



Tourism*i*mpact

July '24

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



National Travel Writers in GB



This summer Discover Green Bay hosted three media familiarization tours, showcasing the Green Bay Area to national and regional travel writers. Each event, hosted in June, July, and August focused on various themes and audiences.

We began the tours in June with an “Ales, Trails, and Waterways” themed trip. Despite the weather, the writers enjoyed stops at many local breweries and wineries throughout the region. We also explored the waterways of De Pere in Kayaks and tails at Baird Creek and Osprey Point.

In July our Arts themed trip was a hit. The writers got a tour of the Mulva Cultural Center, the Meyer Theatre, Automobile Gallery and more. They also experienced Art Fest and toured galleries and shops throughout the area.

In August, we wrapped up our final tour of the year with a family travel themed trip. The writers were impressed with stops at Packers Training Camp, Bay Beach, the Wildlife Sanctuary, NEW Zoo, and more!

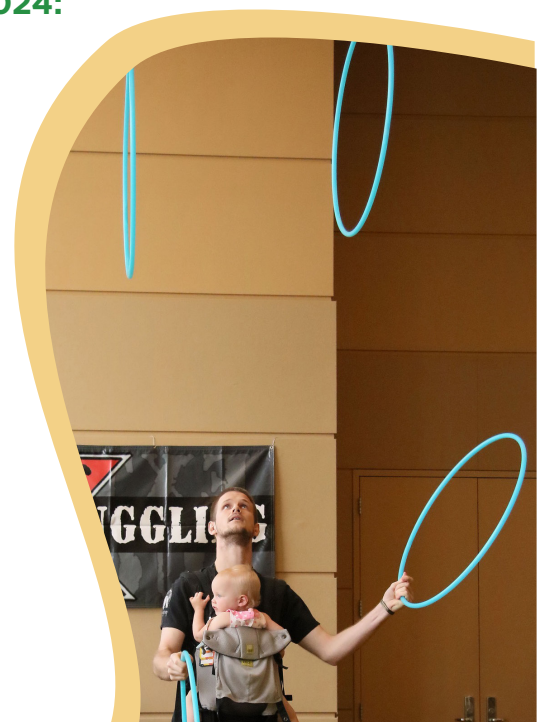
We look forward to continuing these trips in 2025!

Events Impact

July conventions and sporting events accounted for **26,762 room nights** and an **economic impact** of **\$15,957,987**.

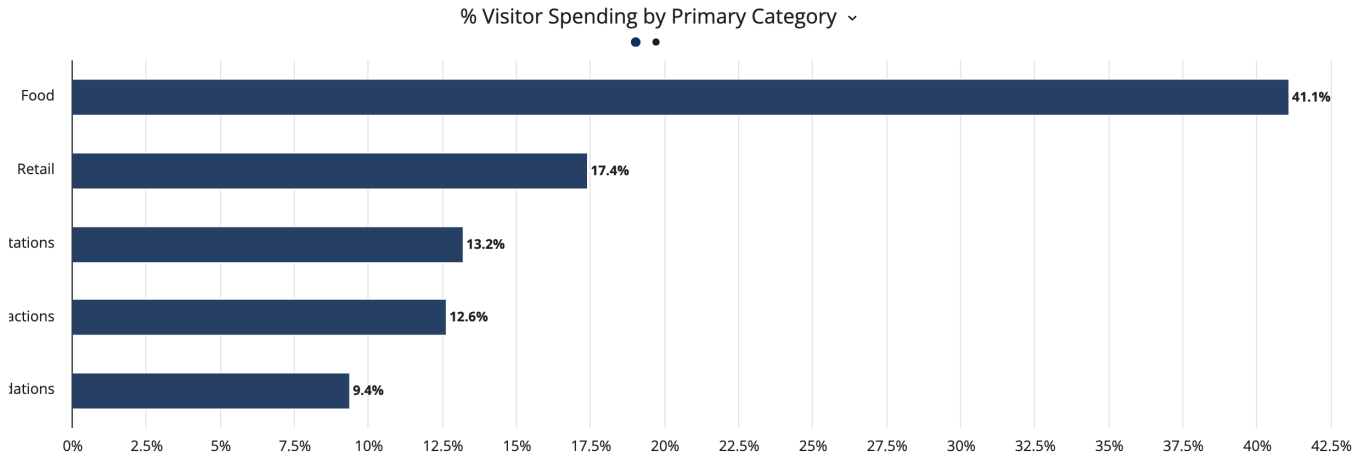
Significant conventions and sports events held in July 2024:

- United State Hockey League - USHL Combine
- USA Softball of Wisconsin - Class C Tournament
- Brown Swiss Cattle Breeders Association
- Kitsune Kon
- International Jugglers Association
- Order of Malta
- Veterans of Foreign Wars Auxiliary



A Little Data

YTD Visitor Spending Category



On the Horizon

Our sales team is always hunting down new leads to bring in clients that will make an economic impact. We're proud to share these recent bookings!

- **Kitsune Kon**
July, 2026
- **National Shrine of our Lady of Champion Inaugural Solemnity**
October, 2024
- **Narcotics Officers Association of Wisconsin**
August, 2025
- **Willow Creek Classic Bowling Tournament**
February-April, 2025
- **Green Bay Duathlon**
October, 2024
- **Knights Templar**
August, 2026
- **ESRI - Wisconsin Users Group**
November, 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.

Sales	July	YTD 2024	2024 Goal	% of Goal	YTD 2023
Future Meetings & Events Sales					
Leads	17	110	165	10.30%	116
Future Room Nights from Leads	12,423	68,665	115,000	10.80%	67,301
Confirmed Future Room Nights	18,082	125,799	220,000	8.22%	116,625
Confirmed Economic Impact	\$12,186,297	\$87,572,084	\$127,000,000	9.60%	\$73,663,599
Convention/Sports Services					
Events Serviced	17	115	150	76.67%	116
Online Housing Reservations	46	2391	2,000	119.55%	1,481
Motorcoach Sales					
Sales Leads	0	45	70	64.29%	41

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Partnerships					
New Partners	10	24	40	60.00%	13
Renewing Partners	12	88	240	36.67%	84
Revenue	\$6,020	\$36,749	\$72,000	51.04%	\$36,921
Marketing/Media					
Digital Marketing					
Total Web Visitors	62,317	353,958	700,000	50.57%	342,110
Pageviews	231,371	1,134,026	2,250,000	50.40%	722,170
E-newsletter Database - New Subscribers	204	1,674	15,000	11.16%	139
Social Media Impressions	787,623	3,618,371	13,000,000	27.83%	10,131,032
Earned Media					
Journalist Support	13	57	600	9.50%	13
Tracked Stories	77	584	600	97.33%	1,026
Total Potential News Reach	557,440,000	2,713,400,000	2,000,000,000	135.67%	1,345,670,000
Publicity Value	\$5,156,299	\$25,137,950	\$15,000,000	167.59%	\$10,658,464
Visitor Services					
Visitor Inquiries	6,641	13,794	21,000	65.69%	9,528
Destination Guide Mailings	194	20,850	30,000	69.50%	24,824
Brochure Distribution	33,614	213,363	350,000	60.96%	235,854
Mobile Visitor Center Events Days	8	20	65	30.77%	19
Visitor Center Visitors	873	3,228	30,000	10.76%	N/A