

Tourism**i**mpact

June '23

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



Hello, Again!



The Ocean Navigator once again called on the Port of Green Bay on it's voyage of the Great Lakes this June.

The cruise liner made two stops in Green Bay, one on June 18 and again on June 28. Each boat full of passengers experienced a tour around the city that included stops at Neville Public Museum, The Automobile Gallery, Captain's Walk Winery, the National Railroad Museum, and drive-by viewing of Lambeau Field.

Ship passengers were also encouraged to visit a Green Bay staple, the Wednesday Farmer's Market in the On Broadway District.

In total, the Port of Green Bay welcomed about 140 passengers and 160 crew members between both ship arrivals.

Events Impact

June conventions and sporting events accounted for **20,350 room nights** and an **economic impact** of **\$9,282,300**.

Significant Conventions and Sports Events Held March, 2023:

- USA Hockey – Girls Camp
- Democratic Party of Wisconsin
- NFL Flag Football Regional Tournament
- Midwest Association of Fish And Wildlife
- Midwest Cycling Series
- Midwest Women's Collegiate Hockey
- Midwest Tool Collectors National Convention
- Wisconsin Conference of United Methodist Church

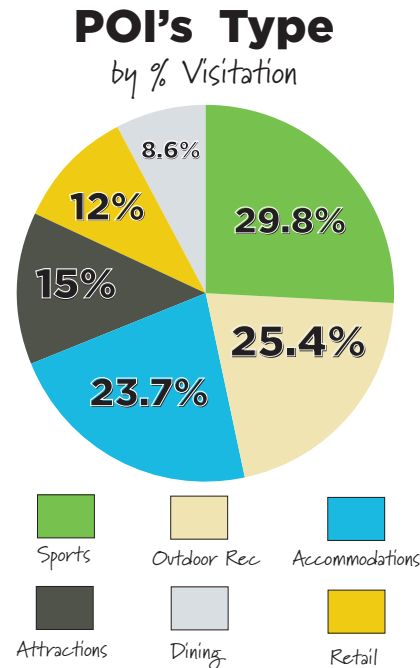


A Little Data

We're half way through the year - can you believe it! We sure can't. But it's a perfect time to look at how our visitors are experiencing our destination.

Our software tracks cellphone location to see where and how visitors are moving through the areas. Our top six POI categories are standard, but the order may surprise you.

Outdoor recreation has been a large driver of tourism this year. Our visitors are experiencing our rivers, trails and hiking activities. This is a growing trend in tourism, that Discover Green Bay has been promoting all year long.



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!

- WIAA Volleyball State Tournament
November, 2023
- WI EMS Association
January, 2024
- Midwest Gang Investigators
May, 2024
- National Champion Shrine - Walk to Mary
May, 2024
- WI Conference of United Methodist Church
June, 2024
- American Council of Engineering Companies
September, 2023
- USA Softball of Wisconsin
July, 2023
- World Para Ice Hockey - Women's World Challenge
September, 2023



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	May 2023				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	55.4	7.0	\$105.41	5.0	51.4	4.4	\$112.91	1.1
Wisconsin	55.4	0.6	\$119.53	5.3	49.2	2.7	\$113.49	5.3
Milwaukee	58.6	-1.8	\$124.72	4.0	52.6	4.5	\$116.75	6.3
Madison	64.3	3.9	\$151.00	13.6	54.3	9.5	\$122.29	8.6
Appleton/Oshkosh	58.6	-3.9	\$105.08	4.1	52.0	1.7	\$101.68	5.3
Door County	54.6	8.4	\$112.50	2.6	48.8	12.6	\$114.78	3.0
Eau Claire	52.3	-1.1	\$102.56	3.9	45.4	-0.0	\$100.00	6.1
La Crosse	59.1	0.8	\$117.21	9.5	51.2	-10.4	\$107.63	7.2
Wisconsin Dells	50.5	5.5	\$126.81	0.7	46.9	5.3	\$137.63	1.9
Wausau/Stevens Point	50.7	1.8	\$105.19	9.9	48.2	2.2	\$106.14	9.0

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

Sales	June	YTD 2023	% of Goal	2023 Goal	YTD 2022
Future Meetings & Events Sales					
Leads	15	104	63.0%	165	75
Future Room Nights from Leads	8,315	56,138	49.1%	114,400	45,778
Future Potential Economic Impact from Leads	5,181,072	\$33,162,613.00	48.7%	\$68,160,310	\$31,161,843
Confirmed Future Room Nights	17,106	98,158	57.7%	170,000	71,235
Confirmed Economic Impact	10,914,037	\$61,182,233.00	48.9%	\$125,000,000	\$50,251,750
Motorcoach Sales					
Sales Leads	9	37	92.5%	40	11
Marketing/Media	June	YTD 2023	% of Goal	2023 Goal	YTD 2022
Digital Marketing					
Total Web Visitors	52,000	239,821	40.0%	600,000	256,095
Pageviews	163,000	540,607	19.7%	2,750,000	586,443
E-newsletter Database - New Subscribers	0	0	0.0%	2,500	431
Social Media Impressions	2,367,875	8,087,763	62.2%	13,000,000	5,232,542
Earned Media					
Direct Pitches	0	4	20.0%	20	3
Journalist Tours	10	13	32.5%	40	15
Press Release Distribution	4	20	0.4%	4,500	12
Tracked Stories	59	1,007	167.8%	600	345
Total Potential News Reach	106,000,000	1,334,970,000	N/A	N/A	N/A
Publicity Value	\$976,120	\$10,559,088.00	155.3%	\$6,800,000	\$5,074,955.00
Services	June	YTD 2023	% of Goal	2023 Goal	YTD 2022
Convention/Sports Services					
Events Serviced	17	107	71.3%	150	103
Online Housing Reservations	45	1,424	71.2%	2000	1,709
Visitor Services					
Visitor Inquiries	1,124	4,360	24.2%	18,000	5,650
Destination Guide Mailings	169	24,725	76.1%	32,500	26,969
Brochure Distribution	36,808	197,718	56.5%	350,000	196,725
Mobile Visitor Center Events Days	5	7	23.3%	30	4
Partnerships	June	YTD 2023	% of Goal	2023 Goal	YTD 2022
New Partners	3	13	32.5%	40	14
Renewing Partners	11	71	35.5%	200	71
Revenue	\$5,545.00	\$31,376.15	50.3%	\$62,400	\$29,234