

Tourism*i*mpact

December '23

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



discover
green
bay

Wrapping an Incredible Year



2023 will be a year that Discover Green Bay will always remember and cherish. Not only was it a banner year for tourism, it was the year of many milestones.

2023 began in our temporary office space just blocks from the build site of the new visitor center. We were always a close team, but that space brought us together in more ways than one. With the irresistible smell of Margarita Dip wafting in the air, we watched as the nearly decades long dream of a Discover Green Bay Visitor Center come to a reality.

It was also at this temporary office space that we learned that our community would be the host of the long-awaited 2025 NFL Draft. Along side community partners, and especially the Green Bay Packers, Discover Green Bay worked tirelessly for many years to secure this bid.

But the celebrations didn't end there. Later in 2023 the doors to the Visitor Center opened with an unforgettable series of events and celebrations.

As we reflect on a great year we are grateful for the support of our gracious and supportive community of board members, elected officials, community leaders, partners and residents. We look forward to another year of milestones and initiatives that will be impactful for the tourism growth in Greater Green Bay.

Events Impact

October conventions and sporting events accounted for **3,538 room nights** and an **economic impact** of **\$1,827,483**.

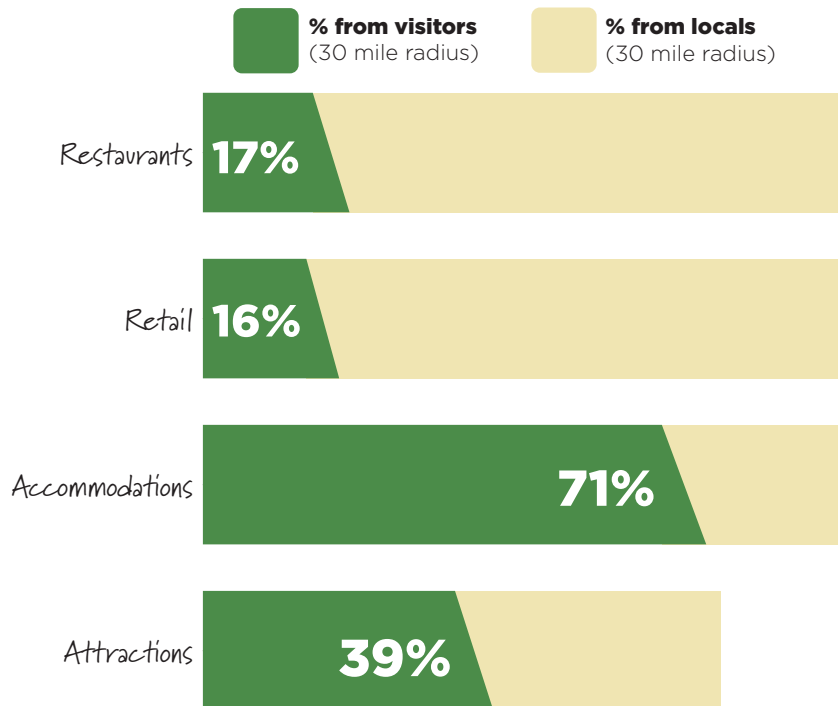
Significant Conventions and Sports Events Held in December 2023:

- Shawano Boys Basketball - SunDrop Shootout
- Green Bay Area Youth Hockey
- Ornuo Ingredients North America
- VStar Entertainment
- Ashwaubenon Dance Invitational



A Little Data

Share of Revenue



At Discover Green Bay we are always looking at where visitors are spending their time and dollars to make informed, data driven marketing decisions. But, our share of revenue metric takes this a layer deeper.

It not only shows how and where visitors are spending their dollars, but the impact they are having.

This data tells us the percentage of revenue that is spent at local businesses versus the percent of revenue that is spent by locals. As you can see - visitors have the largest impact on accommodations and attractions.

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 Bison Producers Association
January, 2024
- League of Women Voters
May, 2024
- Scaled Up Expos
March, 2024
- One Wisconsin Volleyball
January - April, 2024
- USA Powerlifting - Student World Cup
June, 2024
- Federation of Tax Administrators
July, 2024
- Wisconsin Nurses Association
April, 2024
- Professional Insurance Agents of Wisconsin
October, 2022



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	November 2023				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	46.9	-8.6	\$140.17	-14.4	56.0	-0.4	\$123.90	-1.0
Wisconsin	44.6	-6.8	\$113.76	0.7	55.5	-0.6	\$126.43	4.4
Milwaukee	45.5	-9.7	\$111.93	2.1	57.9	-0.3	\$130.20	6.7
Madison	52.8	2.9	\$126.65	3.1	61.0	4.1	\$136.39	5.4
Appleton/Oshkosh	48.4	-8.7	\$106.41	-10.5	55.6	-2.6	\$113.35	1.6
Door County	43.8	-4.3	\$124.18	-8.7	56.0	3.3	\$129.58	1.1
Eau Claire	44.3	-1.9	\$98.60	3.0	53.7	0.1	\$106.79	4.1
La Crosse	46.1	-0.8	\$108.41	12.2	57.5	-6.1	\$119.50	7.8
Wisconsin Dells	39.9	-5.9	\$126.50	2.3	53.6	1.6	\$146.60	1.1
Wausau/Stevens Point	41.6	-8.2	\$109.28	8.1	51.9	-1.1	\$114.79	11.2

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

Sales	December	YTD 2023	Goal	2023 Goal	YTD 2022
Future Meetings & Events Sales					
Leads	21	195	90.7%	215	140
Future Room Nights from Leads	12,131	118,044	103.2%	114,400	84,698
Future Potential Economic Impact from Leads	4,538,725	\$65,857,563	96.6%	\$68,160,310	\$57,619,575.00
Confirmed Future Room Nights	10,282	177,638	104.5%	170,000	127,409
Confirmed Economic Impact	6,827,434	\$127,407,117	101.9%	\$125,000,000	\$95,466,072.28
Motorcoach Sales					
Sales Leads		62	155.0%	40	17
Marketing/Media	December	YTD 2023	% of	2023 Goal	YTD 2022
Digital Marketing					
Total Web Visitors	49,270	584,841	97.5%	600,000	458,353
Pageviews	142,946	1,357,698	49.4%	2,750,000	1,005,648
E-newsletter Database - New Subscribers	0	139	5.6%	2,500	431
Social Media Impressions	336,019	13,134,935	101.0%	13,000,000	10,404,802
Earned Media					
Direct Pitches	0	4	20.0%	20	6
Journalist Tours	0	23	57.5%	40	16
Press Release Distribution	0	25	55.6%	45	22
Tracked Stories	48	1,245	207.5%	600	551
Total Potential News Reach	83,940,000	1,691,164,530	N/A	N/A	N/A
Publicity Value	\$776,405	\$15,923,897	234.2%	\$6,800,000	\$5,709,008.00
Services	December	YTD 2023	% of	2023 Goal	YTD 2022
Convention/Sports Services					
Events Served	2	162	108.0%	150	141
Online Housing Reservations	84	1,871	93.6%	2000	1,804
Visitor Services					
Visitor Inquiries	409	20,376	113.2%	18,000	15,421
Destination Guide Mailings	45	25,255	77.7%	32,500	28,175
Brochure Distribution	11,910	307,682	87.9%	350,000	300,139
Mobile Visitor Center Events Days	0	37	123.3%	30	25
Partnerships	December	YTD 2023	% of	2023 Goal	YTD 2022
New Partners	1	31	77.5%	40	36
Renewing Partners	7	171	71.3%	240	161
Revenue	\$3,450.00	\$63,496	102.4%	\$62,000	59,984