

# TourismIMPACT

Vol. 22 | Issue 12 | December 2022

## 2022 - A Transformitive Year

2022 was quite the year for Discover Green Bay. We experienced many wins, progress as a destination, and are looking forward to a bright future in 2023.

2022 started off fast and furious. The state awarded marketing grants and Gov. Evers came to town to present a \$2.5 million dollar grant for the Discover Green Bay visitor center. It was full throttle from there. We held the ground breaking, watched construction trucks moving on the site, unveiled a mobile visitor center and welcomed even more community support.

On the marketing side we invested more in our digital than we ever have in the past. We took the brand to a whole new level - and across the pond. We scoured the community gathering more than 3,500 photo assets of events, attractions, restaurants and more.



We launched a new website that showcased our content and made it easier for visitors to explore the region. And, we set a record for number of website visitors. Plus - we had more than 35 million impressions on our content world wide, Not to mention our viral video that made GMA and other national outlets. We look forward to building on this in 2023.

## Sales and Services Monthly Recap

### Monthly Impact

December conventions and sporting events accounted for 4,717 room nights and an economic impact of \$2,373,472.

### Notable Events

Green Bay area Youth Hockey - Tundra Tussle  
St. Norbert College - Nicolet National Bank Holiday Tournament  
Shawano Sun Drop Shootout  
Hmong Annual New Year  
ESPN  
Pat McCarthy's Street Crimes

### Confirmed for Future

National Tribal Child Support Association - July, 2023  
Wisconsin Association of School District Administrators - April, 2024  
Homicide Conference - April, 2023  
Robotics Education and Competition Foundation - March, 2023  
Alcoholics Anonymous - Area 74 - May, 2023  
Brewery Beer Collectibles Club of American - Titletown Trade-a-thon - April, 2023  
The BOW Tour - Season Finale - April, 2023  
USA Gymnastics - The Leap Challenge - March, 2023



### Thank You

As we close out another year I'd like to take a moment to thank our community, partners, board members and our elected officials and community leaders. Your support and dedication to our destination enables us to promote it as a top destination for leisure, business, convention and event travel.

This past year proved to be a pivotal one. Your support and guidance allowed us to reach more people than ever before, build our brand as "Discover Green Bay" and propel us into the future by breaking ground on the new visitor center.

We look forward to working with you, learning from you and continue to be the voice of tourism in our region in 2023.

Sincerely,  
Brad Toll,  
President & CEO  
Discover  
Green Bay



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## By The Numbers

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



AREA	November 2022				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	52.4	9.1	\$165.19	14.4	56.8	11.1	\$126.09	17.3
Wisconsin	47.8	6.5	\$113.73	8.7	56.6	13.1	\$124.84	10.2
Milwaukee	49.7	5.8	\$110.31	5.4	57.9	16.8	\$122.48	12.4
Madison	51.5	16.7	\$122.34	10.5	58.6	25.4	\$128.87	22.9
Appleton/Oshkosh	54.0	8.9	\$117.93	17.3	57.8	15.2	\$110.85	14.9
Door County	40.3	8.3	\$104.79	2.3	56.2	3.8	\$128.43	2.8
Eau Claire	46.0	-8.1	\$94.37	4.2	54.5	10.5	\$102.46	9.7
La Crosse	47.2	-30.6	\$94.61	4.8	63.1	7.8	\$105.58	10.3
Wisconsin Dells	42.2	13.3	\$146.85	8.6	55.1	9.9	\$176.80	6.5
Wausau/Stevens Point	45.5	13.2	\$97.94	13.7	52.7	20.4	\$100.93	16.1

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

Sales	December	YTD 2022	% of Goal	2022 Goal	YTD 2021
<b>Future Meetings &amp; Events Sales</b>					
Leads	12	140	127.3%	110	130
Future Room Nights from Leads	5375	84,698	74.0%	114,400	92,212
Future Potential Economic Impact from Leads	3,976,720	\$58,387,591	56.7%	\$103,000,000	54,940,547
Confirmed Future Room Nights	10718	150,303	92.8%	162,000	126,522
Confirmed Economic Impact	7,033,857	\$111,391,454	115.9%	\$96,070,000	76,688,813
<b>Motorcoach Sales</b>					
Sales Calls	32	508	67.7%	750	660
<b>Marketing/Media</b>	<b>December</b>	<b>YTD 2022</b>	<b>% of Goal</b>	<b>2022 Goal</b>	<b>YTD 2021</b>
<b>Digital Marketing</b>					
Total Web Visitors	55,652	562,474	102.3%	550,000	580,693
Pageviews	128,502	1,249,379	56.8%	2,200,000	2,054,075
E-newsletter Database - New Subscribers	0	1,089	14.5%	7,500	0
Social Media Impressions	176,796	10,743,326	118.7%	9,050,000	6,323,274
<b>Earned Media</b>					
Pitches	1	26	17.3%	150	600
Tracked Stories	14	572	163.4%	350	85
Publicity Value	\$168,667	\$6,045,917.00	50.4%	\$12,000,000	\$3,430,008.00
<b>Services</b>	<b>December</b>	<b>YTD 2022</b>	<b>% of Goal</b>	<b>2022 Goal</b>	<b>YTD 2021</b>
<b>Convention/Sports Services</b>					
Events Serviced	2	149	124.2%	120	95
Online Housing Reservations	84	1,923	NA	N/A	1,761
Visitor Inquiries	400	16,147	64.6%	25,000	20,087
Destination Guide Mailings	193	28,549	87.8%	32,500	31,764
Brochure Distribution	7,998	318,683	104.5%	305,000	316,997
Mobile Visitor Center Events Days	0	25	83.3%	30	14
MVP Volunteer Hours	0	368	NA	NA	256
<b>Partnerships</b>	<b>December</b>	<b>YTD 2022</b>	<b>% of Goal</b>	<b>2022 Goal</b>	<b>YTD 2021</b>
New Partners	1	37	185.0%	20	12
Renewing Partners	6	161	87.1%	240	182
Revenue	\$4,679,23	\$59,983,58	106.4%	\$56,400	\$65,244

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.\*

**BOTTOM LEFT: MONTHLY REPORT** - A snapshot on progress toward Discover Green Bay's sales and marketing goals compared to previous year.

**BOTTOM RIGHT: VISITOR DATA** - TOP: Top visitor origin market & their percent of total visitor spend. BOTTOM: Visitor spending by merchant category

