

Tourism*i*mpact

October '23

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



discover
green
bay 

Turkmeni-what???



In October we may have set an early record for the longest visit to Green Bay and the Discover Green Bay Visitor Center. Our guests came from 6,321 miles away.

We welcomed 6 delegates from the country of Turkmenistan, a nation in the Middle East that is situated between Uzbekistan and Iran.

This tourism group was visiting Wisconsin as a part of a Rotary project through a club in the Waupaca area. Their Chamber and CVB wanted to show off more of the state - and of course an iconic American Football stadium.

Most of our guests actually work in the tourism space in their home country! We showed them around the visitor center and spoke at length about our marketing, sales and promotions efforts that they could in turn take home and use.

These partnerships and opportunities only make the global tourism industry stronger!

Events Impact

October conventions and sporting events accounted for **9,368 room nights** and an **economic impact** of **\$5,047,756**.

Significant Conventions and Sports Events Held in October, 2023:

- Wisconsin Cyber Security Summit
- Green Bay Duathlon
- Leading Age Wisconsin
- Midwest Women's Collegiate Hockey
- League of Wisconsin Municipalities
- Wisconsin Endurance Mountain Bike Series
- The Inaugural Solemnity of our Lady of Champion at the National Shrine
- Wisconsin EMS Association



A Little Data

We use this insight to understand which top markets are most likely to be observed at traditional accommodations.

We use this to guide our advertising spend to ensure that we are reaching travelers who are most likely to use accommodations and travel to Green Bay.

When mapped against total spend, we can really target travel intender's and those who have the means to spend their dollars in market.

Top Origin Markets

Observed at Accommodations

Detroit: 26.2%

St. Louis: 24.5%

MSP: 22.9%

Marquette: 22.3%

Lacrosse: 20.3%

Chicago: 19.1%

Madison: 18.9%

Milwaukee: 16.7%

Wausau: 14.3%

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!

- Dairy Business Association of Wisconsin
January, 2024
- Tavern League of Wisconsin, Spring Show
April, 2026
- Wisconsin Law Enforcement
Administrative Personnel
June, 2024
- Great Northwest Basketball League
March, 2024
- WISCO Cooperative Association
March, 2024
- Green Bay Youth Hockey Association
Robinson Girls Tournament
February, 2024
- National Shrine of Our Lady of Champion
2024 Marian Eucharistic Conference
May, 2024
- Wisconsin Army National Guard
February, 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	September 2023				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	59.7	-2.8	\$152.71	10.8	56.8	1.3	\$121.35	3.1
Wisconsin	60.8	-2.8	\$131.69	3.7	56.5	0.6	\$127.38	4.9
Milwaukee	61.4	-5.9	\$135.46	4.2	59.3	1.2	\$132.12	7.4
Madison	65.4	-0.9	\$143.71	-2.4	61.1	4.5	\$133.10	4.9
Appleton/Oshkosh	57.6	-4.8	\$117.78	3.2	56.6	-0.6	\$114.49	3.5
Door County	62.9	0.7	\$142.69	4.0	56.8	5.2	\$129.87	3.1
Eau Claire	66.4	5.9	\$111.50	3.8	54.1	0.3	\$107.58	4.4
La Crosse	65.0	-2.0	\$127.79	6.9	58.1	-6.9	\$119.94	8.3
Wisconsin Dells	55.4	-1.6	\$130.67	1.6	55.1	3.3	\$150.84	1.0
Wausau/Stevens Point	58.0	-1.3	\$119.16	13.0	53.3	0.6	\$114.82	11.7

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

Sales	October	YTD 2023	% of Goal	2023 Goal	YTD 2022
Future Meetings & Events Sales					
Leads	19	159	96.4%	165	118
Future Room Nights from Leads	12,911	98,596	86.2%	114,400	73,002
Future Potential Economic Impact from Leads	10,305,359	\$55,794,244.00	81.9%	\$68,160,310	\$47,943,349.00
Confirmed Future Room Nights	12,855	156,431	92.0%	170,000	127,409
Confirmed Economic Impact	10,011,670	\$105,583,996.00	84.5%	\$125,000,000	\$95,466,072.28
Motorcoach Sales					
Sales Leads	6	55	137.5%	40	17
Marketing/Media	October	YTD 2023	% of Goal	2023 Goal	YTD 2022
Digital Marketing					
Total Web Visitors	35,086	421,293	70.2%	600,000	458,353
Pageviews	105,939	1,101,245	40.0%	2,750,000	1,005,648
E-newsletter Database - New Subscribers	0	139	5.6%	2,500	431
Social Media Impressions	300,988	12,465,721	95.9%	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	1	25	55.6%	45	22
Tracked Stories	25	1,171	195.2%	600	551
Total Potential News Reach	29,320,000	1,606,230,000	N/A	N/A	N/A
Publicity Value		\$14,718,464.00	216.4%	\$6,800,000	\$5,709,008.00
Services	October	YTD 2023	% of Goal	2023 Goal	YTD 2022
Convention/Sports Services					
Events Serviced	11	153	102.0%	150	141
Online Housing Reservations	46	1,738	86.9%	2000	1,804
Visitor Services					
Visitor Inquiries	690	19,522	108.5%	18,000	15,421
Destination Guide Mailings	71	25,167	77.4%	32,500	28,175
Brochure Distribution	12,526	283,692	81.1%	350,000	300,139
Mobile Visitor Center Events Days	0	36	120.0%	30	25
Partnerships	October	YTD 2023	% of Goal	2023 Goal	YTD 2022
New Partners	4	27	67.5%	40	32
Renewing Partners	25	140	70.0%	200	130
Revenue	\$5,933.00	\$54,033.15	86.6%	\$62,400	49,822