

## MARKETING PRESENTATION WITH TRAVEL WISCONSIN

In February, several staff members traveled to Madison to meet with the Wisconsin Department of Tourism's entire marketing team.

We discussed major marketing and sales initiatives happening this year in the Green Bay market. We talked about our major attractions and events affecting our marketing, sales and services departments and how we could work together on larger projects.

Tourism staff shared in-depth details about each of their responsibilities, as well as outlining the state's strategic marketing plan.

This was the first time the two organizations connected to discuss marketing plans to this degree. Making the trip were Julie – Visitor Experiences, Brenda and Amanda – Marketing and Denise – Convention Sales.

With 18 people in attendance, it was a great meeting to connect faces with names of our contacts at the state level.



## Chicago Travel & Adventure Show 2020

Julie Gerczak, Director of Visitor Experiences, represented the Greater Green Bay CVB at the Chicago Travel & Adventure Show, February 8-9.

The Oneida Tourism Department has been attending this show for the past 16 years and invited the CVB to join them 10 years ago. The Radisson Hotel and Conference Center also sends staff to work the event. This year was a record setting attendance with over 26,000 people attending the show.

Nearly 1,000 people were lined up waiting for the exhibit doors to open. The main travel theatre was set for 850 and every seat was full and hundreds standing to take in the presentations. Oneida Nation and Green Bay were part of the Wisconsin aisle with the Wisconsin Department of Tourism and other Wisconsin destinations.

This is a leisure-based show with lots of families in attendance, but it also draws tour operators and travel writers looking for new destinations to bring groups to or to write about. It's an amazing show and we look forward to hosting many of these visitors to Green Bay this year.

## DESTINATIONS SHOWCASE

The Sales Department participated in Destinations Showcase in February. Destinations Showcase Washington DC offers the opportunity to connect with the nation's top planners in one location.

It is designed to maximize opportunities for meaningful connections between planners and destination organizations and highlight how CVBs can drive more successful meetings.

Information on our hotel facilities in Green Bay was shared, along with many conversations on why Green Bay is an ideal location for events.

## SIGNIFICANT SPORTS & CONVENTION EVENTS HELD IN FEBRUARY

- Wisconsin Arborist Association
- Wisconsin Chiropractic Association
- Wisconsin Fire Chiefs Association – Winter In Service
- Midwest Fabric Products Association
- Professional Dairy Producers of Wisconsin
- World Series of Ice Drag Races
- Green Bay Youth Hockey Association – Robinson 10U/12U & 14U Tournament
- Willow Creek Classic

February conventions and sporting events accounted for **13,280** room nights and an economic impact of **\$8,271,120**.

# CVB Monthly Scorecard

Sales	February	YTD 2020	% of Goal	2020 GOAL	YTD 2019
<b>Future Meetings &amp; Events Sales</b>					
Leads	17	33	13.5%	245	56
Future Room Nights from Leads	11,267	21,269	15.8%	135,000	33,087
Future Potential Economic Impact from Leads	\$13,435,621	\$19,090,496	20.1%	\$95,000,000	\$17,753,084
Tracked Future Room Nights	20,162	38,339	15.0%	255,000	37,008
Tracked Economic Impact	8,271,120	\$22,590,670	12.6%	\$180,000,000	\$23,426,720
<b>Motorcoach Sales</b>					
Contacts	54	202	20.2%	1,000	196
<b>Marketing/Media</b>					
<b>Electronic Marketing</b>					
Total Web Visitors	32,170	63,147	12.6%	500,000	52,161
Pageviews	76,236	148,905	6.8%	2,200,000	127,524
E-newsletter Database	118,370	118,370	98.6%	120,000	112,777
Social Media Impressions	1,990,089	2,445,628	46.1%	5,300,000	677,568
<b>Media Relations - Earned Media</b>					
Media Interviews	4	9	7.5%	120	7
Media Pitches	568	573	95.5%	600	2
Editorial Stories	15	26	NA	NA	9
Publicity Value	\$27,364	\$42,514	NA	NA	\$28,200
<b>Services</b>					
<b>Convention/Sports Services</b>					
Events Serviced	12	22	9.8%	225	29
Online Housing Reservations	187	340	NA	NA	441
Partner Referrals	50	50	11.1%	450	NA
Visitor Inquiries	877	1,497	5.0%	30,000	3,718
Visitor Guide Mailings	203	18,805	62.7%	30,000	20,957
Brochure Distribution	24,388	117,828	22.4%	525,000	124,109
Mobile Visitor Center Events	1	1	3.3%	30	0
MVP Volunteer Hours	19	21	2.6%	800	22
<b>Partnerships</b>					
New Partners	2	2	8.0%	25	5
Renewing Partners	9	10	5.0%	200	20
Revenue	\$5,521	\$11,130	15.5%	\$72,000	\$11,101

# Hotel Occupancy Report

AREA	JANUARY 2020				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	41.8%	2.6%	\$112.02	29.2%	41.8%	2.6%	\$112.02	29.2%
Wisconsin	41.4%	-0.2%	\$97.77	2.6%	41.4%	-0.2%	\$97.77	2.6%
Milwaukee	47.9%	-6.0%	\$99.52	-2.0%	47.9%	-6.0%	\$99.52	-2.0%
Madison	44.8%	-0.9%	\$101.83	0.2%	44.8%	-0.9%	\$101.83	0.2%
Appleton/Oshkosh	45.0%	-3.0%	\$92.22	5.8%	45.0%	-3.0%	\$92.22	5.8%
Door County	33.5%	-2.4%	\$96.10	4.8%	33.5%	-2.4%	\$96.10	4.8%
Eau Claire	39.8%	-3.1%	\$84.04	-1.9%	39.8%	-3.1%	\$84.04	-1.9%
La Crosse	41.4%	2.8%	\$85.17	1.3%	41.4%	2.8%	\$85.17	1.3%
Wisconsin Dells	37.2%	9.9%	\$92.77	5.9%	37.2%	9.9%	\$92.77	5.9%
Wausau/Stevens Point	44.1%	8.2%	\$92.64	0.5%	44.1%	8.2%	\$92.64	0.5%

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





## SportsWisconsin visits Indianapolis

On February 6, Joel Everts, Destination Sports Manager, assisted with hosting SportsWisconsin receptions in Indianapolis, Indiana.

Indianapolis is the headquarters for sports organizations like NCAA, USA Track & Field, USA Gymnastics and the Horizon League. More than a dozen event rights holders attended either a luncheon or a social at an Indianapolis restaurant throughout the day.

The Wisconsin Department of Tourism, along with Destinations Wisconsin (formerly WACVB) assists with the funding that allows the state to be marketed as a premier sports destination.

This combined effort between the Department of Tourism, Destinations Wisconsin and 10-12 Wisconsin sports destinations has been taking place for the past eight years.

The location has alternated between Colorado Springs and Indianapolis and one hosted event in Chicago, as part of a conference taking place in the Windy City.

In addition to these statewide marketing efforts in Indianapolis, Joel also scheduled meetings with event rights holders that could host potential events in the new Resch Expo Center, opening in Green Bay in early 2021.

## CVB PARTNERS

### NEW

- Pete's Garage
- Packerland Veterinary Clinic

### RENEWING

- Austin Straubel Intl Airport
- Badger State Brewing
- Bay Park Square Mall
- Bosse's News & Tobacco
- Definitely De Pere
- Olde Main Street
- Brown County Home Builders Association
- Legends off Lombardi
- Stella's on Main

## EVENTS ATTENDED

- Kickoff for Hagemeister Park Igloos
- Ribbon Cutting for Farmory/Hatchery
- Attraction Meeting
- Lodge Kohler tour and Dome Kickoff
- Edge VR Tour
- Served lunch at NEW Community Shelter
- Lodging Association Meeting
- Allouez Business Association Meeting
- Network with Your Neighbor
- Room Tax Commission Meeting
- TASTE for Gather on Broadway
- OBI's State of the District
- Hosted TIPS Training at The Automobile Gallery
- Youth Leadership TIPS Training at WPS
- Restaurant Week Kickoff Meetings (5) at St. Brendan's Inn

## Destination Video Shoot

The Marketing Department took advantage of the fresh snowfall and captured video at the Brown County Reforestation Camp on Tuesday, February 11.

Creative Edge, a local video production company, captured fat tire biking, cross country skiing and snowshoeing imagery that we plan to use in promotions and advertising.

A huge thank you to Broken Spoke for bringing fat bikes and riders to be our winter recreation models, and to Patti Drabes for bringing her snowshoeing friends!



# Department Activities

## UPCOMING EVENTS

**April 4 - 5**

Great Bunny Train  
National Railroad  
Museum

**April 4 - 5**

Monster Jam  
Resch Center

**April 11**

Easter Eggstravaganza  
NEW Zoo &  
Adventure Park

**April 13**

Cher: Here We Go  
Again Tour  
Resch Center

**April 18 - 19**

Titletown Train Show  
KI Convention Center

A complete listing of  
events can be found  
by visiting the CVB's  
online calendar at  
[www.greenbay.com](http://www.greenbay.com).



### Sales Projects

- Sales Calls in Madison and Milwaukee
- Resch Expo Direct Mail
- Indianapolis Sports Wisconsin Sales Trip
- USA Hockey Preparations
- Sales Department Event Planning for 2020 Year
- Participation in the Destinations Showcase Conference
- WIAA Girls Basketball Preparations

### Future Convention and Sports Events Commitments

- Wisconsin Head Start Association – March, 2020
- Wisconsin Central Women's Hockey League – March, 2020
- Military Order of the Purple Heart – State Convention – May, 2020
- Midwest Gang Investigators Association – July, 2020
- Wisconsin State Moose Conference – March, 2021
- WAMO – State Pool Tournament – March, 2021
- Wisconsin Grocers Association – November, 2021
- Wisconsin Municipal Judges Association – November, 2021
- Upper Midwest Invasive Species Conference – October, 2022

### Marketing/Advertising

- E-newsletter distribution - Leisure and Partnerships
- 2020 advertising contracts, creative and content creation
- Launched display and native campaigns and Google ads for meetings, groups and sports
- Daily and weekly social media posts on all channels
- Facebook ads for Leisure, Meetings and Group Tours
- Internal photography/video capture at events for social media posts
- Created social media snackable videos/slideshows for destination promotion
- Restaurant Week Promotional Materials

### Media/Public Relations

- Guest radio interviews: WTAQ – Green Bay (2)
- Recorded 4 weeks of Green Bay Area Happenings Podcasts
- Destination Video Filming, stock video collection
- Presentation to Travel Wisconsin Marketing staff
- Resch Expo Press Release - wrote and distributed
- Spoke to UWGB Arts Management Class
- Spoke to De Pere High School Marketing Class
- Annual Visitor Guide Promotional Mailing to Journalists

### Visitor Services

- BAMVS Educational Committee meeting for scholarships
- American Bus Assn recap meeting to discuss appointments and follow up
- Hagemeister Park Igloos Experience
- Staffed booth at the Chicago Travel & Adventure Show with Oneida Tourism and Green Bay Radisson Hotel and Conference Center with over 25,000 people in attendance
- Set up tour and itinerary for 5 people from Mexico who need a Spanish translator
- Circle Wisconsin board meeting
- HSBPA board meeting and fundraising meeting
- Attractions Meeting at the NEW Zoo and Adventure Park
- Presentation to the Department of Tourism's marketing staff
- Attended Lodging Association meeting
- Presentation to the Room Tax Commission on 2020 budget and marketing plan
- Represented by Five Star Marketing at the WI Fishing Expo in Madison and IL Sports and Travel Show in Tinley Park with our new Destination Guides
- Attended ribbon cutting for Noodles and Company in the Village of Howard
- Staffed a booth at Artigas on Saturday, February 29 and Sunday, March 1

