

August
2021

Tourism Impact

Monthly Report from Discover Green Bay

SIGNIFICANT CONVENTION & SPORTING EVENTS HELD IN AUGUST

- Wisconsin Narcotics Officers Association
- Valley Bakers Cooperative
- Order of Malta
- Converters Expo
- Pirate Fast Pitch Girls Tournament 14/17U – 2021
- Wisconsin Human Services Financial Management Association

August conventions and sporting events accounted for **7,103 room nights** and an economic impact of **\$3.9 million**.

TRAINING CAMP 2021

Discover Green Bay staffed eight Training Camp practices providing information to visitors and locals.

- We engaged with **2,279 attendees** at Training Camp in August.
- More than **3,700 brochures** and Discover Green Bay **promotional items** were handed out.
- Promoted Discover Green Bay partners by featuring their products and services at our new Visitor Center.

MEDIA COVERAGE

Earned media included **11 interviews** and stories from WTAQ, Fox 11, WBAY, WFRV, NBC26, Green Bay Press-Gazette and Press Times for the month of August.



Brad Toll
President/CEO

Training Camp Fans Experienced Green Bay Hospitality at Its Finest

A message from the President/CEO

We are just over one month into the successful roll out of our new brand. One of our goals with our new brand is to make real and beneficial connections with our visitors, locals, and member businesses. With the Packers training facility right outside our doors, we saw a perfect opportunity to highlight our partners and our temporary

Visitor Center in an experiential way. With support from our partners, we were able to show our Green Bay hospitality by providing visitors with tastings from twelve restaurant partners. Visitors from all over the country tasted their first frozen custard and squeaky cheese curds. Giving these visitors a true taste of Midwest-nice, prompted inquiries on “what else” Green Bay has to offer. We were able to engage these visitors in a more meaningful way, giving them lasting memories with their families.

The success of this program showed us, and our partners, the value in engaging with visitors. This has encouraged us to expand these partnership highlights on select days throughout the year. We hope to offer visitors not only the information they need to have a successful trip in Green Bay, but to offer them a relationship with the local businesses before they even start their journey.

For the football season, the Visitor Center is now open from 8 a.m. to 5 p.m. Monday through Friday, and every Saturday from 9 a.m. to 3 p.m. through October 30. In November and December, we will be open on Saturdays for Packers home games. Expanding our Visitor Center hours gives us the opportunity to engage more visitors: getting them excited to explore our phenomenal community.

TRACKED AUGUST ARRIVALS

Top Arrivals by City

- Milwaukee - 32.3%
- Appleton - 12.9%
- Wausau/Rhineland - 11.2%
- Marquette - 10%
- Madison - 7.5%
- Chicago - 5.6%

Top 5 Destination Visits

- Bay Park Square - 21.2%
- Lambeau Field - 15.6%
- Oneida Casino/Radisson - 12.8%
- Bay Beach Amusement Park - 10.1%
- Tittletown - 7.2%

Distance to Arrival

- 42.8% traveled less than 100 miles.
- 42% traveled 100-250 miles.
- 15.2% traveled 250-500+ miles.

FUTURE CONVENTION & SPORTING EVENTS BOOKED

- WI Chamber of Commerce Executive Conference - September, 2021
- WIAA State Volleyball Tournament - November, 2021
- Willow Creek Classic Bowling Event - February-May, 2022
- Wisconsin National Guard Enlisted Association - April, 2022 and 2023
- Arbonne International - May, 2022
- Wisconsin Narcotics Officers Association - August, 2022, 2023, 2024
- Wisconsin Association of Perinatal Care - September, 2022

EVENTS ATTENDED & HOSTED BY DISCOVER GREEN BAY STAFF

- ESTO 2021 Destination Marketing Conference in Los Angeles, California
- Connect 2021 in Tampa, Florida
- Resch Expo Event Rights Holders FAM
- Packers Training Camp and Visitor Center partner giveaways
- Provided city tours to two motorcoach groups and hosted three bus groups from Iowa, Wisconsin and California.
- Booth at the Wisconsin State Fair
- Circle Wisconsin Board meeting

Monthly Scorecard

Sales	AUGUST	YTD 2021	% of Goal	2021 GOAL	YTD 2020
Future Meetings & Events Sales					
Leads	14	87	56.1%	155	84
Future Room Nights from Leads	8,457	57,510	54.3%	106,000	56,249
Future Potential Economic Impact from Leads	\$5,383,001	\$31,280,087	38.3%	\$81,763,000	\$39,407,832
Tracked Future Room Nights	12,540	89,435	55.2%	162,000	92,431
Tracked Economic Impact	\$5,564,059	\$49,870,307	51.9%	\$96,070,000	\$52,474,839
Motorcoach Sales					
Contacts	46	454	60.5%	750	484
Marketing/Media	AUGUST	YTD 2021	% of Goal	2021 GOAL	YTD 2020
Electronic Marketing					
Total Web Visitors	58,776	388,571	91.4%	425,000	267,699
Pageviews	143,534	1,630,023	74.1%	2,200,000	626,577
E-newsletter Database	130,955	130,955	131.0%	100,000	121,887
Social Media Impressions	732,580	4,174,068	46.9%	8,900,000	6,251,420
Media Relations - Earned Media					
Media Interviews	11	73	48.7%	150	69
Media Pitches	0	596	99.3%	600	633
Editorial Stories	11	78	NA	NA	107
Publicity Value	TBD	\$25,800	NA	NA	\$405,120
Services	AUGUST	YTD 2021	% of Goal	2021 GOAL	YTD 2020
Convention/Sports Services					
Events Serviced	5	63	131.3%	48	58
Online Housing Reservations	0	945	NA	NA	865
Visitor Services					
Visitor Inquiries	3,804	16,244	81.2%	20,000	4,386
Destination Guide Mailings	1,839	29,849	97.9%	30,500	25,841
Brochure Distribution	47,784	255,840	73.1%	350,000	178,734
Mobile Visitor Center Events	8	13	65.0%	20	2
MVP Volunteer Hours	102	195	0.0%	NA	65
Partnerships	AUGUST	YTD 2021	% of Goal	2021 GOAL	YTD 2020
New Partners	0	5	33.3%	15	9
Renewing Partners	18	120	60.0%	200	112
Revenue	\$5,690.31	\$44,010	78.0%	\$56,400	\$44,819

Hotel Occupancy Report

AREA	JULY 2021				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	65.3%	47.6%	\$108.00	39.9%	48.3%	41.8%	\$89.88	5.9%
Wisconsin	68.2%	45.6%	\$136.12	27.8%	46.2%	31.4%	\$105.70	12.6%
Milwaukee	64.0%	57.6%	\$124.03	43.6%	45.7%	20.0%	\$96.72	9.0%
Madison	63.5%	82.7%	\$114.10	45.2%	41.7%	22.3%	\$88.72	-1.6%
Appleton/Oshkosh	64.4%	69.9%	\$140.12	88.2%	46.9%	36.6%	\$92.27	14.0%
Door County	80.6%	30.8%	\$142.83	9.5%	50.4%	42.5%	\$118.04	9.3%
Eau Claire	65.4%	48.0%	\$107.44	32.9%	44.5%	30.1%	\$89.89	12.9%
La Crosse	67.2%	46.2%	\$104.27	30.7%	49.6%	37.2%	\$88.36	10.7%
Wisconsin Dells	75.1%	35.7%	\$219.42	29.2%	49.3%	45.2%	\$165.28	24.7%
Wausau/Stevens Point	59.3%	49.1%	\$92.74	17.5%	40.5%	15.8%	\$85.77	1.8%

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



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We are
community
proud.