

Tourism*i*mpact

November '23

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



discover
green
bay 

Ringling in the Season



In late November we hosted the annual Discover Green Bay Holiday Reception at Tundra Lodge Resort and Conference Center. It's a great chance to pull away from the day-to-day and connect with partners, local leaders and friends in the community.

It's an evening to celebrate not only the upcoming holiday season, but also the tourism industry and the impact it has on our region.

This year we were thrilled to welcome a record number of attendees to the event and showcase dozens of local vendors. They made sure no one left hungry with their delicious fares, drinks and treats.

Our community's generosity was on display as well. At the event we collected 137 items like jackets, hats, gloves and scarves for the Boys and Girls Club.

We're honored to have the support of this amazing community and are looking forward to continuing the momentum into a great 2024!

Events Impact

October conventions and sporting events accounted for **5,890 room nights** and an **economic impact** of **\$4,700,375**.

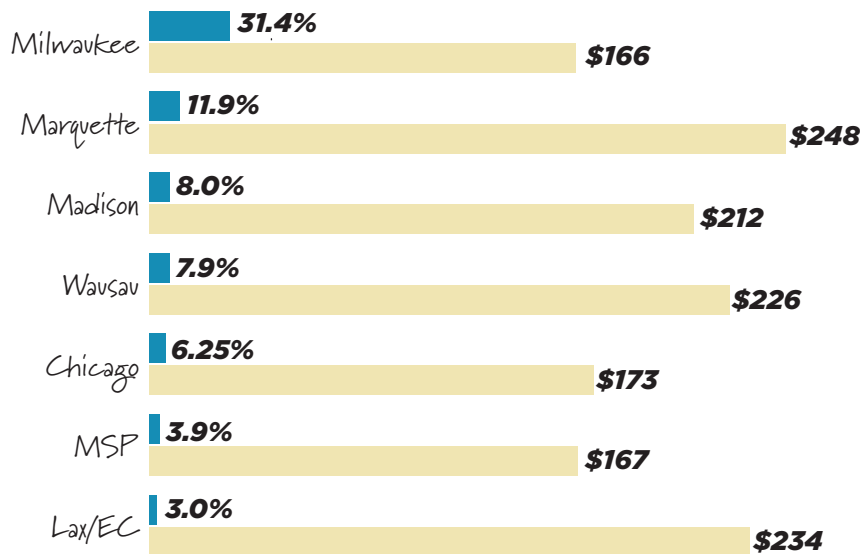
Significant Conventions and Sports Events Held in November, 2023:

- Wisconsin High School Theater Festival
- Wisconsin Lions District
- Wisconsin Future Farmers of America Leadership Conference
- WIAA State Volleyball Tournament
- Wisconsin Wrestling Coaches Clinic
- Wisconsin Builders Association Trends in Housing



A Little Data

Percent and Average Spend By *Visitor Origin Market*



It's critical that we understand how visitors from specific origin markets behave while they are in market. And the best way to do that - is track how and where they spend.

This chart scratches the surface of what we can explore. It tracks the spending of visitors from origin markets using credit card data. Then combines it to overall percentage spent and how much, on average, a visitor from this area spends. When we dive in more we can use this to understand what people from specific markets are most interested in - and market those things to them.

It also helps us identify growth areas. For example, Marquette spends the most on average, but accounts for only 11%. This is why we are currently placing more messaging in that region

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 Broadcasters Association
February, 2024
- Christian Congregation of Jehovah's Witnesses
May, 2025
- Midwest United States Association for Information Sciences,
May, 2026
- Northeast Wisconsin VRC Challenge
January, 2024
- Wisconsin VEX State Championships
March, 2024
- Wisconsin Healthcare Engineering Association
October 2024
- The BOW Tour
February 2024
- WIAA Girls State Basketball
March 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	October 2023				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	58.0	-7.1	\$133.01	-13.3	56.9	0.4	\$122.57	0.7
Wisconsin	57.4	-5.5	\$127.72	2.6	56.6	-0.1	\$127.43	4.6
Milwaukee	57.7	-4.9	\$127.08	2.8	59.2	0.5	\$131.61	7.0
Madison	68.8	2.7	\$171.64	11.8	61.9	4.3	\$137.48	5.8
Appleton/Oshkosh	54.2	-13.3	\$109.04	-4.4	56.3	-2.0	\$113.95	2.7
Door County	58.8	-5.9	\$130.59	-5.9	57.0	3.8	\$129.94	1.9
Eau Claire	59.1	-0.1	\$106.43	2.6	54.6	0.2	\$107.45	4.2
La Crosse	62.6	-3.4	\$123.71	1.6	58.6	-6.6	\$120.34	7.5
Wisconsin Dells	52.7	-7.2	\$121.80	-1.8	54.9	2.1	\$147.96	1.0
Wausau/Stevens Point	53.3	-7.0	\$115.13	9.7	52.9	-0.5	\$115.21	11.4

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

Sales	November	YTD 2023	% of Goal	2023 Goal	YTD 2022
Future Meetings & Events Sales					
Leads	16	175	106.1%	165	118
Future Room Nights from Leads	7,317	105,913	92.6%	114,400	73,002
Future Potential Economic Impact from Leads	5,524,594	\$61,318,838.00	90.0%	\$68,160,310	\$47,943,349.00
Confirmed Future Room Nights	10,925	167,356	98.4%	170,000	127,409
Confirmed Economic Impact	11,614,796	\$117,198,792.00	93.8%	\$125,000,000	\$95,466,072.28
Motorcoach Sales					
Sales Leads	7	62	155.0%	40	17
Marketing/Media	November	YTD 2023	% of Goal	2023 Goal	YTD 2022
Digital Marketing					
Total Web Visitors	49,550	585,121	97.5%	600,000	458,353
Pageviews	113,507	1,214,752	44.2%	2,750,000	1,005,648
E-newsletter Database - New Subscribers	0	139	5.6%	2,500	431
Social Media Impressions	333,195	12,798,916	98.5%	13,000,000	10,404,802
Earned Media					
Direct Pitches	0	4	20.0%	20	6
Journalist Tours	0	23	57.5%	40	16
Press Release Distribution	0	25	55.6%	45	22
Tracked Stories	26	1,197	199.5%	600	551
Total Potential News Reach	994,530	1,607,224,530	N/A	N/A	N/A
Publicity Value	\$157,948	\$14,876,412.00	218.8%	\$6,800,000	\$5,709,008.00
Services	November	YTD 2023	% of Goal	2023 Goal	YTD 2022
Convention/Sports Services					
Events Serviced	7	160	106.7%	150	141
Online Housing Reservations	49	1,787	89.4%	2000	1,804
Visitor Services					
Visitor Inquiries	527	20,049	111.4%	18,000	15,421
Destination Guide Mailings	43	25,210	77.6%	32,500	28,175
Brochure Distribution	12,080	295,772	84.5%	350,000	300,139
Mobile Visitor Center Events Days	1	37	123.3%	30	25
Partnerships	November	YTD 2023	% of Goal	2023 Goal	YTD 2022
New Partners	3	30	75.0%	40	32
Renewing Partners	24	164	82.0%	200	130
Revenue	\$6,012.54	\$60,045.69	96.2%	\$62,400	49,822