball teams, families attending swim meets, groups visiting for Great Lakes fishing adventures, and athletes participating in running and cycling events. KACVB staff continues to recruit new sporting events to the area by networking and attending regional and national conferences such as Sports Events & Tourism Association Symposium (ETA). Additionally, one staff member is a Certified Sports Event Executive to assist in creating sports centered community events.



Group Tours

The Kenosha Area CVB actively marketed our community to group tour operators through involvement in industry mission trips, marketplaces, and tradeshows. Relationships with the American Bus Association (ABA), National Tour Association (NTA), and other tour organizations are maintained, resulting in more than 100 one-on-one meetings with tour operators. More than 700 copies of the Kenosha Area Group Tour Profile were distributed in 2019 and 25 group visits were booked through mission trips.



Meetings & Special Events

The KACVB assisted meeting and special event planners from businesses, associations and government agencies, as well as individuals planning social gatherings in hosting small and mid-sized functions at Kenosha Area hotels and venues. Nearly 1,000 welcome bags were supplied to event attendees in the area offering Visitor Guides, coupons, streetcar tokens, and other useful information to use in-market. Additional complimentary services such as site inspections and recommendations, itinerary planning, and concierge services are available to planners throughout the year and can be customized to any event.





In addition to the items mentioned in this report, the KACVB staff also manages an extensive blog, a photo contest, monthly getaway contest, the annual third grade essay contest, and the I heart Kenosha photo frame campaign. The KACVB, staff and board members are also actively involved in a number of community organizations, boards, and charitable giving programs. For additional information on these programs or participations, please contact the KACVB.

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