

**WORKING TOWARD
RECOVERY IN 2021**

Outdoor recreation, safe travel, socially distanced shows and events, and reminders to meeting and sports planners to look ahead and book meetings were all on our minds during the month of January. This messaging will likely prevail for the next few months.

If we've learned anything, it's to be adaptable to the current environment. As we step forward into 2021 the CVB's Destination Marketing, Sales, & Experiences Recovery Plan has actions and measurable goals that we look to achieve.

We are full steam ahead to do everything we can as an organization to assist our tourism partners to come back even stronger than before the pandemic. We acknowledge that it will take some visitors, meetings and events longer to feel comfortable to travel again.

In the meantime, you'll see us advertising and selling our destination, and welcoming back visitors when they are ready.



Ribbon Cutting Ceremony Marks Completion of Resch Expo

Kahler Slater and Populous worked closely with Brown County, the Village of Ashwaubenon, PMI Entertainment Group, and Miron Construction to design and deliver the new \$93 million Resch Expo in just over two years. This landmark venue is now complete and represents a bright future, with Resch Expo serving as a catalyst for growth and activation of the Village of Ashwaubenon and the Brown County community.

Completed on time and on budget, the new 125,000 square foot Resch Expo is adjacent to the iconic Lambeau Field, home of the Green Bay Packers, and directly connected to the existing Resch Center arena. The three venues together now form the core of a two-mile entertainment corridor that connects the Packers' Titletown development on the west with the Village of Ashwaubenon sports and entertainment district and the City of Green Bay's Legends District to the east.

This new, unified entertainment district creates a true destination in the heart of Brown County that will appeal to residents, game day guests, and out of town visitors and event attendees. While providing a flexible expo hall was the main programmatic goal, the project team saw an incredible opportunity to engage with and activate the outdoor space for expos, special events, and game day experiences, expanding the usable area and creating a truly unique offering in the industry.

We look forward to hosting new expos, tradeshow, meetings and sporting events in the new space that we couldn't accommodate in the past due to limitations in space and amenities.



VIRTUAL SUPER BOWL TAILGATE HOSTED TO SUPPORT WISCONSIN SPORTS

Joel Everts, destination sports manager was joined by other Wisconsin destinations to host a virtual Super Bowl tailgate party for sports planners. The event was in lieu of the 10-12 destinations that normally travel to Colorado Springs or Indianapolis for a statewide sales blitz.

More than 30 planners attended the event virtually, along with 13 Wisconsin destinations to show off our sports cities.

The event included a quick video tour of Lambeau Field, along with a welcome from Joel Everts of the Green Bay CVB. Participants competed in trivia contests with a chance to win \$25 gift certificates to a business located in each participating Wisconsin destination.

The event concluded with a Cameo appearance by Debra Jo Rupp (known as the mom on That 70's Show) to announce the contest during the big game for a Grand Prize to get a free Cameo appearance they could book for a future event.

SIGNIFICANT CONVENTION AND SPORTS EVENTS HELD IN JANUARY

Small meetings and the Green Bay Area Youth Hockey Association - George Wroble PeeWee Tournament accounted for **1,860 room nights** and an economic impact of **\$616,175.00** during the month of January.

CVB Monthly Scorecard

Sales	JANUARY	YTD 2021	% of Goal	2021 GOAL	YTD 2020
Future Meetings & Events Sales					
Leads	7	7	4.5%	155	16
Future Room Nights from Leads	4,236	4,236	4.0%	106,000	10,002
Future Potential Economic Impact from Leads	\$1,779,335	\$1,779,335	2.2%	\$81,763,000	\$5,654,875
Tracked Future Room Nights	7,435	7,435	4.6%	162,000	18,177
Tracked Economic Impact	\$3,751,571	\$3,751,571	3.9%	\$96,070,000	\$14,319,550
Motorcoach Sales					
Contacts	28	28	3.7%	750	148
Marketing/Media	JANUARY	YTD 2021	% of Goal	2021 GOAL	YTD 2020
Electronic Marketing					
Total Web Visitors	25,343	25,343	6.0%	425,000	30,977
Pageviews	54,259	54,259	2.5%	2,200,000	72,669
E-newsletter Database	122,951	122,951	123.0%	100,000	117,942
Social Media Impressions	441,204	441,204	5.0%	8,900,000	455,539
Media Relations - Earned Media					
Media Interviews	12	12	8.0%	150	5
Media Pitches	0	0	0.0%	600	5
Editorial Stories	33	33	NA	NA	11
Publicity Value	\$14,900	\$14,900	NA	NA	\$15,150
Services	JANUARY	YTD 2021	% of Goal	2021 GOAL	YTD 2020
Convention/Sports Services					
Events Serviced	2	2	4.2%	48	10
Online Housing Reservations	156	156	NA	NA	153
Visitor Inquiries	437	437	2.2%	20,000	620
Destination Guide Mailings	129	129	0.4%	30,500	18,602
Brochure Distribution	2,329	2,329	0.7%	350,000	93,440
Mobile Visitor Center Events	0	0	0.0%	20	0
MVP Volunteer Hours	0	0	0.0%	NA	2
Partnerships	JANUARY	YTD 2021	% of Goal	2021 GOAL	YTD 2020
New Partners	0	0	0.0%	15	0
Renewing Partners	4	4	2.0%	200	1
Revenue	\$5,099	\$5,099	9.0%	\$56,400	\$5,609

Hotel Occupancy Report

AREA	DECEMBER 2020				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	30.8%	-31.8%	\$78.63	-39.3%	36.9%	-34.5%	\$81.40	-25.6%
Wisconsin	27.7%	-31.8%	\$81.16	-18.2%	36.2%	-35.7%	\$91.91	-16.5%
Milwaukee	27.0%	-42.4%	\$74.05	-24.1%	36.1%	-44.1%	\$86.66	-23.5%
Madison	25.4%	-40.3%	\$68.77	-30.8%	32.9%	-46.4%	\$84.37	-31.4%
Appleton/Oshkosh	29.0%	-35.0%	\$68.99	-28.0%	34.4%	-41.0%	\$77.29	-24.3%
Door County	22.8%	-27.7%	\$93.69	-2.6%	39.5%	-23.8%	\$112.65	1.7%
Eau Claire	26.4%	-37.6%	\$77.07	-9.4%	35.2%	-35.0%	\$80.15	-11.4%
La Crosse	32.8%	-18.5%	\$67.94	-20.1%	40.1%	-29.9%	\$78.29	-17.5%
Wisconsin Dells	29.0%	-19.3%	\$89.63	-6.1%	36.5%	-28.6%	\$100.10	-8.7%
Wausau/Stevens Point	29.5%	-30.8%	\$79.60	-12.7%	34.7%	-33.8%	\$82.03	-11.5%

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



COMMUNITY COMES THROUGH 'BIG' FOR THE BIG BUNDLE UP

The Greater Green Bay Convention & Visitors Bureau typically collects around 350 hats, mittens and scarves as part of the Wisconsin Department of Tourism's annual Big Bundle Up campaign. Thanks to media support, the community collection that ran in December and finished up January 5, brought in a total of 1,700 pieces!

In addition to the planned donation to the Boys & Girls Club of Greater Green Bay donations were made to:

- St. John's Homeless Shelter
- Freedom House
- Tank Elementary
- House of Hope

- Howe Community Resource Center
- St. Vincent De Paul

With collection boxes at the Greater Green Bay Convention & Visitors Bureau office, Seroogy's Chocolates in De Pere and Ashwaubenon and LaJava Roasting House locations in Green Bay and Howard, donors dropped off warm clothing items.

This year's collection was absolutely amazing, and the outpouring of community support was overwhelming. We couldn't wait to deliver these items that are needed by so many. Thank you to everyone for helping us make a difference in our community.

CVB PARTNERS

RENEWING

- Caliente
- Green Bay Blizzard
- Highland Ridge Golf Club
- Zulou

PARTNERSHIPS AND COMMUNITY OUTREACH EVENTS AND PROJECTS

- Virtual Networking Weekly Meetings
- Annual Presentation to the CVB Board of Directors
- Lodging Association Meeting
- Annual Presentation to Room Tax Commission
- Resch Expo Ribbon Cutting
- Networking with Algoma Chamber
- Tour of Strada Pizza and Baffi
- Big Bundle Campaign drop off at Boys and Girls Club
- COVID-19 community update with the Chamber and Dr. Rai

CONGRATULATIONS, CAMERON

Congratulations to our very own Cameron Teske, visitor center director as he was selected as one of the 2021 Future 15 Award recipients!

His positivity and dedication to the travel and tourism industry and our local community doesn't go unnoticed.

This award recognizes the accomplishments of talented young professionals who make an impact in the Greater Green Bay community.

Congratulations to all of the 2021 recipients!



Department Activities

EVENTS & ACTIVITIES

February 19-20

Wedding Show
Winter Edition
Resch Expo

February 26-27

Green Bay Gamblers
vs Team USA
Resch Center

March 6

3rd Annual Shamrock
Craft Beer Invitational
The Automobile Gallery

March 6

Four Guyz In Dinner
Jackets
Ashwaubenon
Performing Arts Center

March 10

An Evening with
Gaelic Storm
Meyer Theatre

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

Sales Projects

- Sales E-newsletter
- Attendance at MPI-WI January education virtual meeting
- Site Inspection Prep Dig Volleyball
- SportsWisconsin work for Super Bowl virtual event
- Green Bay Pickleball
- Sales Recovery promotions and planning
- Social media brainstorming and planning with marketing

Tracked Future Convention and Sports Events Commitments

- One Wisconsin Volleyball Bay Bash – Weekends January – March, 2021
- Rainbow Dance Competition – March, 2021
- Midwest Chapter of Western Dredging Association – March, 2022
- USS Ashtabula – July, 2022
- Association of Wisconsin Snowmobile Clubs – March, 2023
- Wisconsin Elks State Convention – February, 2025

Marketing/Advertising

- E-newsletter distribution - leisure, sports, meetings 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 Marketing Budget and Marketing Plan
- 2021 Digital Media Buy
- 2021 Destination Guide Editorial and Proofing
- Mystery Field Trip Promotion Packers Video
- CVB Culture Project
- CVB Branding Project

Media/Public Relations

- Blogs: 3 new
- Video shoots for virtual events and photography capture of Resch Expo
- Media Requests/Pitches: Big Bundle Up Update PR
- Resch Expo Ribbon Cutting
- Marketing Plan presentations to: CVB Board, Lodging Association and Room Tax Commission
- Fun In Wisconsin Editorial

Visitor Services

- Big Bundle Up project
- Marketing Plan presentations
- Bay Area Managers of Volunteer Services meeting
- De Pere Chamber Annual Meeting
- Connect webinar on the Road to Recovery
- Resch Expo Ribbon Cutting
- Meeting with Algoma Chamber's new Executive Director
- Webinar on Hyper-local Strategies to Drive Visitation in 2021
- Tour of new partners Strada Pizzeria and Baffi Di Lucio Social Club
- WI Harbor Towns meeting
- American Bus Association Annual Meeting
- Circle WI Board meeting and Annual Meeting
- Coupon program
- Map for Destination Guide and proofing of the guide

