



Madison's Central Business Improvement District (BID)

Downtown Madison Map & Guide

Annual Distribution of the free Map & Guide: 200,000

- Maps can be ordered for free by phone or online, and are distributed at area businesses, hotels, museums, convention centers, universities and colleges, tourist attractions and visitor centers, and area Realtors.
- Order online at www.visitdowntownmadison.com or call (608) 512-1341.

Map Distribution Outlets:

- Downtown Visitor Center, open year-round on State Street
- Downtown Information Booth (Capitol Square)
- UW Union South - Information Welcome Desk
- Dane County Airport, Wisconsin Aviation Airport, Beloit Travel Center
- Monona Terrace Convention Center
- Alliant Energy Center
- Kohl Center
- Wisconsin State Capitol
- Overture Center for the Arts
- Downtown museums: Chazen Museum of Art, Madison Children's Museum, Madison Museum of Contemporary Art, Wisconsin Historical Museum, Wisconsin Veterans Museum.
- 350 shops, restaurants and other businesses on State Street and Capitol Square
- Greater Madison Convention & Visitors Bureau
- Wisconsin Alumni Association
- Madison Public Library system
- Area Hotels (see other side)
- University of Wisconsin: Institutes for Discovery, Memorial Union, Memorial Library, Extension Conference Centers, Residence Halls, and via partnerships with Admissions, the Parent Program, and Campus and Visitor Relations.
- Major employers such as Epic Systems
- Major conventions and visitor events such as World Dairy Expo and at UW events such as Parents Weekend.

Online Map Orders (about 10% of total distribution)

- 80% are from outside Madison
- More than half are from outside Wisconsin.
- More than half mark "Tourist" as their reason for ordering.
- Nearly 10% are for University-related visits to Madison.

Hotel Distribution

The Downtown Madison Map & Guide is distributed at more than 70 hotels in the greater Madison area.

America's Best Value Inn - Mayflower	HotelRED
America's Best Value Inn - Southeast	Howard Johnson Plaza
AmericInn Lodge & Suites	Hyatt Place Madison/Downtown
AmericInn Madison West	King's Inn Motel
Arbor House	La Quinta Inn & Suites Madison American Center
Baymont Inn & Suites - Madison East	The Lowell Center
Baymont Inn & Suites - Madison West	Madison Concourse Hotel and Governor's Club
Best Western East Towne Suites	Madison Hostel
Best Western Inn on the Park	Magnuson Grand Hotel
Best Western Inn Towner and Highland Club	Mansion Hill Inn
Best Western West Towne Suites	Marriott Madison West
Budget Host-Aloha Inn	Microtel Inn and Suites
Cambria Suites	Motel 6
Cameo Rose Inn (Belleville)	Quality Inn Suites
Campus Inn	Quality Inn & Suites Sun Prairie
Candlewood Suites	Radisson Inn
Capitol Motel	Red Roof Inn
Clarion Suites	Residence Inn - Madison East
Comfort Inn- Madison	Residence Inn - Madison West
Comfort Inn- Stoughton	Road Star Inn
Comfort Suites Hotel	Rodeway Inn & Suites
Country Inn & Suites	Sheraton Madison Hotel
Country Inn & Suites by Carlson-Madison	Sleep Inn and Suites
Country Inn & Suites Madison West	Spence Motel
Courtyard by Marriott Madison East	Staybridge Suites
Courtyard by Marriott Madison West	Staybridge Suites Middleton
Crowne Plaza Madison	Super 8 - Hayes Rd.
Days Inn-Madison	Super 8 Verona
Days Inn-Madison Northeast	Super 8 – West
Double Tree	
Econo Lodge	
Edgewater	
Extended Stay America	
Fairfield Inn & Suites East	
Fairfield Inn & Suites West	
Grandstay Residential Suites	
Hampton Inn & Suites	
Hampton Inn East	
Hampton Inn West	
Hilton Garden Inn	
Hilton Madison Monona Terrace	
Holiday Inn Express Madison	
Holiday Inn Express Verona	
Holiday Inn Hotel Inn & Suites	
Holiday Inn Madison at American Center	
Homewood Suites Madison West	
Hotel Ruby Marie	