

Tourism*i*mpact

March '23

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



discover
green
bay

A BIG WIGCOT



The epicenter of tourism in Wisconsin was at the KI Convention Center from March 12-14. The Wisconsin Governors Conference on Tourism is the annual gathering of tourism professionals and organizations from across the state. Along with many inspiring key note addresses, there were a plethora of breakout sessions and networking opportunities.

Discover Green Bay showed prime Green Bay hospitality by hosting the opening breakfast and ensuring attendees had plenty to do on off times of the conference. Organizers had positive feedback about the area and our partners who participated in the event.

In total the event accounted for 1,200 room nights and a total economic impact of \$1,464,683.

Events Impact

March conventions and sporting events accounted for **20,509 room nights** and an **economic impact** of **\$12,267,599.**

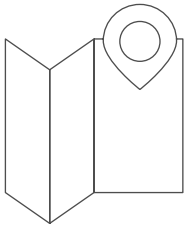
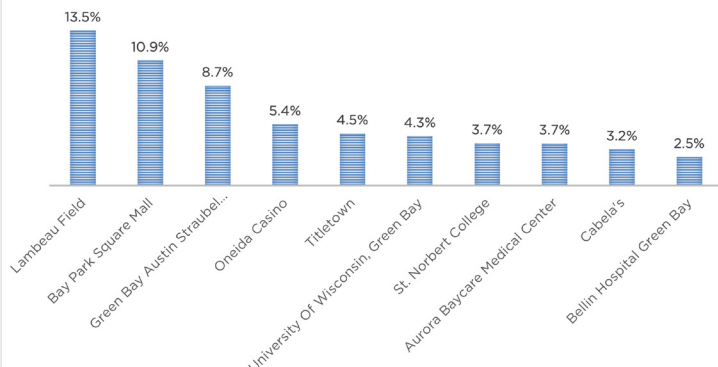
Significant Conventions and Sports Events Held March, 2023:

- Wisconsin Governor's Conference on Tourism
- Association of Wisconsin Snowmobile Clubs
- WIAA Girls State Basketball
- State Championship VEX Robotics
- WAMO State Pool Tournament
- Circle K Convention
- Great Northwest Basketball Tournament
- Wisconsin Society of Medical Assistants
- Wisconsin Dartball



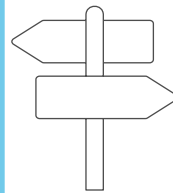
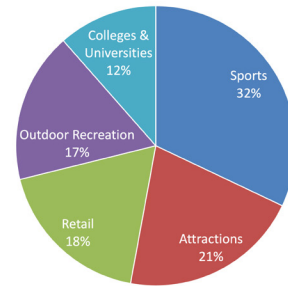
A Little Data

LOCATION - % OF VISITORS



Primary POI tracks the attraction and/or location that a visitor went first on their trip. This data allows DGB to know what visitors want to see when they come to the Green Bay area - and what will draw attention in advertisements and content.

POI Type % of Total



POI Type showcases the most visited types of locations when visitors come to Green Bay. This informs the DGB marketing team what is trending and where people are going. It can determine what type of content we highlight for the month and audience demographics to target.

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 that soon these events will be coming to the region:

- Midwest Association of Fish and Wildlife Agencies - June, 2023
- U.S. Great Lakes Areas of Concern - September, 2023
- Thunderstruck Dance Productions - May, 2023
- Wisconsin Dental Association - Mission of Mercy - June, 2023
- Wisconsin Library Association - November, 2024
- Deaf Packers Fans - August, 2023
- Wisconsin Chiefs of Police Association - August, 2026
- International Association of Bomb Technicians and Investigators - September 2024
- Wisconsin Government Finance Officers Association - September, 2023
- University of Wisconsin Extension - HCE Conference - September 2025



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 2022				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	49.5	7.1	\$105.33	5.8	46.4	6.8	\$123.34	-2.7
Wisconsin	47.4	3.2	\$110.41	6.4	44.5	5.6	\$109.91	5.7
Milwaukee	49.1	4.7	\$111.18	10.0	46.4	9.3	\$110.02	9.8
Madison	50.9	11.1	\$111.38	9.1	46.0	15.5	\$106.47	9.6
Appleton/Oshkosh	49.8	5.5	\$99.95	10.0	48.1	8.0	\$102.24	5.2
Door County	50.4	20.1	\$112.46	5.3	45.9	21.2	\$118.56	2.2
Eau Claire	41.5	-7.5	\$96.93	6.1	40.6	-1.1	\$96.54	5.1
La Crosse	50.6	-14.2	\$106.23	4.1	45.8	-22.4	\$102.01	4.4
Wisconsin Dells	45.6	5.2	\$138.39	2.4	42.3	5.7	\$136.13	3.6
Wausau/Stevens Point	49.0	2.5	\$107.44	8.3	46.9	4.7	\$106.07	7.7

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

Sales	March	YTD 2023	% of Goal	2023 Goal	YTD 2022
Future Meetings & Events Sales					
Leads	26	53	32.1%	165	24
Future Room Nights from Leads	11,791	27,084	23.7%	114,400	15261
Future Potential Economic Impact from Leads	7,110,397	\$15,030,899.00	22.1%	\$68,160,310	\$11,294,631.00
Confirmed Future Room Nights	16,233	41,159	24.2%	170,000	20710
Confirmed Economic Impact	8,945,782	\$25,645,084.00	20.5%	\$125,000,000	\$17,511,989.28
Motorcoach Sales					
Sales Leads	7	14	35.0%	40	3
Marketing/Media	March	YTD 2023	% of Goal	2023 Goal	YTD 2022
Digital Marketing					
Total Web Visitors	34,074	119,732	20.0%	600,000	77,530
Pageviews	14,750	200,123	7.3%	2,750,000	172,295
E-newsletter Database - New Subscribers	0	0	0.0%	2,500	350
Social Media Impressions	451,632	2,015,430	15.5%	13,000,000	755,817
Earned Media					
Direct Pitches	2	2	10.0%	20	0
Journalist Tours	1	2	5.0%	40	1
Press Release Distribution	4	6	0.1%	4,500	0
Tracked Stories	54	70	11.7%	600	100
Total Potential News Reach	23,200,000	27,000,000	N/A	N/A	N/A
Publicity Value	\$168,667	\$506,001.00	7.4%	\$6,800,000	\$3,884,997.00
Services	March	YTD 2023	% of Goal	2023 Goal	YTD 2022
Convention/Sports Services					
Events Serviced	19	47	31.3%	150	54
Online Housing Reservations	191	1,276	63.8%	2000	1,178
Visitor Services					
Visitor Inquiries	915	2,234	12.4%	18,000	1,167
Destination Guide Mailings	273	24,310	74.8%	32,500	272
Brochure Distribution	20,184	96,688	27.6%	350,000	29,527
Mobile Visitor Center Events Days	0	0	0.0%	30	0
Partnerships	March	YTD 2023	% of Goal	2023 Goal	YTD 2022
New Partners	6	6	15.0%	40	2
Renewing Partners	12	24	12.0%	200	11