



Tourism*i*mpact

October '24

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



TakeOff North America



In October, Green Bay welcomed the annual TakeOff Conference to our region. With the team from Austin Straubel International Airport taking the lead, the conference attendees had an experience that will be tough to top for future host cities! In total nearly 300 attendees representing national airline brands and other airport representatives, were able to experience what makes our region special; and network with airport operators from across the country.

Early attendees were treated to an unforgettable day at Lambeau Field, taking in the Packers victory against the Houston Texans in a suite with all the trimmings. They were then shuttled around the region on immersion tours to the National Railroad Museum, EAA, and even up to Door County for a quick day trip. They were even treated to a traditional Wisconsin Supper Club experience at River's Bend.

The conference commenced on Tuesday, Oct. 22 at Lambeau Field. For three packed days airport reps met with airlines discussing important flight development opportunities.

Events Impact

October conventions and sporting events accounted for **10,885 room nights** and an **economic impact** of **\$7,196,217**.

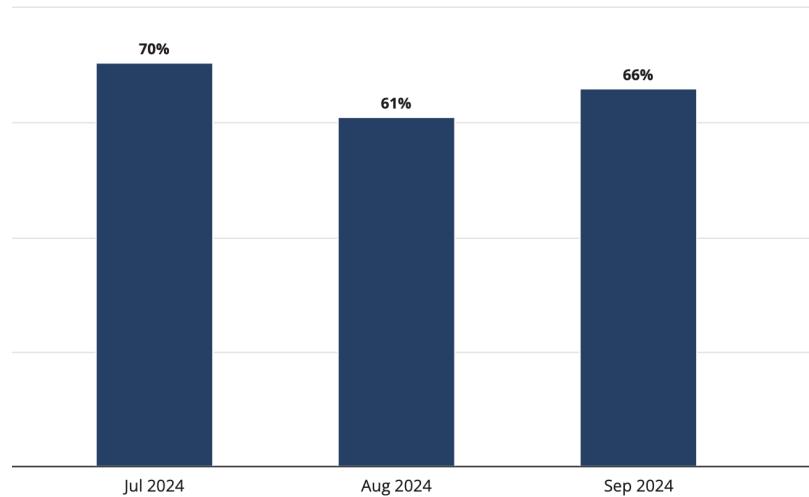
Significant conventions and sports events held in October 2024:

- TakeOff North America
- Midwest Women's Collegiate Hockey
- Wisconsin Healthcare Engineering Association
- Wisconsin Chiropractic Association
- Wisconsin Collegiate Bowling
- Governor's Cybersecurity Summit
- Wisconsin Intramural Recreation Sports Association
- Professional Insurance Agents of Wisconsin



A Little Data

% of Overnight Visitors - Q3 2024



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!

- **Forest Lakes Evangelical Free Church of America**
January, 2026
- **Wisconsin Broadcasters Association Student Forum**
February, 2025
- **Robotic Education and Competition Foundation**
March, 2025
- **USA Softball of Wisconsin Battle of the Tundra**
June, 2025
- **Association of Wisconsin Snowmobile Clubs**
March, 2025 and March, 2026
- **Wisconsin Department of Justice - Jail Conference**
October, 2025
- **USA Softball of Wisconsin Class C State Tournament**
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	September 2024				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	57.5	-3.7	155.54	1.8	54.7	-3.7	121.56	0.2
Wisconsin	59.7	-1.8	133.14	0.9	54.8	-2.9	130.45	2.3
Milwaukee	61.5	0.1	133.46	-1.8	58.1	-2.1	140.07	5.7
Madison	65.8	1.3	157.23	9.7	60.6	0.1	136.7	3
Appleton/Oshkosh	57.6	0	118.73	1	56	-0.9	116.98	2.2
Door County	59.2	-5.9	147.33	3.3	55.5	-2.3	135.26	4.2
Eau Claire	60.2	-9.4	111.9	0.1	53.5	-1.2	108.95	1.3
La Crosse	63.8	-1.7	131.63	2.8	56.2	-3.1	122.59	2.4
Wisconsin Dells	52	-6.1	120.29	-7.5	52.3	-5.1	144.54	-3.6
Wausau/Stevens Point	58.2	0.2	124.15	3.9	50.8	-3.7	118.88	2.5

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

Sales	October	YTD 2024	2024 Goal	% of Goal	YTD 2023
Future Meetings & Events Sales					
Leads	12	163	165	98.79%	159
Future Room Nights from Leads	6,493	99,455	115,000	86.48%	98,596
Confirmed Future Room Nights	13,551	168,419	220,000	76.55%	156,431
Confirmed Economic Impact	\$8,875,808	\$119,753,956	\$127,000,000	94.29%	\$105,583,996
Convention/Sports Services					
Events Serviced	12	143	150	95.33%	153
Online Housing Reservations	108	2779	2,000	138.95%	1,738
Motorcoach Sales					
Sales Leads	2	48	70	68.57%	55
Partnerships					
New Partners	10	41	40	102.50%	27
Renewing Partners	24	148	240	61.67%	140
Revenue	\$6,934	\$56,308	\$72,000	78.21%	\$54,033
Marketing/Media	October	YTD 2024	2024 Goal	% of Goal	YTD 2023
Digital Marketing					
Total Web Visitors	66,331	525,397	700,000	75.06%	486,021
Pageviews	172,795	1,672,525	2,250,000	74.33%	1,101,245
E-newsletter Database - New Subscribers	242	2,291	15,000	15.27%	139
Social Media Impressions	699,631	5,373,966	13,000,000	41.34%	12,465,721
Earned Media					
Journalist Support	7	76	600	12.67%	23
Tracked Stories	62	698	600	116.33%	1,171
Total Potential News Reach	855,710,000	8,519,110,000	2,000,000,000	425.96%	1,606,230,000
Publicity Value	\$7,915,319	\$79,142,369	\$15,000,000	527.62%	\$14,989,544
Visitor Services	October	YTD 2024	2024 Goal	% of Goal	YTD 2023
Visitor Inquiries	1,992	23,544	21,000	112.11%	19,440
Destination Guide Mailings	57	21,121	30,000	70.40%	25,167
Brochure Distribution	15,200	272,950	350,000	77.99%	283,692
Mobile Visitor Center Events Days	1	34	65	52.31%	36
Visitor Center Visitors	468	4,690	30,000	15.63%	n/a