

DREAM NOW, TRAVEL LATER

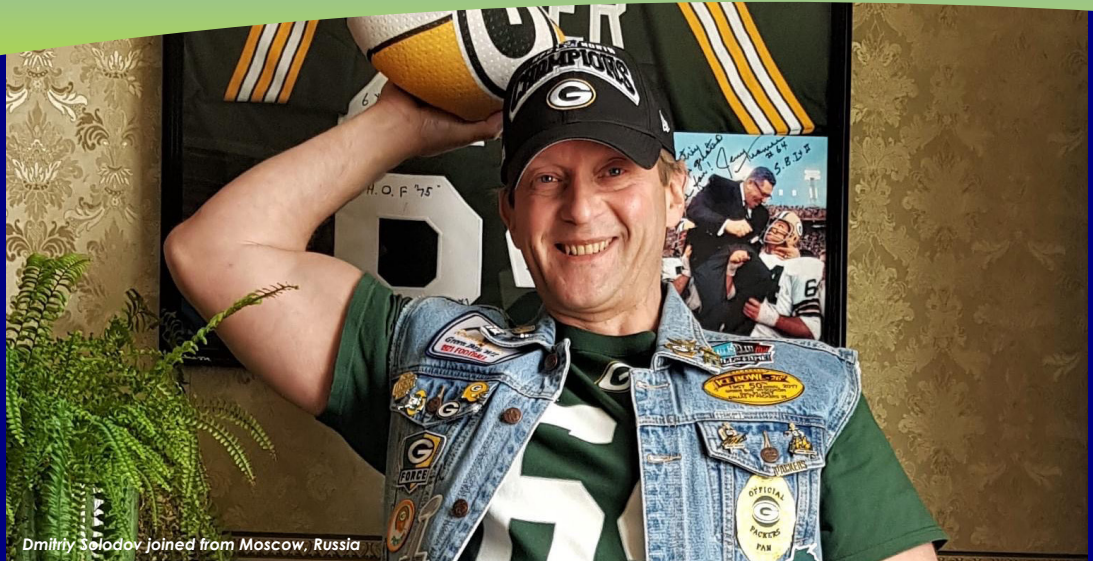
The Greater Green Bay Convention & Visitors Bureau has been working around the clock to keep engaging with our audience on why Greater Green Bay is the place to visit once it is safe to travel again.

While many CVBs have gone silent on the advertising front, Greater Green Bay chose to continue some of its online campaigns. There was a message shift, but we have made the effort to stay connected with potential visitors of our destination.

With limited advertising and virtual public relations activities driving positive engagement, our team has worked to stay top-of-mind without pushing a sales message.

It is essential to stay top-of-mind during this "dreaming" to travel stage. While it is unknown when comfort for travel will return, we want to target likely leisure travelers, prospective meeting and sports planners with messaging that has a "plan now, travel later" focus.

Once the recovery of the travel industry begins, Green Bay will be ready to welcome visitors back to our destination with open arms.



Dmitry Solodov joined from Moscow, Russia

Green Bay Isolation Tailgate

The Greater Green Bay Convention & Visitors Bureau found a new way to bring Packers fans together during a time when physical distancing is the norm. Through a newly-formed Facebook Group called Green Bay Isolation Virtual Tailgate, fans from around the world came together "virtually" for camaraderie and community each Sunday afternoon from Noon to 3 pm in April.

Every football season we are reminded of the sense of pride Packers fans have. Tailgating brings together friends and neighbors...and that's why we created the virtual tailgate. We were able to bring that pride alive during a couple of Sundays in April.

Since the group's creation, 2,367 members have joined in. The CVB and shared drink recipes, grilling specialties and other tailgating essentials from local Green Bay hospitality partners. Those who joined the group went all out with their Packers gear, fired up the grill and even played bags in the backyard.

Finding inspiration for a little afternoon fun isn't hard for football fans. They are always ready to fill the cooler, get out the chairs and watch some football. This virtual experience inspired a new community for the Greater Green Bay CVB staff to engage with.

Green Bay Isolation Virtual Tailgate group members participated by taking pictures and videos of their quarantine crew enjoying at home tailgate activities and posted to the Facebook group and on their favorite social media channels using the hashtag #GBIsolateTailgate.

We plan to continue to engage with this new following beyond the quarantine and into the regular football season and share the everlasting pride of Greater Green Bay with the rest of the world.

RESCH EXPO SALES INITIATIVES

The CVB Sales team worked with PMI Entertainment Group to produce a video to share the building progress of the Resch Expo. The CVB sales department will be using this video to promote and sell the building to large tradeshow planners and sports planners. The Resch Expo, a 125,000 sq. ft. exhibit hall is expected to be completed in January, 2021. Located on the previous grounds of the Brown County Arena and Shopko Hall, the new building overlooks Lambeau Field and is connected to the Resch Center.

The video can be found at <https://pmientertainment-group.com/expo-progress.mp4>

RESCH EXPO PROGRESS PHOTOS



CVB Monthly Scorecard

Sales	April	YTD 2020	% of Goal	2020 GOAL	YTD 2019
Future Meetings & Events Sales					
Leads	10	61	24.9%	245	100
Future Room Nights from Leads	11,636	43,491	32.2%	135,000	51,846
Future Potential Economic Impact from Leads	\$6,038,173	\$31,869,510	33.5%	\$95,000,000	\$30,269,895
Tracked Future Room Nights	8,180	56,539	22.2%	255,000	80,237
Tracked Economic Impact	4,304,697	\$33,257,120	18.5%	\$180,000,000	\$47,091,058
Motorcoach Sales					
Contacts	42	300	30.0%	1,000	318
Marketing/Media					
Electronic Marketing					
Total Web Visitors	20,285	117,170	23.4%	500,000	119,969
Pageviews	37,216	252,860	11.5%	2,200,000	292,028
E-newsletter Database	121,449	121,449	101.2%	120,000	120,790
Social Media Impressions	460,439	3,491,981	65.9%	5,300,000	1,472,850
Media Relations - Earned Media					
Media Interviews	18	34	28.3%	120	23
Media Pitches	33	611	101.8%	600	5
Editorial Stories	20	52	NA	NA	28
Publicity Value	\$181,305	\$237,237	NA	NA	\$46,478
Services					
Convention/Sports Services					
Events Served	0	49	21.8%	225	88
Online Housing Reservations	245	594	NA	NA	1,325
Partner Referrals	0	100	22.2%	450	NA
Visitor Inquiries	240	2,501	8.3%	30,000	5,601
Visitor Guide Mailings	60	19,043	63.5%	30,000	22,125
Brochure Distribution	225	135,241	25.8%	525,000	185,653
Mobile Visitor Center Events	0	2	6.7%	30	2
MVP Volunteer Hours	0	65	8.1%	800	94
Partnerships					
New Partners	1	6	24.0%	25	8
Renewing Partners	23	47	23.5%	200	62
Revenue	\$5,755	\$22,625	31.4%	\$72,000	\$22,291

Hotel Occupancy Report

AREA	MARCH 2020				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	30.7%	-45.6%	\$84.39	-10.4%	39.8%	-17.7%	\$97.36	7.4%
Wisconsin	30.4%	-42.5%	\$92.01	-8.6%	39.7%	-17.6%	\$97.10	-1.4%
Milwaukee	32.8%	-47.2%	\$92.65	-11.1%	45.1%	-22.1%	\$98.12	-5.1%
Madison	33.0%	-43.9%	\$98.66	-11.7%	43.4%	-18.9%	\$103.29	-4.3%
Appleton/Oshkosh	32.4%	-43.1%	\$82.94	-8.5%	43.0%	-19.3%	\$89.86	0.6%
Door County	23.4%	-43.0%	\$90.77	0.1%	32.9%	-16.4%	\$97.35	5.0%
Eau Claire	29.9%	-35.9%	\$81.05	-8.4%	37.1%	-16.1%	\$84.63	-1.9%
La Crosse	31.9%	-42.2%	\$82.45	-9.6%	40.9%	-17.5%	\$87.56	-2.7%
Wisconsin Dells	27.3%	-43.8%	\$91.68	-4.9%	35.7%	-14.9%	\$94.56	2.0%
Wausau/Stevens Point	32.0%	-34.3%	\$88.71	-8.5%	41.8%	-8.0%	\$93.30	-1.4%

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



A new initiative launched in April called Downtown Faces Forward brings awareness, support for downtown businesses in Green Bay and De Pere.

The faces behind the storefronts are featured in a social media campaign as COVID-19 forces creativity to drive business, sales and access to local services.

Small businesses throughout the downtowns of Wisconsin are doing what they can for a second month amid the "Safer at Home" state order that has shaken their business plans and forced a new way of doing business. In each case, there is a business owner, who despite the odds, continues to face forward.

This new initiative led by O'Connor Connective was a collaborative effort

working with local photographers to showcase the business owners and working with organizations like us at the Greater Green Bay CVB, Downtown Green Bay, Inc. and Olde Main Street, Inc., Definitely De Pere, De Pere Art Center, Greater Green Bay Chamber, and New North Inc. to identify the businesses to showcase. This is a way to celebrate these downtown faces and their businesses, and stimulate further local support, starting in Green Bay and De Pere.

A listing of the more than 25 businesses and their owners is on the Downtown Faces Forward Facebook page. Other communities are welcome to join in by showcasing their downtown business owners and using the hashtag #DowntownFacesForward.

CVB PARTNERS

NEW

- Taste of India

RENEWING

- Aardvark Wine Lounge
- Àbravo Bistro
- American Antiques
- Angelina
- Aunt Ethel's Adult Emporium
- Bleu Restaurant
- Chives
- Duck Creek Vineyard & Winery
- Famous Dave's
- Great Harvest Bread
- Haasch Guide Services
- Happy Joe's Pizza
- Kavarna
- LaJava
- PMI Entertainment Group
- Sir Bounce A Lots
- South Bay Marina
- The Attic
- The Cannery Market
- Trout Springs Winery
- Vince Lombardi's
- Wally's Spot
- Wander Springs Golf Course

PARTNER COMMUNICATIONS

The Greater Green Bay CVB has been focused on supporting our partners in every way possible.

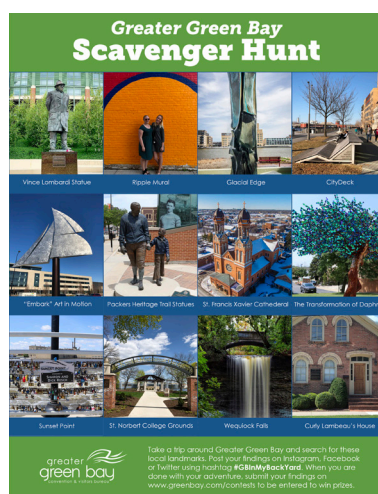
Toni Jaeckels, director of partnerships and community engagement sends out emails weekly and at times daily to stay informed of our partners marketing efforts.

As a result the CVB developed multiple web pages on www.greenbay.com to support our local businesses from those offering takeout and delivery to special offers and online sales.

GREATER GREEN BAY SCAVENGER HUNT

Marketing created a "Scavenger Hunt" for locals to get out and find landmarks throughout our destination in an effort to help people stay balanced during the "Safer at Home" order. As much as you need to stay home, you also need to get out and stretch your legs once in a while.

We chose 12 landmarks throughout Greater Green Bay for people to discover and take some photos for those looking to get out while practicing safe social distancing. Participants were encouraged to share their findings with us on social media using hashtag #GBInMyBackYard and submitting their entry on our website for a chance to win restaurant gift certificates. Four participants were then selected.



Department Activities

VIRTUAL EVENTS & ACTIVITIES

Wednesdays

May 6-26 at 7 pm

Inside the Artist's Studio
Tune into Downtown
Green Bay Inc.'s
Facebook page

Wednesdays at 6 pm

Join the Bellin Run crew
for virtual training runs

Thursdays at 4 pm

Mixology Madness with
Tittletown

Fridays through June 12

Virtual Scavenger Hunt:
Hall of Fame Hustle

May 16 at 9 am

Rona Run-Off Virtual
Run/Walk - FREE Event

**Order Takeout or
Delivery from your
favorite local
restaurants and bars**

**Many attractions
are offering virtual
exhibits and
programming online**

A complete listing of
things to do at home or
while practicing safe
social distancing can
be found by visiting the
CVB's website at
www.greenbay.com.

Sales Projects

- USA Hockey preparations for 2021
- Resch Expo video progress follow up with clients
- Resch Expo research
- Servicing postponed events
- CVB sales recovery plan
- Greater Green Bay's new standard of clean document
- Sales e-newsletter
- SportsWisconsin NFL Draft email campaign
- Sales webinars on recovery and COVID-19

Future Convention and Sports Events Commitments

- Wisconsin Association of Environmental Education – November, 2020
- Paralyzed Veterans of America – May, 2021
- WAMO State Dart Tournament – May, 2021
- Wisconsin Association of Treatment Court Professionals – October, 2021

Marketing/Advertising

- E-newsletter distribution - Leisure, Partnerships, Meetings, Sports and Groups
- Marketing plan preparations for the recovery
- 2020 advertising contract adjustments
- COVID-19 2020 budget adjustments
- Joint Effort Marketing Grant
- Daily and weekly social media posts on all channels with shift to local and dream now, travel later messaging
- Facebook ads/messaging for Leisure and targeted ads to local community for small business support
- Planning for National Travel & Tourism Week

Media/Public Relations

- Media pitches: 33
- Media interviews: 18
- Destination videos: 3
- Green Bay Isolation Tailgate social media initiative
- COVID-19 business resources website updates
- 2019 Annual Report
- Blogs: 5 - Green Bay Quarantine Day Dream, Sports in a Pandemic, Experience Greater Green Bay From Home, Shop Greater Green Bay Virtually, Adventure Awaits, Green Bay Supports Our Front Line Workers
- Created new web pages for shopping Green Bay virtually and new museums page

Visitor Services

- Email to 3,168 tour operators, group leaders and bus companies to touch base and let them know we are here when they are ready to travel
- One motorcoach lead sent out for 2021 and worked with 8 groups on rescheduling their March, April and May tours to later in the year or next year
- Following up with tours that were interested but have put plans on hold
- Working on added enhancements that hotels, restaurants and attractions could offer to groups to entice them to visit Green Bay in late 2020 or 2021
- Participated in many webinars on COVID-19 and the effects on leisure tourism and the group travel industry

