

## GREATER GREEN BAY DESTINATION GUIDE

The official Greater Green Bay Destination Guide has arrived! Used as the main fulfillment piece for inquiries, we printed 175,000 for distribution around the world. Nearly 70,000 have already been distributed to leisure travelers, and copies that fill racks in Door County, southern Wisconsin and northern Illinois. Additionally, we are adding new distribution routes in Michigan this year.

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. You'll find it at information tables during major community events, conventions and sports events that our Tourism and Services departments are assisting. Make sure to get your copy! It can also be found online at [www.greenbay.com](http://www.greenbay.com).



## American Bus Association (ABA) Marketplace

Director of Visitor Experiences, Julie Gerczak, represented the Greater Green Bay CVB at the American Bus Association (ABA) Marketplace 2020 in Omaha, Nebraska, January 11-15. She was joined by 19 other tourism industry professionals from Wisconsin, attended. Julie had 18 scheduled one-on-one appointments with tour operators from across the US and Canada. All but two of the CVB's appointments were direct requests from the tour operators who are either coming to Green Bay in 2020 or 2021, or are planning to come but needed more information. The CVB's one-page promotional piece again highlighted the Green Bay Signature Experiences that were created to offer unique, hands-on, authentic and behind-the-scenes experiences to the group market. Information on these signature tours were distributed to more than 120 tour operators during the marketplace.

There were four days of educational sessions and plenty of networking opportunities as well. Circle Wisconsin sponsored a dinner for a select group of tour operators at TD Ameritrade Park which is where the college world series is played every year. It was a special evening to showcase our state and our individual cities, attractions and hotels to the tour operators in attendance.

Circle Wisconsin has been doing a cheese booth at this show for the past 30+ years and has a prime spot in the marketplace area. When not attending appointments, you are working the booth, cutting cheese, putting out crackers, pouring cranberry juice, and networking with the 3,200 tour operators, suppliers and exhibitors in attendance. This year, Circle Wisconsin went through 240 pounds of a variety of block cheeses, 25 pounds of mozzarella whips, 45 pounds of cheese curds, 30 gallons of cranberry juice, 1,000 packets of jelly bellies, 30 kringles, 20 pounds of sausage sticks, 10 pounds of chocolate covered cherries and 800 packets of Oneida maple nuts.

Now the important follow-up is happening to secure group tours to Green Bay for the future. The CVB looks forward to working with and welcoming those buses in the years to come.



## HOCKEY SOCIAL AT CORNERSTONE

The Greater Green Bay CVB partnered with Cornerstone Community Ice Center to host a social gathering at the St. Norbert's men's hockey game on January 24.

The event showcased the facility for partners to see it in action when all three rinks are in play. While the St. Norbert men's game was in session, there were also two high school games going on in the other rinks. The event was attended by more than 20 people, including Cornerstone's hotel partners, CVB staff and the President of Green Bay Area Youth Hockey Association.

Special thanks to Don Chilson of Cornerstone for providing the Paul & Carol Shierl Rinkside Room for the event, along with tickets to watch the game in the "bowl," and to Erbert & Gerberts and Ridgeview Liquor for donating food and beverages for the event.

## SIGNIFICANT SPORTS & CONVENTION EVENTS HELD IN JANUARY

- Forest Lakes District – Evangelical Free Church of America
- Lakes States Lumber Association
- Wisconsin Sheriff's and Deputy Sheriffs Association
- Veterans of Foreign Wars
- Wisconsin Football Coaches Association
- Wisconsin Collegiate Bowling Tournament
- Lords Dental Studio

January conventions and sporting events accounted for **18,064** room nights and an economic impact of **\$13,624,538**.

## CVB Monthly Scorecard

Sales	January	YTD 2020	% of Goal	2020 GOAL	YTD 2019
<b>Future Meetings &amp; Events Sales</b>					
Leads	16	16	6.5%	245	22
Future Room Nights from Leads	10,002	10,002	7.4%	135,000	17,569
Future Potential Economic Impact from Leads	\$5,654,875	\$5,654,875	6.0%	\$95,000,000	\$8,703,483
Tracked Future Room Nights	18,177	18,177	7.1%	255,000	17,115
Tracked Economic Impact	\$14,319,550	\$14,319,550	8.0%	\$180,000,000	\$10,056,976
<b>Motorcoach Sales</b>					
Contacts	148	148	14.8%	1,000	108
Marketing/Media	January	YTD 2020	% of Goal	2020 GOAL	YTD 2019
<b>Electronic Marketing</b>					
Total Web Visitors	30,977	30,977	6.2%	500,000	26,704
Pageviews	72,669	72,669	3.3%	2,200,000	65,264
E-newsletter Database	117,942	117,942	98.3%	120,000	119,081
Social Media Impressions	455,539	455,539	8.6%	5,300,000	412,961
<b>Media Relations - Earned Media</b>					
Media Interviews	5	5	4.2%	120	4
Media Pitches	5	5	0.8%	600	2
Editorial Stories	11	11	NA	NA	4
Publicity Value	\$15,150	\$15,150	NA	NA	\$25,500
Services	January	YTD 2020	% of Goal	2020 GOAL	YTD 2019
<b>Convention/Sports Services</b>					
Events Serviced	10	10	4.4%	225	13
Online Housing Reservations	153	153	NA	NA	280
Visitor Inquiries	620	620	2.1%	30,000	1,297
Visitor Guide Mailings	18,602	18,602	62.0%	30,000	19,230
Brochure Distribution	93,440	93,440	17.8%	525,000	102,310
Mobile Visitor Center Events	0	0	0.0%	30	0
MVP Volunteer Hours	2	2	0.3%	800	11
Partnerships	January	YTD 2020	% of Goal	2020 GOAL	YTD 2019
New Partners	0	0	0.0%	25	2
Renewing Partners	1	1	0.5%	200	8
Revenue	\$5,609	\$5,609	7.8%	\$72,000	\$5,540

## Hotel Occupancy Report

AREA	DECEMBER 2019				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	45.2%	-9.7%	\$129.66	-1.4%	56.4%	-3.4%	\$109.51	4.0%
Wisconsin	41.0%	-3.8%	\$98.11	0.8%	56.5%	-1.6%	\$109.97	1.6%
Milwaukee	47.3%	-5.8%	\$97.80	0.0%	64.6%	1.4%	\$113.54	2.0%
Madison	42.9%	0.1%	\$99.04	2.3%	61.5%	-3.9%	\$122.88	2.6%
Appleton/Oshkosh	44.6%	-7.6%	\$95.87	4.1%	58.3%	-3.3%	\$102.11	4.7%
Door County	31.6%	-1.0%	\$95.83	3.9%	52.2%	0.3%	\$109.70	-2.6%
Eau Claire	41.9%	4.3%	\$83.64	2.0%	54.0%	-5.4%	\$88.83	2.6%
La Crosse	40.3%	-3.8%	\$85.12	-2.2%	57.4%	-2.4%	\$94.98	0.9%
Wisconsin Dells	36.8%	-5.2%	\$89.92	0.3%	51.3%	-4.9%	\$107.94	2.2%
Wausau/Stevens Point	43.2%	11.0%	\$90.93	4.3%	52.6%	7.3%	\$92.76	4.2%

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





## PCMA Convening Leaders 2020

Beth Ulatowski, Director of Destination Sales, attended PCMA Convening Leaders in San Francisco, January 5-8.

The Conference agenda for this year's 5,000 attendees was assisting to reach higher levels of professional success while also reaching a wider audience.

They offer dynamic speakers who are some of the most influential voices from around the world who share their stores about leadership, overcoming adversity and making a difference. Condoleezza Rice was one of those speakers and delivered a keynote on diversity and overcoming challenges.

The PCMA conference is centered on networking and relationships with many face-to-face opportunities. They consistently bring in top thought leaders and key influencers who are available to help you collaborate and problem solve.

The education sessions are top notch and provide the opportunity to learn more about the travel and tourism industry, along with introducing the latest innovations and technology. It was a wonderful opportunity to not only learn from the many presenters, but also from our colleagues in the industry.

### CVB PARTNERS

#### RENEWING

- Highland Ridge Golf Club

### EVENTS ATTENDED

- Hard Hat Tour for the new Expo Center
- Hotel Northland Tour
- Downtown Pep Rally for the Green Bay Packers on January 10
- Tour of The Turn
- Aardvark Wine Club
- Tour of Botanical Gardens
- Downtown Pep Rally for the Green Bay Packers on January 17
- Lodging Association meeting
- Allouez Business Association meeting
- Advocacy day at the State Capital
- Tour of Capital Credit Union Park
- Austin Straubel Airport Connect
- St. Norbert men's hockey game at Cornerstone
- Evolve ribbon cutting

## Advocating for Tourism in Madison

Brad Toll and Toni Jaekels represented the Greater Green Bay CVB in Madison on January 22. They participated in an advocacy day with Destinations Wisconsin. They met with representatives from other CVB's and destination groups from throughout the state of Wisconsin before heading to the State Capital.

The Greater Green Bay CVB was given the opportunity to have joint conversations with state senators, representatives and staff. Topics ranged from securing appropriate disbursement of collected tax dollars from Airbnb, Vrbo, and other nontraditional housing to the desire of maintaining a September 1st, start date for the Wisconsin public-school systems.

They were also presented the opportunity to discuss Assembly Bill 787 and Senate Bill 721 which provide state funding for the new, and much needed, Visitor Center here in Green Bay. The goal is to break ground this spring. The day was filled with solidifying mutual goals and growing connections.



# Department Activities

## UPCOMING EVENTS

**February 20 - 23**

Disney on Ice  
Presents: Dream Big  
Resch Center

**February 21 - 22**

Wedding Show  
Winter Edition  
Lambeau Field Atrium

**February 28 -**

**March 1**

WBAY Home &  
Garden Show  
Lambeau Field Atrium

**February 29 -**

**March 1**

Arti Gras  
KI Convention Center

**March 12 -14**

WIAA Girls State  
Basketball Tournament  
Resch 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

- Tradeshow Preparations for Destination Showcase
- Ride Across Wisconsin meetings
- Cornerstone Community Ice Center hockey event
- 2020 promotional event planning
- Expo Hall hard hat tour
- 2020 Marketing Plan presentations

### Future Convention and Sports Events Commitments

- U.S. Speedskating – U.S. Short Track Age Group Nationals – March, 2020
- Wisconsin Department of Justice – Crime Lab Symposium – October, 2020
- National American Indian Court Judges Association – October, 2020
- Lakes States Lumber Association – January, 2021
- Wisconsin Wastewater Operators Association – October, 2022
- Elks State Convention – February, 2024
- State Bar of Wisconsin – June, 2024

### Marketing/Advertising

- E-newsletter distribution - Leisure and Partnerships
- 2020 digital advertising contracts, creative and content creation
- Launched SEM campaign
- Expo Center marketing materials
- Destination Showcase tradeshow booth design
- Calendar of Events brochure design
- Coupon Book design
- Wisconsin Society of Association Executives print and online ads
- Bowling Centers of Wisconsin program ad
- Midwest Living Magazine advertorial
- Fun in Wisconsin Magazine advertorial
- Reviewed re-branding proposals
- Daily and weekly social media posts on all channels
- Facebook ads for Leisure, Meetings and Group Tours
- Blog posts: A Packer's Fans Guide to Green Bay (new), 5 Reasons to Plan a Visit to Green Bay Any Season (new), Green Bay Date Night (updated)
- Internal photography/video capture at events for social media posts
- Created social media snackable videos/slideshows for destination promotion

### Media/Public Relations

- Guest radio interviews: WTAQ – Green Bay (2)
- Recorded four weeks of Area Happenings Podcasts
- Interview with WFRV for National Plan for Vacation Day
- 2020 Sales and Marketing Plan presentations (2)
- 2020 Culinary Challenge meetings
- Expo Center hard hat tour

### Visitor Services

- Attended the American Bus Association (ABA) Marketplace 2020 in Omaha
- Follow up on ABA leads and other 2020 booked tours
- Discussions with Group Family Travel about hosting Going on Faith in 2023
- HSBPA Marketing Committee meeting on future events/fundraisers
- Coupon Book and Spring Calendar of Events final proofing and printing
- BAMVS meeting at Neighbor Works
- Green Bay was represented by Five Star Marketing at the Northern IL Sports Show and the Chicagoland Fishing, Travel & Outdoor Expo with distribution of the 2020 Green Bay Destination Guides
- Presented our Marketing Plan at the CVB Board of Directors meeting and the Lodging Association meeting
- 2020 Green Bay Destination Guides arrived and were mailed to 18,435 homes and more than 40,000 were sent to distribution companies and welcome centers

