

Tourism*i*mpact

February '23

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



discover
green
bay

Resch Helo Pad



It's a bird! It's a plane! Nope - just a normal day at Resch Expo. Beginning on Feb 1, you may have seen a helicopter (or three) landing in the parking lot. It was not a VIP arriving for a concert. It was the Wisconsin EMS Association's annual conference and expo. The event unites EMS thought leaders from all over the United States across leadership, management, clinical and operations.

The event was brought to Green Bay in partnership with the PMI team. More than 900 attendees flooded the Expo Hall for the three day event. These attendees accounted for approximately 785 room nights and estimated economic impact of nearly \$700,000. Discover Green Bay is currently in discussion with event organizers to bring it back in 2024 and beyond.

Events Impact

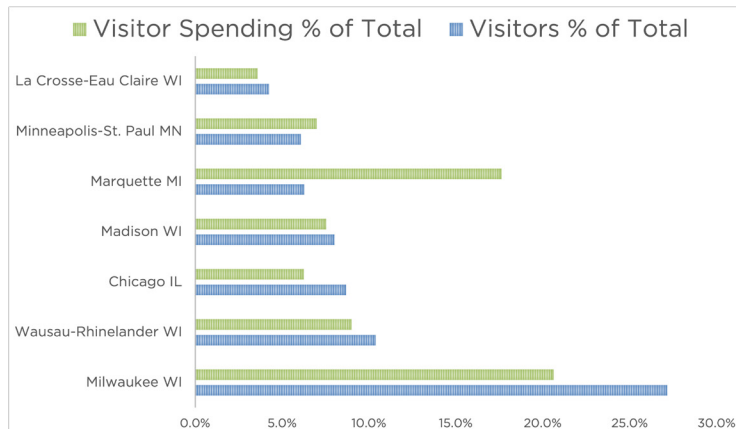
February conventions and sporting events accounted for **15,970 room nights** and an **economic impact** of **\$9,911,343**.

Significant Conventions and Sports Events Held February, 2023:

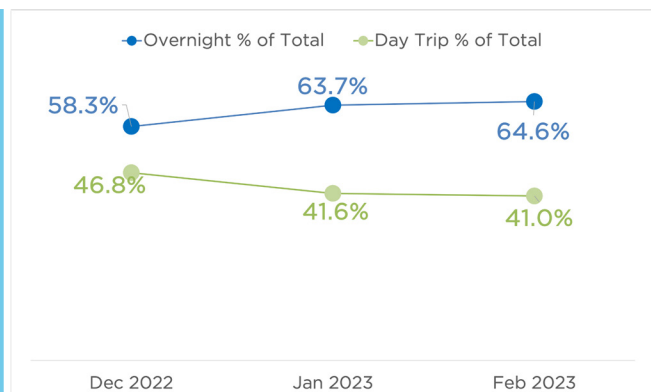
- Wisconsin Arborist Association
- Wisconsin Cheesemakers Association
- Midwest Manure Conference
- Elks State Convention
- Robotics Education and Competition Foundation
- Wisconsin Sheriffs and Deputy Sheriffs
- Wisconsin Swimming Association
- Wisconsin Integrated Resource Management Conference



A Little Data



Visitor origin market data as compared to the percent of overall visitor spend gives Discover Green Bay insights into where to place messaging and ads in the market. As usual the drive market remains strong with smaller communities making up a higher percentage of overall spend.



Over the past three months the Green Bay region has seen a steady increase in overnight stay percentage. This data is gathered through cell phone location data. A higher overnight stay percentage positively impacts the community as visitors are spending more time and money with local businesses.

On the Horizon

Our sales team is always hunting down new leads to bring in clients that will make a positive economic. We're proud to share that soon these events will be coming to the region:

- Midwest Association of Fish and Wildlife Agencies - June, 2023
- League of Wisconsin Municipalities - October, 2023
- Wisconsin Healthcare Engineering Association - September, 2023
- Wisconsin Association of Osteopathic Physicians of Surgeons - May, 2023
- Wisconsin Destination Imagination - April, 2023
- Green Bay Curling Club Bonspiel - April, 2023
- Prep Network - Battle at the Bay - April, 2023
- Concerned Auto Recyclers of Wisconsin - May, 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	December 2022				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	43.9	6.7	\$142.44	-8.3	43.9	6.7	\$142.44	-8.3
Wisconsin	41.8	7.9	\$109.49	5.0	41.8	7.9	\$109.49	5.0
Milwaukee	43.5	13.3	\$108.79	9.6	43.5	13.3	\$108.79	9.6
Madison	41.5	20.9	\$101.00	10.9	41.5	20.9	\$101.00	10.9
Appleton/Oshkosh	46.2	9.4	\$105.50	1.8	46.2	9.4	\$105.50	1.8
Door County	41.9	22.4	\$125.16	-0.8	41.9	22.4	\$125.16	-0.8
Eau Claire	39.8	6.0	\$96.17	4.1	39.8	6.0	\$96.17	4.1
La Crosse	41.4	-29.7	\$97.26	3.8	41.4	-29.7	\$97.26	3.8
Wisconsin Dells	39.2	6.2	\$133.73	4.9	39.2	6.2	\$133.73	4.9
Wausau/Stevens Point	44.7	6.4	\$105.36	7.7	44.7	6.4	\$105.36	7.7

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

Sales	February	YTD 2023	% of Goal	2023 Goal	YTD 2022
Future Meetings & Events Sales					
Leads	15	27	16.4%	165	24
Future Room Nights from Leads	9425	15,293	13.4%	114,400	15261
Future Potential Economic Impact from Leads	5,393,214	\$7,920,502.00	11.6%	\$68,160,310	\$11,294,631.00
Confirmed Future Room Nights	12,825	24,926	14.7%	170,000	20710
Confirmed Economic Impact	9,204,183	\$16,699,302.00	13.4%	\$125,000,000	\$17,511,989.28
Motorcoach Sales					
Sales Leads	4	7	17.5%	40	3
Marketing/Media	February	YTD 2023	% of Goal	2023 Goal	YTD 2022
Digital Marketing					
Total Web Visitors	30,006	85,658	14.3%	600,000	77,530
Pageviews	64,523	185,373	6.7%	2,750,000	172,295
E-newsletter Database - New Subscribers	0	0	0.0%	2,500	350
Social Media Impressions	578,167	1,563,798	12.0%	13,000,000	755,817
Earned Media					
Direct Pitches	0	0	0.0%	20	0
Journalist Tours	1	1	2.5%	40	1
Press Release Distribution	1	2	0.0%	4,500	0
Tracked Stories	6	16	2.7%	600	100
Publicity Value	\$168,667	\$337,334.00	5.0%	\$6,800,000	\$3,884,997.00
Services	February	YTD 2023	% of Goal	2023 Goal	YTD 2022
Convention/Sports Services					
Events Serviced	20	28	18.7%	150	54
Online Housing Reservations	805	1,085	54.3%	2000	1,178
Visitor Services					
Visitor Inquiries	495	1,319	7.3%	18,000	1,167
Destination Guide Mailings	23,963	24,037	74.0%	32,500	272
Brochure Distribution	42,293	76,504	21.9%	350,000	29,527
Mobile Visitor Center Events Days	0	0	0.0%	30	0
Partnerships	February	YTD 2023	% of Goal	2023 Goal	YTD 2022
New Partners	0	0	0.0%	40	2
Renewing Partners	7	12	6.0%	200	11
Revenue	\$5,024.15	\$10,252.15	16.4%	\$62,400	10,840