



# Tourism*i*mpact

May '24

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



# Gov. Visit for NTTW



National Travel and Tourism Week was once again held in May with a mission to underscore travel's essential role in driving our region's economy, cultivating vibrant communities and forging connections.

To celebrate NTTW Governor Tony Evers and Tourism Secretary Anne Sayers made a stop in Green Bay. The dignitaries visited the Lambeau Field Atrium, toured the Packers Hall of Fame, and received NFL Draft branded gifts from team representatives.

The visit allowed Travel Wisconsin and Discover Green Bay to highlight tourism in our region.

The Governor shared how tourism significantly boosts the local economy, supports local businesses, creates jobs, and enhances community development. Our unique tourism products draws visitors, generating revenue for hotels, restaurants, and shops. Festivals and cultural events also attract tourists, fostering local pride and preserving Green Bay's unique heritage.

## Events Impact

May conventions and sporting events accounted for **24,875 room nights** and an **economic impact** of **\$20,397,557**.

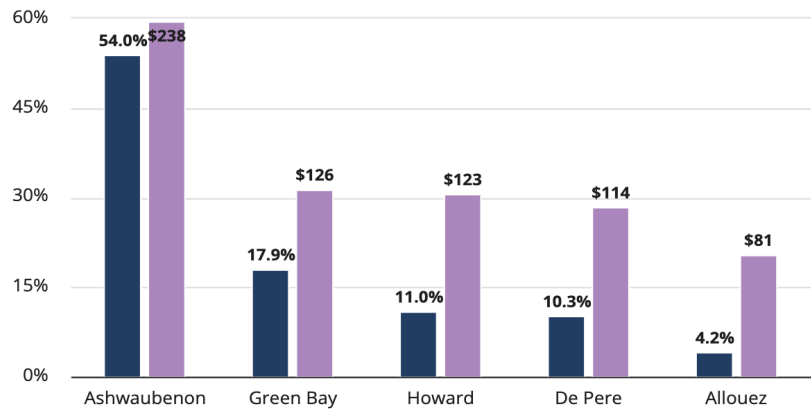
**Significant Conventions and Sports Events Held in May 2024:**

- Christian Congregation of Jehovah's Witnesses
- United States Bowling Congress - Queens Tournament
- Independent Insurance Agents of Wisconsin
- Thunderstruck Dance Productions
- Midwest Gang Investigators Association
- Green Bay Area Youth Hockey Association - Cheese Cup
- Wisconsin State Association of Letter Carriers





# A Little Data



## 2024 YTD Visitor Spending by City

# 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!

- **Wisconsin EMS Association**  
January, 2025
- **Slipstream**  
February, 2025
- **USA Hockey - USA Hockey Central District Girls Camp**  
June, 2024
- **Wisconsin Chiropractic Association**  
September, 2026
- **Wisconsin Chess Association**  
**Green Bay Open**  
July, 2024
- **Habitat for Humanity of Wisconsin**  
March, 2025
- **Bureau of Indian Affairs**  
August, 2024
- **American Case Management Association of Wisconsin Case Management and Transitions of Care Conference**  
October, 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	April 2024				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
<b>GREEN BAY</b>	<b>56.6</b>	<b>4.1</b>	<b>110.45</b>	<b>3.5</b>	<b>47.6</b>	<b>-5.5</b>	<b>111.91</b>	<b>-2.7</b>
Wisconsin	51.6	1.5	115.79	2.3	45.1	-5	112.32	0.5
Milwaukee	58.7	1.1	128.18	4.6	48.3	-5.7	116.28	1.3
Madison	62.5	6.8	132.68	8.9	51.9	1.4	117.87	4.4
Appleton/Oshkosh	57.1	12.3	103.88	5.7	51.1	1.6	102.85	2.2
Door County	50.4	8.9	114.51	2.9	45.6	-2.5	114.56	-0.6
Eau Claire	49.5	1.3	101.27	-1.7	43.1	-1.5	98.59	-0.5
La Crosse	50.2	-5	109.06	2.8	46.6	-4.8	110.61	6.1
Wisconsin Dells	44.8	-6.6	125.32	-7.3	42.4	-7.6	136.15	-3.3
Wausau/Stevens Point	46.9	4.1	111.57	4.9	42.8	-8.1	111.23	2.3

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

Sales	April	YTD 2024	2024 Goal	% of Goal	YTD 2023
<b>Future Meetings &amp; Events Sales</b>					
Leads	22	62	165	13.33%	73
Future Room Nights from Leads	9,824	38,713	115,000	8.54%	38,166
Confirmed Future Room Nights	17,765	64,002	220,000	8.08%	58,627
Confirmed Economic Impact	\$10,180,249	\$46,601,911	\$127,000,000	8.02%	\$40,353,967
<b>Convention/Sports Services</b>					
Events Serviced	18	60	150	40.00%	70
Online Housing Reservations	223	2108	2,000	105.40%	1,372
<b>Motorcoach Sales</b>					
Sales Leads	16	43	70	61.43%	23
<b>Partnerships</b>					
New Partners	1	8	40	20.00%	8
Renewing Partners	15	46	240	19.17%	44
Revenue	\$3,462	\$19,100	\$72,000	26.53%	\$20,645
<b>Marketing/Media</b>	<b>April</b>	<b>YTD 2024</b>	<b>2024 Goal</b>	<b>% of Goal</b>	<b>YTD 2023</b>
<b>Digital Marketing</b>					
Total Web Visitors	44,695	192,341	700,000	27.48%	163,586
Pageviews	147,156	529,174	2,250,000	23.52%	294,588
E-newsletter Database - New Subscribers	319	957	15,000	6.38%	0
Social Media Impressions	370,688	1,604,037	13,000,000	12.34%	4,131,322
<b>Earned Media</b>					
Journalist Support	15	26	600	4.33%	2
Tracked Stories	122	257	600	42.83%	78
Total Potential News Reach	355,980,000	1,043,580,000	2,000,000,000	52.18%	28,970,000
Publicity Value	\$3,328,274	\$9,690,609	\$15,000,000	64.60%	\$226,748
<b>Visitor Services</b>	<b>April</b>	<b>YTD 2024</b>	<b>2024 Goal</b>	<b>% of Goal</b>	<b>YTD 2023</b>
Visitor Inquiries	1074	3,141	21,000	14.96%	2,644
Destination Guide Mailings	535	20,354	30,000	67.85%	24,442
Brochure Distribution	32,257	134,222	350,000	38.35%	141,551
Mobile Visitor Center Events Days	0	0	65	0.00%	0
Visitor Center Visitors	306	1,281	30,000	4.27%	N/A