



Tourism*i*mpact

September '24

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



Cornerstone Breaks Ground



We are excited to announce the groundbreaking for the expansion project at Cornerstone Community Center in Ashwaubenon, WI! This incredible development will bring a fourth sheet of ice to the facility, allowing for more youth skating events and creating an even greater impact in the Green Bay area.

The new ice sheet will help accommodate the growing demand for youth skating programs, tournaments, and community activities, giving even more young athletes the opportunity to develop their skills and enjoy the sport they love.

This project is made possible through the generous support of a Brown County Tourism Grant and numerous other donors, who share our vision of fostering youth development through sports and community engagement.

Thank you to all who have contributed to this effort. We are thrilled to see the positive changes this expansion will bring to our community and look forward to celebrating more milestones in the near future.

Let's skate into a brighter future together!

Events Impact

September conventions and sporting events accounted for **11,820 room nights** and an **economic impact** of **\$7,809,295**.

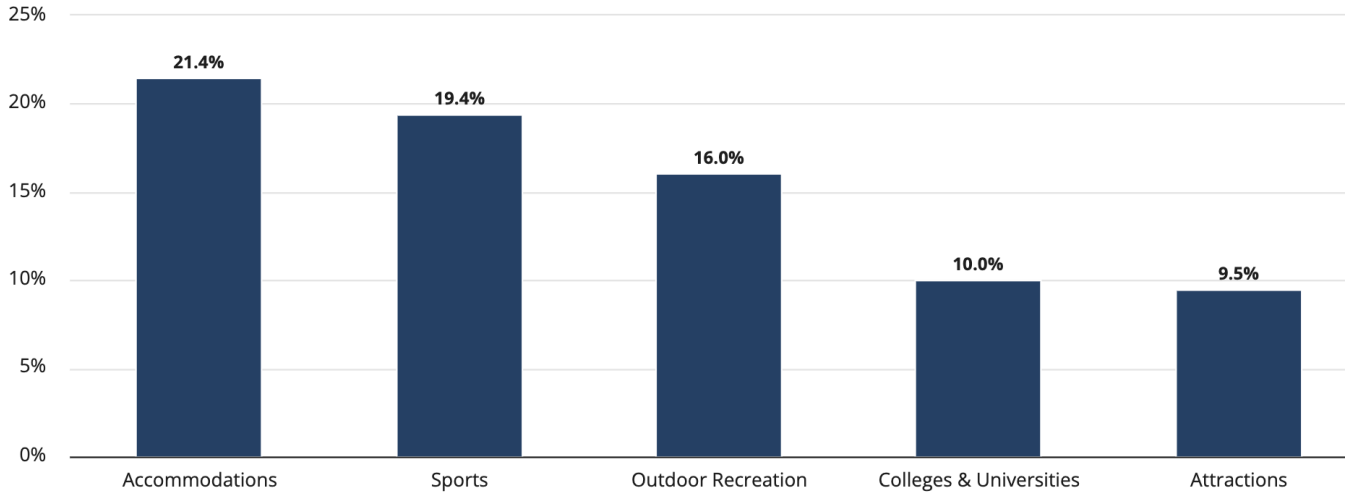
Significant conventions and sports events held in September 2024:

- Leading Age Wisconsin
- Great Lakes Logging and Heavy Equipment Expo
- Wisconsin Department of Justice
- National Association of Publicly Funded Truck Driving Schools
- League of Wisconsin Municipalities – Municipal Accessors Institute
- Wisconsin Bankers Association
- Wisconsin Association of Dairy Plant Field Representatives



A Little Data

Visitor Spend Percentage by Category



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!

- **Wisconsin Association of School District Administrators**
February, 2025
- **YMCA of the USA Gymnastics**
June 2025
- **Wisconsin Wastewater Operators Association**
October, 2026
- **Alltech Dairy Summit**
December, 2024
- **Wisconsin State USBC Youth Bowling**
May, 2025
- **Governor's Conference on Emergency Management and Homeland Security**
March, 2025
- **Wisconsin Endurance Mountain Bike Series**
October, 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 2024				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	62.3	-6.2	124.01	-4.9	54.4	-3.7	117.05	-0.1
Wisconsin	66.5	-0.1	141.42	0.5	54.2	-3.1	130.09	2.5
Milwaukee	69.4	0.9	140.73	-3.9	57.7	-2.4	140.91	6.7
Madison	72.4	-2.2	158.84	-3.8	60	-0.1	133.89	1.9
Appleton/Oshkosh	61.9	-2.5	113.86	1.8	55.8	-1.1	116.76	2.4
Door County	66.9	-0.8	149.17	9.1	55	-1.7	133.41	4.4
Eau Claire	67.8	4.5	116.68	6.4	52.7	0	108.45	1.4
La Crosse	69.9	4.9	131.19	3.9	55.2	-3.3	121.3	2.3
Wisconsin Dells	66.6	1.5	157.68	-1.6	52.3	-5	147.71	-3.2
Wausau/Stevens Point	58.7	-0.9	123.95	5.4	49.9	-4.3	118.11	2.3

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

Sales	September	YTD 2024	2024 Goal	% of Goal	YTD 2023
Future Meetings & Events Sales					
Leads	25	151	165	91.52%	140
Future Room Nights from Leads	16,446	92,962	115,000	80.84%	85,685
Confirmed Future Room Nights	13,859	154,868	220,000	70.39%	143,576
Confirmed Economic Impact	\$8,650,745	\$110,878,148	\$127,000,000	87.31%	\$95,572,326
Convention/Sports Services					
Events Serviced	11	131	150	87.33%	142
Online Housing Reservations	82	2671	2,000	133.55%	1,692
Motorcoach Sales					
Sales Leads	1	46	70	65.71%	49
Partnerships					
New Partners	3	31	40	77.50%	23
Renewing Partners	16	124	240	51.67%	115
Revenue	\$6,154	\$49,374	\$72,000	68.57%	\$48,100
Marketing/Media	September	YTD 2024	2024 Goal	% of Goal	YTD 2023
Digital Marketing					
Total Web Visitors	48,822	459,066	700,000	65.58%	443,065
Pageviews	165,770	1,499,730	2,250,000	66.65%	995,306
E-newsletter Database - New Subscribers	57	2,049	15,000	13.66%	139
Social Media Impressions	436,683	4,674,335	13,000,000	35.96%	12,164,733
Earned Media					
Journalist Support	4	69	600	11.50%	23
Tracked Stories	17	636	600	106.00%	1,146
Total Potential News Reach	3,650,000,000	7,663,400,000	2,000,000,000	383.17%	1,576,910,000
Publicity Value	\$33,899,287	\$71,227,051	\$15,000,000	474.85%	\$14,718,464
Visitor Services					
Visitor Inquiries	3,724	21,552	21,000	102.63%	18,750
Destination Guide Mailings	82	21,064	30,000	70.21%	25,096
Brochure Distribution	16,387	257,750	350,000	73.64%	271,166
Mobile Visitor Center Events Days	3	33	65	50.77%	36
Visitor Center Visitors	423	4,222	30,000	14.07%	N/A