

**GREEN BAY HOSTED  
THREE TRAVEL  
JOURNALISTS  
IN AUGUST**

While a journalist FAM had always been planned for August, things took a turn amid a pandemic.

Instead of a larger group of 10 that we typically tour around the community, we hosted three independent traveling journalists. All with separate accommodations, restaurant choices and activities the writers got to experience our community and its many great assets.

All of them drove to our destination and toured on their own with our suggested itineraries for them.

Thank you to all our attractions, and to Lodge Kohler, Hotel Northland and Radisson Hotel & Conference Center for your hospitality.

Our public relations efforts have been quite active in the last five months. We have continued to see articles published about our destination from previous visiting journalists.

We are looking forward to seeing stories from our most recent travel journalists!

**Summer Campaign Recap**

August capped off the Greater Green Bay CVB summer marketing initiatives that were supported by a Joint Effort Marketing grant provided by the Wisconsin State Department of Tourism, and the first step in a recovery campaign to encourage visitation to our destination now and in the future.

We started off with the following messaging to get travel enthusiasts to think of Green Bay as they were staying at home and dreaming about their next adventure. Blog posts, social media messages, website landing pages, videos and digital ads focused around the following themes:

**Phase I**

- Dream Now, Travel Later
- Plan Now, Meet Later
- Plan Now, Compete Later
- Plan Now, Tour Later

**Phase II**

- When you are ready, we are ready to welcome you back
- Guidelines to a Safe Visit
- Hospitality Cleanliness
- Reopening guidelines being taken by CVB partners

**Phase III**

- Travel tips, inspiration and reasons to plan a visit to Green Bay

During the summer months of June-August, website sessions were up **21.33%** and social media impressions were up **54%** when compared to the prior three months.

We hope to keep the conversation going and continue to engage with travel enthusiasts and road trippers that are ready and willing to make travel plans this fall.

## BOWLING RETURNS TO GREEN BAY

The sport of bowling makes a return to the area, with Ashwaubenon Bowling Alley hosting three major bowling events in the early part of 2021.

The 2021 WI State USBC Youth Championship Tournament will take place over the course of nine weekends between Feb. 5 and April 24. More than 600 teams will be competing over this multi-weekend tournament.

The United States Bowling Congress (USBC) will host the U.S. Open, Feb. 21- 28. This week-long event will feature 144 of the top bowlers in the world. This USBC marquee event will conclude with a LIVE televised final on Sunday, Feb. 28.

Bowling Centers Association of Wisconsin (BCAW) will host the WI High School Bowling Club State Tournament March 5-7, 2021. 300+ bowlers will participate in either singles or team event over the weekend Tournament

## SIGNIFICANT CONVENTION AND SPORTS EVENTS HELD IN AUGUST

- Green Bay Gamblers Hockey Camp
- Bay Port High School Girls Fastpitch Tournament
- Green Bay Gamblers Youth Hockey Camp
- USS Henry B Wilson DDG 7 Reunion
- Bay Port High School 13U-15U Baseball Tournament

August conventions and sporting events accounted for **1,885** room nights and an economic impact of **\$803,572**.

## CVB Monthly Scorecard

Sales	AUGUST	YTD 2020	% of Goal	2020 GOAL	YTD 2019
<b>Future Meetings &amp; Events Sales</b>					
Leads	6	84	34.3%	245	169
Future Room Nights from Leads	5,625	56,249	41.7%	135,000	95,318
Future Potential Economic Impact from Leads	\$2,207,878	\$39,407,832	41.5%	\$95,000,000	\$61,158,524
Tracked Future Room Nights	7,315	92,431	36.2%	255,000	169,286
Tracked Economic Impact	3,333,308	\$52,474,839	29.2%	\$180,000,000	\$99,366,739
<b>Motorcoach Sales</b>					
Contacts	46	484	48.4%	1,000	526
<b>Marketing/Media</b>					
<b>Electronic Marketing</b>					
Total Web Visitors	50,524	267,699	53.5%	500,000	372,405
Pageviews	169,964	626,577	28.5%	2,200,000	1,765,636
E-newsletter Database	121,887	121,887	101.6%	120,000	121,034
Social Media Impressions	1,051,442	6,251,420	118.0%	5,300,000	3,949,483
<b>Media Relations - Earned Media</b>					
Media Interviews	8	69	57.5%	120	96
Media Pitches	3	633	105.5%	600	552
Editorial Stories	4	107	NA	NA	151
Publicity Value	\$2,000	\$405,120	NA	NA	\$235,324
<b>Services</b>					
<b>Convention/Sports Services</b>					
Events Served	2	58	25.8%	225	168
Online Housing Reservations	18	865	NA	NA	1,329
Visitor Inquiries	499	4,386	14.6%	30,000	23,174
Destination Guide Mailings	5,373	25,841	86.1%	30,000	24,094
Brochure Distribution	18,680	178,734	34.0%	525,000	402,445
Mobile Visitor Center Events	0	2	6.7%	30	26
MVP Volunteer Hours	0	65	8.1%	800	606
<b>Partnerships</b>					
New Partners	2	9	36.0%	25	14
Renewing Partners	16	112	56.0%	200	135
Revenue	\$5,827	\$44,819	62.2%	\$72,000	\$44,126

## Hotel Occupancy Report

AREA	JULY 2020				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	43.9%	-35.9%	\$77.36	-28.8%	34.2%	-38.4%	\$84.80	-11.8%
Wisconsin	46.7%	-34.6%	\$104.93	-17.1%	35.7%	-36.9%	\$93.46	-13.9%
Milwaukee	40.3%	-47.8%	\$87.07	-32.7%	37.6%	-43.3%	\$89.36	-21.7%
Madison	34.8%	-49.6%	\$78.57	-35.1%	34.2%	-44.0%	\$90.07	-23.3%
Appleton/Oshkosh	38.0%	-45.5%	\$74.58	-48.6%	34.4%	-41.9%	\$81.19	-20.3%
Door County	61.9%	-18.2%	\$130.08	-0.5%	35.6%	-29.4%	\$107.84	0.9%
Eau Claire	44.5%	-34.5%	\$81.07	-17.4%	34.4%	-35.7%	\$79.84	-12.1%
La Crosse	46.1%	-33.3%	\$80.15	-16.5%	36.2%	-37.6%	\$80.59	-14.6%
Wisconsin Dells	57.2%	-19.1%	\$128.46	-8.1%	35.9%	-29.9%	\$101.22	-7.2%
Wausau/Stevens Point	39.8%	-40.8%	\$78.86	-19.6%	35.0%	-32.3%	\$84.33	-10.9%

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





## GREATER GREEN BAY CVB CONTESTS

The Greater Green Bay Convention & Visitors Bureau has been running online contests for the past few years. Contests have been the best tool to grow our lists for mailing out destination guides and our monthly e-newsletter to promote CVB partners and to inspire travel to Greater Green Bay.

The contest we ran this past July-August was the best contest we ran yet, with a remarkable **6,616** contest entries. Almost 5,000 of those entries requested either a

mailed destination guide or to be added to our email list.

Val Ann Koski of Milwaukee was our lucky winner! A big thank you to Hilton Garden Inn, The Turn and Plae Bistro for providing in-kind prizes.

We hope to continue running these contests quarterly to keep our audiences engaged with Green Bay and the local businesses that make our destination a great place to visit.

## CVB PARTNERS

### NEW

- Burkel's One Block Over
- Parker John's BBQ

### RENEWING

- Plae Bistro
- Los Banditos
- Kroll's West
- C&M Presents
- Ashwaubenon Historical Society
- Amenson Studio
- Military Business Association
- Shoppes at Thornberry
- Backstage
- Get Air Green Bay
- Green Bay Boohyah
- Keggers/Lyric Room
- Mosaic Arts
- The Pancake Place
- Prevea Health
- Cornerstone Ice Center
- The Heel Shoe Fitters

## EVENTS ATTENDED

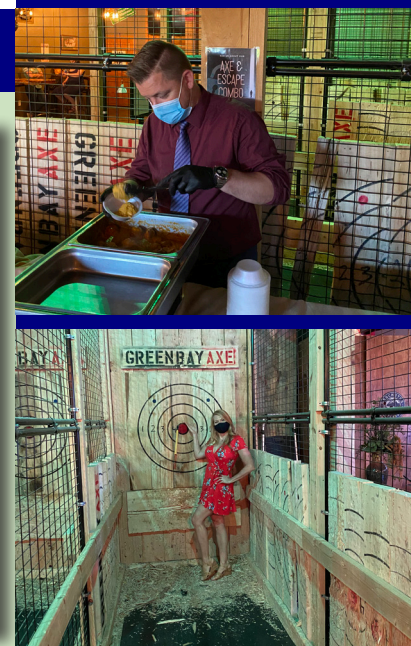
- Green Bay District Virtual Networking
- Green Bay Axe Experience and Networking
- Re-Grand Opening of The Marq
- Restaurant Week Meetings at Badger State Brewing Company
- Go 92.0 Challenge planning and execution

## GET YOUR APPETITES READY!

Green Bay Restaurant Week returns, Sept. 10-17, 2020!

- \$11 lunch
- \$11 dinner
- \$22 dinner
- \$33 dinner

Almost 40 participating restaurants to choose from!





# Department Activities

## EVENTS & ACTIVITIES

### September 10-17

Green Bay  
Restaurant Week  
Various area restaurants

### September 19-20, 24-27

2020 Fall Showcase  
of Homes  
Green Bay and Brown  
County locations

### September 26

Fall Community Day  
Green Bay Botanical  
Garden

### September 26

3rd Annual Car Show  
American Antiques  
Green Bay

### October 10

Great Pumpkin Train  
National Railroad  
Museum

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

- Great Lakes Logging and Heavy Equipment Expo, 2022
- Hunden sports feasibility calls and discussions
- USBC State Youth discussion/hotel rates
- US Open bowling discussion
- Ryder Cup media block
- WIAA Volleyball planning
- WAMO Dart and Pool online housing

### Future Convention and Sports Events Commitments

- WI USBC Youth Bowling Tournament – February through April, 2021
- NEW Partnership for Children and Families – March, 2021
- Timber Professionals Spring Celebration – April, 2021
- Medical College of Wisconsin – June, 2021
- Northern Hardwoods Conference – August, 2021
- WI Veterans of Foreign Wars Auxiliary – June, 2022

### Marketing/Advertising

- E-newsletter distribution - leisure and partnerships
- Joint Effort Marketing Grant execution projects
- Restaurant Week menus, website updates, poster, surveys, radio promotions, online advertising
- Restaurant Week participant meeting
- Fall Promotion brainstorming and content creation

### Media/Public Relations

- Blogs written: 2 new
- Restaurant Week TV and radio interview set ups
- Journalists: Megan McCarty, Cinnamon Janzer and John Carpenter individual research trips – Build itineraries, secure accommodations and dining, room gifts
- Lodging Association update presentation

### Visitor Services

- Met with new educational staff at Heritage Hill
- Continued Calendar of Events updates
- Contacted 2019 Circle WI Midwest Marketplace leads
- Circle WI Board meeting
- Mailing to CVB volunteers
- Meeting with Oneida partners regarding the motorcoach market
- Participated in Volunteer Management seminar
- Preparations for September Attractions meeting
- Site visit in Oshkosh for the November 2020 Circle WI Midwest Marketplace
- Provided information bags to the Historical Society's Road Rally
- Preparations for the September BAMVS meeting for volunteer coordinators
- Toured the Arians Company Museum
- Destination Guide mailing to almost 5,000 people who signed up for the August web contest

