

SOCIAL MEDIA SUCCESS IN 2020

2020 was a year for the record books when it came to continuous change in tone and messaging especially in the travel and tourism space.

Adjusting online messaging week to week and at times day to day presented new opportunities for creativity. We encouraged locals to support small businesses and inspired potential travelers to dream now for that trip later. Then once we reopened, we shared ways people could get out and explore Greater Green Bay again safely.

There were contests, a virtual tailgate, outdoor photography that boosted engagement, scavenger hunts, dining, attraction and hotel promotions, that kept Green Bay in the conversation and top of mind once people were ready to venture out again.

Social media impressions were at an all time high with hitting more than 8 million social media feeds. Contests exceeded goals with more than 7,000 online entries that converted into 4,827 email opt-ins and 4,706 destination guide requests.

During a year of pause, we were glad to keep our audience engaged as they plan for their future adventures.



2020 Year in Review

Happy New Year from all of us on your CVB Team!

The tourism and hospitality industry we love, experienced unimaginable challenges and anguish in 2020. As travel ground to a near halt and our industry slid into a depression, the world was again reminded of the critical economic role tourism plays, employing thousands in our community and generating millions in critical tax revenue used to support resident services and quality of life.

Travel brings the world together. It connects us with business colleagues and loved ones. Our industry provides the platform and opportunities for those connections to take place and our world longs for the day we can make them again.

The CVB has remained resolute in our focus on keeping Greater Green Bay in conversations of potential visitors from the beginning of the pandemic, from travel dreaming to planning a visit, and knowing what to expect when they arrive. While staying connected with visitors, we made it a priority to assist our tourism partners by sharing grant and promotional opportunities. The engagement and social media impressions in 2020 grew by 35 percent to over 8 million. Our sales team worked with our group clients to assist in finding new dates for their events to reduce the number of cancellations.

Through the heartache of an industry in a depression, our hearts were warmed by the amazing thoughtfulness and generosity of our partners. Your kind notes and phone calls meant so much to our entire team. We regularly saw acts of kindness, and businesses becoming heroes for other businesses.

Looking forward into 2021, we are confident the tourism economy will begin to improve. Our team has built a marketing and sales plan to keep Greater Green Bay in the conversation as a vacation, convention, meeting, tournament, tour and special event destination.

From our team to you, wishing you a healthy and prosperous 2021.

BROWN COUNTY SPORTS FACILITY FEASIBILITY STUDY RESULTS IN TWO SCENARIOS

The CVB concluded a Feasibility Study on a potential new sports facility for Brown County. The Study was conducted over the last few months by Hunden Strategic Partners. The Study looked into the various sports organizations in our city and determined what we were lacking and where a new facility could help fill a gap.

The Study came back with two main scenarios to explore. Both of these scenarios included two full size (indoor) soccer fields, and up to eight basketball courts. One of the two options also included a sheet of ice.

The final Study was presented to elected officials, local sports groups, hoteliers, and other key user groups for this facility. If interested in seeing the virtual presentation and/or receiving a copy of the 177-page Feasibility Study, please send an email to joel@greenbay.com.

The CVB has begun conversations with interested parties about "next steps" in this process.

SIGNIFICANT CONVENTION AND SPORTS EVENTS HELD IN DECEMBER

Small meetings and the Green Bay Area Youth Hockey – Tundra Tussle hockey tournament accounted for **1,200 room nights** and an economic impact of **\$565,121** during the month of December.

CVB Monthly Scorecard

Sales	DECEMBER	YTD 2020	% of Goal	2020 GOAL	YTD 2019
Future Meetings & Events Sales					
Leads	4	109	44.5%	245	233
Future Room Nights from Leads	2,455	74,517	55.2%	135,000	124,257
Future Potential Economic Impact from Leads	\$1,288,039	\$57,498,249	60.5%	\$95,000,000	\$83,903,445
Tracked Future Room Nights	5,800	122,723	48.1%	255,000	245,735
Tracked Economic Impact	\$5,336,000	\$72,777,740	40.4%	\$180,000,000	\$139,378,125
Motorcoach Sales					
Contacts	38	654	65.4%	1,000	911
Marketing/Media					
Electronic Marketing					
Total Web Visitors	29,696	406,001	81.2%	500,000	501,201
Pageviews	56,901	1,273,974	57.9%	2,200,000	2,061,865
E-newsletter Database	121,304	121,304	101.1%	120,000	118,060
Social Media Impressions	605,711	8,067,655	152.2%	5,300,000	5,212,955
Media Relations - Earned Media					
Media Interviews	20	154	128.3%	120	119
Media Pitches	5	651	108.5%	600	579
Editorial Stories	24	200	NA	NA	202
Publicity Value	\$32,700	\$553,945	NA	NA	\$384,671
Services					
Convention/Sports Services					
Events Serviced	1	71	31.6%	225	226
Online Housing Reservations	55	973	NA	NA	1,434
Visitor Inquiries	321	6,453	21.5%	30,000	26,281
Destination Guide Mailings	393	27,490	91.6%	30,000	24,690
Brochure Distribution	2,766	206,808	39.4%	525,000	476,983
Mobile Visitor Center Events	0	2	6.7%	30	29
MVP Volunteer Hours	0	65	8.1%	800	692
Partnerships					
New Partners	2	12	48.0%	25	19
Renewing Partners	7	182	91.0%	200	199
Revenue	\$5,156	\$66,463	92.3%	\$72,000	\$66,730

Hotel Occupancy Report

AREA	NOVEMBER 2020				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	32.3%	-32.4%	\$75.05	-32.3%	37.5%	-34.7%	\$81.66	-24.4%
Wisconsin	28.9%	-37.4%	\$78.28	-21.3%	37.0%	-36.0%	\$92.72	-16.4%
Milwaukee	28.8%	-46.8%	\$76.85	-24.6%	37.0%	-44.2%	\$87.59	-23.4%
Madison	26.3%	-52.2%	\$70.41	-39.5%	33.7%	-46.8%	\$85.49	-31.3%
Appleton/Oshkosh	31.2%	-36.0%	\$69.60	-26.7%	34.9%	-41.4%	\$77.93	-24.0%
Door County	26.9%	-20.2%	\$92.56	-1.8%	40.7%	-23.7%	\$113.47	1.8%
Eau Claire	28.3%	-40.7%	\$74.30	-11.0%	36.0%	-34.8%	\$80.35	-11.5%
La Crosse	35.7%	-18.0%	\$69.26	-18.6%	40.8%	-30.7%	\$79.23	-17.2%
Wisconsin Dells	27.3%	-28.6%	\$77.68	-11.9%	37.2%	-29.2%	\$100.87	-8.8%
Wausau/Stevens Point	28.6%	-37.2%	\$75.36	-13.6%	35.2%	-34.0%	\$82.27	-11.4%

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



FIRST EVENT BOOKED IN THE NEW RESCH EXPO

Resch Expo will host the Great Lakes Logging & Heavy Equipment Expo in 2022, and again in 2024, marking the event's return to the region after a decade away. The Great Lakes Timber Professionals Association worked with the CVB and PMI to book the event.

The three-day expo, scheduled for September 8-10, 2022, is expected to bring more than 340 vendors and 6,000 people to the Green Bay area for a look at the newest equipment and technology in the industry.

The event will showcase heavy equipment, new technology to help manage forests,

portable sawmills, wood and pellet stove dealers, chainsaw carving and more.

It is the first large-scale trade show booked into Brown County's \$93 million Resch Expo. It is estimated the event will inject \$3.2 million into the local economy.

Due to the size and space requirements needed to host this event, our community has not hosted this Expo since 2010. Now, with the addition of the 125,000 sq. ft. Resch Expo, we were able to pursue this group for our city and are very excited to be welcoming them back.

CVB PARTNERS

NEW

- Baffi Di Lucio Social Club
- Strada Pizzeria

RENEWING

- Cheesecake Heaven
- Downtown Green Bay, Inc.
- Duck Creek Kitchen + Bar
- Jimmy Seas
- Oneida Buffalo Overlook
- Oneida Casino
- Oneida Market
- Oneida Nation Apple Orchard
- Oneida Nation Museum
- Oneida Nation Tourism
- Oneida Nation Walk of Legends
- Oneida West Mason Casino
- Prime Quarter Steakhouse
- Purcell's Beer Garden
- Radisson Hotel & Conference Center
- Segway the Fox Tours
- Sky World Coffee and Custard
- The Lodge
- The Noodle Bar
- Thornberry Creek at Oneida
- Titledown Brewing Co.
- Tsyunhehkwa Organic Farm
- Turtle Island Gifts and Gallery

GREEN BAY MYSTERY FIELD TRIP RECAP

Green Bay Mystery Field Trip kicked off November 2, and ran through December 31. This community scavenger hunt took participants to 10 attractions with a clue sheet in hand to find answers and submit for prizes. This program was created to drive admissions/sales at the attractions in a safe manner.

The promotion drove 6,300 pageviews to GreenBay.com to learn more about the opportunity and nine participants were brave enough to venture out and submit their clues for prizes; two stayed overnight at a hotel. With increases in COVID-19 cases in the area, we would consider this a win and received positive feedback to do something similar in the future.



PARTNERSHIPS AND COMMUNITY OUTREACH EVENTS AND PROJECTS

- Wrapped up destination guide ads
- Big Bundle Up campaign box coordination, drop off and pick up
- Contact Tracing webinar
- Hundun report recap
- Logging press conference at Resch Expo
- Gourmet Wishes event planning meeting

Department Activities

EVENTS & ACTIVITIES

January 22 & 23

Frank's Tribute and the All-Star Band
Ashwaubenon Performing Arts Center

January 28-31

Green Bay RV & Camping Expo
Resch Expo

January 29

Mozart Masterworks
Virtual Concert

February 11-21

Disney On Ice
Resch Center

February 12-14

Green Bay Boat Show
Resch Expo

A complete listing of events and things to do can be found by visiting the CVB's website at www.greenbay.com.

Sales Projects

- Midwest Travel Network bid
- Sales 2021 recovery planning
- Sales e-newsletter
- Hunden Sports Facility Feasibility Study presentations
- National Association of Sports Commission - Diversity Equity & Inclusion Task Force
- Tourism Economics - Economic Impact Calculator Super Group year-end wrap up
- Marketing Plan 2021

Tracked Future Convention and Sports Events Commitments

- World Series of Ice Drags – Battle of the Bay – February 2021
- WIAA Girls State Basketball Tournament – March 2021
- Wisconsin Amateur Hockey – Girls Tournament – March 2021
- Wisconsin Amateur Hockey – State Tournament Bantam – March 2021
- Wisconsin Upper Michigan Bridge Association – May 2021
- Dairy Business Association of Wisconsin – March 2022
- Great Lakes Timber Professionals - Logging & Heavy Equipment Expo – September 2022

Marketing/Advertising

- E-newsletter distribution - leisure, sports, meetings, group tours and partners
- Daily and weekly social media posts on all channels
- Winter/holiday social and digital ad creative, placement and optimization
- Website updates and SEO optimization
- Sourced new user generated content (UGC) assets and built new website galleries to share visitors/residents experiences
- Supper Club gift certificate contest promotion
- Let's Go There messaging and promotion
- Green Bay Mystery Field Trip promotion
- 2021 marketing budget
- 2021 Destination Guide contract and ads
- 2021 content and digital ads planning

Media/Public Relations

- Blogs: 2 new, 1 updated
- Created winter recreation videos for distribution
- Media requests/pitches: Good Housekeeping, local outlets (Big Bundle Up, Hunden Feasibility Study, Logging Expo announcement), FabulousWisconsin.com, Pride Journeys
- Resch Expo press conference – Great Lakes Logging announcement

Visitor Services

- Destination Guide mailing to 400 requests
- Circle WI budget meeting for 2021
- Motorcoach webinars
- Virtual Grand Re-opening of Country Inn & Suites North
- Motorcoach follow-up on canceled 2020 bookings
- Continued updates to Calendar of Events
- Completed 2021 meeting/program schedule for Bay Area Managers of Volunteer Services
- Motorcoach planning meeting with Oneida Tourism and Green Bay Packers

