

Tourism*i*mpact

July '23

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



discover
green
hava

We're Everywhere!



Blue skies, warm weather and Discover Green Bay at area events. That's what you can expect in July throughout our region!

Last month our volunteer and Brand Ambassadors attended more than 14 different events, with or without the Mobile Visitor Center. This included the Washington Street Block Party, the Oneida, On Broadway and Downtown Green Bay Farmers Markets, the Packers Shareholders Meeting, Training Camp, EAA and more.

Each event and each interaction provided the opportunity to educate visitors and inspire them to explore our area. In total these events resulted in more than 4,800 tracked visitor interactions.

Keep an eye out for us at events - August is a busy month as well!

Events Impact

June conventions and sporting events accounted for **21,044 room nights** and an **economic impact** of **\$10,732,299**

Significant Conventions and Sports Events Held in July, 2023:

- Arbonne International
- Circle Tap Softball
- National Tribal Child Support Association
- Cities and Villages Mutual Insurance Company
- USA Softball of Wisconsin
- United State Deputy Wardens Association
- Wisconsin Technical College System - District Boards
- Pinnacle Performance Hockey - Wisconsin Development Camp
- Kitsune Kon
- Wisconsin Cheese Association



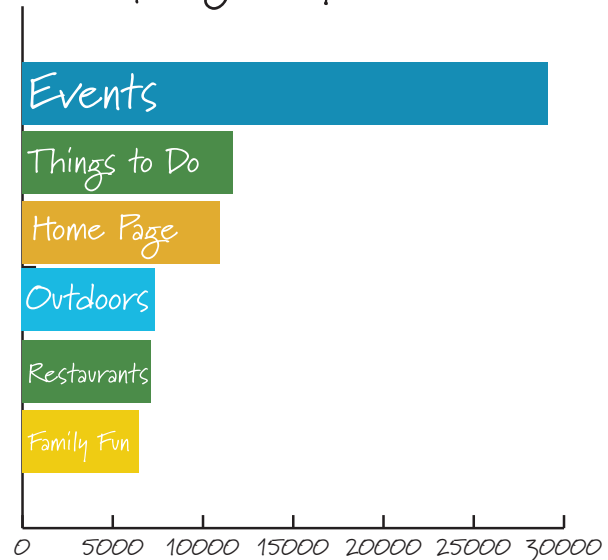
A Little Data

Last month Google officially made the much anticipated change from Universal Analytics to GA4. The tech giant said that the new program will allow website owners to get a more accurate, clearer picture of how users are interacting with their content.

Discover Green Bay's main website property, greenbay.com, earns more than 170,000 page views each month. It's critical to keep an eye on what pages are being viewed and how often. This can uncover not only what people are interested in - but also how they engage when they are in market.

Being the most popular page on our site, it's critical that our events page is accurate and up-to-date. Our visitor services department works closely with partners to get all tourism facing events on our calendar. We also utilize a partner module to ensure listings on pages like things to do, outdoors and restaurants are relevant and accurate.

greenbay.com Top Pages by Visitation



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!

- Rainbow Dance Competition
March, 2024
- Converters Expo
April 2024
- State Bar of Wisconsin
August 2023
- Wisconsin Amateur Hockey Association
March, 2024
- National Shrine of our Lady of Champion
July, 2024
- Green Bay Duathlon
October, 2023
- Concrete Foundation Association
July, 2024
- United States Bowling Congress
May, 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.

AREA	June 2023				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	60.9	-3.7	\$109.48	3.8	53.0	2.9	\$112.18	1.6
Wisconsin	65.2	0.2	\$133.55	6.1	51.9	2.2	\$117.85	5.5
Milwaukee	70.1	2.3	\$143.18	8.9	55.6	4.1	\$122.31	6.9
Madison	69.1	1.9	\$128.98	5.4	56.8	8.0	\$123.69	7.9
Appleton/Oshkosh	63.3	-2.9	\$110.32	2.2	53.8	0.7	\$103.37	4.5
Door County	61.6	-0.4	\$128.63	4.0	51.3	9.3	\$118.06	3.1
Eau Claire	62.4	-3.6	\$114.89	3.5	48.2	-0.8	\$103.19	5.4
La Crosse	66.1	-2.3	\$130.38	9.3	53.7	-8.8	\$112.26	7.9
Wisconsin Dells	64.5	4.2	\$159.89	2.5	50.0	5.2	\$143.13	2.0
Wausau/Stevens Point	58.4	1.4	\$122.67	16.5	49.8	1.7	\$110.36	11.6

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

Sales	July	YTD 2023	% of Goal	2023 Goal	YTD 2022
Future Meetings & Events Sales					
Leads	12	116	70.3%	165	104
Future Room Nights from Leads	11,163	67,301	58.8%	114,400	56,138
Future Potential Economic Impact from Leads	3,050,876	\$36,213,489.00	53.1%	\$68,160,310	\$33,162,613
Confirmed Future Room Nights	18,467	116,625	68.6%	170,000	98,158
Confirmed Economic Impact	12,481,366	\$73,663,599.00	58.9%	\$125,000,000	\$61,182,233
Motorcoach Sales					
Sales Leads	4	41	102.5%	40	37
Marketing/Media	July	YTD 2023	% of Goal	2023 Goal	YTD 2022
Digital Marketing					
Total Web Visitors	58,941	298,762	49.8%	600,000	239,821
Pageviews	181,563	722,170	26.3%	2,750,000	540,607
E-newsletter Database - New Subscribers	139	139	5.6%	2,500	0
Social Media Impressions	2,043,269	10,131,032	77.9%	13,000,000	8,087,763
Earned Media					
Direct Pitches	0	4	20.0%	20	4
Journalist Tours	0	13	32.5%	40	13
Press Release Distribution	0	20	0.4%	4,500	20
Tracked Stories	19	1,026	171.0%	600	1,007
Total Potential News Reach	10,700,000	1,345,670,000	N/A	N/A	N/A
Publicity Value	\$99,376	\$10,658,464.00	156.7%	\$6,800,000	\$10,559,088.00
Services	July	YTD 2023	% of Goal	2023 Goal	YTD 2022
Convention/Sports Services					
Events Serviced	9	116	77.3%	150	107
Online Housing Reservations	57	1,481	74.1%	2000	1,424
Visitor Services					
Visitor Inquiries	5,250	9,610	53.4%	18,000	4,278
Destination Guide Mailings	99	24,824	76.4%	32,500	24,725
Brochure Distribution	38,136	235,854	67.4%	350,000	197,718
Mobile Visitor Center Events Days	12	19	63.3%	30	7
Partnerships	July	YTD 2023	% of Goal	2023 Goal	YTD 2022
New Partners	0	13	32.5%	40	13
Renewing Partners	13	84	42.0%	200	71
Revenue	\$5,545.00	\$36,921.15	59.2%	\$62,400	\$31,376