

GREATER GREEN BAY
CVB IN THE NEWS

Even though the pandemic has slowed the CVB's paid advertising marketing efforts, there has been a steady stream of media inquiries. Some have been generated by local economic questions of the tourism industry. Others have been from journalists who have visited Green Bay in the past on tours. These writers are still creating editorial for publications, radio programming and blogs. Helping with content, photography and video has proactively kept the Dream Now, Travel Later Green Bay messaging in the forefront of publications throughout the United States.

Topics include: creative curbside cocktail packages, natural healing, aerial footage of Green Bay, trips for guys, summer family travel and tips for traveling with a family during COVID-19.

Sometimes the stories are published immediately, with others being planned for this fall. Many of these stories are shared on the CVB social media channels as a way to continue reaching the traveling public.



COVID-19's Impact on Travel & Tourism

A Message from the Greater Green Bay CVB President & CEO, Brad Toll

In my 35 years of working in the tourism industry, I have never seen anything like the COVID-19 pandemic. It has taken a thriving tourism industry and sent it spiraling into an industry-wide depression. Of those people unemployed in the USA, 36% worked in tourism. More than half of the tourism workforce is currently unemployed. The numbers are staggering.

The CVB is, of course, not immune when it comes to substantial impacts. We have reduced labor costs through wage reductions and furloughs, eliminated travel and reduced our costs wherever possible and prudent. Many CVBs around the USA were forced into near shutdowns. I am very grateful for a board of directors that has always supported being fiscally smart and while we have reduced our expenses by approximately 50%, we did not have to suspend all of our marketing and sales efforts.

Our immediate response was to support our industry by sharing sources of support available to them from the federal and state governments. If we learned about something through our industry channels, we shared it as quickly as possible.

Our messaging to potential visitors has evolved over the past 3 months. Initially, we shared messages of "safety and wellness" which progressed into "Plan Now, Travel Later." We knew once the shock of having to stay home began to wane, travelers would begin to think about and plan their next trip. We wanted to make certain we kept Greater Green Bay in the center of those conversations.

We have continued to communicate with all our major markets including leisure, meetings and conventions, sports, group tour and media. Our primary communication channels have been and continue to be social and digital.

Our hotel occupancy rate bottomed out the week of April 19 at 16.1% and has slowly risen to 39% the week of June 28. Total hotel revenue fell to a low of 82.5% the week of April 19 and was down 43.7% the week of June 28. While traveler sentiment surveys show that more and more people are getting more comfortable with travel and the new safety standards in place, the recovery will be long.

Please contact us at the CVB if you have any questions or needs with which we may be able to assist. Stay Strong/Stay Healthy!

FEASIBILITY STUDY & SPORTS TOURISM

The Greater Green Bay Convention & Visitors Bureau has partnered with Oneida Nation to conduct a Feasibility Study on the economic impact of the sports tourism industry in Brown County.

This partnership recently selected Hunden Group out of Chicago to lead this study. A plan has been put in place to begin conducting focus groups in the area later this summer. The purpose of the focus groups is to analyze what sports are strong in the area, while also looking at where improvements could be made.

An additional component of the Feasibility Study is to research any potential land that could be utilized to help address some of the missed sports opportunities and how effective it would be to build/fund a new sports & community complex.

If you are interested in learning more about the focus groups, please contact Joel at joel@greenbay.com to get additional information when it becomes available.

SIGNIFICANT CONVENTION AND SPORTS EVENTS HELD IN JUNE

- DePere High School Baseball – 10U & 11U
- DePere High School Baseball – 7U to 9U
- Green Bay Area Baseball – WLC College Slugfest
- DePere High School Baseball – 12U Silver and 12U Gold
- Legends Basketball Classic

CVB Monthly Scorecard

Sales	JUNE	YTD 2020	% of Goal	2020 GOAL	YTD 2019
Future Meetings & Events Sales					
Leads	6	72	29.4%	245	135
Future Room Nights from Leads	1,752	48,210	35.7%	135,000	69,626
Future Potential Economic Impact from Leads	\$1,214,437	\$35,226,744	37.1%	\$95,000,000	\$43,304,753
Tracked Future Room Nights	12,099	74,821	29.3%	255,000	126,246
Tracked Economic Impact	\$5,487,500	\$42,548,920	23.6%	\$180,000,000	\$74,457,684
Motorcoach Sales					
Contacts	58	402	40.2%	1,000	432
Marketing/Media					
Electronic Marketing					
Total Web Visitors	31,143	174,218	34.8%	500,000	215,922
Pageviews	66,939	367,705	16.7%	2,200,000	697,520
E-newsletter Database	121,539	121,539	101.3%	120,000	120,546
Social Media Impressions	517,308	4,463,214	84.2%	5,300,000	2,616,960
Media Relations - Earned Media					
Media Interviews	7	53	44.2%	120	56
Media Pitches	5	628	104.7%	600	543
Editorial Stories	7	88	NA	NA	47
Publicity Value	\$16,900	\$325,059	NA	NA	\$78,741
Services					
Convention/Sports Services					
Events Serviced	4	53	23.6%	225	131
Online Housing Reservations	8	847	NA	NA	1,329
Visitor Inquiries	368	3,161	10.5%	30,000	7,751
Destination Guide Mailings	680	19,985	66.6%	30,000	23,141
Brochure Distribution	5,960	141,731	27.0%	525,000	307,779
Mobile Visitor Center Events	0	2	6.7%	30	4
MVP Volunteer Hours	0	65	8.1%	800	211
Partnerships					
New Partners	0	6	24.0%	25	12
Renewing Partners	14	82	41.0%	200	98
Revenue	\$5,407	\$33,543	46.6%	\$72,000	\$33,138

Hotel Occupancy Report

AREA	MAY 2020				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	22.6%	-59.3%	\$67.23	-25.9%	32.0%	-37.6%	\$89.64	-1.4%
Wisconsin	25.3%	-56.1%	\$75.74	-29.7%	33.0%	-35.5%	\$91.19	-9.9%
Milwaukee	28.2%	-59.4%	\$71.26	-38.4%	37.6%	-39.1%	\$91.50	-14.9%
Madison	23.3%	-63.6%	\$69.86	-46.3%	34.7%	-39.4%	\$95.17	-17.8%
Appleton/Oshkosh	22.3%	-61.5%	\$67.04	-26.8%	33.9%	-38.3%	\$84.44	-6.4%
Door County	24.2%	-50.9%	\$90.93	-7.4%	27.0%	-35.2%	\$94.43	0.7%
Eau Claire	27.5%	-51.1%	\$70.13	-21.8%	31.6%	-34.2%	\$79.94	-8.2%
La Crosse	24.5%	-62.3%	\$67.38	-34.9%	33.4%	-38.6%	\$81.78	-12.4%
Wisconsin Dells	23.5%	-54.0%	\$78.93	-22.1%	30.5%	-31.9%	\$90.70	-4.3%
Wausau/Stevens Point	24.6%	-49.1%	\$70.73	-22.7%	33.6%	-27.7%	\$87.66	-6.7%

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



A Virtual TAP Dance with Tour Operators

For the third year, Julie Gerczak, Director of Visitor Experiences participated in the Travel Alliance Partners (TAP) Conference. This year's event was held virtually. A "pod" was created for Wisconsin destinations and consisted of Circle Wisconsin, Visit Milwaukee, North Central Group-Hilton, Marriott Hotels from Middleton and the Greater Green Bay CVB.

As a pod we had 25-minute appointments to meet with each tour operator to sell our destination. There were 26 companies who participated in the conference and we met with a total of 45 tour operators. We received the good news that the tour companies are planning some tours for Fall and starting to book for 2021.

The consensus of the tour operators is that the tours will be smaller in number and shorter trips but that they have clients that want to get out and travel again.

As a pod we created new itineraries that highlighted outdoor activities and attraction tours and a "European tour Wisconsin style". We have booked at least three tours with Tri-State Travel from Illinois that is bringing tours to Green Bay and Door County this Fall.

We are looking forward to booking more tours and will getting our "dance shoes" on to entertain them when they are here!

CVB PARTNERS

RENEWING

- The Exchange Coffee, Mercantile, & Eatery
- Townline Pub & Grill
- Sammy's Pizza
- Under the Light's of Lambeau
- NWTG
- Stillmank Brewing Company
- Mona Rose Winery
- The Cupcake Couture
- Parallel 44 Vineyard & Winery
- Hazelwood Historical House
- Ashwaubenon Bowling Alley
- Zesty's Frozen Custard
- Dinner Detective Murder Mystery Show
- Duck Creek Golf Center

PARTNER SUPPORT

Over the past few months, the Partnership and Community Engagement Director position has evolved to meet the ever-growing needs of our CVB Partners. Toni initiated a virtual networking committee with the various districts throughout Greater Green Bay. This networking circle consists of Downtown Green Bay Inc., On Broadway Inc., Definitely De Pere, Military Ave, and the CVB. The team meets weekly to collaborate on idea sharing, information gathering, and consultation.

With the various grant opportunities that have become available, Toni has also been working closely with the CVB Partners to keep them informed and educated with those prospects. She continues to serve as an advocate through acknowledgement letters, deadlines, and instruction.

GREEN BAY RESTAURANT WEEK - NEW DATE

Green Bay Restaurant Week has grown to be a signature event for the community. This year though, it won't be held in July. The eighth annual event is now scheduled for September 10-17.

Our hope is that by delaying for a few months, we will allow the time needed for restaurants to adapt their day-to-day operations with changes that COVID-19 brought, and for diners to have confidence to experience dining out again.

In mid-August you can plan out your week of dining out at www.GBRestaurantWeek.com.



Department Activities

EVENTS & ACTIVITIES

Wednesdays 11 am - 8 pm

Getaway Wednesdays
Green Bay Botanical
Garden

Wednesdays 4-7 pm

On Broadway
Farmers Market
Leicht Memorial Park

Saturdays 7 am - Noon

Downtown Green Bay
Farmers Market
Washington Street

Monday-Sunday 10 am - 5 pm

Butterflies & Blooms
Green Bay Botanical
Garden

Friday, July 31 7:30 - 9:30 pm

The Frankstones
Let Me Be Frank
Productions Show at
The Meyer Theatre
(plus, additional dates
through Aug. 15)

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

Sales Projects

- USHL Combine assistance/communication
- Marketing blog writing
- Zero Attrition, Zero Cancellation Fees promotion
- Sales e-newsletter
- Virtual FAM planning
- COVID-19 cancellation tracking
- Great Lakes Timber Producers site visit and tour of Resch Expo
- Marathon online housing prep

Future Convention and Sports Events Commitments

- United States Hockey League – USHL Combine – July, 2020
- Bay Port Baseball Tournament – 8U to 12U – July, 2020
- Plumbing, Heating, Cooling Contractors of Wisconsin – September, 2020
- Georgia Pacific Training Program – August – November, 2020

Marketing/Advertising

- E-newsletter distribution - Leisure, Partnerships, Meetings and Sports
- Daily and weekly social media posts on all channels
- Facebook ads - Travel inspiration and plan your trip messaging
- Joint Effort Marketing Grant Execution Projects - set up ads, created new website content for travel inspiration and landing pages and developed visual creative

Media/Public Relations

- Shawano Leader Summer Fun Editorial
- Supply US Dept. Health & Human Services w/video content request
- Hospitality Cleanliness document for planners
- On-air prizes for U.P. Radio Results Network
- Connect partners with Experience Wisconsin, Midwest Living and Rachel Ray Magazines for media requests
- Blogs: 6 new, 2 updated
- COVID-19 Business Resources web page updates

Visitor Services

- Created new itineraries for the Travel Alliance Partners (TAP) conference
- Participated in virtual appointments for three days with tour operators from TAP
- Circle WI Board meeting conference call
- Participated in several webinars through Connect, NTA and ABA
- Staffed the office answering phones and responding to visitor questions and information requests
- Sent out 680 Destination Guide kits
- Brochure Distribution
- Motorcoach sales calls and follow up

