

September

2021

# Tourism Impact

Monthly Report from Discover Green Bay

## SIGNIFICANT CONVENTION & SPORTING EVENTS HELD IN SEPTEMBER

- USA Softball of Wisconsin – Men's NIT Championship
- American Public Works – Snowplow Rodeo
- Wisconsin Motor carriers Association – Wisconsin Milk Haulers
- Wisconsin Bankers Association
- Ariens Corporation
- Paramedic Systems of Wisconsin
- Pharmacy Society of Wisconsin
- Wisconsin Chamber of Commerce Executives
- Green Bay Walleye Series Championship

September conventions and sporting events accounted for **23,236 room nights** and an economic impact of **\$14.6 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

## THE 43RD RYDER CUP MADE ITS WAY THROUGH WISCONSIN

*A message from the President/CEO*

After the Ryder Cup was postponed in 2020 due to COVID-19 precautions, Whistling Straits at Kohler was finally able to proudly host this fantastic golf tournament, showcasing the beauty of Northeast Wisconsin on a global stage. The Red, White, and Blue, along with Wisconsin-native Captain Steve Stricker, hosted their

European counterparts for this three-day golf event. The pomp and circumstance of the Ryder Cup took place all week, though.

Ryder Cup shared that the anticipated economic impact would be about \$135 million on Eastern Wisconsin – from Green Bay to Milwaukee, and all parts in between. Green Bay's hotel occupancy was approximately 8% - 12% higher than what had been typical in September. Our average daily rates rose by \$20 - \$30 during the Ryder Cup week.

The Radisson Hotel hosted some media personnel from all over the world in town for the events!

No trip to Northeast Wisconsin is complete without experiencing the pageantry and history of Lambeau Field. In partnership with the PGA, Discover Green Bay, and the Green Bay Packers, Lambeau Field hosted a reception for Ryder Cup media members. They enjoyed heavy hors d'oeuvres, drinks, and a stadium tour. The media also had the opportunity to enjoy the company of their global colleagues before the hustle and bustle of the tournament officially teed off.

A special congratulations to Captain Stricker and Team USA for winning back the Ryder Cup trophy while in Northeast Wisconsin! Thank you to the PGA for hosting this magnificent event in Northeastern Wisconsin!

## TRACKED SEPTEMBER ARRIVALS

### Top Arrivals by City

- Milwaukee - 31.3%
- Appleton - 21.0%
- Wausau/Rhineland - 12.8%
- Marquette - 10%
- Madison - 6.8%
- Chicago - 4.7%

### Top 5 Destination Visits

- Lambeau Field - 35.6%
- Bay Park Square - 16.6%
- Oneida Casino/Radisson - 8.3%
- Bay Beach Amusement Park - 7.1%
- Tittletown - 6.7%

### Distance to Arrival

- 49.3% traveled less than 100 miles.
- 40.3% traveled 100-250 miles.
- 5.8% traveled 250-500 miles.
- 4.6% traveled 500+ miles.

## FUTURE CONVENTION & SPORTING EVENTS BOOKED

- 200x85.com Hockey Events – CCM World Invite Wisconsin – November, 2021
- Wisconsin state Gymnastics – December, 2021
- Wisconsin Fisheries Association – February, 2022
- The BOW Tour – Tittletown National Championship – February, 2022
- Circle K Convention - March, 2022
- Wisconsin Association of FSA County Office Employees – March, 2022
- Boy Scouts of America – April, 2022
- Paramedic Systems of Wisconsin – September, 2022
- Future Business Leaders of America – Middle School State Leadership Conference – April, 2023
- International Motorcoach Group – August, 2023

## EVENTS ATTENDED & HOSTED BY DISCOVER GREEN BAY STAFF

- Presented at Upper Midwest CVBs
- Hosted MPI Wisconsin & FAM Tour
- Hosted Hospitality Job Fair
- Hosted several motorcoach tours and provided one step-on city tour & more!



789 Armed Forces Drive  
Green Bay, WI 54304  
920.494.9507  
888.867.3342

[GreenBay.com](http://GreenBay.com)



# Monthly Scorecard

Sales	SEPTEMBER	YTD 2021	% of Goal	2021 GOAL	YTD 2020
<b>Future Meetings &amp; Events Sales</b>					
Leads	17	104	67.1%	155	91
Future Room Nights from Leads	10,546	68,056	64.2%	106,000	62,799
Future Potential Economic Impact from Leads	\$8,654,993	\$39,935,080	48.8%	\$81,763,000	\$41,335,454
Tracked Future Room Nights	9,774	99,209	61.2%	162,000	99,996
Tracked Economic Impact	\$5,754,039	\$55,624,346	57.9%	\$96,070,000	\$55,741,494
<b>Motorcoach Sales</b>					
Contacts	54	508	67.7%	750	532
<b>Marketing/Media</b>					
<b>Electronic Marketing</b>					
Total Web Visitors	54,476	443,047	104.2%	425,000	327,905
Pageviews	122,238	1,752,261	79.6%	2,200,000	1,119,420
E-newsletter Database	132,125	132,125	132.1%	100,000	123,127
Social Media Impressions	777,206	4,951,274	55.6%	8,900,000	6,799,314
<b>Media Relations - Earned Media</b>					
Media Interviews	27	100	66.7%	150	112
Media Pitches	2	598	99.7%	600	638
Editorial Stories	0	78	NA	NA	150
Publicity Value	\$56,940	\$82,740	NA	NA	\$464,871
<b>Services</b>					
<b>Convention/Sports Services</b>					
Events Serviced	13	76	158.3%	48	62
Online Housing Reservations	43	988	NA	NA	877
Visitor Inquiries	1,622	17,866	89.3%	20,000	5,086
Destination Guide Mailings	822	30,671	100.6%	30,500	26,389
Brochure Distribution	22,477	278,317	79.5%	350,000	190,947
Mobile Visitor Center Events Days	1	14	70.0%	20	2
MVP Volunteer Hours	13	230	NA	NA	65
<b>Partnerships</b>					
New Partners	1	6	40.0%	15	9
Renewing Partners	18	138	69.0%	200	125
Revenue	\$5,733.01	\$49,743	88.2%	\$56,400	\$49,677

# Hotel Occupancy Report

AREA	AUGUST 2021				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	60.4%	27.9%	\$117.56	49.8%	49.8%	39.4%	\$94.16	12.4%
Wisconsin	63.7%	38.6%	\$129.46	26.4%	48.5%	32.4%	\$109.77	15.2%
Milwaukee	61.2%	52.6%	\$122.16	29.2%	47.7%	24.4%	\$100.98	12.8%
Madison	61.3%	59.9%	\$122.75	46.9%	44.2%	27.6%	\$94.78	6.3%
Appleton/Oshkosh	56.8%	44.2%	\$98.97	36.2%	48.2%	37.7%	\$93.26	16.9%
Door County	73.1%	19.8%	\$142.70	9.9%	53.6%	37.4%	\$123.01	9.0%
Eau Claire	60.6%	40.7%	\$98.84	20.6%	46.5%	31.6%	\$91.41	14.3%
La Crosse	73.2%	43.6%	\$106.50	30.3%	52.7%	38.2%	\$91.58	14.2%
Wisconsin Dells	65.8%	45.4%	\$197.83	32.2%	51.5%	45.1%	\$169.54	26.1%
Wausau/Stevens Point	53.8%	36.4%	\$88.66	10.8%	42.2%	18.7%	\$86.27	3.1%

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



We are  
community  
proud.