

# Tourism*i*mpact

November '24

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





# WIAA VOLLEYBALL BIGGER AND BETTER



The WIAA stormed back into the Resch Center in 2024 — bigger, better, and more electrifying than ever! Green Bay rolled out the red carpet for eight more teams, thanks to the addition of a new division in both the boys' and girls' brackets. The excitement kicked off earlier than usual, expanding the event to Wednesday and giving fans an extra day of high-stakes competition.

This year, Discover Green Bay turned up the energy on the concourse, helping thousands of passionate fans create personalized signs to cheer on their teams. These vibrant signs proudly showcased the Discover Green Bay logo and website, making it easy for visitors to plan the ultimate Green Bay experience.

And of course, the beloved Rush to the Resch tradition continued! Discover Green Bay, the Green Bay Stadium District, and the WIAA rewarded school spirit with \$1,000 prizes for the top ticket-selling schools in each division.

We can't wait to keep the excitement going and continue hosting WIAA State Tournaments right here in Green Bay!

## Events Impact

November conventions and sporting events accounted for **11,330 room nights** and an **economic impact** of **\$9,287,639**.

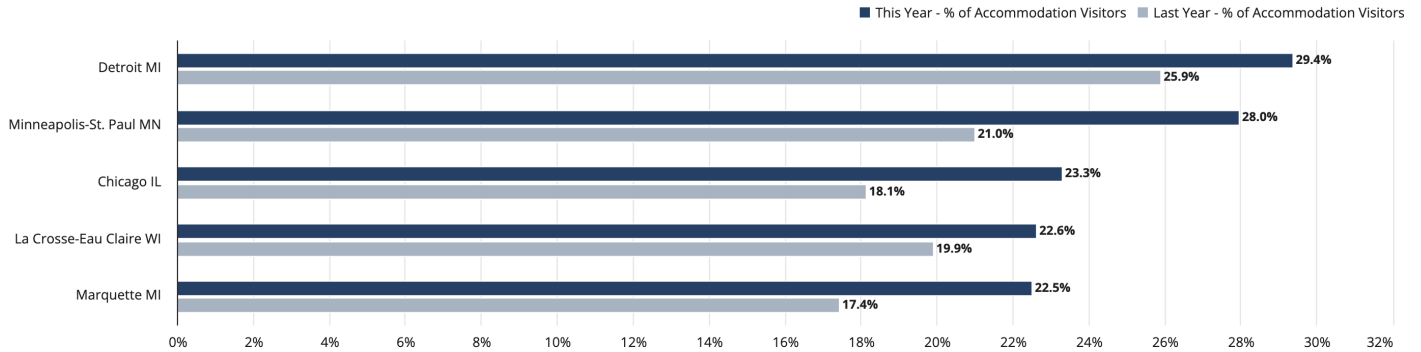
**Significant conventions and sports events held in November 2024:**

- Wisconsin Library Association
- WIAA State Volleyball
- Wisconsin Emergency Nurses Association
- Howard Suamico Storm Breakers
- South Wisconsin District of the Lutheran Church - Missouri Synod
- Wisconsin Well Womens Program
- Wisconsin Lions District
- ESRI - Wisconsin User Group



# A Little Data

## Top Accommodation Markets



## On the Horizon

Our sales team is always hunting down new leads to bring in clients that will make an economic impact. We're proud to share these recent bookings!

- **Wisconsin Wildlife Rehabilitators Association**  
February, 2025
- **Wisconsin School Bus Association**  
January, 2027
- **Green Bay Area Youth Hockey Association - Robinson Girls 10U/12U**  
February, 2025
- **Wisconsin Economic Summit**  
October, 2025
- **Wisconsin Family Child Care Association**  
April, 2025
- **Municipal Clerks and Treasurers**  
July, 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	October 2024				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
<b>GREEN BAY</b>	<b>61.5</b>	<b>5.8</b>	<b>150.89</b>	<b>13.5</b>	<b>55.3</b>	<b>-2.9</b>	<b>124.8</b>	<b>1.8</b>
Wisconsin	60.1	4.8	129.63	1.4	55.3	-2.1	130.39	2.2
Milwaukee	61.2	6	125.9	-1.1	58.4	-1.3	138.6	5
Madison	69	1.2	166.71	-2.5	61.5	0.2	140.17	2.2
Appleton/Oshkosh	59.7	10.4	117.68	8	56.4	0.2	117.05	2.8
Door County	62.2	5.3	147.48	10.8	56.1	-1.6	137.9	5.1
Eau Claire	59.9	1.2	111.4	4.5	54.2	-1	109.22	1.6
La Crosse	64.8	4.1	124.12	0.4	57	-2.3	122.69	2.2
Wisconsin Dells	54.2	2.6	116.75	-3.6	52.5	-4.3	141.64	-3.7
Wausau/Stevens Point	58.3	9.1	119.4	3.3	51.6	-2.3	118.94	2.6

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

Sales	November	YTD 2024	2024 Goal	% of Goal	YTD 2023
<b>Future Meetings &amp; Events Sales</b>					
Leads	17	180	165	109.09%	180
Future Room Nights from Leads	7,505	106,960	115,000	93.01%	110,727
Confirmed Future Room Nights	11,330	179,749	220,000	81.70%	166,713
Confirmed Economic Impact	\$9,287,639	\$119,765,286	\$127,000,000	94.30%	\$112,411,430
<b>Convention/Sports Services</b>					
Events Serviced	6	149	150	99.33%	155
Online Housing Reservations	957	3736	2,000	186.80%	1,822
<b>Motorcoach Sales</b>					
Sales Leads	1	49	70	70.00%	62
<b>Partnerships</b>					
New Partners	9	50	40	125.00%	28
Renewing Partners	24	172	240	71.67%	147
Revenue	\$7,696	\$64,004	\$72,000	88.89%	\$57,483
Marketing/Media	November	YTD 2024	2024 Goal	% of Goal	YTD 2023
<b>Digital Marketing</b>					
Total Web Visitors	65,136	590,533	700,000	84.36%	535,571
Pageviews	168,742	1,841,267	2,250,000	81.83%	1,214,752
E-newsletter Database - New Subscribers	236	2,527	15,000	16.85%	139
Social Media Impressions	264,595	5,638,561	13,000,000	43.37%	12,798,916
<b>Earned Media</b>					
Journalist Support	4	80	600	13.33%	23
Tracked Stories	43	741	600	123.50%	1,197
Total Potential News Reach	465,830,000	8,984,940,000	2,000,000,000	449.25%	1,607,224,530
Publicity Value	\$4,308,938	\$83,451,307	\$15,000,000	556.34%	\$15,147,492
Visitor Services	November	YTD 2024	2024 Goal	% of Goal	YTD 2023
Visitor Inquiries	632	24,176	21,000	115.12%	19,967
Destination Guide Mailings	50	21,171	30,000	70.57%	25,210
Brochure Distribution	10,660	283,610	350,000	81.03%	295,772
Mobile Visitor Center Events Days	0	34	65	52.31%	37
Visitor Center Visitors	430	5,120	30,000	17.07%	n/a