

October

2021

Tourism Impact

Monthly Report from Discover Green Bay

SIGNIFICANT CONVENTION & SPORTING EVENTS HELD IN SEPTEMBER

- Leading Age Wisconsin
- Wisconsin Department of Justice
- Wisconsin Association of Treatment of Court Professionals
- Wisconsin Grocers Association
- Association of Wisconsin School Administrators – Elementary Principals Conference
- League of Wisconsin Municipalities
- Wisconsin State Fire Inspectors
- Wisconsin Chamber of Commerce Executives
- Wisconsin Collegiate Bowling Tournament

October conventions and sporting events accounted for **9,490 room nights** and an economic impact of **\$5.78 million**.

SMALL MARKET MEETINGS

Discover Green Bay attended the recent Small Market Meetings Conference in Cheyenne, Wyoming. It was a great opportunity to connect with meeting planners face-to-face again, many of whom attended when Green Bay hosted the conference in 2019!

We had 35 appointments and received great feedback on their time in Green Bay. Several planners are working on proposals and plan to include Green Bay in their sites when sourcing.



Brad Toll
President/CEO

Tourism Luncheon and Awards Returns

A message from the President/CEO

I am so pleased that Discover Green Bay held our annual Fall Tourism Awards Luncheon on October 20 at the The Marq Banquet and Catering in De Pere. A return after a year hiatus of the event being virtual due to COVID.

We look forward to this event each year so we can honor our tourism partners and provide an update on Green Bay's tourism industry. We had a enormous come-back event with more than 100 event attendees from local attractions, hotels, community partners and government officials.

We were excited to share that the year-to-date hotel occupancy in Green Bay is at just more than 50 percent through September, up from 27 percent in 2020. As a part of the update we shared that there is now renewed demand for in-person events, sports, meetings, tours and conferences is expected to grow into 2022 and 2023.

Anne Sayers, Secretary-designee at Travel Wisconsin, also spoke to the group of hospitality industry guests. Sayers presented the various ways the state is supporting tourism and their plan to continue to grow Wisconsin tourism in years to come.

During the awards ceremony our board chair Steve Ninham and I presented awards to our top partners.

2021 award recipients include:

Event of the Year: Wisconsin Amusement & Music Operators (WAMO) Dart Tournament

Tourism Partner of the Year: Green Bay Packers

Tim Quigley Tourism Award: Don Chilson - Cornerstone Community Center

TRACKED SEPTEMBER ARRIVALS

Top Arrivals by City

- Milwaukee - 33.9%
- Appleton - 14.6%
- Wausau/Rhineland - 8.9%
- Madison - 8.1%
- Chicago - 6.6%

Top 5 Destination Visits

- Lambeau Field - 47.6%
- Bay Park Square - 7.7%
- Oneida Casino/Radisson - 7.7%
- Tittletown - 7.3%
- Austin Straubel Airport - 5.0%

Distance to Arrival

- 38.4% traveled less than 100 miles.
- 42.0% traveled 100-250 miles.
- 9.2% traveled 250-500 miles.
- 10.4% traveled 500+ miles.

FUTURE CONVENTION & SPORTING EVENTS BOOKED

- UAW State Bowling Bowling Tournament – February, 2022
- Lake States Lumber Association – January, 2023
- Wisconsin Juvenile Officers Association – January, 2022
- Rainbow Dance Competition – March, 2022
- Circle K Convention - March, 2022
- Wisconsin Association of FSA County Office Employees – March, 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

- Circle WI meetings with the National Railroad Museum and Heritage Hill
- Hosted 2021 Fall Tourism Awards and Luncheon
- Great Lakes Cruising Coalition meetings
- Hosted several motorcoach tours and provided one step-on city tour & more!

Monthly Scorecard

Sales	October	YTD 2021	% of Goal	2021 GOAL	YTD 2020
Future Meetings & Events Sales					
Leads	8	112	72.3%	155	96
Future Room Nights from Leads	8,140	76,196	71.9%	106,000	67,951
Future Potential Economic Impact from Leads	\$6,806,127.00	\$46,741,207.00	57.2%	\$81,763,000	\$54,796,701
Tracked Future Room Nights	10,198	109,407	67.5%	162,000	107,141
Tracked Economic Impact	\$6,868,674.00	\$62,493,020.00	65.0%	\$96,070,000	\$61,448,167
Motorcoach Sales					
Contacts	42	550	73.3%	750	578
Marketing/Media	October	YTD 2021	% of Goal	2021 GOAL	YTD 2020
Electronic Marketing					
Total Web Visitors	49,697	492,744	115.9%	425,000	352,491
Pageviews	114,000	1,866,261	84.8%	2,200,000	1,172,147
E-newsletter Database	125,123	1,222,850	1222.9%	100,000	123,319
Social Media Impressions	865,000	5,816,274	65.4%	8,900,000	7,021,477
Media Relations - Earned Media					
Media Interviews	5	78	52.0%	150	129
Media Pitches	3	599	99.8%	600	643
Editorial Stories	0	78	NA	NA	164
Publicity Value	\$5,113	\$30,913.00	NA	NA	\$508,745
Services	October	YTD 2021	% of Goal	2021 GOAL	YTD 2020
Convention/Sports Services					
Events Serviced	9	85	177.1%	48	66
Online Housing Reservations	106	1,094	NA	NA	889
Visitor Inquiries	753	18,619	93.1%	20,000	5,521
Destination Guide Mailings	433	31,104	102.0%	30,500	26,882
Brochure Distribution	19,116	297,433	85.0%	350,000	197,452
Mobile Visitor Center Events Days	0	14	70.0%	20	2
MVP Volunteer Hours	42	272	NA	NA	65
Partnerships	October	YTD 2021	% of Goal	2021 GOAL	YTD 2020
New Partners	1	7	46.7%	15	10
Renewing Partners	17	155	77.5%	200	151
Revenue	\$4,658.00	\$54,400.52	96.5%	\$56,400	\$55,389

Hotel Occupancy Report

AREA	SEPTEMBER 2021				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	57.6%	21.1%	\$132.78	70.6%	50.7%	36.7%	\$98.99	19.4%
Wisconsin	60.5%	42.6%	\$130.84	39.9%	49.9%	33.7%	\$112.63	18.4%
Milwaukee	61.8%	65.0%	\$152.22	84.4%	47.7%	29.0%	\$108.21	21.9%
Madison	58.7%	66.3%	\$132.28	71.8%	45.8%	31.9%	\$100.10	14.0%
Appleton/Oshkosh	59.2%	53.6%	\$105.16	44.5%	49.4%	39.6%	\$94.85	20.2%
Door County	67.3%	20.7%	\$133.81	8.6%	55.3%	34.6%	\$124.63	8.8%
Eau Claire	60.5%	41.2%	\$96.54	16.8%	48.1%	32.9%	\$92.17	14.7%
La Crosse	78.4%	48.0%	\$107.36	37.0%	55.5%	39.6%	\$34.05	17.7%
Wisconsin Dells	51.6%	39.7%	\$160.12	23.6%	51.5%	44.4%	\$168.44	25.8%
Wausau/Stevens Point	52.3%	39.7%	\$87.70	9.2%	43.3%	21.2%	\$86.47	3.8%

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



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We are
community
proud.