

## UWGB TOURISM SUMMIT

The University of Wisconsin-Green Bay along with the Wisconsin Department of Tourism offered a half day virtual seminar for Wisconsin tourism industry professionals on how to optimize the opportunities in their destination, attraction or community.

Several counties including Marinette, Shawano, Door, Manitowoc and Sheboygan were asked to speak about lessons learned in 2020, and what 2021 recovery looked like to them.

Brenda Krainik spoke on behalf of Brown County and talked about how the CVB worked through 2020 challenges. She also shared research and plans for the upcoming summer and football season.

A second seminar is being planned by UWGB Division of Continuing Education & Community Engagement that will feature experiential tourism. It is slated for late 2021.



## GRB Welcomes Sun Country Airlines

On April 27, Sun Country Airlines announced non-stop service to two new destinations, Phoenix and Fort Meyers. The airline will begin service in December and will continue flying the routes through April of 2022. Introductory fares start at only \$79 each way!

The Greater Green Bay CVB actively works with GRB to grow air service at Green Bay Austin Straubel International Airport. A thriving airport is a key component of a flourishing tourism destination. Air service is extremely competitive from destination-to-destination.

Familiarization tours are an important tool used by the CVB to bring clients into our community to learn first-hand why they should bring their business to Green Bay. GRB and the CVB, together with the Green Bay Packers and Greater Green Bay Chamber hosted some of Sun Country's network planners in November, 2018. At our invitation, Sam, Ben, Joe and Markus (pictured above) came to Green Bay to learn about our community and gain confidence in our ability to fill their planes to destinations in the USA. We spent time reviewing our "catchment" area which includes northern Wisconsin and Upper Michigan. They toured the airport and community, enjoyed a stay at the Radisson Hotel & Conference Center as well as a private tour of Lambeau Field and a game between the Packers and the Miami Dolphins. They left our community with a much better understanding of Green Bay.

We have also hosted representatives from Delta Air Lines (which led to non-stop flights to Atlanta), American Airlines and United Airlines. In addition, we have made office calls to all three major airlines. A busy airport makes for a thriving tourism industry!



## USA HOCKEY

The USA Hockey 18-Under Tier II National Championships was held in Greater Green Bay, April 29 to May 3. Cornerstone Community Ice Center was the host venue, with games additionally played at De Pere Ice Center.

A total of 32 teams from 30 states traveled to the area for this prestigious event. Teams utilized the CVB's online housing system to book their room blocks. More than 500 reservations were made, for more than 2,000 room nights and an economic impact of \$1.5 million.

This is the seventh time Green Bay has hosted a National Championship for USA Hockey, and was the area's eighth tournament. Congratulations to the teams from Alaska, Virginia and Wisconsin who won their division and were crowned National Champion at the event.

## SIGNIFICANT CONVENTION AND SPORTS EVENTS HELD IN APRIL

- Triple S Dance Company
- Wisconsin State USBC Youth Bowling Tournament
- Brewery Beer Collectibles Club of America
- Titledown Train Show
- Wisconsin Swimming Association
- Wisconsin State Gymnastics
- Great Lakes Logging and Heavy Equipment Expo – Spring Celebration
- USA Hockey, Inc. boys 18-Under Tier II National Championship

Accounting for **17,355** room nights and an economic impact of **\$7.9 million**.

# CVB Monthly Scorecard

Sales	APRIL	YTD 2021	% of Goal	2021 GOAL	YTD 2020
<b>Future Meetings &amp; Events Sales</b>					
Leads	12	44	28.4%	155	61
Future Room Nights from Leads	8,855	30,032	28.3%	106,000	43,491
Future Potential Economic Impact from Leads	\$4,655,622	\$14,543,890	17.8%	\$81,763,000	\$31,869,510
Tracked Future Room Nights	10,610	43,005	26.5%	162,000	56,539
Tracked Economic Impact	\$7,197,048	\$22,687,140	23.6%	\$96,070,000	\$33,257,120
<b>Motorcoach Sales</b>					
Contacts	78	240	32.0%	750	300
Marketing/Media	APRIL	YTD 2021	% of Goal	2021 GOAL	YTD 2020
<b>Electronic Marketing</b>					
Total Web Visitors	33,654	119,109	28.0%	425,000	117,170
Pageviews	76,195	274,970	12.5%	2,200,000	252,860
E-newsletter Database	129,088	129,088	129.1%	100,000	121,449
Social Media Impressions	729,902	2,187,009	24.6%	8,900,000	3,491,981
<b>Media Relations - Earned Media</b>					
Media Interviews	1	36	24.0%	150	34
Media Pitches	6	536	89.3%	600	611
Editorial Stories	0	48	NA	NA	52
Publicity Value	\$0	\$25,800	NA	NA	\$237,237
Services	APRIL	YTD 2021	% of Goal	2021 GOAL	YTD 2020
<b>Convention/Sports Services</b>					
Events Serviced	16	38	79.2%	48	49
Online Housing Reservations	280	940	NA	NA	594
Visitor Inquiries	1,018	4,793	24.0%	20,000	2,501
Destination Guide Mailings	810	23,860	78.2%	30,500	19,043
Brochure Distribution	19,955	133,980	38.3%	350,000	135,241
Mobile Visitor Center Events	0	0	0.0%	20	2
MVP Volunteer Hours	0	7	0.0%	NA	65
Partnerships	APRIL	YTD 2021	% of Goal	2021 GOAL	YTD 2020
New Partners	0	0	0.0%	15	6
Renewing Partners	21	58	29.0%	200	47
Revenue	\$5,551	\$21,952	38.9%	\$56,400	\$22,625

# Hotel Occupancy Report

AREA	MARCH 2021				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	44.3%	44.9%	\$81.87	-3.3%	39.6%	-0.3%	\$82.01	-15.8%
Wisconsin	39.0%	33.8%	\$86.84	-3.2%	34.6%	-11.3%	\$85.41	-11.3%
Milwaukee	41.6%	26.3%	\$80.32	-12.5%	35.1%	-22.4%	\$78.26	-19.6%
Madison	34.4%	5.0%	\$72.53	-26.4%	30.7%	-29.0%	\$70.92	-31.3%
Appleton/Oshkosh	41.8%	30.2%	\$74.58	-10.0%	37.6%	-12.2%	\$73.39	-18.1%
Door County	35.6%	56.3%	\$100.01	10.4%	33.4%	1.7%	\$101.70	4.4%
Eau Claire	36.5%	22.6%	\$78.39	-3.6%	32.1%	-13.1%	\$79.17	-6.0%
La Crosse	42.5%	34.2%	\$75.56	-7.7%	37.5%	-7.8%	\$73.01	-15.9%
Wisconsin Dells	40.2%	73.5%	\$122.00	19.8%	34.6%	1.0%	\$115.01	3.7%
Wausau/Stevens Point	35.6%	14.2%	\$82.05	-7.0%	33.8%	-18.7%	\$84.02	-9.8%

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



# CIRCLE WISCONSIN MIDWEST MARKETPLACE



Circle Wisconsin held their Annual Midwest Marketplace, April 11-13, in Oshkosh after having to cancel the show last year. While a little smaller than previous years, there were 35 tour companies and a total of 51 tour operators at the show.

There were also over 80 tour suppliers (other CVB's, hotels and attractions). The Green Bay CVB was able to have one-on-one appointments with all the tour companies that participated. The majority of these tour operators came from the

Midwestern states including Minnesota, Illinois, Missouri, Michigan, Indiana and Wisconsin all with the intent of bringing motor coach tours to Wisconsin.

The CVB was proud to be a sponsor of this event and is working with several of these companies for 2021 and beyond. The tour operators and their clients are ready to travel again and Green Bay is ready to welcome them. Lots of excitement and optimism at the show!

## CVB PARTNERS

### RENEWING

- A'bravo Bistro
- Aardvark Wine Lounge
- Angelina
- Bleu Restaurant
- Chives
- Cup O' Joy
- Duck Creek Vineyard & Winery
- The English Inn
- Famous Dave's
- Great Harvest Bread
- Haasch Guide Services
- Happy Joe's Pizza
- LaJava
- Nakahsima of Japan
- Nicky's Lionhead
- PMI Entertainment Group
- Taste of India
- The Attic
- Trout Springs Winery
- Wally's Spot
- Wander Springs Golf Course

## FAREWELL, TONI!

This past year has been a challenging one for all of us in the Greater Green Bay community and especially for the travel and tourism industry and our partners.

We are very grateful for the leadership and hard work Toni brought to the CVB and the Greater Green Bay community. Her dedication to keeping our partners informed as grant opportunities and state and local information came available was appreciated by so many.

We wish her nothing but the very best in her new role.

## GREEN BAY TRAVEL SENTIMENT SURVEY

Key takeaways from 1,998 respondents who completed our Travel Sentiment Survey last month:

- 65% surveyed have visited Green Bay at least once.
- 51% plan to take a trip to Green Bay in the next 6 months.
- 33% will be traveling to Green Bay from 1-3 hours away.
- 43% said they plan to stay at a hotel.
- 89% plan to take a leisure trip in the next 6 months.
- 75% plan to drive by car and 16% by plane.
- 93% stated they feel comfortable traveling to Green Bay.
- 75% surveyed feel comfortable staying in a hotel.

While traveler intent and optimism are on the rise, COVID-19 safety measures still play an important role in travel decisions and most travelers want to be fully vaccinated before traveling again.

To view full survey results, go to <https://direc.to/fN5w>.

# Department Activities

## EVENTS & ACTIVITIES

**May 20**

Daddy D's  
"Lost in the 50's"  
Riverside Ballroom

**May 21,  
June 4, 18, 25**

Green Bay Blizzard  
Pro Indoor Football  
Resch Center

**June 2-3, 5-6, 9-10,  
14-15, 17**

Green Bay Booyah  
Baseball  
Capital Credit  
Union Park

**June 6**

Brown County  
Breakfast on the Farm  
Collins Dairy LLC,  
Greenleaf

**June 8-10th**

Cemetery Walk  
Fort Howard Cemetery

A complete listing of  
events and things to do  
can be found by visiting  
the CVB's website at  
[www.greenbay.com](http://www.greenbay.com).

### Sales Projects

- Attended 2024 NFL Draft in Cleveland
- Ryder Cup Europe assistance
- USA Hockey preparations
- Sports Tourism Index software training
- Meeting Planner Panel – Zoom Meeting
- HelmsBriscoe promotion
- E-News creation

### Tracked Future Convention and Sports Events Commitments

- United States Hockey League – July, 2021
- Wisconsin Milk Haulers – September, 2021
- USA Softball of Wisconsin Men's NIT Championship – September, 2021
- Paralyzed Veterans of America – May, 2022
- Wisconsin Chapter of Disabled American Veterans – June, 2022
- Wisconsin Chiropractic Association – September, 2022
- Future Business Leaders of America State Convention – April, 2023

### Marketing/Advertising

- E-newsletter distribution - leisure, group tours and partners
- Daily and weekly social media posts on all channels
- Social and digital ad creative, placement and optimization
- Website updates and SEO optimization
- Sourced new user generated content (UGC) assets and updated website galleries to share visitors/residents experiences
- Green Bay Restaurant Week planning
- CVB re-branding project
- Website rebuild project
- Digital assets project

### Media/Public Relations

- Blogs: 3 new
- Media Requests/Pitches: WTAQ, WTMJ, Small Market Meetings, Sports Events Magazine, Shawano Leader
- June Journalist FAM planning
- UWGB Tourism Summit presentation
- 2020 Annual Report
- Video creation for summer promotion

### Visitor Services

- Attended the Circle Wisconsin Midwest Marketplace in Oshkosh
- Circle Wisconsin board meeting
- Attractions meeting at the NEW Zoo
- Annual Report
- Virtual Governor's Conference on Tourism
- Virtual Tourism Summit hosted by UWGB
- Group tour follow-up meeting from the Midwest Marketplace
- State of the Broadway District virtual meeting
- Circle Wisconsin follow-up with tour operators
- Attractions brochure
- Attended the virtual WPS Volunteer Awards

