



Tourism*i*mpact

April '24

A monthly snapshot of the impact tourism has on our local community



We're on the Clock



Discover Green Bay team members, along with a contingent of Green Bay Area municipalities, partners, and donors traveled to the 2024 NFL Draft with members of the Green Bay Packers organization. This trip officially put Green Bay on the clock for the 2025 NFL Draft.

The team was able to explore the event, network with NFL leadership and attend a panel with other upcoming destinations.

This year we were able to spend some time exploring some of the outside of the footprint programming. We also were able to explore the first-of-its-kind Draft Day in the D, which engaged the area adjacent to the footprint for overflow traffic.

We were also able to explore some off-footprint locations to see how businesses engaged with NFL Draft Attendees.

The trip to Detroit gave Discover Green Bay valuable insight into what to expect in the coming year of the planning process. Detroit did an outstanding job, and we're excited to be a part of making the 2025 NFL Draft just as successful...or better.

Events Impact

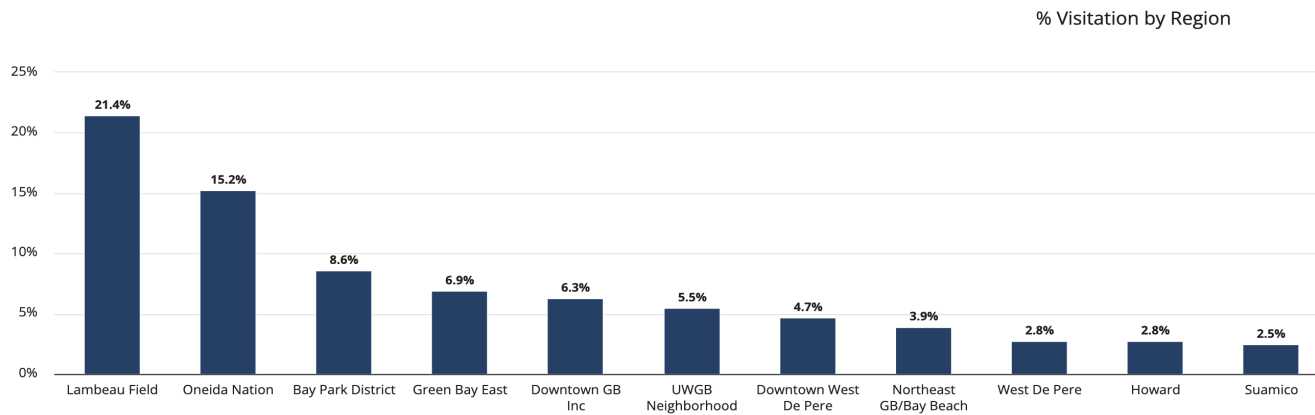
April conventions and sporting events accounted for **18,698 room nights** and an **economic impact of \$12,242,947.**

Significant Conventions and Sports Events Held in April 2024:

- United States Hockey League - USHL Combine - Phase 1&2
- Future Business Leaders of America
- National Association for Campus Activities
- Wisconsin Association of School District Administrators
- USA Hockey - Tier II Girls 16U Nationals
- Rotary TriCon, 2024
- Wisconsin Nurses Association
- Wisconsin Healthcare Association



A Little Data



2024 YTD Visitation By Region

On the Horizon

Our sales team is always hunting down new leads to bring in clients that will make a positive economic impact. We're proud to share these recent bookings!

- **Wisconsin Conservation Congress**
May, 2026
- **Midwest Women's Collegiate Hockey Exposure Camp**
June, 2024
- **Wisconsin United FC**
July, 2024
- **National Shrine of Our Lady of Champion**
May, 2025
- **Converters Expo**
May, 2025
- **USA Softball of Wisconsin**
July, 2024
- **Midwest Cycling Series**
June, 2024
- **North American Lake Management Society**
March, 2025



The Numbers

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.*

Bottom: Monthly Report - A snapshot on progress toward Discover Green Bay's sales and marketing goals compared to previous year.

AREA	March 2024				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	45.8	-7.5	106.88	1.3	42.5	-8.3	114.59	-7.2
Wisconsin	43.8	-7.3	110.58	0.1	40.9	-8	109.5	-0.3
Milwaukee	44.6	-9.7	111.3	-0.6	43.1	-7.2	110.5	-0.2
Madison	50.7	0.6	114.18	2.6	45.2	-0.7	107.59	1.2
Appleton/Oshkosh	49.6	-0.4	101.24	1.2	46.8	-2.7	101.94	-0.4
Door County	48.3	-2.2	113.96	1.5	42.9	-4.5	116.56	-1.2
Eau Claire	42.5	2.6	98.03	0.8	39.9	-1.7	97.89	1.2
La Crosse	46	-8.5	112.33	6.7	42.6	-6.3	107.96	6.9
Wisconsin Dells	42.1	-7.6	134.11	-3.1	38.8	-8.2	132.89	-2.4
Wausau/Stevens Point	42.8	-11.8	112.07	3.7	39.9	-14.1	111.21	4.4

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

Sales	April	YTD 2024	2024 Goal	% of Goal	YTD 2023
Future Meetings & Events Sales					
Leads	22	62	165	13.33%	73
Future Room Nights from Leads	9,824	38,713	115,000	8.54%	38,166
Confirmed Future Room Nights	17,765	64,002	220,000	8.08%	58,627
Confirmed Economic Impact	\$10,180,249	\$46,601,911	\$127,000,000	8.02%	\$40,353,967
Convention/Sports Services					
Events Serviced	18	60	150	40.00%	70
Online Housing Reservations	223	2108	2,000	105.40%	1,372
Motorcoach Sales					
Sales Leads	16	43	70	61.43%	23
Partnerships					
New Partners	1	8	40	20.00%	8
Renewing Partners	15	46	240	19.17%	44
Revenue	\$3,462	\$19,100	\$72,000	26.53%	\$20,645
Marketing/Media	April	YTD 2024	2024 Goal	% of Goal	YTD 2023
Digital Marketing					
Total Web Visitors	44,695	192,341	700,000	27.48%	163,586
Pageviews	147,156	529,174	2,250,000	23.52%	294,588
E-newsletter Database - New Subscribers	319	957	15,000	6.38%	0
Social Media Impressions	370,688	1,604,037	13,000,000	12.34%	4,131,322
Earned Media					
Journalist Support	15	26	600	4.33%	2
Tracked Stories	122	257	600	42.83%	78
Total Potential News Reach	355,980,000	1,043,580,000	2,000,000,000	52.18%	28,970,000
Publicity Value	\$3,328,274	\$9,690,609	\$15,000,000	64.60%	\$226,748
Visitor Services	April	YTD 2024	2024 Goal	% of Goal	YTD 2023
Visitor Inquiries	1074	3,141	21,000	14.96%	2,644
Destination Guide Mailings	535	20,354	30,000	67.85%	24,442
Brochure Distribution	32,257	134,222	350,000	38.35%	141,551
Mobile Visitor Center Events Days	0	0	65	0.00%	0
Visitor Center Visitors	306	1,281	30,000	4.27%	N/A