

Simpleview Summit 2022

In last month's issue we teased the brand new greenbay.com and in April, the site officially went live to the world! (Fingers crossed - everything has gone smoothly!

We've retained our place in search results and have had little to no issues with site speed, access, and user experience. If you haven't checked out the new greenbay.com we encourage you to visit and see what's new!

A big piece of this successful launch was the team at Simpleview - our new CRM and website partner. Several Discover Green Bay team members traveled to Phoenix, AZ for their annual conference. The team soaked up knowledge on the new tool, shared best practices and ideas, and met some of the people who have assisted on the project in person (Zoom is SO 2020).

Ashley French, our VP of Business and Finance even joined a national panel discussing the important role of visitors centers in the tourism industry.

The team has already begun implementing some of the ideas in our marketing and sales process are starting to unlock the power of Simpleview for website and partnership management.



The NFL Draft Planning Continues

We were all hoping to see the NFL Draft make its way to Green Bay in 2024.

Though the announcement was disappointing - we have been preparing for this for years, and we're not close to done. And we won't be until we hear Roger Goodell say "with the first pick in the 20__ NFL Draft" from a stage near Lambeau Field.

In fact, this April we traveled to the draft in Los Vegas. The huge crowds and spectacular stages were awe-inspiring. But - it became clear while walking the draft grounds, this event would fit perfectly in Green Bay. We have the space and the facilities along with a great NFL story to host the draft.

Together, with the Packers we continue to actively bid for a future NFL Draft. We're excited to keep our community informed as we work to make this dream a reality.

Brad Toll
President and CEO



Sales and Services Monthly Recap

Monthly Impact

March conventions and sporting events accounted for 15,523 room nights and an economic impact of \$8,110,073.

Notable Events

Triple Dance Company
Wisconsin Dartball Association
Wisconsin Health Care Association
Great Northwest Basketball Tournament
Converters Expo
Wisconsin Family Child Care Association
Brewery Beer Collectibles Club of America
Boy Scouts of America

Confirmed for Future

WI Clerks and Treasurers Institute - July 2022
Wisconsin Department of Justice - May, 2022
American Planning Association - June, 2022
Bellin Run - June, 2022
Master Academy Fee's and Registration - July, 2022
UEFA Champions League - USA Cup July, 2022

TourismIMPACT



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By The Numbers

A look at milestones and progress toward goals that impact OUR community

AREA	March 2022				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	52.6	20.2	\$105.97	26.8	46.7	18.9	\$119.41	46.0
Wisconsin	49.3	23.3	\$111.57	20.3	45.1	28.6	\$108.41	21.2
Milwaukee	50.6	21.5	\$107.49	34.1	45.4	29.3	\$103.37	32.8
Madison	49.6	43.7	\$105.18	45.9	43.2	40.2	\$100.08	41.8
Appleton/Oshkosh	52.1	25.9	\$91.26	21.5	47.7	27.8	\$94.25	28.1
Door County	42.5	17.2	\$103.69	1.8	43.4	29.0	\$107.12	3.7
Eau Claire	46.1	23.2	\$92.69	16.9	43.0	31.6	\$91.45	14.8
La Crosse	54.3	27.4	\$92.77	23.1	60.7	62.9	\$93.22	27.6
Wisconsin Dells	54.0	12.5	\$188.85	19.1	46.1	17.1	\$171.53	18.7
Wausau/Stevens Point	47.9	34.5	\$97.05	18.2	45.8	36.4	\$96.69	15.2

Most Recent Data from Smith Travel Research OCC = Hotel Occupancy ADR = Average Daily Rate

Sales	APRIL	YTD 2022	% of Goal	2022 Goal	YTD 2021
Future Meetings & Events Sales					
Leads	2	41	37.3%	110	32
Future Room Nights from Leads	8,600	31,192	27.3%	114,400	21,177
Future Potential Economic Impact from Leads	\$5,649,677	\$23,030,881.00	22.4%	\$103,000,000	\$9,888,268
Confirmed Future Room Nights	16,050	37,730	23.3%	162,000	32,395
Confirmed Economic Impact	\$9,960,745	\$38,393,468.28	40.0%	\$96,070,000	\$15,490,092
Motorcoach Sales					
Sales Calls	56	230	30.7%	750	162
Marketing/Media	APRIL	YTD 2022	% of Goal	2022 Goal	YTD 2021
Digital Marketing					
Total Web Visitors	41,262	160,132	29.1%	550,000	85,455
Pageviews	98202	359,570	16.3%	2,200,000	198,775
E-newsletter Database - New Subscribers	0	350	4.7%	7,500	312,543
Social Media Impressions	262,000	1,570,349	17.4%	9,050,000	1,457,107
Earned Media					
Pitches	2	4	2.7%	150	530
Tracked Stories	31	233	66.6%	350	48
Publicity Value	\$55,995.00	\$4,441,690.00	37.0%	\$12,000,000	\$25,800.00
Services	APRIL	YTD 2022	% of Goal	2022 Goal	YTD 2021
Convention/Sports Services					
Events Serviced	13	86	71.7%	120	22
Online Housing Reservations	74	1,668	NA	N/A	660
Visitor Inquiries	466	3,169	12.7%	25,000	3,775
Destination Guide Mailings	145	22,681	69.8%	32,500	23,050
Brochure Distribution	17,322	108,552	35.6%	305,000	114,025
Mobile Visitor Center Events Days	0	0	0.0%	30	0
MVP Volunteer Hours	37	93	NA		7
Partnerships	APRIL	YTD 2022	% of Goal	2022 Goal	YTD 2021
New Partners	4	6	30.0%	20	0
Renewing Partners	22	45	18.8%	240	37
Revenue	\$3,874.61	\$18,863.00	33.4%	\$56,400	\$16,400.83

What am I looking at here?!

TOP: STR REPORT - a dive into how Green Bay stacks up compared to fellow destinations in monthly and year to date occupancy rate and average daily rate. **NOTE: DGB does not receive the STR report until mid-month. It will be a month behind the rest of this report.**

LEFT: MONTHLY REPORT - A snapshot on progress toward Discover Green Bay's sales and marketing goals compared to previous year.

Where do they come from?

Top Origin Markets

1. Appleton/Fox Cities - 30.5%
2. Milwaukee - 18.6%
3. Wausau/Rhineland - 7.7%
4. Marquette, MI - 6.4%
5. Madison - 5.7%

Where do they go?

Top Destination POIs

1. Bay Park Square - 15.4.0%
2. Resch Complex - 9.3%
3. Oneida Casino - 8.1%
4. Lambeau Field- 6.7%
5. UWGB - 5.7%