



INN TOUCH

PRODUCTS & SERVICES

2022 Directory



WHLA
WISCONSIN HOTEL & LODGING ASSOCIATION

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PRODUCTS & SERVICES

2022 Directory



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InnTouch is published quarterly by the Wisconsin Hotel & Lodging Association (WHLA). Through InnTouch and other programs, WHLA provides materials designed to improve members' professionalism. WHLA caters to the educational and professional needs of lodging professionals. A scholarship fund for students pursuing a career in the hospitality industry is sponsored by WHLA. For more information, or to make a donation to WHLA or its scholarship fund, email whla@wisconsinlodging.org.

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CHAIRMAN'S FORUM

As a hotelier, we know that each and every day it takes a tremendous amount of effort from multiple individuals both in and outside of our organizations to set us up for success. Here at the Wisconsin Hotel Lodging Association, we are fortunate to be comprised of both individual & branded properties throughout varied geographic locations within the state and are home to thousands of unique stories that truly continue to set us apart from all other travel destinations.

One of the most critically important and celebrated group of members within WHLA are our Associate Members. This collective has continued to have the most impact on allowing our lodging members to deliver on our operational promises through their unwavering support to source and deliver whenever the situation arises. This year's edition of the Products & Services Directory serves as a single connection resource to many of these wonderful companies right at your fingertips.

It remains paramount within an environment fraught with rising costs on raw materials and severe supply chain issues to establish and maintain strong strategic partnerships as it relates to the procurement process.

With historic inflation and continued talks of possible recessionary flags on the horizon, having a trusted partner is quite possibly more important now than ever before. Do not forget that while this directory can provide you with a contact lead, you have the ability to foster a lasting connection with these members, and others, at this year's Wisconsin Lodging Trade Show at The Osthoff Resort in November, all part of the larger annual statewide conference.

Wisconsin tourism continues to thrive. Built on the tireless efforts of countless men and women who continue to work everyday towards the greater improvement of showcasing one of the country's most beautiful destinations. Enjoy your summer and ensure to reach out today to begin new connections with these amazing vendors!

Respectfully,

Brandon M. McConnell

Arbor Lodging
2022 WHLA Chairman of the Board



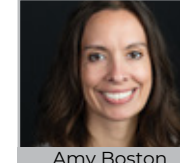
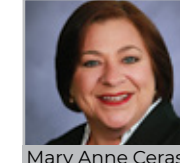
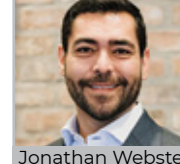
Brandon McConnell serves as the Executive Vice President for Arbor Lodging Management. He currently serves as the Chair of the Board for WHLA. Brandon has been recognized by InBusiness magazine as a member of the "40 Under 40" group in 2022, Corporate Champion of the Year by WHLA in 2021, Hotel Management's "30 Under 30" group in 2013 and was a finalist for both the IHIF Young Leader Award and the Stevan Porter Emerging Hospitality Leader Award.

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Over the past couple of years, we've relied heavily on WHLA's Associate Members to guide us through many of the supply chain and logistical challenges that our industry has been facing. On top of that, a core group of our associate members stepped up to the plate and supported us during some of the most challenging times for both our industry and our association. They are truly one of the greatest resources available to lodging facilities across the state. These folks provide a tremendous amount of industry expertise, and they use their skills to help properties find the resources they need to run their properties effectively. Please consider them when making purchasing decisions for your property.

This issue of InnTouch is our annual Products & Services Directory. It showcases the work that our associate members are doing throughout the industry, and it gives you all of the contact information that you need to learn more about a particular company. From finding coffee to case goods, or a CPA to a real estate agent, this directory covers the many lines of business that keeps our industry ticking.

These past years have been one of the most difficult that we have faced as an organization and for many of our members. The companies listed in this directory chose to stand by our side during the tough times, and we can't thank them enough for it. Be sure to thank them next time you work with them. Be sure to look out for many of them at our upcoming Wisconsin Lodging Conference & Trade Show that will take place at The Osthoff Resort from November 6-8, 2022.

Kind regards,

Bill Elliott, CAE
WHLA President & CEO

The graphic is a promotional email newsletter for Wisconsin Inn Getaways. It features a background image of a person kayaking on a lake at sunset. The text is overlaid on this image. At the top left, it says 'Wisconsin getaways' in a stylized font. Below that, it says 'EMAIL NEWSLETTER'. In the center, it says 'Feature your property today!' and 'Over 9,000 subscribers'. At the bottom left, it says 'Email lexie@wisconsinlodging.org'. On the right side, there is a smaller inset image of the newsletter itself, showing various resort listings and a 'GET AWAY WITH A GREAT DEAL!' headline.

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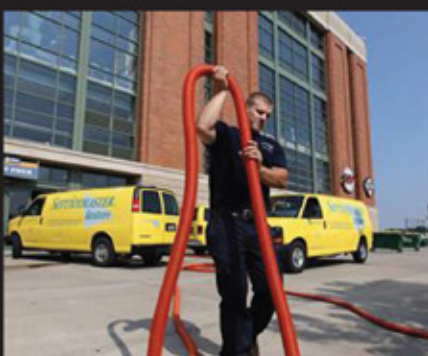
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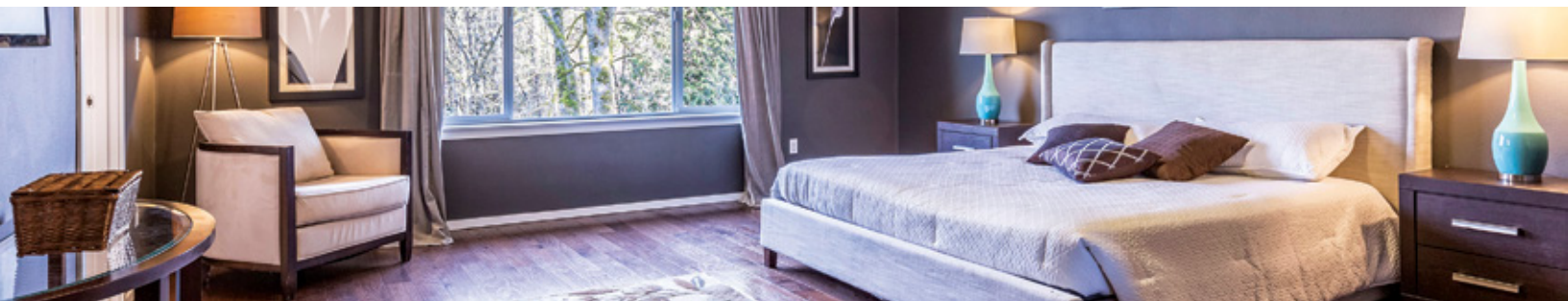
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Greater Green Bay Area Lodging Association



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The Greater Green Bay Area Lodging Association (GGBLA) is a chapter of WHLA, and represents the interests of Green Bay-area lodging properties and associate members. The association works closely with Discover Green Bay, local and state government, business leaders, volunteering through community events, providing scholarships, and education, networking and support to our local hospitality community.

Greater Madison Hotel & Lodging Association



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Michael Leuhrs
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The Greater Madison Hotel & Lodging Association (GMH&LA) is a chapter of WHLA. GMH&LA exists to promote the business and economic well-being of the area lodging community and collaboration concerning matters of common interest in the operation of hotels and similar businesses within the Madison metropolitan area.



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The Greater Milwaukee Hotel & Lodging Association is a chapter of WHLA, and represents the interest of Milwaukee-area hotel and lodging properties. In addition to our hotel members, GMHLA Associate Members represent a diverse group of hospitality vendors and industry partners. GMHLA hosts events to build industry connections, including the annual Greater Milwaukee Hospitality Open, a joint golf tournament with VISIT Milwaukee. The association also supports the educational endeavors of student employees with the GMHLA Educational Scholarship.







2022 WISCONSIN LODGING CONFERENCE & TRADE SHOW

The Wisconsin Lodging Conference and Trade Show is returning to The Osthoff Resort in Elkhart Lake on November 6-8! This annual WHLA event is your opportunity to connect with the larger hotel community and hear industry leaders and experts share the latest industry insights, trends and policy updates impacting your property.

Networking

This year's schedule is packed with networking opportunities including extended networking breaks and celebratory meals. From the opening reception on Sunday evening to the Chairman's Reception during the Wisconsin Lodging Trade Show you'll be sure to form new business connections and strengthen existing ones. Don't miss the first ever Meet & Greet with WHLA Chapter Presidents to learn more about our chapters in Green Bay, Madison, and Milwaukee from the volunteer leaders themselves.

View the schedule for the 2022 Wisconsin Lodging Conference and Trade Show at WisconsinLodging.org/conference-schedule.

Education

The Wisconsin Lodging Conference offers exciting and informative educational sessions, panels, and keynotes on issues of key concern to Wisconsin hoteliers. Planned by WHLA volunteer leaders on the Programming Task Force and Education/Conference Committee, the educational topics and speakers are selected to address issues of key concern related to property operations. The educational sessions at the 2022 Wisconsin Lodging Conference will cover topics including staffing and recruitment, workplace wellbeing, digital marketing, industry advocacy and more.

Be the first to learn speaker and session details by following WHLA on LinkedIn at Wisconsin Hotel & Lodging Association or Facebook at @WisLodging.

Trade Show

The Wisconsin Lodging Trade Show is your one-stop destination for finding the right products and providers to help your lodging property achieve success. Browse categories ranging from technology services to guest room products and everything in between on Monday November 7, 2022. This year, the Chairman's Reception will be held in the trade show hall, providing another opportunity for you to connect with valued suppliers and service providers in a fun and social environment.

Visit WisconsinLodging.org/exhibitors to preview the exhibitor list for the 2022 Wisconsin Lodging Trade Show.

Industry Awards

The WHLA The Stars of the Industry awards program was created more than 60 years ago to recognize outstanding accomplishments in the lodging industry in Wisconsin. While the categories have evolved over the years, the concept is still the same — to honor lodging employees and properties that best symbolize the quality service of the industry.

Help us celebrate the stars of the Wisconsin lodging industry at the 2022 Wisconsin Lodging Conference and Trade Show! Spirit of Hospitality Award winners, student scholarship recipients, and 2022 Wisconsin Lodging Hall of Fame inductees will be recognized at Awards Luncheon on Monday. The celebration continues Monday evening when the Associate, Corporate Champion and Innkeeper of the Year will be announced, followed by the popular live auction benefiting the WHLAPAC and Scholarship funds.

Learn more about the WHLA Awards program and nominate a star from your property at WisconsinLodging.org/stars.

At A Glance

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The location of the Wisconsin Lodging Conference is selected each year by the WHLA Board of Directors. Our board puts an emphasis on moving the events around to different areas of the state. All WHLA events are held at WHLA member properties. If you are interested in hosting us, please contact Monica at monica@wisconsinlodging.org or (262) 782-2851 ext. 12 for more information.

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MAY 2022						
Location	Occupancy %		Avg. Daily Rate		RevPAR	
	2022	% Chg	2022	% Chg	2022	% Chg
United States	65.1	10.1	149.91	26.8	97.53	39.6
East North Central	60.1	14.5	124.35	28.0	74.71	46.5
Wisconsin	55.7	18.1	116.69	16.1	64.94	37.1
Milwaukee	59.5	24.4	120.64	25.0	71.78	55.5
Madison	61.7	40.5	132.53	42.6	81.83	100.4
Wisconsin North Area	50.2	8.8	103.08	6.1	51.73	15.4
Wisconsin South Area	50.9	10.9	133.69	5.9	68.11	17.4
Green Bay	52.2	3.8	101.12	14.0	52.77	18.3
Appleton/Oshkosh	62.0	29.0	100.06	18.3	62.06	52.6
Wausau/Stevens Point	49.6	29.3	94.87	13.9	47.07	47.3
Eau Claire/Menomonie	53.7	11.7	99.83	14.6	53.58	27.9
Janesville/Racine	56.3	7.7	112.87	8.2	63.56	16.5
La Crosse	60.8	20.4	104.23	15.8	63.35	39.4

YTD - MAY 2022					
Occupancy %		Avg. Daily Rate		RevPAR	
2022	% Chg	2022	% Chg	2022	% Chg
55.9	17.1	142.82	33.8	85.50	56.7
51.8	18.8	111.15	27.5	57.61	51.5
48.6	24.1	111.16	19.4	53.98	48.2
50.3	26.3	110.41	30.5	55.54	64.9
49.5	41.3	112.22	44.9	55.56	104.7
43.4	24.8	99.07	4.7	42.98	30.6
46.5	14.8	137.69	11.5	64.02	28.0
49.8	16.0	112.44	33.8	55.98	55.2
52.0	27.2	95.57	24.4	49.70	58.2
47.0	34.9	95.97	15.7	45.12	56.1
46.0	23.3	94.54	15.1	43.52	41.9
48.4	14.3	107.04	12.8	51.76	28.9
60.4	40.0	95.71	20.3	57.78	68.5

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