

American Bus Association Drives Business

More than 1,600 motor-coach operators, tour operators and industry professionals bound for business met in Grapevine, TX on January 7 - 12 for the American Bus Association's Annual Event. Discover Green Bay had 19 one-on-one appointments and met with more than 40 other tour operators throughout the marketplace. In addition to appointments, Circle Wisconsin operated a complimentary cheese and cranberry juice booth during the four-day event to promote Wisconsin and the great products we are known for.

As of today four companies from the show have booked tours in Green Bay. One of which is staying ten nights between May and October.



Several others have requested itineraries for possible tours in 2022 and 2023.

The outlook is fantastic for this market. Everyone is anxious to travel again and they have money to spend. We look forward to welcoming them to Green Bay!

From the desk of the Tower of Tourism

January has given us a moment to reflect, analyze and plan for the big year we're expecting in 2022.

In January we received the final occupancy and average daily rate (ADR) report for the year previous year. And our community's resilience really stood out amongst our neighbors and state as a whole.

The Green Bay lodging industry should be proud that we exceeded the state average of 49.3 percent occupancy - ending the year at 50.5 percent. We even edged out our larger neighbors, Madison and Milwaukee in both occupancy rate and ADR.

We are so excited to continue to grow the tourism industry in our community in 2022!

Brad Toll
CEO
Discover Green Bay



Sales and Services Monthly Recap

Monthly Impact

January conventions and sporting events accounted for 8,838 room nights and an economic impact of \$7,420,956.

Notable Events

Forest Lakes District - Evangelical Church of America
Wisconsin Football Coaches Association
Wisconsin State - United States Bowling Congress
Association of Wisconsin School Administrators - Associate Principals
Lake States Lumber Association
One Wisconsin Volleyball
Wisconsin District - United Pentecostal Church

Confirmed for Future

Wisconsin/Upper Michigan Key Club - February 2022
Wisconsin Association of School Business Officials - March 2022
Wisconsin FFA - March 2022
Open Air Classic Tour - August 2022
Michelangelo's Sistine Chapel Exhibition - November, 2022 - January 2023
American Legion of Wisconsin - MidWinter Meeting - January 2026
American Legion of Wisconsin - Annual Conference - July 2026
Wisconsin Amateur Hockey Association Girls Tournament - March 2022

TourismIMPACT

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By The Numbers

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

AREA	DECEMBER 2021				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	44.1	43.8	\$146.52	86.4	50.5	36.9	\$110.48	32.6
Wisconsin	41.4	50.5	\$107.14	30.0	49.3	37.3	\$112.36	21.3
Milwaukee	42.0	56.2	\$101.09	37.1	48.9	34.1	\$108.41	26.1
Madison	36.9	46.8	\$91.79	33.3	45.8	39.6	\$104.37	23.8
Appleton/Oshkosh	44.2	53.7	\$100.19	47.4	49.6	44.2	\$96.72	25.8
Door County	37.7	70.8	\$101.50	9.0	53.5	36.8	\$122.70	8.8
Eau Claire	44.1	67.1	\$89.84	15.7	48.9	39.3	\$92.78	15.9
La Crosse	68.4	112.6	\$92.49	36.3	59.4	48.5	\$95.43	22.5
Wisconsin Dells	39.1	33.1	\$172.14	37.7	49.5	45.7	\$164.13	26.1
Wausau/Stevens Point	42.8	46.1	\$91.62	15.1	43.8	26.5	\$87.25	6.3

Sales	January	YTD 2022	% of Goal	2022 Goal	YTD 2021
Future Meetings & Events Sales					
Leads	13	13	11.8%	110	7
Future Room Nights from Leads	7,133	7,133	6.2%	114,400	4236
Future Potential Economic Impact from Leads	5,413,819	5,413,819	5.3%	\$103,000,000	1779335
Confirmed Future Room Nights	10,355	10,355	6.4%	162,000	7435
Confirmed Economic Impact	8,206,597	8,206,597	8.5%	\$96,070,000	\$3,751,571
Motorcoach Sales					
Sales Calls	67	0	0.0%	750	28
Marketing/Media	January	YTD 2022	% of Goal	2022 Goal	YTD 2021
Digital Marketing					
Total Web Visitors	43,315	43,315	7.9%	550,000	25,343
Pageviews	91505	91,505	4.2%	2,200,000	54,259
E-newsletter Database	125,384	125,384	71.6%	175,000	122,951
Social Media Impressions	525,532	525,532	5.8%	9,050,000	441,204
Earned Media					
Pitches	0	0	0.0%	150	12
Tracked Stories	59	59	16.9%	350	0
Publicity Value	\$1,942,523	\$1,942,523.00	16.2%	\$12,000,000	\$14,900.00
Services	January	YTD 2022	% of Goal	2022 Goal	YTD 2021
Convention/Sports Services					
Events Serviced	10	10	8.3%	120	2
Online Housing Reservations	618	618	NA	N/A	156
Visitor Inquiries	607	607	2.4%	25,000	437
Destination Guide Mailings	272	272	0.8%	32,500	129
Brochure Distribution	13,687	13,687	4.5%	305,000	2,329
Mobile Visitor Center Events Days	0	0	0.0%	30	0
MVP Volunteer Hours	10	10	NA	NA	0
Partnerships	January	YTD 2022	% of Goal	2022 Goal	YTD 2021
New Partners	2	2	10.0%	20	0
Renewing Partners	1	1	0.4%	240	4
Revenue	\$5,432.56	5,433	9.6%	\$56,400	5,099

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.