

July
2021

Tourism Impact

Monthly Report from Discover Green Bay

SIGNIFICANT CONVENTION & SPORTING EVENTS HELD IN JULY

- Arbonne International
- United States Hockey League – Combine
- Wisconsin State Babe Ruth Baseball – Ohio Valley Regional Championships
- Circle Tap Softball Event
- Wisconsin Chiefs of Police
- Ashwaubenon Girls Softball Association – Jaguar Tournament
- Ameriprise Financial

July conventions and sporting events accounted for **17,569 room nights** and an economic impact of **\$11.2 million**.

NEW PARTNERS

- Paradise North Distillery
- Slander

MEDIA COVERAGE

- Radio -WTAQ, WTMJ
- TV - WFRV, WBAY, WLUK, NBC26
- Newspapers -Green Bay Press Gazette, Milwaukee Journal Sentinel, Wisconsin Business News, Press Times, Green Bay News Network
- Charlottesville Tourism Podcast
- USAE

18 interviews and **9 Stories** for the month of July.



Brad Toll
President/CEO

Introducing Discover Green Bay

A message from the President/CEO

Since 1969, the Greater Green Bay Convention & Visitors Bureau (CVB) has served as the region's destination marketing organization. Far removed from its many years of operating out of the original Brown County Veterans Memorial Complex, the CVB is positioning itself to improve the visitor experience and increase the economic impact of tourism in the local communities.

On July 20, 2021, our internationally accredited organization previously known as the Greater Green Bay CVB revealed a new name, a new brand, and a new temporary Visitor Center.

The rebranding of the CVB to Discover Green Bay includes a tagline of "Beyond Legendary." It represents the vision of your region's destination marketing organization and our unwavering commitment to not only promote this region, but truly create experiences that impact tourism and contribute to economic development.

The underlying components of the new name and brand are incorporated and highlighted in the new Discover Green Bay logo. O'Connor Connective created the logo along with the development of targeted messaging to support the new brand so to engage visitors and locals alike.

In conjunction with the reveal of the new brand, we unveiled our temporary Visitor Center located at 789 Armed Forces Drive. Features of the in-place Visitor Center include a historical timeline for the region, as well as photos, artifacts and digital displays commemorating a sampling of the industries, attractions and achievements that have made Green Bay beyond legendary.

During its hours of operation, the Visitor Center has a staffed information desk and racks filled with brochures for numerous points of interest in the region. Stop by and check it out!

TRACKED JULY ARRIVALS

Top Arrivals by City

- Milwaukee 26.5%
- Appleton 15.6%
- Wausau/Rhineland 11%
- Marquette 8.6%
- Madison 6.7%
- Chicago 6.5%

Top 5 Destination Visits

- Bay Beach Amusement Park 18.05%
- Lambeau Field 13.88%
- Bay Park Square 13.19%
- Oneida Casino/Radisson 9.43%
- Tittletown 6.3%

Distance to Arrival

- 83% came from less than 500 miles.
- 10% came from 500-999 miles.
- 6.98% came from 1,000-1,999 miles.

FUTURE CONVENTION & SPORTING EVENTS BOOKED

- Wisconsin State USBC Bowling Association – Open Championship weekends January – April, 2022
- Converters Expo – April, 2022
- Open Water Diver Certification – September, 2022
- National Rural Education Association – October, 2022

EVENTS ATTENDED & HOSTED BY DISCOVER GREEN BAY STAFF

- Destinations International Annual Convention
- Press-Conference and Open House for Discover Green Bay brand reveal
- Lodging Association
- Coaches Meeting at Ohio Valley Regional Baseball Championships
- EAA AirVenture
- Hosted three motorcoach groups
- BAMVS meeting at the Green Bay Botanical Garden
- Meeting with Circle WI and Oneida
- Training Camp
- Attended Governor's bill signing of the Bart Starr Memorial Bridge

Monthly Scorecard

| Sales | JULY | YTD 2021 | % of Goal | 2021 GOAL | YTD 2020 |
|---|-------------|--------------|-----------|--------------|--------------|
| Future Meetings & Events Sales | | | | | |
| Leads | 5 | 73 | 47.1% | 155 | 78 |
| Future Room Nights from Leads | 8,101 | 49,053 | 46.3% | 106,000 | 50,624 |
| Future Potential Economic Impact from Leads | \$4,477,057 | \$25,897,086 | 31.7% | \$81,763,000 | \$37,199,954 |
| Tracked Future Room Nights | 11,185 | 76,895 | 47.5% | 162,000 | 85,116 |
| Tracked Economic Impact | \$8,324,384 | \$44,306,248 | 46.1% | \$96,070,000 | \$49,141,531 |
| Motorcoach Sales | | | | | |
| Contacts | 64 | 408 | 54.4% | 750 | 438 |
| Marketing/Media | | | | | |
| Electronic Marketing | | | | | |
| Total Web Visitors | 103,296 | 329,795 | 77.6% | 425,000 | 217,175 |
| Pageviews | 801,218 | 1,486,489 | 67.6% | 2,200,000 | 456,613 |
| E-newsletter Database | 131,223 | 131,223 | 131.2% | 100,000 | 121,401 |
| Social Media Impressions | 791,155 | 3,441,488 | 38.7% | 8,900,000 | 5,199,978 |
| Media Relations - Earned Media | | | | | |
| Media Interviews | 18 | 62 | 41.3% | 150 | 61 |
| Media Pitches | 55 | 596 | 99.3% | 600 | 630 |
| Editorial Stories | 9 | 67 | NA | NA | 103 |
| Publicity Value | TBD | \$25,800 | NA | NA | \$403,120 |
| Services | | | | | |
| Convention/Sports Services | | | | | |
| Events Serviced | 7 | 58 | 120.8% | 48 | 56 |
| Online Housing Reservations | 0 | 945 | NA | NA | 847 |
| Visitor Inquiries | 3,780 | 12,440 | 62.2% | 20,000 | 3,887 |
| Destination Guide Mailings | 988 | 28,010 | 91.8% | 30,500 | 20,468 |
| Brochure Distribution | 25,513 | 208,056 | 59.4% | 350,000 | 160,054 |
| Mobile Visitor Center Events | 5 | 5 | 25.0% | 20 | 2 |
| MVP Volunteer Hours | 80 | 93 | 0.0% | NA | 65 |
| Partnerships | | | | | |
| New Partners | 2 | 5 | 33.3% | 15 | 7 |
| Renewing Partners | 11 | 102 | 51.0% | 200 | 96 |
| Revenue | \$5,594.61 | \$38,319 | 67.9% | \$56,400 | \$38,991 |

Hotel Occupancy Report

| AREA | JUNE 2021 | | | | YEAR-TO-DATE | | | |
|----------------------|-----------|--------|----------|--------|--------------|--------|----------|--------|
| | OCC | CHANGE | ADR | CHANGE | OCC | CHANGE | ADR | CHANGE |
| GREEN BAY | 57.2% | 63.7% | \$90.88 | 25.8% | 45.4% | 39.8% | \$85.41 | -1.4% |
| Wisconsin | 59.0% | 60.1% | \$114.95 | 27.6% | 42.4% | 27.9% | \$97.16 | 7.1% |
| Milwaukee | 55.6% | 57.8% | \$106.79 | 34.3% | 42.5% | 12.9% | \$89.52 | 0.4% |
| Madison | 53.3% | 74.3% | \$93.30 | 25.8% | 38.0% | 11.7% | \$81.44 | -11.7% |
| Appleton/Oshkosh | 58.5% | 79.8% | \$91.74 | 26.6% | 43.9% | 30.2% | \$80.14 | -2.6% |
| Door County | 67.6% | 55.5% | \$126.64 | 14.9% | 44.6% | 47.8% | \$109.22 | 10.4% |
| Eau Claire | 58.9% | 56.6% | \$97.54 | 25.4% | 40.9% | 26.0% | \$85.05 | 7.3% |
| La Crosse | 64.3% | 60.5% | \$101.06 | 34.6% | 46.7% | 35.3% | \$84.46 | 5.8% |
| Wisconsin Dells | 63.2% | 76.5% | \$179.04 | 31.8% | 44.7% | 49.3% | \$148.97 | 24.6% |
| Wausau/Stevens Point | 48.9% | 30.1% | \$87.07 | 16.6% | 37.2% | 9.0% | \$83.83 | -1.8% |

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



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GreenBay.com



We are
community
proud.