



# Tourism*i*mpact

August '24

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



# Welcome to Discover Green Bay



To wrap up the summer Discover Green Bay is excited to welcome our new team members! Discover Green Bay leadership had a unique opportunity to evaluate the organizational structure and build a team of talented professionals that are dedicated to inspiring people to visit the Green Bay Area and explore all our region has to offer.

Shane Stout has taken the reigns of the Visitor Experience Department as VP of Visitor Experiences. He will oversee all programming and education efforts in the Discover Green Bay Visitor Center. As part of the reorganization, partnerships will join the Visitor Experiences Department and take on additional responsibilities. Joel McKeefry will be taking over partnership sales and engagement as the Director of Partnerships.

The marketing department has expanded and added a new role. Lydia Andersen has taken over as Content Marketing Manager and will oversee all social and digital content. Ainsley Harrison is joining the marketing team as Brand Marketing Manager and will work on website, email marketing, and graphic projects along with assisting in content development.

Michael Cherek brings great experience and dedication to the sales department as our new Sales Manager. Along with the SMERF market, Michael will also take on international and group sales efforts.

Join us in welcoming these new team members to DGB!

## Events Impact

August conventions and sporting events accounted for **12,065 room nights** and an **economic impact** of **\$5,114,875.**

**Significant conventions and sports events held in August 2024:**

- Narcotics Officers Association of Wisconsin
- Bureau of Indian Affairs - Department of Interior
- American Association of State Highway and Transportation Officials
- Wisconsin Chiefs of Police
- Eagle Wings Motorcycle Association
- Summer Pinball Classic
- Wisconsin Department of Health Services - Aging and Disability Conference



# A Little Data

## Visitor Spend Percentage & Average Spend by Category

	Share of Revenue	Avg. Visitor Spend
Restaurants	19%	\$81
Retail	23%	\$139
Accommodations	77%	\$275
Attractions	35%	\$275

## On the Horizon

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

- **Dairy Business Association of Wisconsin**  
January, 2025
- **Christian Congregation of Jehovah's Witnesses**  
May, 2026
- **National Shrine of our Lady of Champion Events - Marian Eucharist**  
May, 2025
- **League of Wisconsin Municipalities - Municipal Assessors Institute**  
September, 2024
- **National Shrine of our Lady of Champion Events - Inaugural Solemnity of our Lady of Champion at the National Shrine**  
October, 2025
- **Wisconsin Intramural Recreation Sports Association**  
October, 2024
- **Wisconsin Upper Michigan Kiwanis Convention**  
August, 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	July 2024				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
<b>GREEN BAY</b>	<b>66.9</b>	<b>1.2</b>	<b>132.68</b>	<b>4.2</b>	<b>53.2</b>	<b>-3.3</b>	<b>115.86</b>	<b>0.9</b>
Wisconsin	66.9	-2.2	163.26	7.1	52.3	-3.6	127.77	2.7
Milwaukee	70.6	1.9	214.03	32.7	56	-2.9	140.85	8.7
Madison	66	-3.4	133.74	0.8	58.2	0.2	129.28	3.4
Appleton/Oshkosh	65.8	1.9	171.35	1.8	54.9	-0.8	117.24	2.5
Door County	68.5	0.1	164.89	5.1	53	-1.9	130.12	3.3
Eau Claire	64	-2.3	119.72	-0.8	50.5	-0.8	106.86	0.4
La Crosse	65.3	-4.9	127.34	-10.2	53.1	-4.7	119.39	1.8
Wisconsin Dells	68.7	-5.5	175.25	-5.2	50.2	-6.1	145.6	-3.6
Wausau/Stevens Point	62	-1.4	129.71	-1.3	48.5	-5	116.85	1.5

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

Sales	August	YTD 2024	2024 Goal	% of Goal	YTD 2023
<b>Future Meetings &amp; Events Sales</b>					
Leads	16	126	165	9.70%	133
Future Room Nights from Leads	7,851	76,516	115,000	6.83%	79,519
Confirmed Future Room Nights	15,210	141,009	220,000	6.91%	131,336
Confirmed Economic Impact	\$14,655,319	\$102,227,403	\$127,000,000	11.54%	\$87,919,892
<b>Convention/Sports Services</b>					
Events Serviced	5	120	150	80.00%	131
Online Housing Reservations	198	2589	2,000	129.45%	1,622
<b>Motorcoach Sales</b>					
Sales Leads	0	45	70	64.29%	44
<b>Partnerships</b>					
New Partners	4	28	40	70.00%	17
Renewing Partners	20	108	240	45.00%	102
Revenue	\$6,471	\$43,220	\$72,000	60.03%	\$42,479
<b>Marketing/Media</b>	<b>August</b>	<b>YTD 2024</b>	<b>2024 Goal</b>	<b>% of Goal</b>	<b>YTD 2023</b>
<b>Digital Marketing</b>					
Total Web Visitors	56,286	410,244	700,000	58.61%	395,427
Pageviews	199,934	1,333,960	2,250,000	59.29%	871,037
E-newsletter Database - New Subscribers	318	1,992	15,000	13.28%	139
Social Media Impressions	619,281	4,237,652	13,000,000	32.60%	11,589,114
<b>Earned Media</b>					
Journalist Support	8	65	600	10.83%	23
Tracked Stories	35	619	600	103.17%	1,055
Total Potential News Reach	1,300,000,000	4,013,400,000	2,000,000,000	200.67%	1,574,670,000
Publicity Value	\$12,189,814	\$37,327,764	\$15,000,000	248.85%	\$12,778,464
<b>Visitor Services</b>	<b>August</b>	<b>YTD 2024</b>	<b>2024 Goal</b>	<b>% of Goal</b>	<b>YTD 2023</b>
Visitor Inquiries	4,034	17,828	21,000	84.90%	15,710
Destination Guide Mailings	132	20,982	30,000	69.94%	24,998
Brochure Distribution	28,000	241,363	350,000	68.96%	257,393
Mobile Visitor Center Events Days	10	30	65	46.15%	33
Visitor Center Visitors	571	3,799	30,000	12.66%	N/A