Tourism**IMPACT**

Data Driven Decision Making

In November Destinations Wisconsin held their annual Fall Tourism Conference in Wisconsin Dells. Often described as the best 24-hour conference in tourism, the Discover Green Bay crew had many learning opportunities. In addition Discover Green Bay's VP of Digital Marketing and Communication partnered with our data vendor – Zartico to share a presentation on leveraging traveler insights provided on the platform to make critical marketing decisions.

To assist in this analysis, Zartico provided a free data visualization. The data collected tracked traveler movement patterns during home Packers game weekends on September 18 and October 2.

We gained many insights that will guide campaign messaging for our 2023 beyond game day campaign. Two of the most critical data points showed a rise in spending in outdoor recreation and golf in early-season games and a 52% increase in out of state travel.

This tells us that we should (and will) increase media buys in key out-of-state markets and leverage golf/outdoor recreation as reasons to extend your stay when visiting Green bay for a Packers experience.

Sales and Services Monthly Recap

Monthly Impact

November conventions and sporting events accounted for 5,150 room nights and an economic impact of $3,900,388.

Notable Events

Wisconsin High School Forensics Association – Theater Festival

Wisconsin Wrestling Coaches Association Clinic

Wisconsin Restaurant Association – Restaurant Insights Summit

Wisconsin Sustainable Business Council

127th Infantry

WIAA State Volleyball Tournament

Wisconsin Association for Home Health Care

Confirmed for Future

Wisconsin Rural Water Association – March, 2026
Great Lakes Fishery Commission – February, 2023
YMCA – GBSC Titletown Freeze – January, 2023
Performance Food Service – April, 2023
Wisconsin Swimming Association – February, 2023
United Deputy Wardens Association – July, 2023
Rotary Western Great Lakes – April, 2024
WIAA Girls Basketball Tournament – March, 2023

A Look Ahead

Throughout the year the U.S. Travel Association compiles a report on the tourism industry and shares short and long term travel predictions gathered from data analysis and surveying. The end of year report is always intriguing to see what we can look forward to in 2023. These are the top insights we found in the report.

Domestic Leisure

Hotel demand is back to pre-pandemic levels. ADR is 17% above 2019 and U.S. Travel expects that to continue into 2023.

The latest forecast projects that domestic leisure spending will be largely resistant to the expected recession, and will reach 104% of pre-pandemic levels by 2023.

Domestic Business

Domestic business travel spending is expected to grow (in inflation-adjusted terms) from 73% of 2019 levels in 2022 to 87% in 2023 and 92% in 2026.

Tourism IMPACT

By The Numbers

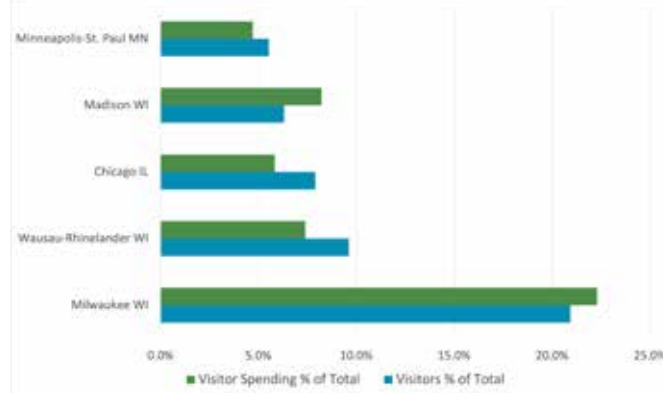A look at milestones and progress toward goals that impact OUR community

AREA	October 2022				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	63.1	7.1	$154.97	7.3	57.2	11.3	$122.51	17.6
Wisconsin	61.0	8.0	$126.26	6.1	57.4	13.7	$125.78	10.3
Milwaukee	60.0	9.7	$124.60	5.5	58.7	17.7	$123.58	13.0
Madison	67.0	18.9	$152.92	11.5	59.3	26.2	$129.46	24.1
Appleton/Oshkosh	63.2	10.0	$113.36	8.1	58.2	15.8	$110.20	14.7
Door County	60.9	-0.0	$130.06	0.7	57.6	3.6	$130.17	2.9
Eau Claire	60.0	2.3	$101.80	4.6	55.3	12.3	$102.90	9.8
La Crosse	66.3	-13.7	$122.37	10.2	64.7	12.3	$106.38	10.4
Wisconsin Dells	56.0	10.6	$144.51	3.4	56.3	9.7	$179.15	6.4
Wausau/Stevens Point	57.9	11.4	$102.19	13.3	53.5	21.0	$101.18	16.3

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

Sales	November	YTD 2022	% of Goal	2022 Goal	YTD 2021
Future Meetings & Events Sales					
Leads	8	126	114.5%	110	121
Future Room Nights from Leads	7201	80,203	70.1%	114,400	85,632
Future Potential Economic Impact from Leads	6,467,522	$54,410,871	52.8%	$103,000,000	51,498,293
Confirmed Future Room Nights	10891	127,945	79.0%	162,000	119,507
Confirmed Economic Impact	7,023,168	$102,489,240	106.7%	$96,070,000	69,802,061
Motorcoach Sales					
Sales Calls	36	476	63.5%	750	598
Marketing/Media	**November**	**YTD 2022**	**% of Goal**	**2022 Goal**	**YTD 2021**
Digital Marketing					
Total Web Visitors	48,469	506,822	92.1%	550,000	539,043
Pageviews	115,229	1,120,877	50.9%	2,200,000	2,054,075
E-newsletter Database - New Subscribers	658	1,089	14.5%	7,500	2,252
Social Media Impressions	161,728	10,566,530	116.8%	9,050,000	6,182,274
Earned Media					
Pitches	3	25	16.7%	150	600
Tracked Stories	7	558	159.4%	350	78
Publicity Value	$168,242	$5,877,250.00	49.0%	$12,000,000	$1,267,212.00
Services	**November**	**YTD 2022**	**% of Goal**	**2022 Goal**	**YTD 2021**
Convention/Sports Services					
Events Serviced	6	147	122.5%	120	93
Online Housing Reservations	35	1,839	NA	N/A	1,405
Visitor Inquiries	326	15,747	63.0%	25,000	19,543
Destination Guide Mailings	181	28,356	87.2%	32,500	31,610
Brochure Distribution	10,546	310,685	101.9%	305,000	306,109
Mobile Visitor Center Events Days	0	25	83.3%	30	14
MVP Volunteer Hours	12	368	NA	NA	254
Partnerships	**November**	**YTD 2022**	**% of Goal**	**2022 Goal**	**YTD 2021**
New Partners	4	36	180.0%	20	12
Renewing Partners	25	155	64.6%	240	176
Revenue	$5,482.72	$55,304.35	98.1%	$56,400	$59,937

Visitor Spending % of Total — Visitors % of Total
(Minneapolis-St. Paul MN, Madison WI, Chicago IL, Wausau-Rhinelander WI, Milwaukee WI)

LOCATION - % OF VISITORS
SNC 14%
Bay Park Square Mall 30%
UWGB 16%
GRB 19%
Lambeau Field 21%

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.*

BOTTOM LEFT: MONTHLY REPORT - A snapshot on progress toward Discover Green Bay's sales and marketing goals compared to previous year.

BOTTOM RIGHT: VISITOR DATA - TOP: Top visitor origin market & their percent of total visitor spend. BOTTOM: Top visited points of interest by percentage.