

December

2021



Tourism Impact

Monthly Report from Discover Green Bay

SIGNIFICANT CONVENTION & SPORTING EVENTS HELD IN DECEMBER

- Wisconsin State Gymnastics Event
- Bay Port High School – Battle of the Bay Tournament
- Green Bay Area Youth Hockey Tournaments
- Youth in Partnership with Parents for Empowerment
- Ashwaubenon High School Dance Invitational

December conventions and sporting events accounted for **5,220 room nights** and an economic impact of **\$3,609,004**

HOLIDAY SHOWCASE

Discover Green Bay partnered with the Radisson Hotel and Visit South Bend at the recent Holiday Showcase in Chicago. It was the first in-person Holiday Showcase since 2019. The event was in a different venue and a smaller crowd, but the attendees and exhibitors were excited to be back together!

Discover Green Bay had a beautiful cheese display and had numerous great conversations with planners about Green Bay and our new brand. Planners are looking forward to booking more in-person events and many were interested to in the new Resch Expo and the many updates the facilities in Green Bay has done.

We will continue to follow up and build relationships with the contacts we met.



Brad Toll
President/CEO

A Holiday Celebration to Remember

A message from the President/CEO

It's 2022! Cheers's to continued hope and prosperity for our region in the New Year!

We're so very proud of how our tourism partners in the Green Bay area have persevered through this challenging year. We all encountered things that we never could have imagined.

That is why it was so incredibly special to Discover Green Bay to celebrate the conclusion of 2021 with partners, friends, officials and more at our 2021 Holiday Reception held on December 8 at the Radisson Hotel and Conference Center.

It was a joy to talk, laugh and gather in-person for the first time at the holidays in nearly two years. We were thrilled to hear not only about the professional growth from our friends, but also the exciting updates about family and personal lives.

We hope all who attended enjoyed the wonderful spread from the Radisson as well as all the samples and treats provided by:

- Noble Roots Brewing Company – Assorted Beer Options
- Hinterland Brewery – Beer from Hinterland - Blueberry Wheat Ale
- Badger State Brewing Company – Assorted Beer Options
- The Pancake Place – Classic Stuffed Hash Browns
- Cultivate Taste Tea Salon – Tea Samples
- Mona Rose Winery – Wine Samples
- Stadium View – Dips and Meatballs
- Duck Creek Vineyards & Winery – Wine & Spirits Samples
- Captain's Walk Winery – Wine Samples
- Von Stiehl Winery – Wine Samples
- Taverne in the Sky – Hot Chocolate Mousse with Bailey's Chantilly
- Cheesecake Heaven – Cheesecake samples
- Noodle Bar – Chicken Fried Rice
- Cedar and Sage – Pot Roast with Polenta made with Oneida White Corn
- Hyatt Regency Green Bay – Braised short ribs with bordelaise and roasted Campari tomatoes

TRACKED DECEMBER ARRIVALS

Top Arrivals by City

- Milwaukee - 33.7%
- Appleton - 19.6%
- Wausau/Rhineland - 12.1%
- Marquette, MI - 9.2%
- Madison - 7.0%

Top 5 Destination Visits

- Lambeau Field - 47.6%
- Bay Park Square - 18.3%
- Oneida Casino/Radisson - 10.2%
- Tiletown - 7.7%
- KI Convention Center - 4.2%

Distance to Arrival

- 50.2% traveled less than 100 miles.
- 39.7% traveled 100-250 miles.
- 5.5% traveled 250-500 miles.
- 4.6% traveled 500+ miles.

FUTURE CONVENTION & SPORTING EVENTS BOOKED

- Wisconsin Health Care Association April, 2022 and April, 2023 Conventions
- Libertarian Party of Wisconsin – April, 2022
- Kitsune Kon – July, 2022
- Rainbow Dance Competition – March, 2022
- Wisconsin Credit Union League – April, 2022
- Tiletown Train Show – April, 2022
- One Wisconsin Volleyball Bay Bash Events – January – April, 2022
- WIAA Girls State Basketball- March, 2022
- Wisconsin School Music Association – April, 2022
- Great Northwest Basketball League – 6th grade – April, 2022
- International Motorcoach Group – August, 2023

EVENTS ATTENDED & HOSTED BY DISCOVER GREEN BAY STAFF

- Bay Area Managers of Volunteer Services
- Howard Suamico Business & Professional Assn
- Discover Green Bay Holiday Reception
- Let Me Be Frank's Christmas Show
- Circle WI Board Meeting



Monthly Scorecard

Sales	December	YTD 2021	% of Goal	2021 GOAL	YTD 2020
Future Meetings & Events Sales					
Leads	9	130	83.9%	155	96
Future Room Nights from Leads	6,580	92,212	87.0%	106,000	67,951
Future Potential Economic Impact from Leads	\$3,442,254.00	\$54,940,547.00	67.2%	\$81,763,000	\$54,796,701
Tracked Future Room Nights	7,015	126,522	78.1%	162,000	107,141
Tracked Economic Impact	\$6,886,752.00	\$76,688,813.00	79.8%	\$96,070,000	\$61,448,167
Motorcoach Sales					
Contacts	62	660	88.0%	750	578
Marketing/Media					
Electronic Marketing					
Total Web Visitors	41,650	580,693	136.6%	425,000	352,491
Pageviews	89,073	2,054,075	93.4%	2,200,000	1,172,147
E-newsletter Database	160,348	1,508,401	1508.4%	100,000	123,319
Social Media Impressions	141,000	6,323,274	71.0%	8,900,000	7,021,477
Media Relations - Earned Media					
Media Interviews	7	99	66.0%	150	129
Media Pitches	0	600	100.0%	600	643
Editorial Stories	7	85	NA	NA	164
Publicity Value	\$2,164,796	\$3,431,938.00	NA	NA	\$508,745
Services					
Convention/Sports Services					
Events Serviced	2	95	197.9%	48	66
Online Housing Reservations	356	1,761	NA	NA	889
Visitor Services					
Visitor Inquiries	544	20,087	100.4%	20,000	5,521
Destination Guide Mailings	154	31,764	104.1%	30,500	26,882
Brochure Distribution	10,888	316,997	90.6%	350,000	197,452
Mobile Visitor Center Events Days	0	14	70.0%	20	2
MVP Volunteer Hours	2	278	NA	NA	65
Partnerships					
New Partners	0	12	80.0%	15	10
Renewing Partners	6	182	91.0%	200	151
Revenue	\$5,307.54	\$65,244.34	115.7%	\$56,400	\$55,389

Hotel Occupancy Report

AREA	November 2021				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	48.1%	48.9%	\$144.95	93.1%	51.2%	37.1%	\$107.67	31.8%
Wisconsin	45.2%	56.5%	\$104.78	33.9%	50.1%	36.4%	\$112.74	20.9%
Milwaukee	47.0%	56.9%	\$104.82	40.1%	49.6%	32.6%	\$108.93	25.5%
Madison	44.1%	72.7%	\$111.12	59.3%	46.6%	39.0%	\$105.31	23.3%
Appleton/Oshkosh	49.5%	57.7%	\$100.60	45.5%	50.2%	43.6%	\$96.42	24.3%
Door County	39.1%	46.5%	\$101.43	9.7%	54.7%	35.4%	\$123.81	9.0%
Eau Claire	49.9%	71.9%	\$90.33	20.5%	49.4%	37.2%	\$93.02	16.0%
La Crosse	68.1%	90.0%	\$90.19	31.0%	58.6%	43.7%	\$95.74	21.7%
Wisconsin Dells	38.4%	65.6%	\$135.52	28.3%	50.5%	46.6%	\$163.57	25.3%
Wausau/Stevens Point	40.2%	41.2%	\$86.12	14.2%	43.9%	25.0%	\$86.85	5.6%



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