

TourismIMPACT

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A Training Camp to Remember

Each and every year we encounter new and interesting ways to engage fans and travelers at training camp. And 2022 was no different. It was the first year that Discover Green Bay leveraged a new role in “brand ambassadors” - a new role created in the summer of 2022 - to engage fans. These young and energetic college and high school students were a burst of energy outside of BART - the new mobile visitor center. Along with volunteers, brand ambassadors challenged attendees to games of bags (to win t-shirts), Plinko (to win DGB swag) and shared their best spots around town!

Plus, this was the first year that Discover Green Bay hosted a podcast dedicated to training camp attendees. The show had guests including Packers players and personalities. They shared their tips and tricks to traveling like a local, their top restaurant picks and their experiences in Green Bay.

To cap off the training camp festivities, Discover Green Bay went VIRAL on social media with the Packers tea party. More than 2 million people saw the post and it was featured on all major networks including the NFL, Good Morning America and more!!



ESTO Power Networking

In early August I traveled to Grand Rapids for my first ever ESTO (Education Seminar for Tourism Organizations) conference presented by U.S. Travel Association. For months folks in the office told me that this is “your department’s conference,” and they were spot on.

I left the sessions with pages of notes on new PR strategies, things to try in the digital space, how to improve our podcast, TikTok tips and social media best practices. All incredibly valuable stuff!

But, even more important are the connections made. Being a “lone wolf” at the conference allowed me to spread my wings and meet new people.

From the State Tourism Department to Arizona, Minnesota and more, my phone has never had more tourism contacts!

Nick Meisner
VP of Marketing and Communication



Sales and Services Monthly Recap

Monthly Impact

August conventions and sporting events accounted for 9,930 room nights and an economic impact of \$4,926,225

Notable Events

Narcotics Officers of Wisconsin
Wisconsin Chiefs of Police Association
Beja Shriners
Valley Bakers Cooperative
Open Air Classic Tour
Order of Malta
World Para Ice Hockey Women’s World Challenge

Confirmed for Future

Kitsune Kon - July, 2023
Wisconsin Land and Water Conservation Association - March, 2024
Future Business Leaders of America - April, 2024
Wisconsin Society of Medical Assistants - April, 2023
Great Northwest Basketball League - March 2023
United States Bowling Congress -Senior Championships - August, 2023
Wisconsin Association of College Admissions - May, 2023
Rainbow Dance Competition- March, 2023

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By The Numbers

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



AREA	July 2022				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	68.8	5.7	\$108.39	22.3	54.5	13.2	\$115.07	27.8
Wisconsin	71.0	4.4	\$136.71	10.1	54.4	17.6	\$122.16	14.6
Milwaukee	72.0	12.6	\$124.25	14.5	56.0	22.7	\$120.20	24.3
Madison	69.0	8.2	\$113.75	11.7	54.9	31.1	\$116.56	32.0
Appleton/Oshkosh	68.0	5.6	\$139.99	16.9	56.3	20.2	\$109.58	18.7
Door County	76.1	-4.5	\$147.52	6.5	53.4	6.6	\$123.78	3.2
Eau Claire	65.9	0.7	\$108.47	7.4	51.8	16.0	\$101.95	12.0
La Crosse	69.8	3.9	\$104.30	7.6	62.8	26.7	\$100.95	14.2
Wisconsin Dells	76.0	2.9	\$217.49	6.3	54.8	10.3	\$183.21	9.1
Wausau/Stevens Point	64.4	8.5	\$92.88	20.7	51.1	26.1	\$100.26	16.8

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

Sales	August	YTD 2022	% of Goal	2022 Goal	YTD 2021
Future Meetings & Events Sales					
Leads	7	93	84.5%	110	87
Future Room Nights from Leads	4,155	53,966	47.2%	114,400	57,510
Future Potential Economic Impact from Leads	\$2,308,297	\$36,433,639.00	35.4%	\$103,000,000	\$31,280,087
Confirmed Future Room Nights	13,064	88,564	54.7%	162,000	89,435
Confirmed Economic Impact	\$10,836,746	\$72,581,882.28	75.6%	\$96,070,000	\$49,870,307
Motorcoach Sales					
Sales Calls		336	44.8%	750	454
Marketing/Media	August	YTD 2022	% of Goal	2022 Goal	YTD 2021
Digital Marketing					
Total Web Visitors	50,874	358,909	65.3%	550,000	388,571
Pageviews	121,881	839,246	38.1%		805,023
E-newsletter Database - New Subscribers	0	431	5.7%	7,500	965,602
Social Media Impressions	3,807,051	10,073,346	111.3%	9,050,000	4,174,068
Earned Media					
Pitches	2	16	10.7%	150	73
Tracked Stories	27	513	146.6%	350	78
Publicity Value	\$151,026.00	\$5,394,079.00	45.0%	\$12,000,000	\$25,800.00
Services	August	YTD 2022	% of Goal	2022 Goal	YTD 2021
Convention/Sports Services					
Events Serviced	7	124	103.3%	120	63
Online Housing Reservations	44	1,763	NA	N/A	945
Visitor Inquiries	3,086	13,478	53.9%	25,000	16,244
Destination Guide Mailings	342	27,587	84.9%	32,500	29,849
Brochure Distribution	25,519	262,866	86.2%	305,000	255,840
Mobile Visitor Center Events Days	12	23	76.7%	30	13
MVP Volunteer Hours	113	293	NA	NA	195
Partnerships	August	YTD 2022	% of Goal	2022 Goal	YTD 2021
New Partners	5	18	90.0%	20	5
Renewing Partners	15	95	39.6%	240	120
Revenue	\$5,149.39	\$39,983.87	70.9%	\$56,400	\$44,010

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 - 22%
2. Milwaukee - 17.3%
3. Chicago - 7.5%
4. Wausau/Rhineland - 5.8%
5. Madison - 5.7%

Where do they go?

Top Destination POIs

1. Lambeau Field - 15.74%
2. Bay Park Square - 10.5%
3. GRB - 8.3%
4. Oneida Casino - 5.2%
5. UWGB - 4.8%