

# Tourism*i*mpact

April '23

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



discover  
green  
bay



# THE FUTURE WAS HERE



The future of Wisconsin business gathered in Green Bay on April 17-18 at the KI Convention Center. The Wisconsin chapter of the Future Business Leaders of America held their annual leadership conference to showcase the best and brightest from high schools across the state to showcase their knowledge and skills in a variety of different categories.

Discover Green Bay's sales team has been working with the group to ensure their experience in our region was second to none. The services offered garnered glowing reviews from event organizers as they held a successful and fulfilling event for their students. DGB even assisted the organization in finding dozens of local experts to judge the events.

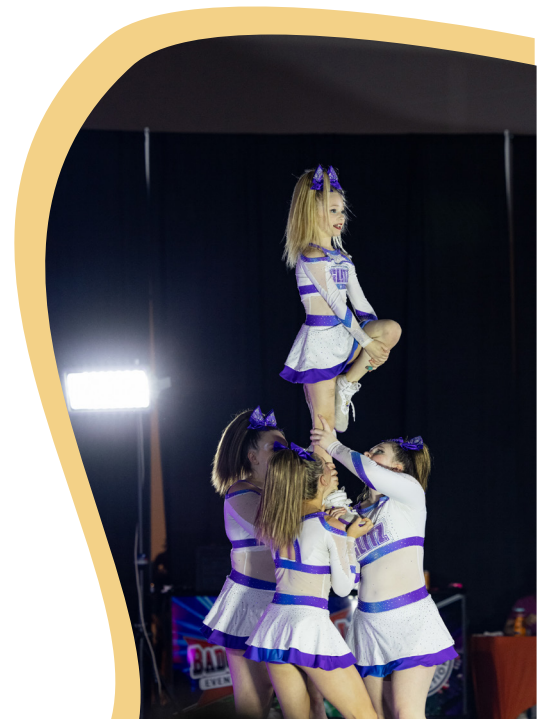
The event will be back at the KI in 2024.

## Events Impact

April conventions and sporting events accounted for **20,757 room nights** and an **economic impact** of **\$15,754,784.**

### Significant Conventions and Sports Events Held April, 2023

- Homicide Conference
- Future Business Leaders of America
- Wisconsin Association of School Councils
- Wisconsin State Teamsters Bowling Tournament
- Wisconsin Autism Society
- Wisconsin Disabled Veterans Association
- USA Hockey, Inc.
- Wisconsin Academy of Nutrition and Dietetics
- Solution Tree
- Tecmo Tundra Bowl
- Wisconsin Knights of Columbus



# A Little Data

Over the last 12 months we've been able to track the average income of our visitors. In the a previous edition of Tourism Impact we shared the percent spend of visitors from specific origin markets. When we layer this data together, Discover Green Bay is able to target the potential visitor who matches both origin market and income. This allows us to display ads to those who not only will visit, but spend the most while in market.



## 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 Arborist Association - February, 2024
- Great Lakes Logging and Heavy Equipment Expo - September, 2024
- Drexel Building Expo - March, 2024
- Wisconsin Chapter of Disabled Veterans - June, 2024
- Wisconsin Department of Transportation - October, 2024
- International Softball Congress - August, 2023
- District 82 Pinball - June, 2023
- Titletown Trade-A-Thon - April, 2024
- Wisconsin Housing Alliance - May, 2023



# 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 2022				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
<b>GREEN BAY</b>	<b>54.3</b>	<b>4.3</b>	<b>\$109.31</b>	<b>3.7</b>	<b>49.1</b>	<b>5.8</b>	<b>\$118.10</b>	<b>-0.3</b>
Wisconsin	50.2	3.3	\$113.35	5.8	46.5	4.9	\$111.12	5.8
Milwaukee	53.2	4.5	\$112.65	5.6	48.8	7.7	\$111.03	8.1
Madison	55.4	11.4	\$114.63	8.6	49.2	14.0	\$109.63	9.2
Appleton/Oshkosh	53.8	5.7	\$100.05	7.7	50.1	7.0	\$101.46	6.2
Door County	52.4	20.7	\$115.91	5.0	48.2	21.0	\$117.56	3.2
Eau Claire	44.4	-1.0	\$99.38	7.4	41.9	-1.1	\$97.67	6.1
La Crosse	51.9	-2.7	\$108.93	7.6	47.9	-15.9	\$104.59	5.9
Wisconsin Dells	50.9	6.4	\$153.70	0.9	45.2	7.1	\$142.95	2.4
Wausau/Stevens Point	49.9	2.9	\$108.80	11.1	47.9	4.0	\$107.05	8.9

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

Sales	April	YTD 2023	% of Goal	2023 Goal	YTD 2022
<b>Future Meetings &amp; Events Sales</b>					
Leads	20	73	44.2%	165	41
Future Room Nights from Leads	11,082	38,166	33.4%	114,400	31,192
Future Potential Economic Impact from Leads	7,976,315	\$23,007,214.00	33.8%	\$68,160,310	\$23,030,881
Confirmed Future Room Nights	17,468	58,627	34.5%	170,000	48,085
Confirmed Economic Impact	14,708,883	\$40,353,967.00	32.3%	\$125,000,000	\$38,393,468
<b>Motorcoach Sales</b>					
Sales Leads	9	23	57.5%	40	7
Marketing/Media	April	YTD 2023	% of Goal	2023 Goal	YTD 2022
<b>Digital Marketing</b>					
Total Web Visitors	30,587	150,319	25.1%	600,000	160,132
Pageviews	94,465	294,588	10.7%	2,750,000	359,570
E-newsletter Database - New Subscribers	0	0	0.0%	2,500	350
Social Media Impressions	2,115,892	4,131,322	31.8%	13,000,000	1,570,349
<b>Earned Media</b>					
Direct Pitches	2	4	20.0%	20	0
Journalist Tours	0	2	5.0%	40	1
Press Release Distribution	5	11	0.2%	4,500	4
Tracked Stories	8	78	13.0%	600	233
Total Potential News Reach	1,970,000	28,970,000	N/A	N/A	N/A
Publicity Value	\$18,266	\$226,748.00	3.3%	\$6,800,000	\$4,441,690.00
Services	April	YTD 2023	% of Goal	2023 Goal	YTD 2022
<b>Convention/Sports Services</b>					
Events Serviced	23	70	46.7%	150	86
Online Housing Reservations	96	1,372	68.6%	2000	1,668
<b>Visitor Services</b>					
Visitor Inquiries	410	2,644	14.7%	18,000	3,169
Destination Guide Mailings	132	24,442	75.2%	32,500	22,681
Brochure Distribution	44,863	141,551	40.4%	350,000	108,552
Mobile Visitor Center Events Days	0	0	0.0%	30	0
Partnerships	April	YTD 2023	% of Goal	2023 Goal	YTD 2022
New Partners	2	8	20.0%	40	6
Renewing Partners	20	44	22.0%	200	45