

# Tourism*i*mpact

September '23

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



# Welcome to Green Bay



The day has arrived. After a process that began more than 50 years ago - the Greater Green Bay Community has a place to welcome visitors, help them uncover new places to visit and plan their return trips.

The past 8 years have been full of ups, downs and lots of doubt and stress. But, it has all paid off. The new Discover Green Bay Visitor Center officially opened its doors to Visitors on September 13, 2023.

We're already seeing results. Each and every day since the doors opened we've welcomed visitors from across the globe. Each with a story and each left inspired to explore our region.

From campers to bikers and football fans to foodies - all have been in awe of not only the space, but the service and hospitality from Discover Green Bay staff.

We couldn't have gotten here without you. Thank you - and here's to many years ahead.

## Events Impact

September conventions and sporting events accounted for **12,240 room nights** and an **economic impact** of **\$7,652,434**.

**Significant Conventions and Sports Events Held in September, 2023:**

- US Great Lakes Areas of Concern
- Wisconsin Department of Justice
- Dairy Farmers of Wisconsin
- NEW Pride
- Wisconsin Motor Carriers Association





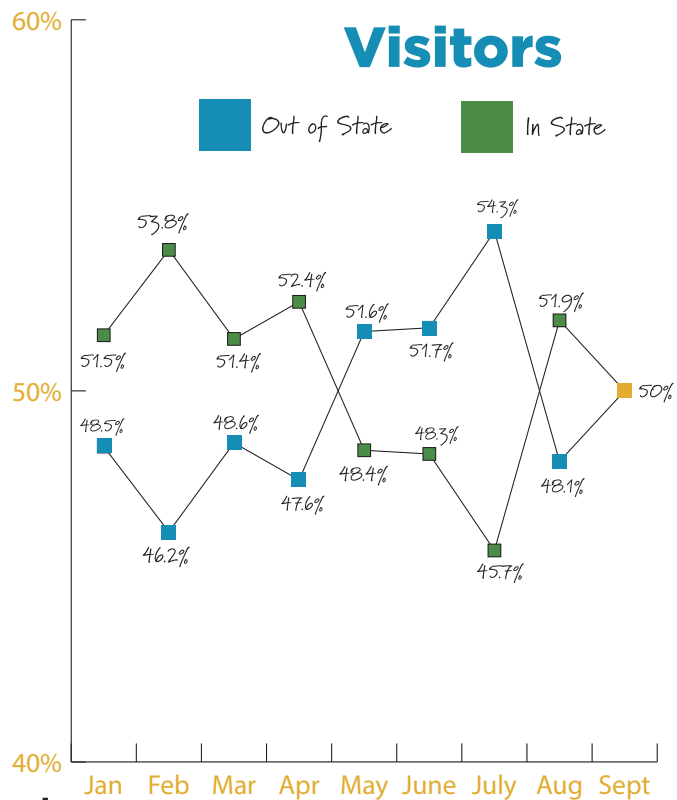
# A Little Data

It's critical to know where our visitors are coming from - and it's key to have a good balance between in state and out of state visitors.

We know that in state visitors tend to plan more trips to our region - but may not spend as much or stay as long. That's made up for by their frequency of trips. Whereas out of state visitors tend to have longer length of stay, and spend more in our community.

As you can see - we have maintained close to a 50/50 split. In fact, in September of 2023 it was an exact split. This shows that we can increase our out of state marketing and continue to reach out to the untapped demand for travel outside of our borders.

## In State vs. Out of State Visitors



## 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!

- MEGA Healthcare Conference  
January 2024
- USA Hockey Girls 16U Nationals  
April 2024
- WI Swimming Association  
February 2024
- Independent Insurance Agents of Wisconsin  
May 2024
- WISCAP Annual Convention  
May 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	August 2023				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
<b>GREEN BAY</b>	<b>66.4</b>	<b>2.4</b>	<b>\$130.34</b>	<b>9.7</b>	<b>56.5</b>	<b>1.9</b>	<b>\$117.22</b>	<b>2.0</b>
Wisconsin	66.6	-1.6	\$140.39	3.6	56.0	1.0	\$126.79	5.1
Milwaukee	68.7	-0.8	\$146.06	8.1	59.1	2.2	\$131.68	7.9
Madison	74.4	-1.8	\$165.80	3.9	60.5	5.3	\$131.69	6.2
Appleton/Oshkosh	63.5	0.8	\$111.92	3.1	56.4	-0.1	\$114.08	3.6
Door County	67.6	1.9	\$136.77	3.7	56.0	6.0	\$127.89	3.0
Eau Claire	64.9	-0.0	\$109.51	2.2	52.6	-0.6	\$106.96	4.4
La Crosse	66.8	-7.0	\$126.63	3.9	57.3	-7.6	\$118.85	8.5
Wisconsin Dells	65.6	-1.9	\$161.12	-2.3	55.1	3.9	\$153.47	0.9
Wausau/Stevens Point	59.3	-0.8	\$117.39	11.2	52.7	0.9	\$114.22	11.6

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

Sales	September	YTD 2023	% of Goal	2023 Goal	YTD 2022
<b>Future Meetings &amp; Events Sales</b>					
Leads	7	140	84.8%	165	106
Future Room Nights from Leads	6,166	85,685	74.9%	114,400	62,786
Future Potential Economic Impact from Leads	2,826,716	\$45,488,885.00	66.7%	\$68,160,310	\$42,578,283.00
Confirmed Future Room Nights	12,240	143,576	84.5%	170,000	110,694
Confirmed Economic Impact	7,652,434	\$95,572,326.00	76.5%	\$125,000,000	\$85,030,770.28
<b>Motorcoach Sales</b>					
Sales Leads	5	49	122.5%	40	16
Marketing/Media	September	YTD 2023	% of Goal	2023 Goal	YTD 2022
<b>Digital Marketing</b>					
Total Web Visitors	43,314	386,207	64.4%	600,000	408,631
Pageviews	124,269	995,306	36.2%	2,750,000	886,332
E-newsletter Database - New Subscribers	0	139	5.6%	2,500	431
Social Media Impressions	575,619	12,164,733	93.6%	13,000,000	10,143,346
<b>Earned Media</b>					
Direct Pitches	0	4	20.0%	20	4
Journalist Tours	0	23	57.5%	40	16
Press Release Distribution	4	24	0.5%	4,500	20
Tracked Stories	91	1,146	191.0%	600	547
Total Potential News Reach	2,240,000	1,576,910,000	N/A	N/A	N/A
Publicity Value	\$1,940,000	\$14,718,464.00	216.4%	\$6,800,000	\$5,562,127.00
Services	September	YTD 2023	% of Goal	2023 Goal	YTD 2022
<b>Convention/Sports Services</b>					
Events Serviced	11	142	94.7%	150	134
Online Housing Reservations	70	1,692	84.6%	2000	1,774
<b>Visitor Services</b>					
Visitor Inquiries	3,040	18,750	104.2%	18,000	14,870
Destination Guide Mailings	98	25,096	77.2%	32,500	27,726
Brochure Distribution	13,773	271,166	77.5%	350,000	288,390
Mobile Visitor Center Events Days	3	36	120.0%	30	25
Partnerships	September	YTD 2023	% of Goal	2023 Goal	YTD 2022
New Partners	6	23	57.5%	40	28
Renewing Partners	13	115	57.5%	200	108
Revenue	\$5,621.00	\$48,100.15	77.1%	\$62,400	\$44,895.63