

TourismIMPACT

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Cruisin' Green Bay

No - not like the classic arcade game Cruisin' USA - we're talking cruise ships. Porting in Green Bay. **Finally!** After many years of work, connections and conversations we welcomed the first passenger cruise ship into Green Bay in June.

The Ocean Navigator, operated by American Queen Voyages, called on the Port of Green Bay on June 16 and June 30. Discover Green Bay worked closely with the cruise line to ensure the passengers had a great experience in Green Bay.



Cruise line officials toured 25 attractions back in 2017 with Sue Broberg of C&M Presents and Discover Green Bay. After years of planning, and of course some unforeseen challenges and delays, passengers were finally able to enjoy the area with a hop-on-hop-off tour with stops at attractions selected by the cruise line. In total more than 300 passengers plus crew disembarked at Leicht Park. Discover Green Bay is working with cruise lines to bring more to port next year and beyond.

Making Connections At IPW

Our Discover Green Bay delegation just returned from IPW, the nation's leading international inbound travel show.

Travel trade and journalists from more than 60 countries traveled to Orlando to learn more about destinations throughout the USA. The annual marketplace was attended by 4,800 attendees.

Discover Green Bay had 28 appointments with the travel trade and 23 appointments with travel journalists. Together, our Wisconsin delegation had more than 135 appointments!

With the lifting of COVID travel requirements, the USA is once again open for business and it is exciting to see the interest in America, as a destination, grow once again.

Brad Toll
President/CEO



Sales and Services Monthly Recap

Monthly Impact

June conventions and sporting events accounted for 16,450 room nights and an economic impact of \$12,644,991.

Notable Events

WI Conference of the United Methodist Church
WI Fire Chiefs Association
Christian Educators of the Fellowship of the United Methodist Church
WI School Nutrition Association
Bellin Run, 2022
NFL Official 4-on-4 Flag Football Tournament
Lutheran Woman's Missionary League
Veterans of Foreign Wars Auxiliary
USA Hockey Central District Camp

Confirmed for Future

Future Business Leaders of America State Convention - April, 2025
WI Sustainable Business Council - November, 2022
Altrusa International, District 7 - April, 2024
Wisconsin State Babe Ruth Baseball - July, 2022
American Cornhole Organization - August, 2022
International Paralympic Ice Hockey Womens World Challenge - August, 2022
WI Restaurant Association - November, 2022

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By The Numbers

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

AREA	May 2022				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	52.2	3.8	\$101.12	14.0	49.8	16.0	\$112.44	33.8
Wisconsin	55.7	18.1	\$116.69	16.1	48.6	24.1	\$111.16	19.4
Milwaukee	59.5	24.4	\$120.64	25.0	50.3	26.3	\$110.41	30.5
Madison	61.7	40.5	\$132.53	42.6	49.5	41.3	\$112.22	44.9
Appleton/Oshkosh	62.0	29.0	\$100.06	18.3	52.0	27.2	\$95.57	24.4
Door County	52.3	3.6	\$111.61	5.0	45.1	15.9	\$107.35	4.3
Eau Claire	53.7	11.7	\$99.83	14.6	46.0	23.3	\$94.54	15.1
La Crosse	60.8	20.4	\$104.23	15.8	60.4	40.0	\$95.71	20.3
Wisconsin Dells	49.9	9.5	\$151.98	2.0	47.9	13.8	\$165.20	12.5
Wausau/Stevens Point	49.6	29.3	\$94.87	13.9	47.0	34.9	\$95.97	15.7

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

Sales	June	YTD 2022	% of Goal	2022 Goal	YTD 2021
Future Meetings & Events Sales					
Leads	17	75	68.2%	110	55
Future Room Nights from Leads	8,923	45,778	40.0%	114,400	36,470
Future Potential Economic Impact from Leads	\$4,787,546	\$31,161,843.00	30.3%	\$103,000,000	\$18,381,489
Confirmed Future Room Nights	11,080	60,880	37.6%	162,000	53,160
Confirmed Economic Impact	\$5,992,782	\$50,251,750.28	52.3%	\$96,070,000	\$28,060,158
Motorcoach Sales					
Sales Calls	48	300	40.0%	750	296
Marketing/Media	June	YTD 2022	% of Goal	2022 Goal	YTD 2021
Digital Marketing					
Total Web Visitors	52,826	256,095	46.6%	550,000	160,659
Pageviews	126,486	586,443	26.7%	2,200,000	370,350
E-newsletter Database - New Subscribers	81	431	5.7%	7,500	572,306
Social Media Impressions	2,174,547	5,232,542	57.8%	9,050,000	2,372,381
Earned Media					
Pitches	6	12	8.0%	150	36
Tracked Stories	57	345	98.6%	350	48
Publicity Value	\$159,157.00	\$5,074,955.00	42.3%	\$12,000,000	\$25,800.00
Services	June	YTD 2022	% of Goal	2022 Goal	YTD 2021
Convention/Sports Services					
Events Serviced	10	103	85.8%	120	45
Online Housing Reservations	12	1,709	NA	N/A	945
Visitor Inquiries	1,629	5,650	22.6%	25,000	7,035
Destination Guide Mailings	496	26,969	83.0%	32,500	25,403
Brochure Distribution	27,521	196,725	64.5%	305,000	157,148
Mobile Visitor Center Events Days	3	4	13.3%	30	0
MVP Volunteer Hours	15	52,936	NA	NA	7
Partnerships	June	YTD 2022	% of Goal	2022 Goal	YTD 2021
New Partners	7	14	70.0%	20	3
Renewing Partners	12	71	29.6%	240	76
Revenue	\$5,029.00	\$29,233.55	51.8%	\$56,400	\$27,548

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.

Where do they come from?

Top Origin Markets

1. Appleton/Fox Cities - 27%
2. Milwaukee - 17.9%
3. Chicago - 6.2%
4. Wausau/Rhineland - 5.9%
5. Madison - 5.5%

Where do they go?

Top Destination POIs

1. Lambeau Field - 13.4%
2. Bay Park Square - 10.8%
3. UWGB - 5.6%
4. Oneida Casino - 4.7%
5. St. Norbert College - 4.6%