

**QUARTERLY
GETAWAY CONTESTS
INSPIRE FUTURE
TRAVEL TO
GREEN BAY**

The Greater Green Bay CVB had another successful contest run in February.

These quarterly contests have been the best tool to grow our lists to promote CVB partners and to inspire future travel to Greater Green Bay.

The contest we ran this past month brought in 5,728 entries. More than 4,000 of those entries requested either a mailed destination guide or to be added to our email list. In most cases they requested both options.

Marion Winkelman of Fort Atkinson was our lucky winner! A big thank you to Hotel Northland, Republic Chophouse, Aardvark Wine Lounge, The Automobile Gallery and Titledown for providing in-kind prizes.

We plan to run another contest in May to keep the momentum going. Our online audiences love them and a lot of people share why Green Bay is such a great place to visit.

If you are interested in donating a prize to a future contest, contact Amanda Schmidt at amanda@greenbay.com.



The Greater Green Bay CVB Offices Have Moved

As we eagerly anticipate a flourishing tourism season, albeit with continued safety precautions, the Greater Green Bay Convention & Visitors Bureau has an exciting update! We have moved to the front of our current building at 789 Armed Forces Drive in order to best connect with visitors to our community. This will be a new opportunity for the CVB – a front door with direct access to our visitor services experts and a large space to create a visitor center prototype.

The CVB's big plan of building our own Visitor Center at Lombardi Avenue and Interstate 41 was delayed due to the COVID-19 Global Pandemic but is still very much in the works. This temporary visitor center will allow us to test out some of the latest trends and innovations in the tourism industry, so that when we move into our final Visitor Center, we will be more than prepared.

The focus of this temporary visitor center, as has been the mindset of the CVB since day one, is to share all the wonderful things our community has to offer visitors. Our goal is to convince visitors to stay longer, spend more money throughout the area, and discover parts of Greater Green Bay they didn't previously know about.

Over the next couple months, this space will transform into a showcase place that will tell the Greater Green Bay story and feature so many fantastic things to see, experience, and do. We welcome you to 789 Armed Forces Drive to experience this space for yourself!



THREE-MONTH BOWLING TOURNAMENT IN GREEN BAY

The Wisconsin Youth Bowling Championships are currently being hosted at Ashwaubenon Bowling Alley for a three-month tournament.

The multi-weekend event began on February 6 and will run through April 25. A total of 500 teams are competing in Green Bay for the championship.

The Bowling event utilized the CVB's Online Housing program for hotel reservations. Eighty-three room nights were booked through online housing for the month of February.

The CVB also provided Destination Guides and other visitor information for participants. Posters with QR codes directing them to GreenBay.com are displayed throughout the bowling alley for a hands-free option to look for area information and where they can go to explore Green Bay in their free time.

SIGNIFICANT CONVENTION AND SPORTS EVENTS HELD IN FEBRUARY

The Willow Creek Classic Bowling Tournament, Wisconsin Sheriffs and Deputy Sheriffs Association, along with small meetings accounted for **3,505** room nights and an economic impact of **\$2,558,073** during the month of February.

CVB Monthly Scorecard

Sales	FEBRUARY	YTD 2021	% of Goal	2021 GOAL	YTD 2020
Future Meetings & Events Sales					
Leads	13	20	12.9%	155	33
Future Room Nights from Leads	11,635	15,871	15.0%	106,000	21,269
Future Potential Economic Impact from Leads	\$5,027,320	\$6,806,655	8.3%	\$81,763,000	\$19,090,496
Tracked Future Room Nights	15,540	22,975	14.2%	162,000	38,339
Tracked Economic Impact	\$6,391,544	\$10,143,115	10.6%	\$96,070,000	\$22,590,670
Motorcoach Sales					
Contacts	46	74	9.9%	750	202
Marketing/Media	FEBRUARY	YTD 2021	% of Goal	2021 GOAL	YTD 2020
Electronic Marketing					
Total Web Visitors	28,376	53,719	12.6%	425,000	63,147
Pageviews	67,612	121,871	5.5%	2,200,000	148,905
E-newsletter Database	94,095	94,095	94.1%	100,000	118,370
Social Media Impressions	425,717	866,921	9.7%	8,900,000	2,445,628
Media Relations - Earned Media					
Media Interviews	12	24	16.0%	150	9
Media Pitches	0	0	0.0%	600	573
Editorial Stories	7	40	NA	NA	26
Publicity Value	\$4,500	\$19,400	NA	NA	\$42,514
Services	FEBRUARY	YTD 2021	% of Goal	2021 GOAL	YTD 2020
Convention/Sports Services					
Events Serviced	11	13	27.1%	48	22
Online Housing Reservations	111	267	NA	NA	340
Visitor Inquiries	1,148	1,585	7.9%	20,000	1,497
Destination Guide Mailings	20,936	21,065	69.1%	30,500	18,805
Brochure Distribution	85,641	87,970	25.1%	350,000	117,828
Mobile Visitor Center Events	0	0	0.0%	20	1
MVP Volunteer Hours	0	0	0.0%	NA	21
Partnerships	FEBRUARY	YTD 2021	% of Goal	2021 GOAL	YTD 2020
New Partners	0	0	0.0%	15	2
Renewing Partners	11	15	7.5%	200	10
Revenue	\$5,484	\$10,583	18.8%	\$56,400	\$11,130

Hotel Occupancy Report

AREA	JANUARY 2021				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	35.9%	-14.0%	\$85.83	-23.3%	35.9%	-14.0%	\$85.83	-23.3%
Wisconsin	30.5%	-25.1%	\$83.10	-14.7%	30.5%	-25.1%	\$83.10	-14.7%
Milwaukee	29.5%	-38.7%	\$76.50	-22.7%	29.5%	-38.7%	\$76.50	-22.7%
Madison	27.4%	-38.2%	\$68.94	-32.4%	27.4%	-38.2%	\$68.94	-32.4%
Appleton/Oshkosh	33.5%	-25.3%	\$71.24	-22.6%	33.5%	-25.3%	\$71.24	-22.6%
Door County	28.9%	-12.9%	\$101.83	5.3%	28.9%	-12.9%	\$101.83	5.3%
Eau Claire	29.3%	-26.2%	\$79.98	-5.6%	29.3%	-26.2%	\$79.98	-5.6%
La Crosse	32.9%	-20.1%	\$69.39	-18.1%	32.9%	-20.1%	\$69.39	-18.1%
Wisconsin Dells	29.2%	-19.2%	\$106.38	-3.5%	29.2%	-19.2%	\$106.38	-3.5%
Wausau/Stevens Point	31.8%	-27.7%	\$84.12	-9.2%	31.8%	-27.7%	\$84.12	-9.2%

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



GREEN BAY Restaurant WEEK™

JULY 15-22, 2021

GREEN BAY RESTAURANT WEEK PLANNING

We are very excited to begin preparations for our 9th Green Bay Restaurant Week. This year's dates include Thursday, July 15 through Thursday, July 22, 2021.

Green Bay Restaurant Week boasts fantastic pricing for a build your own three-course lunch or dinner at many of Green Bay's top restaurants. Price points include \$11/\$22/\$33 and provides customers a wide variety of dining fair to please all palettes.

This event was created by the Greater Green Bay Convention & Visitors Bureau and is run by the staff of the organization for its membership restaurants.

In 2020 we included "take out" dining as an option as long as our participating

restaurants wished to offer this service. With the addition and expansion of so many outdoor dining patios, we are thrilled our restaurant partners will be able to utilize more outside dining space.

As always, safety and quality are the primary focus of Green Bay Restaurant Week. If you are with a Greater Green Bay Restaurant and interested in learning more or participating this year, please sign up for one of our five **mandatory meetings between April 1-6**. All meetings will take place at **The Barrel Haus at Badger State Brewing Company**.

We do require pre-registration at www.greenbay.com/restaurantweek.

CVB PARTNERS

RENEWING

- Austin Straubel International 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
- Packerland Veterinary
- Hertz



PARTNERSHIPS AND COMMUNITY OUTREACH EVENTS AND PROJECTS

- Resch Expo Tour
- Dave and Busters Tour
- CVB Office Relocation Project
- PRSA Virtual Events Zoom with Chef Jyll of Gather on Broadway
- Attractions Meeting at The Automobile Gallery
- Networking Zoom with Visit Hershey Harrisburg
- Network with your Neighbor Event
- Virtual Networking call with Greater Green Bay Districts
- New Ahnapee Brewery Tour
- Gourmet Wishes Planning Zoom meeting

2021 DESTINATION GUIDE FLYING OFF SHELVES

The 2021 official Greater Green Bay Destination Guide has arrived! Used as the main fulfillment piece for inquiries, we printed 150,000 for distribution this year. More than 70,000 have already been distributed to leisure travelers, and copies that fill racks in Door County, southern Wisconsin, northern Illinois and Michigan.

The Destination Guide is a favorite of local real estate and relocation companies and wedding planners. The CVB has over 90 locations around Greater Green Bay and Algoma that display the guide for travelers. Make sure to get your copy! It can also be found online at www.greenbay.com.



Department Activities

EVENTS & ACTIVITIES

March 21

Comedian Brian Regan
Meyer Theatre

**March 17, 24 & 31,
April 7, 14 & 21**

Indoor Public Market
Badger State Brewing
Company

March 27

A Highland Supper
& Show
The Lyric Room

April 1- May 30

Explore & Discover
Beyond the Map
Exhibition
The Art Garage

April 16

Green Bay Gamblers
Hockey vs. Team USA
Resch Center

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

Sales Projects

- Site inspection for basketball event
- Grant application for volleyball event
- Participation in the Sports Wisconsin Pre-Game Super Bowl event
- CVB brand discussions
- MPI-WI February virtual Education Day
- Sales department recovery plan for 2021

Tracked Future Convention and Sports Events Commitments

- USA Hockey – Central District Player Development Camp – April, 2021
- Green Bay Area Youth Hockey – Cheese Cup – April, 2021
- Wisconsin Veterans of Foreign Wars – June, 2021
- Wisconsin Lions District Convention – November, 2021
- Wisconsin/Upper Michigan Florists Association – March, 2022
- American Federation of State, County and Municipal Employees – 2022 and 2023 Conventions – April, 2022 and April 2023
- Wisconsin Sheriffs and Deputy Sheriffs Association – February, 2024

Marketing/Advertising

- E-newsletter distribution - leisure 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
- 2021 Destination Guide proofing and printing
- Green Bay Restaurant Week planning
- Digital and print advertising planning
- Winter online giveaway promotion/lead generator
- CVB branding project
- Airport signage project
- CVB building signage

Media/Public Relations

- Blogs: 4 new
- Media requests/pitches: WTAQ, WTMJ, WFRV, NBC26, TravelAwaits.com, SportsTravel Magazine, Green Bay Press Gazette, CreateKidsClub.com, TravelWisconsin.com and several convention/group tour planner requests for photography
- Resch Expo press release for national distribution
- Mystery Field Trip prizes to participants
- Journalist FAM planning
- Journalist March promotion planning

Visitor Services

- Toured the Resch Expo
- Motorcoach webinars
- Attraction Meeting at The Automobile Gallery
- CVB branding meetings
- Assisted three motorcoach groups with summer/fall travel plans
- Meeting with airport staff
- Toured Ahnapee Brewery
- Newsletter to volunteers
- A total of 43,200 guides were shipped to two distribution companies
- Destination Guide mailing of almost 21,000 guides
- 4,880 guides were shipped to other CVB's, Chambers and rest areas
- Volunteer development webinar

