

Watch out for funny hats!

Why? The Midwest Shrine Association recently hosted their Business Meeting in Green Bay at the Radisson Hotel and Conference Center. This pre-meeting was held in anticipation of the Summer Session, hosted by the Beja Shrine of Green Bay on August 17-20, 2022. This event is expected to have close to 1,500 maroon bucket hat clad attendees from dozens of Shriner organizations across the Midwest, and Canada. Shriners International is a fraternal organization that provides service and support of the Shriners Hospitals for Children.

For their upcoming Summer Session, the Midwest Shrine Association has a 4-day event to include two parades, which are open to the public, and various education, fellowship and competitions for the Shriners to enjoy. The parades will be on Thursday afternoon and Saturday morning. In addition, they will have a clown competition and a traditional Wisconsin tailgate party for their attendees.



Discover Green Bay began conversations with the Beja Shrine in 2017. In the end the Shriners were down to Green Bay and one other destination to be the host city. Discover Green Bay and the Radisson Hotel and Conference Center were awarded the 2022 Summer Session following a bid presentation! We are so excited to be hosting this conference for the first time in Green Bay.

Sales and Services Monthly Recap

Monthly Impact

February conventions and sporting events accounted for 12,920 room nights and an economic impact of \$7,273,055.

Notable Events

Wisconsin Association of School Administrators
Beja Shriners
UAW State Bowling Tournament
Wisconsin Arborist Association
Willow Creek Classic Bowling Tournament
Wisconsin Chapter, American Fisheries Association
Robotics Education and Competition Association
Wisconsin Elks State Convention

Confirmed for Future

Cellcom Marathon - May, 2023
Wisconsin Dartball - April, 2022
Wisconsin Arborist Association - February, 2023
Wisconsin Land Information Association - February, 2024
Wisconsin Association of Osteopathic Physicians of Surgeons - May, 2022
Vintage Chevrolet Club of America - June, 2023
Wisconsin Department of Justice - October, 2022

A Bright Future for Tourism in Green Bay

Discover Green Bay welcomed a special guest to its offices this month. Governor Evers presented a \$2.5 million check to the Green Bay Visitor Center project. This money came from the Tourism Capital Grant Program.

The project has overwhelming financial support from Green Bay area private businesses, community individuals, foundations, labor unions, Oneida Nation, Brown County, and many others in the tourism industry. This major financial contribution from the State of Wisconsin will help the visitor center project become a reality.

A special and sincere thank you to the Wisconsin labor unions for their strong support of this project. Their commitment to the project has been imperative to its success.

Tourism in Brown County has a \$1.2 billion economic impact, generating nearly \$100 million in state and local taxes. The Green Bay Visitor Center will grow the impact by being influential in the decision making process of the 6 million annual visitors to Green Bay.

We're looking forward to breaking ground on the Visitor Center. More details on that, to come!



Cameron Teske
VP of Visitor Experiences
Discover Green Bay

TourismIMPACT



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By The Numbers

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



AREA	January 2022				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	41.2	15.6	\$156.36	88.1	41.2	15.6	\$156.36	88.1
Wisconsin	39.3	29.0	\$105.56	23.2	39.3	29.0	\$105.56	23.2
Milwaukee	38.6	33.4	\$99.85	30.9	38.6	33.4	\$99.85	30.9
Madison	34.4	25.8	\$90.65	32.1	34.4	25.8	\$90.65	32.1
Appleton/Oshkosh	43.1	28.9	\$102.60	44.5	43.1	28.9	\$102.60	44.5
Door County	39.4	35.9	\$104.79	1.7	39.4	35.9	\$104.79	1.7
Eau Claire	38.1	28.1	\$88.55	12.8	38.1	28.1	\$88.55	12.8
La Crosse	65.4	104.1	\$89.94	28.9	65.4	104.1	\$89.94	28.9
Wisconsin Dells	37.4	15.6	\$155.09	20.0	37.4	15.6	\$155.09	20.0
Wausau/Stevens Point	42.0	34.5	\$94.59	12.7	42.0	34.5	\$94.59	12.7

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

Sales	February	YTD 2022	% of Goal	2022 Goal	YTD 2021
Future Meetings & Events Sales					
Leads	11	24	21.8%	110	20
Future Room Nights from Leads	8,128	15,261	13.3%	114,400	15,871
Future Potential Economic Impact from Leads	\$5,680,812	\$11,294,631	11.0%	\$103,000,000	\$6,806,655.00
Confirmed Future Room Nights	11,640	21,995	13.6%	162,000	22,975
Confirmed Economic Impact	\$9,305,392	\$17,511,989	18.2%	\$96,070,000	\$10,143,115.00
Motorcoach Sales					
Sales Calls	55	122	16.3%	750	28
Marketing/Media					
Digital Marketing					
Total Web Visitors	34,215	77,530	14.1%	550,000	53,719
Pageviews	80790	172,295	7.8%	2,200,000	121,871
E-newsletter Database - New Subscribers	350	350	4.7%	7,500	122,951
Social Media Impressions	230,285	755,817	8.4%	9,050,000	866,921
Earned Media					
Pitches	0	0	0.0%	150	0
Tracked Stories	41	100	28.6%	350	40
Publicity Value	\$1,942,474	\$3,884,997.00	32.4%	\$12,000,000	\$19,400.00
Services					
Convention/Sports Services					
Events Serviced	13	54	45.0%	120	13
Online Housing Reservations	560	1,178	NA	N/A	267
Visitor Inquiries	560	1,167	4.7%	25,000	1,585
Destination Guide Mailings	0	272	0.8%	32,500	21,065
Brochure Distribution	15,840	29,527	9.7%	305,000	87,970
Mobile Visitor Center Events Days	0	0	0.0%	30	0
MVP Volunteer Hours	17	27	NA	NA	0
Partnerships					
New Partners	0	2	10.0%	20	0
Renewing Partners	10	11	4.6%	240	15
Revenue	\$5,407.92	10,840	19.2%	\$56,400	\$10,583.19

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.*

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

Where do they come from?

Top Origin Markets

1. Milwaukee - 27.1%
2. Wausau/Rhinelanders - 10.1%
3. Madison - 7.1%
4. Marquette, MI - 6.8%
5. MSP - 5.7%

Where do they go?

Top Destination POIs

1. Lambeau Field - 53.5%
2. Bay Park Square - 10.8%
3. Oneida Casino - 6.9%
4. Titledown Park - 6.8%
5. Resch Complex - 3.2%