



Tourism*i*mpact

February '24

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



Champions Crowned



On Tuesday, February 13 Discover Green Bay hosted the inaugural Champions of Hospitality Awards at the Meyer Theater in Downtown Green Bay. The event is an evolution of the Fall Tourism awards. The new format provided better timing for award nominees and a more elegant feel to the ceremony.

After a brief industry update from President and CEO, Brad Toll, our keynote speaker took the stage. Molly Crosby shared how much this community means to her and her family and also provided inspiration for the hospitality community. Her words inspired attendees to make Green Bay the best destination we can be.

Award winners included:

Hospitality Employee of the Year: Ray Wielgus
Event of the Year: WI EMS Association Conference
Business Partner of the Year: Brown County
Tim Quigley Tourism Award: Geoff Lacy

We're excited to host this fun and inspiring event again in February of 2025 to honor those who have made a significant impact on the tourism industry.

Events Impact

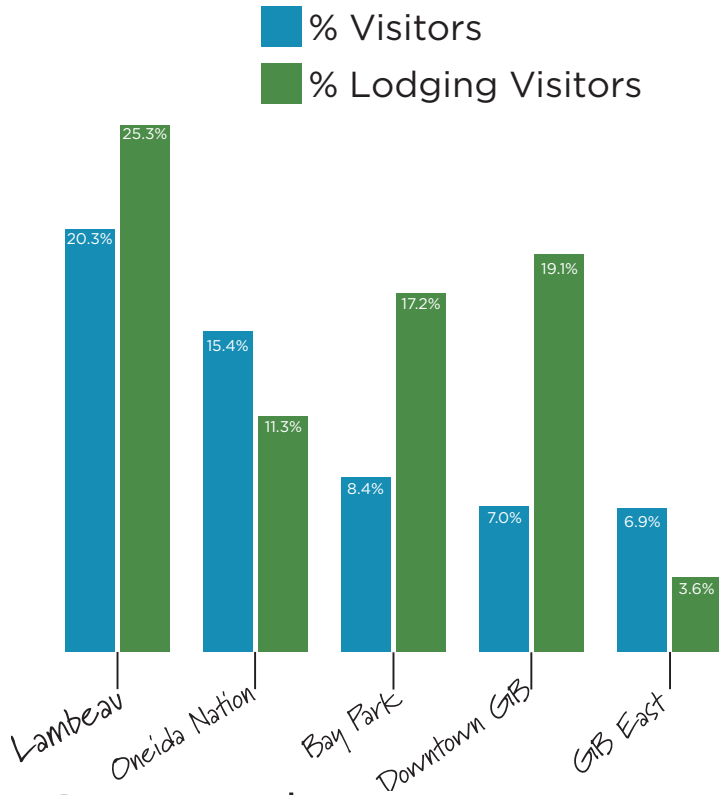
January conventions and sporting events accounted for **16,350 room nights** and an **economic impact** of **\$12,790,447**.

Significant Conventions and Sports Events Held in February 2024:

- Wisconsin Future Farmers of America: Alumni Association
- Wisconsin Land Information Association
- Wisconsin Wetlands Association
- Wisconsin Broadcasters Association
- Wisconsin Swimming Association - State Swim Meet
- Wisconsin Sheriffs and Deputy Sheriffs Association
- Wisconsin Football Coaches Association
- Wisconsin Department of Justice - Active Threat Conference



A Little Data



Visitors & Lodging Visitation By Region

This metric allows you to see the difference between overall visitation by region and accommodation visitation by region. Regions that have a higher share of accommodation visitation indicates a higher likelihood of overnights happening in the specific region.

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 Arborist Association**
February, 2025
- **Wisconsin Society of Science Teachers**
April, 2027
- **Wisconsin Department of Public Instruction - Racial Disproportionality Institute**
June, 2024
- **Robotics Education and Competition Foundation**
January, 2025
- **Wisconsin Association for Perinatal Care**
October, 2024
- **Solution Tree**
December, 2025
- **Badger Region Volleyball**
March, 2024
- **BJ Rysewyk - Pack in Readers**
June, 2025
- **Blue Knight Law Enforcement Club**
June, 2024



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	January 2024				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	39.6	-9.2	122.69	-13.5	39.6	-9.2	122.69	-13.5
Wisconsin	38.2	-8.6	108.38	-0.9	38.2	-8.6	108.38	-0.9
Milwaukee	41.7	-4.8	109.72	0.1	41.7	-4.8	109.72	0.1
Madison	40.3	-2.2	100.12	-0.8	40.3	-2.2	100.12	-0.8
Appleton/Oshkosh	44.3	-4.9	102.7	-1.7	44.3	-4.9	102.7	-1.7
Door County	38	-7.1	119.54	-3.7	38	-7.1	119.54	-3.7
Eau Claire	37.5	-5.6	97.66	1.5	37.5	-5.6	97.66	1.5
La Crosse	39.2	-4.7	103.37	7.2	39.2	-4.7	103.37	7.2
Wisconsin Dells	35.7	-8.9	131.57	-1.7	35.7	-8.9	131.57	-1.7
Wausau/Stevens Point	37.2	-16.4	110.32	5.1	37.2	-16.4	110.32	5.1

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

Sales	February	YTD 2024	2024 Goal	% of Goal	YTD 2023
Future Meetings & Events Sales					
Leads	13	26	165	7.88%	12
Future Room Nights from Leads	2,066	14,208	115,000	1.80%	5,868
Confirmed Future Room Nights	12,730	31,100	220,000	5.79%	12,101
Confirmed Economic Impact	\$9,900,489	\$21,951,296	\$127,000,000	7.80%	\$7,495,119
Convention/Sports Services					
Events Serviced	19	26	150	17.33%	8
Online Housing Reservations	983	1204	2,000	60.20%	280
Motorcoach Sales					
Sales Leads	13	16	70	22.86%	3
Partnerships					
New Partners	4	5	40	12.50%	0
Renewing Partners	7	13	240	5.42%	5
Revenue	\$4,754	\$10,100	\$72,000	14.03%	\$5,228
Marketing/Media					
Digital Marketing					
Total Web Visitors	51,385	87,594	700,000	12.51%	51,856
Pageviews	139,193	200,124	2,250,000	8.89%	120,850
E-newsletter Database - New Subscribers	0	0	15,000	0.00%	0
Social Media Impressions	255,970	1,416,088	13,000,000	10.89%	985,631
Earned Media					
Journalist Support	4	9	600	1.50%	0
Tracked Stories	49	63	600	10.50%	10
Total Potential News Reach	167,750,000	223,310,000	2,000,000,000	11.17%	1,300,000