

# TourismIMPACT



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## One Step Closer

Discover Green Bay has taken a variety of steps closer to our new offices and visitor center – we've physically moved office locations closer to our future site and construction has officially begun on the Visitor Center

Our new, temporary office is located at 1241 Lombardi Access Road, Suite D (right behind Margarita's). We have transformed the space to be a welcoming visitor center.

In each of our office locations over the past few years, we have had the chance to learn how to utilize a variety of space to accommodate our needs. This adaptability and these learning opportunities will effectively help us bring a community story to life and provide the most adequate visitor resources in our future, permanent visitor center and office space.



Visitors come to the Green Bay area for many reasons – conventions, meetings, sports tournaments, motorcoach tours, family vacations, and, of course, the Green Bay Packers. We spend a lot of resources marketing the community and attracting these visitors here. However, when they arrive, we haven't had a permanent, impressive showpiece place to welcome these visitors.

That's now officially about to change!

## IMEX 2022

Discover Green Bay partnered with Travel Wisconsin at the recent IMEX America tradeshow in Las Vegas. This event draws attendees from across the United States and internationally and hosted over 12,000 attendees!

At this year's show, Discover Green Bay, Visit Lake Geneva and the Wisconsin Department of Tourism exhibited together. As a whole, we had almost 30 scheduled appointments, in addition to walk-up traffic from attendees.

From stateside and international tour operators, to meeting, events and sports planners, all types of hospitality professionals attend this event. It was a busy week exhibiting and we left with several new leads and contacts to follow up with.

Denise Humphrey  
Senior Sales  
Manager



## Sales and Services Monthly Recap

### Monthly Impact

October conventions and sporting events accounted for 11,706 room nights and an economic impact of \$3,746,774.

### Notable Events

Wisconsin Wastewater Operators Association  
Association of Wisconsin School Administrators  
National Rural Education Association  
Invasive Plant Association of Wisconsin  
Wisconsin Park and Recreation Association  
Wisconsin State Fire Inspectors Association  
Wisconsin Department of Justice  
SuperSeries AAA Hockey  
National Shrine of our Lady of Our Good Help – Miracle of the Fire and Apparition

### Confirmed for Future

Wisconsin Rural Water Association – March, 2025  
Future Business Leaders of America – Middle School Conference – April, 2024  
Future Business Leaders of America – Middle School Conference – March, 2025  
Homicide Conference – March, 2023  
WISCO Cooperative Association – April, 2023  
National Shrine of our Lady of our Good Help – Marian Eucharistic Conference – May, 2023  
UAW State Bowling Tournament – March, 2023  
Willow Creek Classic Bowling Tournament – February-May, 2023  
Wisconsin Municipal Mutual Insurance Company – May, 2023

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## By The Numbers

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

AREA	September 2022				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	62.0	7.7	\$138.14	4.4	56.6	11.8	\$118.35	19.7
Wisconsin	63.2	5.0	\$129.62	-1.4	57.0	14.5	\$125.69	10.9
Milwaukee	65.3	5.9	\$129.96	-14.8	58.5	18.8	\$123.46	14.0
Madison	66.2	12.9	\$146.55	11.0	58.5	27.3	\$126.43	26.8
Appleton/Oshkosh	60.6	2.5	\$113.44	8.0	57.6	16.6	\$109.80	15.7
Door County	64.7	-2.4	\$140.01	4.1	57.2	4.1	\$130.18	3.3
Eau Claire	64.0	6.2	\$105.77	8.3	54.8	13.6	\$102.99	10.5
La Crosse	68.2	-12.9	\$117.75	10.0	64.5	16.4	\$104.46	11.1
Wisconsin Dells	54.3	8.3	\$154.00	-4.7	56.4	9.6	\$183.03	6.7
Wausau/Stevens Point	59.0	13.0	\$102.97	17.1	53.0	22.3	\$101.06	16.8

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

Sales	October	YTD 2022	% of Goal	2022 Goal	YTD 2021
<b>Future Meetings &amp; Events Sales</b>					
Leads	12	118	107.3%	110	112
Future Room Nights from Leads	10,216	73,002	63.8%	114,400	76,196
Future Potential Economic Impact from Leads	\$5,365,066.00	\$47,943,349.00	46.5%	\$103,000,000	\$46,741,207.00
Confirmed Future Room Nights	16,715	117,054	72.3%	162,000	109,407
Confirmed Economic Impact	\$10,435,302.00	\$95,466,072.28	99.4%	\$96,070,000	\$62,493,020.00
<b>Motorcoach Sales</b>					
Sales Calls	36	440	58.7%	750	550
<b>Marketing/Media</b>	<b>October</b>	<b>YTD 2022</b>	<b>% of Goal</b>	<b>2022 Goal</b>	<b>YTD 2021</b>
<b>Digital Marketing</b>					
Total Web Visitors	49,722	458,353	83.3%	550,000	492,744
Pageviews	119,316	1,005,648	45.7%	2,200,000	1,866,261
E-newsletter Database - New Subscribers	0	431	5.7%	7,500	2,172
Social Media Impressions	261,456	10,404,802	115.0%	9,050,000	5,816,274
<b>Earned Media</b>					
Pitches	2	22	14.7%	150	599
Tracked Stories	4	551	157.4%	350	78
Publicity Value	\$146,881	\$5,709,008.00	47.6%	\$12,000,000	\$30,913.00
<b>Services</b>	<b>October</b>	<b>YTD 2022</b>	<b>% of Goal</b>	<b>2022 Goal</b>	<b>YTD 2021</b>
<b>Convention/Sports Services</b>					
Events Serviced	7	141	117.5%	120	85
Online Housing Reservations	30	1,804	NA	N/A	1,094
Visitor Inquiries	551	15,421	61.7%	25,000	18,619
Destination Guide Mailings	449	28,175	86.7%	32,500	31,104
Brochure Distribution	11,749	300,139	98.4%	305,000	297,433
Mobile Visitor Center Events Days	0	25	83.3%	30	14
MVP Volunteer Hours	34	356	NA	NA	250
<b>Partnerships</b>	<b>October</b>	<b>YTD 2022</b>	<b>% of Goal</b>	<b>2022 Goal</b>	<b>YTD 2021</b>
New Partners	4	32	160.0%	20	7
Renewing Partners	22	130	54.2%	240	155
Revenue	\$4,926.00	\$49,821.63	88.3%	\$56,400	\$54,401

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.\**

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

Where do they come from?

**Top Origin Markets**

1. Milwaukee - 20.8%
2. Chicago - 9.3%
3. Wausau/Rhinelanders - 8%
4. Madison - 7%
5. Twin Cities - 6.5%

Where do they go?

**Top Destination POIs**

1. Bay Park Square - 8.1%
2. Lambeau Field - 7.7%
3. UWGB - 6.7%
4. SNC 6.7%
5. Baird Creek - 5.7%