

Tourism*i*mpact

January '24

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



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January is always a fast-paced month at Discover Green Bay. We're wrapping up the previous year and starting a new one. We're presenting the annual marketing plan and launching campaigns.

But, every January brings a new and exciting initiative. The official 2024 Green Bay destination guide was launched. Each year we try to improve or expand the guide, and we think this is our best one yet!

Of course it features all of our great partners in the listings sections for visitors to easily find. In recent years though we've expanded the editorial content to inspire visitors to explore our destination and tell our community stories.

This year we're excited to announce that we've developed a brand new section. We know visitors value what locals have to say and their recommendations. So we brought that to the guide! We asked locals from all walks of life to share with visitors their favorite spots and experiences in Green Bay.

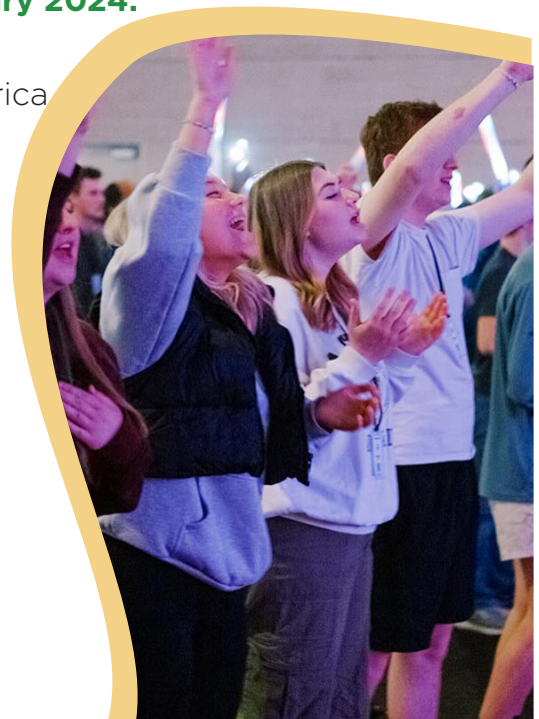
This is in addition to 9 other feature stories throughout the guide! Stop by at the visitor center or let us know if you'd like a copy!

Events Impact

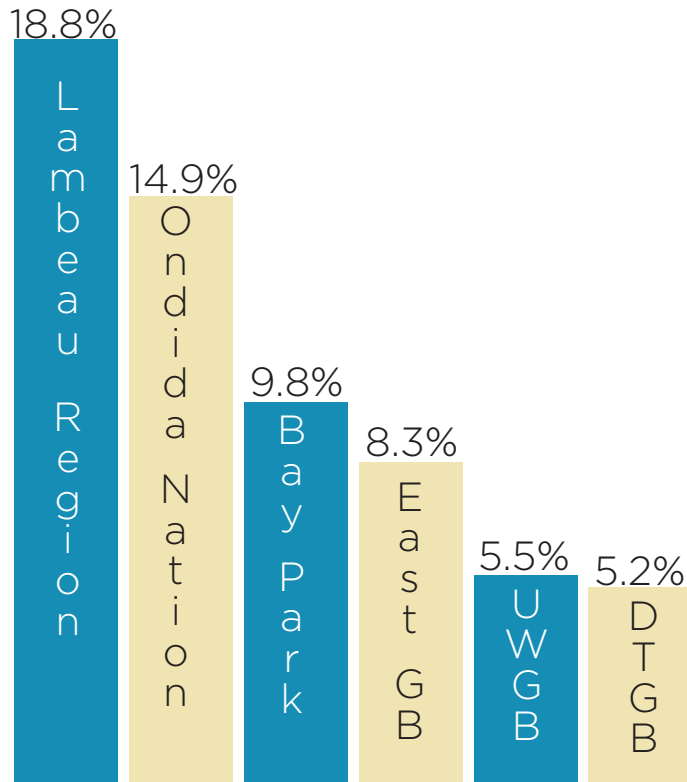
January conventions and sporting events accounted for **10,815 room nights** and an **economic impact** of **\$14,499,037**.

Significant Conventions and Sports Events Held in January 2024:

- Forest Lakes District – Evangelical Free Church of America
- Dairy Business Association of Wisconsin
- One Wisconsin Volleyball
- Wisconsin Bison Producers Association
- Ducks Unlimited
- Howard Suamico Storm Breakers Winter Meet
- MEGA Healthcare Conference
- Robotics Education competition Foundation
- Wisconsin EMS Association



A Little Data



Visitation by Region 2023

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 Credit Union League Collection Conference**
March, 2024
- **Wisconsin Economic Development Corporation - Main Street Awards**
April, 2024
- **Lake States Lumber Association**
January, 2025
- **Pharmacy Society of Wisconsin**
August, 2027
- **United States Hockey League Combine Phase 1 & 2**
April, 2024
- **USHL Combine Player Development**
July, 2024
- **Badger Region Volleyball**
March, 2024
- **County Veterans Service Officers Association of Wisconsin**
April, 2024
- **Wisconsin Chapter of Disabled American Veterans**
June, 2025



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 2023				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	44.3	2.4	151.72	5.1	55	-0.2	125.82	-0.5
Wisconsin	40.3	-2.6	114.23	2.8	54.2	-0.8	125.65	4.3
Milwaukee	42.1	-4.3	107.92	-0.8	56.5	-0.6	128.77	6.3
Madison	41.5	3.6	103.61	4.3	59.3	4.1	134.46	5.4
Appleton/Oshkosh	45.8	3.7	108.61	2	54.8	-2.1	112.99	1.5
Door County	40.6	1.5	130.89	1.3	54.9	3.2	129.65	1.2
Eau Claire	40.9	0.8	97.1	-0.7	52.6	0.1	106.17	3.8
La Crosse	40.1	-4.2	116.14	16	56	-5.9	119.3	8.3
Wisconsin Dells	37.9	-1.5	143.2	-0.6	52.3	1.4	146.4	1
Wausau/Stevens Point	37.8	-8.2	109.75	5.9	50.7	-1.6	114.47	10.9

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

Sales	January	YTD 2024	2024 Goal	% of Goal	YTD 2023
Future Meetings & Events Sales					
Leads	13	13	165	7.88%	12
Future Room Nights from Leads	12,142	12,142	115,000	10.56%	5,868
Confirmed Future Room Nights	18,370	18,370	220,000	8.35%	12,101
Confirmed Economic Impact	\$12,050,807	\$12,050,807	\$127,000,000	9.49%	\$7,495,119
Convention/Sports Services					
Events Serviced	7	7	150	4.67%	8
Online Housing Reservations	221	221	2,000	11.05%	280
Motorcoach Sales					
Sales Leads	3	3	70	4.29%	3
Partnerships					
New Partners	1	1	40	2.50%	0
Renewing Partners	6	6	240	2.50%	5
Revenue	\$5,346	\$5,346	\$72,000	7.43%	\$5,228
Marketing/Media					
Digital Marketing					
Total Web Visitors	43,797	43,797	700,000	6.26%	51,856
Pageviews	100,062	100,062	2,250,000	4.45%	120,850
E-newsletter Database - New Subscribers	0	0	15,000	0.00%	0
Social Media Impressions	708,044	708,044	13,000,000	5.45%	985,631
Earned Media					
Journalist Support	5	5	600	0.83%	0
Tracked Stories	14	14	600	2.33%	10
Total Potential News Reach	55,560,000	55,560,000	2,000,000,000	2.78%	1,300,000