

TourismIMPACT

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Logging Expo Returns!

After a 12 year absence The Great Lakes Timber Professionals Association brought back the annual Great Lakes Logging and Heavy Equipment Expo to the Green Bay area! For the first time since 2010 we saw harvesters, trimmers, back-hoes and skid-steers in the Resch Expo Center and on Oneida Street!

Event planners began the process of hosting the event back in 2019 - before the Resch Expo had opened its doors. In fact, the team from the Great Lakes Logging Professionals Association we're among the first to get a construction tour of the state-of-the-art facility.



Of course a global pandemic delayed the event but we remained steadfast in hosting the 76th annual event - that's also know as the "Loggers Holiday."

Over its three day stay at the Expo showcased every aspect of the forest industry and will was attended by more than 8,000. The team at PMI assisted in every aspect of the event and our hotel partners made their stay comfortable and hospitable. Thanks to this community effort we are already making plans for the event to return in 2024.

Sales and Services Monthly Recap

Monthly Impact

September conventions and sporting events accounted for 9,980 room nights and an economic impact of \$4,722,935.

Notable Events

Great Lakes Logging and Heavy Equipment Expo
Wisconsin Correctional Association
Paramedic Systems of Wisconsin
Wisconsin Association for Perinatal Care
Leading Age of Wisconsin
40 & 8
Pride Alive, 2022
Adventist Risk Management - Seventh day Adventist Church
World Para Ice Hockey Women's World Challenge

Confirmed for Future

Robotics Education and Competition Foundation - February, 2023
Christian Congregation of Jehovah's Witnesses - May, 2023
Arbonne International - July, 2023
Green Bay Youth Hockey - George Heimbuch Tundra Tussle - February, 2023
40 & 8 La Societe des Quarante Hommes et Huit Chevaux - June, 2024
Ashwaubenon High School - Dandelion Invitational - December, 2022
Wisconsin Department of Justice - Crime Information Bureau - September 2023
Green Bay Area Youth Hockey
Robinson Girls Tournament - 2023

First Annual GGIBTO

The industry that makes fun its business should be able to throw one of the most fun events of the year...right?

That was the question when we began planning the first annual Greater Green Bay Tourism Open. And we proved that was the case.

On Sept. 20 more than 100 golfers and friends of the tourism industry teed off at Thornberry Creek at Oneida. With fun on-course activities, a patrol of characters roaming the course, raffles and more participants were engaged and learning about the impact of the tourism industry,

There was plenty of fun to be had on the course and after with an amazing reception with great hospitality from our hosts. In the end the event raised more than \$14,000 for the Greater Green Bay Lodging Association and Experience Green Bay.

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and
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By The Numbers

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



AREA	August 2022				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	65.3	8.4	\$118.92	1.4	55.9	12.4	\$115.64	22.7
Wisconsin	68.9	8.5	\$140.81	8.6	56.2	16.0	\$125.12	13.2
Milwaukee	69.2	12.5	\$135.42	10.7	57.7	20.9	\$122.54	21.3
Madison	75.9	23.9	\$158.72	29.5	57.6	29.8	\$123.58	30.9
Appleton/Oshkosh	63.2	11.2	\$107.83	8.8	57.2	18.8	\$109.32	17.1
Door County	73.2	0.4	\$150.05	4.3	56.2	5.3	\$128.63	3.2
Eau Claire	66.6	9.2	\$105.64	5.9	53.6	14.8	\$102.55	10.9
La Crosse	72.3	-0.7	\$113.21	5.9	64.0	21.8	\$102.72	12.1
Wisconsin Dells	68.5	7.1	\$204.29	3.4	56.6	9.7	\$186.55	7.9
Wausau/Stevens Point	60.0	12.0	\$103.81	16.7	52.2	23.8	\$100.79	16.7

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

Sales	September	YTD 2022	% of Goal	2022 Goal	YTD 2021
Future Meetings & Events Sales					
Leads	13	106	96.4%	110	55
Future Room Nights from Leads	8820	62,786	54.9%	114,400	36,470
Future Potential Economic Impact from Leads	6144644	\$42,578,283.00	41.3%	\$103,000,000	\$18,381,489
Confirmed Future Room Nights	11775	100,339	61.9%	162,000	53,160
Confirmed Economic Impact	12448888	\$85,030,770.28	88.5%	\$96,070,000	\$28,060,158
Motorcoach Sales					
Sales Calls	68	404	53.9%	750	296
Marketing/Media					
Digital Marketing					
Total Web Visitors	49,722	408,631	74.3%	550,000	160,659
Pageviews	47,086	886,332	40.3%	2,200,000	370,350
E-newsletter Database - New Subscribers	0	431	5.7%	7,500	572,306
Social Media Impressions	70,000	10,143,346	112.1%	9,050,000	2,372,381
Earned Media					
Pitches	4	20	13.3%	150	36
Tracked Stories	34	547	156.3%	350	48
Publicity Value	\$168,048	\$5,562,127.00	46.4%	\$12,000,000	\$25,800.00
Services					
Convention/Sports Services					
Events Serviced	10	134	111.7%	120	45
Online Housing Reservations	11	1,774	NA	N/A	945
Visitor Inquiries	1,392	14,870	59.5%	25,000	16,244
Destination Guide Mailings	139	27,726	85.3%	32,500	29,849
Brochure Distribution	25,524	288,390	94.6%	305,000	255,840
Mobile Visitor Center Events Days	2	25	83.3%	30	13
MVP Volunteer Hours	29	322	NA	NA	195
Partnerships					
New Partners	7	28	140.0%	20	3
Renewing Partners	10	108	45.0%	240	76
Revenue	\$5,137.53	\$44,895.63	79.6%	\$56,400	\$27,548

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 - 21%
2. Chicago - 9.4%
3. Wausau/Rhineland - 8.4%
4. Madison - 7%
5. Twin Cities - 5.6%

Where do they go?

Top Destination POIs

1. Lambeau Field - 26.4%
2. Bay Park - 18.8%
3. Howard - 9.2%
4. Downtown GB Inc. - 5.9%
5. West De Pere - 4.6%