

Tourism*i*mpact

August '23

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



discover
green
bay 

Lost In: Green Bay



As usual - August was a busy, bustling month around the Greater Green Bay Community. With training camp, the end of summer travel and two large groups - there was no shortage of things to do.

So why not add a nationally syndicated TV show to the mix?

The Lost In series chose Green Bay as one of the final episodes of Season 1. The crew was in town for a full week shooting at area attractions like Bay Beach, the OnBroadway Farmers Market, Lambeau Field, Green Bay Sail and Paddle and more!

With the host being a chef, aka DJ BBQ, we had to showcase our great food as well. The crew was wow'd by Cedar and Sage, the Booyah Shed and, of course, cheese curds.

The show will air on Primetime on Destination America - a Discovery Network Channel on Sept. 21 and will be available to stream following the premier.

Events Impact

August conventions and sporting events accounted for **11,748 room nights** and an **economic impact** of **\$7,072,962**

Significant Conventions and Sports Events Held in August, 2023:

- International Motorcoach Group
- United States Bowling Congress
- Narcotics Officers of Wisconsin
- International Softball Congress
- Going on Faith
- Order of Malta
- World Para Ice Hockey Women's World Challenge
- Wisconsin Chiefs of Police
- International Shrine Hillbillies
- State Bar of Wisconsin



A Little Data

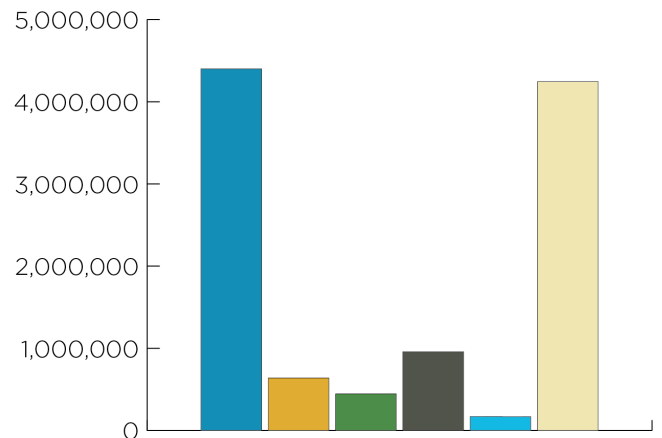
Discover Green Bay has had a BIG year on social media. In 2022 we re-invented our social personality along with our brand.

Our goal is to bring users to the edge of experiencing Green Bay “IRL” (in real life). We also sought to highlight and feature the local business that make Green Bay a unique place to visit.

We’re happy to report that our strategy - well - it’s working! In August we surpassed our 2022 total for social media impressions. To date more than 10 million impressions have been served, building an engaged audience who we can inspire to visit our community.

Discover Green Bay Social Channel Impressions

Facebook Instagram Twitter
TikTok LinkedIn YouTube



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!

- Dairy Farmers of Wisconsin
September, 2023
- Christian Congregation of Jehovah’s Witnesses
May, 2024
- Willow Classic Bowling Tournament
February-May, 2024
- Titledown Train Show
May, 2024 and May, 2025
- Eagle Wings Motorcycle Association
August, 2024
- Wisconsin Evangelical Lutheran Synod
June, 2025
- ESRI - Wisconsin Users Group
November, 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	July 2023				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	66.2	-3.2	\$127.36	-2.8	55.0	1.8	\$114.88	0.6
Wisconsin	68.4	-1.5	\$151.83	5.5	54.4	1.5	\$124.19	5.4
Milwaukee	69.3	-3.9	\$160.65	13.4	57.6	2.6	\$129.16	8.0
Madison	68.8	0.1	\$133.18	4.2	58.5	6.6	\$125.33	7.1
Appleton/Oshkosh	64.7	-4.1	\$168.38	3.2	55.4	-0.2	\$114.46	3.7
Door County	68.6	-1.2	\$157.36	5.3	54.1	7.0	\$126.32	3.1
Eau Claire	65.0	-0.8	\$121.45	3.7	50.7	-0.8	\$106.63	5.0
La Crosse	68.9	-2.5	\$142.48	13.7	55.9	-7.7	\$117.50	9.4
Wisconsin Dells	72.7	4.1	\$185.91	0.7	53.5	5.0	\$152.02	1.7
Wausau/Stevens Point	62.9	-1.1	\$129.33	12.8	51.7	1.2	\$113.81	11.8

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

Sales	August	YTD 2023	% of Goal	2023 Goal	YTD 2022
Future Meetings & Events Sales					
Leads	17	133	80.6%	165	93
Future Room Nights from Leads	12,218	79,519	69.5%	114,400	53,966
Future Potential Economic Impact from Leads	\$6,448,680.00	\$42,662,169.00	62.6%	\$68,160,310	36,433,639
Confirmed Future Room Nights	14,711	131,336	77.3%	170,000	98,919
Confirmed Economic Impact	\$14,256,293.00	\$87,919,892.00	70.3%	\$125,000,000	72,581,882
Motorcoach Sales					
Sales Leads	3	44	110.0%	40	14
Marketing/Media	August	YTD 2023	% of Goal	2023 Goal	YTD 2022
Digital Marketing					
Total Web Visitors	44,131	342,893	57.1%	600,000	358,909
Pageviews	148,867	871,037	49.8%	1,750,000	839,246
E-newsletter Database - New Subscribers	0	139	5.6%	2,500	431
Social Media Impressions	1,458,082	11,589,114	89.1%	13,000,000	10,073,346
Earned Media					
Direct Pitches	0	4	20.0%	20	4
Journalist Tours	10	23	57.5%	40	16
Press Release Distribution	0	20	44.4%	45	16
Tracked Stories	29	1,055	175.8%	600	513
Total Potential News Reach	229,000,000	1,574,670,000	N/A	N/A	N/A
Publicity Value	\$2,120,000	\$12,778,464.00	187.9%	\$6,800,000	\$5,394,079.00
Services	August	YTD 2023	% of Goal	2023 Goal	YTD 2022
Convention/Sports Services					
Events Serviced	15	131	87.3%	150	124
Online Housing Reservations	141	1,622	81.1%	2000	1,763
Visitor Services					
Visitor Inquiries	6,182	15,792	87.7%	18,000	13,478
Destination Guide Mailings	174	24,998	76.9%	32,500	27,587
Brochure Distribution	21,539	257,393	73.5%	350,000	262,866
Mobile Visitor Center Events Days	14	33	110.0%	30	23
Partnerships	August	YTD 2023	% of Goal	2023 Goal	YTD 2022
New Partners	4	17	42.5%	40	21
Renewing Partners	18	102	51.0%	200	98
Revenue	\$5,558.00	\$42,479.15	68.1%	\$62,400	\$39,758