

Attending Shows = More Leads!

The Discover Green Bay Sales Team attended two very productive events in May!

The Helms Briscoe ABC Conference was in Vegas and had about 2000 attendees at the three-day event. This is a reverse style trade show with opportunity to meet with many of the Helms Briscoe third party planners who plan for multiple organizations each. The representatives were excited to hear about the expansions and renovations in Green Bay and a few have already followed up regarding RFPs they may have for our area.



The second conference, Connect Spring Marketplace, was attended by both our meetings and sports team. They had more than 1,700 events professionals in attendance. This too is a reverse trade show, with each of our sales people having set appointments over the 3-day conference. Between the three of our staff in attendance, we had 110 one-on-one appointments and came back with multiple leads for Green Bay.

Mobile Visitor Center Hits the Road

We've been talking a lot about the future of tourism around Discover Green Bay. Well - we've got a confession. The future starts now.

Not only are we anticipating the June groundbreaking of the new Visitor Center, we also are celebrating the May unveiling and deployment of the new Mobile Visitor Center.

We celebrated National Travel and Tourism Week (May 1-7) by showing off the Mobile Visitor Center at a press conference at the Resch Expo.

Thanks to the City of Green Bay and the Green Bay Metro Fire Department for donating a used ambulance for use in a second career.

The unveiling was shortly followed by the first public appearance at De Pere's Memorial Day Parade. We look forward to using the Mobile Visitor Center at events around our community and the state.

Cameron Teske
VP of Visitor Experience



Sales and Services Monthly Recap

Monthly Impact

May conventions and sporting events accounted for 25,884 room nights and an economic impact of \$12,116,688.

Notable Events

Paralyzed Veterans of America, WI. Chapter
Cellcom Green Bay Marathon
Wisconsin Youth Soccer Association
Wisconsin Department of Justice
American Planning Association
Rotary Youth Exchange
WI Association of Osteopathic Physicians & Surgeons
Wisconsin Upper Michigan Bridge Association

Confirmed for Future

Valley Bakers Association - August, 2022
WI. Veterans of Foreign Wars Auxiliary - June, 2024
WI. State Moose Golf Tournament - July, 2022
NFL Official 4-on-4 Flag Football Tournament - June, 2022
Rotary Western Great Lakes - April, 2024
Great Lakes Commission - June, 2022
Converters Expo - April, 2023
FOREVER Live, 2023 - July, 2023

TourismIMPACT



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By The Numbers

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



AREA	April 2022				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	55.9	20.7	\$105.83	25.5	49.0	19.3	\$115.51	40.0
Wisconsin	51.4	20.2	\$111.96	20.1	46.7	26.2	\$109.41	20.8
Milwaukee	55.5	21.6	\$116.37	33.9	47.9	27.0	\$107.12	32.9
Madison	56.1	45.8	\$117.45	55.2	46.4	41.7	\$105.29	46.1
Appleton/Oshkosh	54.7	24.4	\$93.12	22.1	49.4	26.6	\$94.10	26.6
Door County	40.9	4.6	\$101.31	4.8	42.8	21.9	\$105.67	4.2
Eau Claire	47.5	18.5	\$96.46	17.5	44.1	27.7	\$92.83	15.5
La Crosse	58.9	11.0	\$94.30	13.7	60.3	46.2	\$93.49	22.6
Wisconsin Dells	51.1	10.5	\$162.49	8.1	47.4	15.1	\$169.00	15.6
Wausau/Stevens Point	47.9	37.3	\$94.97	19.1	46.3	36.6	\$96.27	16.2

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

Sales	May	YTD 2022	% of Goal	2022 Goal	YTD 2021
Future Meetings & Events Sales					
Leads	17	58	52.7%	110	55
Future Room Nights from Leads	5,663	36,855	32.2%	114,400	36,470
Future Potential Economic Impact from Leads	\$3,343,416	\$26,374,297.00	25.6%	\$103,000,000	\$18,381,489
Confirmed Future Room Nights	12,070	49,800	30.7%	162,000	53,160
Confirmed Economic Impact	\$5,865,500	\$44,258,968.28	46.1%	\$96,070,000	\$28,060,158
Motorcoach Sales					
Sales Calls	22	252	33.6%	750	296
Marketing/Media	May	YTD 2022	% of Goal	2022 Goal	YTD 2021
Digital Marketing					
Total Web Visitors	43,137	203,269	37.0%	550,000	160,659
Pageviews	100,387	459,957	20.9%	2,200,000	370,350
E-newsletter Database - New Subscribers	0	350	4.7%	7,500	572,306
Social Media Impressions	1,487,646	3,057,995	33.8%	9,050,000	2,372,381
Earned Media					
Pitches	2	6	4.0%	150	36
Tracked Stories	55	288	82.3%	350	48
Publicity Value	\$474,108.00	\$4,915,798.00	41.0%	\$12,000,000	\$25,800.00
Services	May	YTD 2022	% of Goal	2022 Goal	YTD 2021
Convention/Sports Services					
Events Serviced	7	86	71.7%	120	45
Online Housing Reservations	29	1,668	NA	N/A	945
Visitor Inquiries	852	4,021	16.1%	25,000	7,035
Destination Guide Mailings	3,792	26,473	81.5%	32,500	25,403
Brochure Distribution	60,652	169,204	55.5%	305,000	157,148
Mobile Visitor Center Events Days	1	1	3.3%	30	0
M/P Volunteer Hours	2	95	NA	NA	7
Partnerships	May	YTD 2022	% of Goal	2022 Goal	YTD 2021
New Partners	1	7	35.0%	20	3
Renewing Partners	14	59	24.6%	240	76
Revenue	\$5,341.46	\$24,204.55	42.9%	\$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 - 21.7%
2. Milwaukee - 18.8%
3. Wausau/Rhineland - 6.3%
4. Madison - 5.6%
5. Chicago - 5.5%

Where do they go?

Top Destination POIs

1. GRB - 9.5%
2. Lambeau Field - 8.1%
3. Bay Park Square - 8.0%
4. UWGB - 5.8%
5. Baird Creek - 4.9%