



Tourism*i*mpact

March '24

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



March Madness



March was Madness – and not just basketball. The Green Bay Area played host to five high school and youth sports tournaments. On the court, ice, and lanes people flocked to Titledown to crown a champion. The ultimate winner, the Green Bay Area.

Together, the five events brought thousands of attendees, coaches, support staff and athletes to the area not only to compete, but to explore our region. The events combined for a total economic impact of nearly \$3.5 million.

Discover Green Bay has been working with the organizers for years to secure these tournaments. From servicing past events to host fam tours across the city, our team rolled out the red carpet to bring these events in. The madness of March sports included:

- WI State High School Bowling
- WIAA Girls Basketball
- WI Amateur Hockey Association State Tournaments
- Badger Region Volleyball
- WISCT 6th Grade Boys Basketball State Tournament

Events Impact

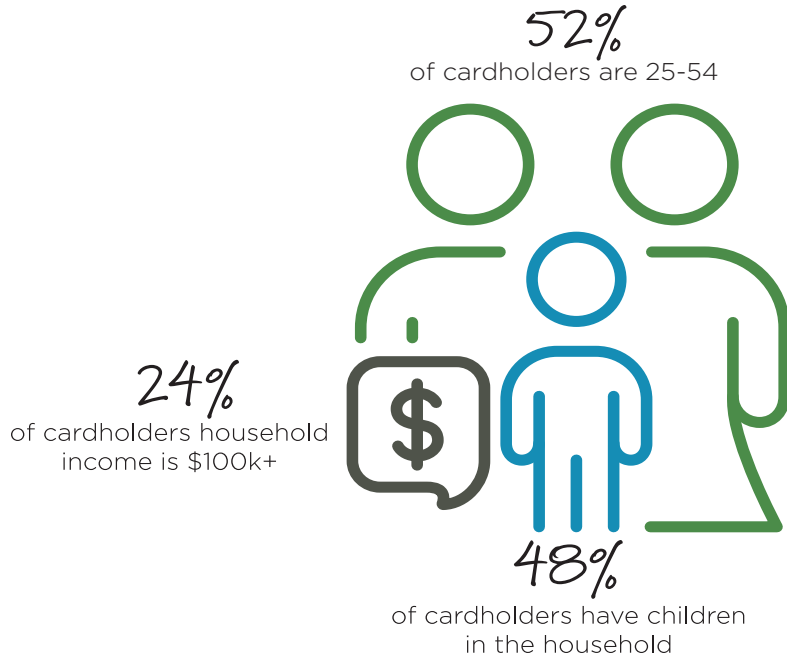
March conventions and sporting events accounted for **16,394 room nights** and an **economic impact** of **\$10,781,061**.

Significant Conventions and Sports Events Held in March 2024:

- Wisconsin Land and Water Conservation Association
- Rainbow Dance Competition
- WIAA Girls State Basketball
- Robotics Education and Competition Foundation
- Great Northwest Basketball League
- Great Lakes Region American Music Therapy Association
- WISCO Cooperative Association
- Wisconsin Credit Union League – Collection Conference



A Little Data



2024 Demographic Snapshot

To date these are the top demographic indicators for people visiting the Green Bay area. Data is based off a sample of 30,500 cardholders visiting from a radius outside of 30 miles of Brown County.

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!

- **Future Business Leaders of America**
April, 2026
- **Wisconsin Emergency Nurses Association**
November, 2024
- **WAMO State Dart Tournament**
May, 2025
- **Fastenal Safety Summit**
June, 2024
- **Wisconsin Association of School Boards
Summer Leadership Institute**
July, 2024
- **NFL Official 4-on-4 Flag Football Tournament**
May, 2024
- **Forward Service - Café Trainings**
August, 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	February 2024				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	45.8	-7.5	106.88	1.3	42.5	-8.3	114.59	-7.2
Wisconsin	43.8	-7.3	110.58	0.1	40.9	-8	109.5	-0.3
Milwaukee	44.6	-9.7	111.3	-0.6	43.1	-7.2	110.5	-0.2
Madison	50.7	0.6	114.18	2.6	45.2	-0.7	107.59	1.2
Appleton/Oshkosh	49.6	-0.4	101.24	1.2	46.8	-2.7	101.94	-0.4
Door County	48.3	-2.2	113.96	1.5	42.9	-4.5	116.56	-1.2
Eau Claire	42.5	2.6	98.03	0.8	39.9	-1.7	97.89	1.2
La Crosse	46	-8.5	112.33	6.7	42.6	-6.3	107.96	6.9
Wisconsin Dells	42.1	-7.6	134.11	-3.1	38.8	-8.2	132.89	-2.4
Wausau/Stevens Point	42.8	-11.8	112.07	3.7	39.9	-14.1	111.21	4.4

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

Sales	March	YTD 2024	2024 Goal	% of Goal	YTD 2023
Future Meetings & Events Sales					
Leads	14	40	165	8.48%	12
Future Room Nights from Leads	14,681	28,889	115,000	12.77%	5,868
Confirmed Future Room Nights	15,137	46,237	220,000	6.88%	12,101
Confirmed Economic Impact	\$14,470,366	\$36,421,662	\$127,000,000	11.39%	\$7,495,119
Convention/Sports Services					
Events Serviced	16	42	150	28.00%	8
Online Housing Reservations	681	1885	2,000	94.25%	280
Motorcoach Sales					
Sales Leads	11	27	70	38.57%	3
Partnerships					
New Partners	2	7	40	17.50%	0
Renewing Partners	18	31	240	12.92%	5
Revenue	\$5,538	\$15,638	\$72,000	21.72%	\$5,228
Marketing/Media	March	YTD 2024	2024 Goal	% of Goal	YTD 2023
Digital Marketing					
Total Web Visitors	52,464	147,646	700,000	21.09%	51,856
Pageviews	142,763	382,018	2,250,000	16.98%	120,850
E-newsletter Database - New Subscribers	424	638	15,000	4.25%	0
Social Media Impressions	269,335	1,233,349	13,000,000	9.49%	985,631
Earned Media					
Journalist Support	2	11	600	1.83%	0
Tracked Stories	72	135	600	22.50%	10
Total Potential News Reach	464,290,000	687,600,000	2,000,000,000	34.38%	1,300,000
Publicity Value	\$4,294,722	\$6,362,335	\$15,000,000	42.42%	\$10,445
Visitor Services	March	YTD 2024	2024 Goal	% of Goal	YTD 2023
Visitor Inquiries	877	2,067	21,000	9.84%	824
Destination Guide Mailings	122	19,819	30,000	66.06%	74
Brochure Distribution	17,172	101,965	350,000	29.13%	34,211
Mobile Visitor Center Events Days	0	0	65	0.00%	0
Visitor Center Visitors	443	975	30,000	3.25%	N/A