

UMCVB

# Steps to Success: Visit Milwaukee's Simple Path to Sizeable Results



# Welcome



**Josh Albrecht**  
Chief Marketing Officer  
Visit Milwaukee



**Kelly Fitzpatrick**  
Customer Success Manager  
Simpleview



Milwaukee is much more than meets the eye — and Visit Milwaukee wanted to communicate that with a total brand refresh. Its new website celebrates the city's **nostalgic energy** with a **modern flair**.



# Website Goals

- Showcase Milwaukee experiences via an **interactive thematic map**
- Launch **microsites** for “Meetings & Conventions” and “Sports Milwaukee”
- Increase **RFP submissions**
- Increase **hotel bookings** utilizing the Book › Direct widget
- Increase **e-newsletter sign-ups, visitor guide requests**, and member/partner **referrals**
- Create a robust **content hub** to house blogs, videos, and podcasts
- Increase the visibility of **events** and **user-generated content (UGC)**
- Highlight **diversity** via content, photography, and videography
- Ensure the website can be easily **accessed** by all users and that it continues to meet the latest **compliance** standards
- Implement a **mobile first** design and navigation

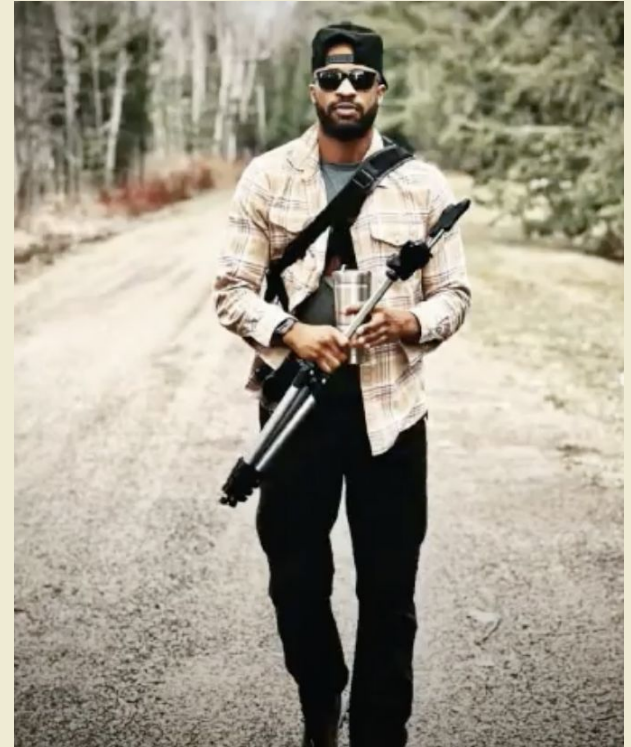
# Visual Identity - Creative Direction

**Brand refresh** = fresh logo + unique typography + “low-key cool” color palette + website redesign

- A logo that’s not too playful, but not too sophisticated
- Not just a logo, but a lifestyle brand
- “It should look like it belongs on the side of a motorcycle gas tank.” - Josh Albrecht
- Market Milwaukee as sporty, approachable, culture rich, forward thinking, and low key cool

# If Milwaukee Was a Person

- A younger person of color who goes to the Deer District for games and Turner Hall to see shows
- Would enjoy Saturday beers on a patio, while dawning a few tattoos
- Would wear a henley with jeans and cool sneakers
- They'll hold the door for you even when you are 50 feet away



# MILWAUKEE

*The  
Cream City*

MILWAUKEE

EST. 1846

**MILWAUKEE**  
*Fresh*

**MIL  
WAU  
KEE**





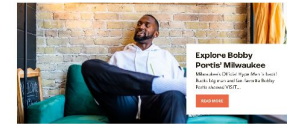
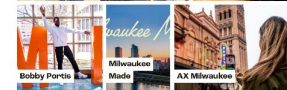
# Standout Site Features

- Editorial look and feel with a **lifestyle brand** focus that sparks curiosity and inspires potential travelers to book
- New **blog** widgets allow the categorization of content and customization of layouts for heightened user engagement
- Known as “The City of Festivals,” Milwaukee calls for celebration year-round, so an **events feed** is now prominently highlighted on the homepage
- Visitors can plan their trip with tools like **Book > Direct** for accommodations, special Milwaukee passes offered via **Bandwango**, and **Map Publisher** for creative navigation
- The site also uses **AudioEye** to help enhance the user experience for all website visitors



## Good Things Brewing

Visit Milwaukee has been long bringing you closer to the community and helping you discover there. In our latest blog, we explore the history of the city's craft beer scene and the many ways it has shaped the city's identity.

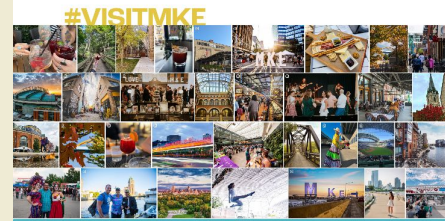


## Blogs & Itineraries

Whether you're looking for a new adventure, seeking hidden gems, or simply looking to make the most of your time in Milwaukee, we have a variety of options for you.



We want to see all the fun you're having. Share your adventure with us!





# Interactive Experience Map



## Brew City Classics

**Click A Bottle To Start Your Experience**

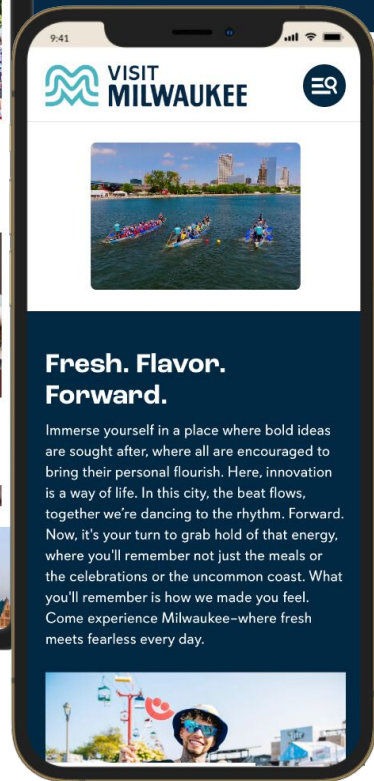
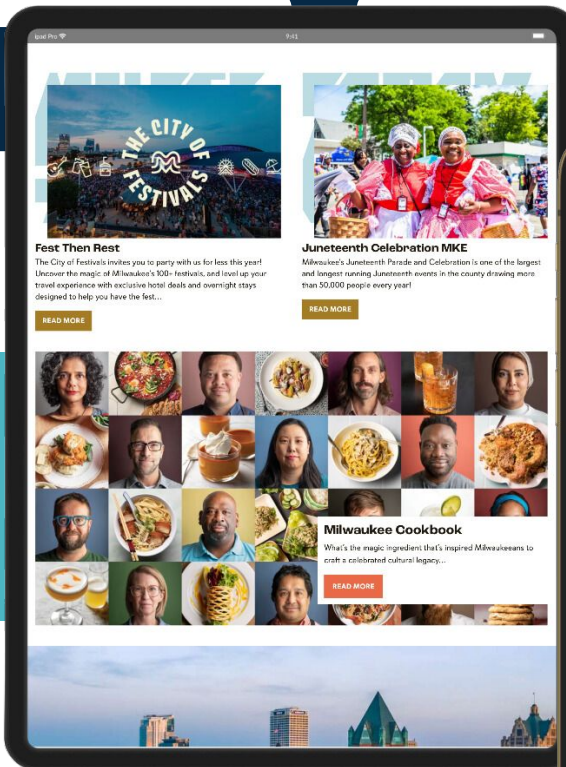
Whether you're a first-time visitor or a frequent traveler to the city, cheers to uncovering the extraordinary experiences that make Milwaukee truly remarkable.

**+386%**  
active users



**+827%**  
views – “Places to Stay”

**+561%**  
active users – “Food & Drink”



**Fresh. Flavor.  
Forward.**

Immerse yourself in a place where bold ideas are sought after, where all are encouraged to bring their personal flourish. Here, innovation is a way of life. In this city, the beat flows, together we're dancing to the rhythm. Forward. Now, it's your turn to grab hold of that energy, where you'll remember not just the meals or the celebrations or the uncommon coast. What you'll remember is how we made you feel. Come experience Milwaukee—where fresh meets fearless every day.



# VisitMilwaukee.org

## Year over Year Comparison

2022-2023 vs. 2023-2024

**Overall the Visit Milwaukee website is growing its audience and engaging with its users on a deeper level.**

- **85.5% increase in Views**  
3.7M vs. 6.9M views/year
- **8.6% increase in Users**  
1.62M vs. 1.76M users/year
- **12% increase in Sessions**  
2.1M vs. 2.4M sessions/year
- **26.8% increase in Engagement Rate**  
55% vs. 70% engagement rate
- **32% decrease in Bounce Rate**  
45% vs. 30% bounce rate

# Calendar of Events

- The redesigned site combined Visit Milwaukee's calendar of events with the Milwaukee 365 calendar, creating one centralized CVB calendar
- The new combined calendar has resulted in a **98% increase in sessions** and an **86% increase in active users**, with an **engagement rate of 83%**
- Events related pages typically account for more than 50% of Visit Milwaukee's top ten pages

# Increased Partner Referrals with the use of DTN

- DTN Paid Content placements use a native advertising approach that adopts the visual elements of the Visit Milwaukee brand to deliver relevant content to a highly qualified audience of ready-to-spend inbound and in-market visitors.
- The DTN team serves as a partnership engagement arm of Visit Milwaukee with to help partners who participate in a DTN Paid Content program with no-cost listing updates, creative edits, and reporting.
- In the past year, DTN Paid Content programs have delivered **4.2 million impressions** and more than **90,000 clicks** (high-quality leads) to Visit Milwaukee partners.



SPONSORED

Header Image

SPONSORED



### Premium Page Sponsor

Delivers your message to users based on visitor interest via a high-impact, highly visual placement. Bundles well with run-of-site placements for a robust, lead-generating digital program.

READ MORE

Filter/Sort

Show Map



#### Milwaukee Public Museum

800 W. Wells Street

VISIT WEBSITE >

MILWAUKEE FEATURED



#### Hangman Tours

424 S. 2nd Street

VISIT WEBSITE >

MILWAUKEE FEATURED

SPONSORED



### Run of Site — broad reach

Delivers content to nearly every page on the site for incredible reach and impressive lead generation.

READ MORE

SPONSORED



### Bundle for a robust digital program.

Bundling high-reach placements with page-specific placements like the Featured Listing will help increase ad recall and clicks.





# The Milwaukee Cookbook

What's the magic ingredient that's inspired Milwaukeeans to craft a celebrated cultural legacy that we continue to hone and push forward? We collaborate—fearlessly, unfussily, with open arms. We innovate—boldly and creatively, but with reverence for the legacy of those who came before us. And we celebrate Milwaukee Flavor in all its forms. Now it's your turn to explore those dynamic flavors through a collection of personal recipes from local chefs who champion Milwaukee's diverse food and restaurant culture every day.



## The Flavors of Milwaukee in Your Inbox

Get one-of-a-kind recipes, dining must-dos and more from the Culinary Capital of the Midwest directly in your inbox!

[SIGN UP TODAY](#)

UMCVB

**Thank you!**

**Questions?**

