

THE RETURN OF FAM TOURS

At the threat of stating the obvious, we drastically missed all visitors throughout a devastating previous year. A group that rose to the top of the miss-list were travel writers. We have partnered with Geiger Public Relations Firm out of Florida to coordinate people who produce content specifically related to travel across a variety of media.

We eagerly welcomed our first group of these journalists to Green Bay for the first time since 2019. A handful of CVB employees helped facilitate their tour around Greater Green Bay, which showcased our entire community, from wineries to breweries, NEW Zoo to Barkhausen Waterfowl Preserve, many restaurants, and attractions.

A special thank you to each of our partners who showed this group the fantastic Green Bay hospitality everyone loves! And a special thank you to the Radisson Hotel & Conference Center for hosting this group for several nights.

These journalists will create travel pieces related to their fantastic experience in our community for their respective publications. They write for the likes of Forbes, AAA Traveler, Chicago Tribune, USA Today, and many more!



CVB HONORED WITH RESILIENCY AWARD

The Greater Green Bay Chamber's Business Recognition Luncheon is an annual celebration of the many great businesses we are fortunate to have in the Green Bay area. From small businesses to global companies, our community has a proud heritage of hard work, innovation, and success.

A new award was instituted during this year's luncheon: The Resiliency Award. This award was created to "recognize companies that have demonstrated their ability to quickly adapt and respond to business disruptions in the face of the global pandemic and economic hardship it has caused. These companies are examples of overcoming incredible obstacles by demonstrating innovation, grit, and resiliency."

The Greater Green Bay Convention & Visitors Bureau was honored and humbled with this recognition. We gratefully accepted the award on behalf of our local tourism industry. This was an entire industry devastated by the effects of COVID-19. Hotels were empty. Restaurants were silent. Attractions closed.

The Greater Green Bay CVB lost over half its budget, cut wages, and furloughed staff. We're already a small, but mighty, staff marketing and selling everything Greater Green Bay has to offer.

While people around the world were staying home, we still wanted to be front of mind and top of conversation, even if those conversations were happening in living rooms.

Our marketing never stopped! We reached over 8 million people through social channels and digital conversations. When visitors were ready to travel again, we were right in front of them and more than ready to welcome them!

Thanks to these efforts, Greater Green Bay led the state in hotel occupancy for much of 2020 and the first quarter of 2021.

The Greater Green Bay CVB may have won the Resiliency Award, but it was really our entire community who were resilient!

BACK TO IN-PERSON TRADESHOWS

The Greater Green Bay CVB was excited to be back at an in-person conference since the COVID-19 pandemic started!

Helms Briscoe ABC Conference was held last month in Dallas and featured in-person and virtual appointments for all attendees.

In-person attendees had to submit a COVID-19 test ahead of time and do a health screening each morning. Attendees had to sign up for appointments with the reps ahead of time and did a reverse trade show set up. Lots of great discussion was had with the reps that we met with, including talks on specific events looking at Green Bay for the future.

The energy was contagious at the event among the attendees, and we can't wait to get back out there again meeting with planners!

SIGNIFICANT CONVENTION AND SPORTS EVENTS HELD IN JUNE

- Wisconsin Chapter of Disabled American Veterans
- AMVETS and Auxiliary Conference
- Wisconsin Fire Chiefs Association
- WIAA State Softball Tournament
- Veterans of Foreign Wars Auxiliary Conference
- Green Bay Gamblers Main Camp

Accounting for **11,358** room nights and an economic impact of **\$6.8 million**.

CVB Monthly Scorecard

Sales	JUNE	YTD 2021	% of Goal	2021 GOAL	YTD 2020
Future Meetings & Events Sales					
Leads	13	68	43.9%	155	72
Future Room Nights from Leads	4,482	40,952	38.6%	106,000	48,210
Future Potential Economic Impact from Leads	\$3,038,540	\$21,420,029	26.2%	\$81,763,000	\$35,226,744
Tracked Future Room Nights	12,550	65,710	40.6%	162,000	74,821
Tracked Economic Impact	\$7,921,706	\$35,981,864	37.5%	\$96,070,000	\$42,548,920
Motorcoach Sales					
Contacts	48	344	45.9%	750	402
Marketing/Media					
Electronic Marketing					
Total Web Visitors	65,840	226,499	53.3%	425,000	174,218
Pageviews	314,921	685,271	31.1%	2,200,000	367,705
E-newsletter Database	131,118	131,118	131.1%	100,000	121,539
Social Media Impressions	277,952	2,650,333	29.8%	8,900,000	4,463,214
Media Relations - Earned Media					
Media Interviews	8	44	29.3%	150	53
Media Pitches	5	541	90.2%	600	628
Editorial Stories	10	58	NA	NA	88
Publicity Value	TBD	\$25,800	NA	NA	\$325,059
Services					
Convention/Sports Services					
Events Serviced	6	51	106.3%	48	53
Online Housing Reservations	0	945	NA	NA	847
Visitor Inquiries	1,625	8,660	43.3%	20,000	3,161
Destination Guide Mailings	1,619	27,022	88.6%	30,500	19,985
Brochure Distribution	25,395	182,543	52.2%	350,000	141,731
Mobile Visitor Center Events	0	0	0.0%	20	2
MVP Volunteer Hours	6	13	0.0%	NA	65
Partnerships					
New Partners	0	3	20.0%	15	6
Renewing Partners	15	91	45.5%	200	82
Revenue	\$5,176	\$32,725	58.0%	\$56,400	\$33,543

Hotel Occupancy Report

AREA	MAY 2021				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	50.4%	123.2%	\$88.60	31.7%	43.0%	34.6%	\$83.96	-6.4%
Wisconsin	47.3%	92.8%	\$100.38	35.7%	39.0%	20.4%	\$91.65	0.9%
Milwaukee	48.4%	69.0%	\$96.28	36.3%	40.0%	4.8%	\$84.63	-6.8%
Madison	43.7%	87.7%	\$93.37	33.7%	34.9%	0.8%	\$77.83	-18.3%
Appleton/Oshkosh	48.1%	114.9%	\$84.55	26.4%	41.0%	20.6%	\$76.82	-8.7%
Door County	51.4%	110.9%	\$106.00	16.4%	39.1%	45.0%	\$101.96	7.9%
Eau Claire	47.6%	76.4%	\$85.02	20.9%	37.2%	18.4%	\$80.83	1.5%
La Crosse	50.5%	101.1%	\$89.97	36.6%	43.2%	29.3%	\$79.54	-1.7%
Wisconsin Dells	45.5%	186.0%	\$150.62	66.6%	40.8%	42.5%	\$139.18	20.9%
Wausau/Stevens Point	38.4%	56.6%	\$83.17	17.6%	34.9%	4.1%	\$82.89	-5.4%

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

WIAA STATE SOFTBALL TOURNAMENT



The WIAA State Softball Tournament was held in Green Bay, June 28-30. The event took place at the softball fields at Bay Port High School and the new King Park at UW-Green Bay. King Park is a brand new softball diamond that was completed earlier this year and is located at the corner of Leon Bond and East Circle Drives on the UWGB campus.

The CVB assisted with finding hotels that had availability for the teams, along with a welcome sign that was placed at each softball diamond.

A total of 24 teams competed over the three day tournament, with five state

champions crowned in D1 (Kaukauna), D2 (Catholic Memorials), D3 (Dodgeville), D4 (Mishicot) and D5 (Oakfield).

The total economic impact was estimated at \$375,000, with approximately 700 hotel room nights booked for the event.

Green Bay was selected to host the event this year due to current restrictions in place in Dane County. The event will continue to be hosted at Goodman Diamond at UW-Madison in 2022 and beyond.



WELCOME TO THE CVB TEAM, LIZ!

Elizabeth (Liz) Martell joined the Greater Green Bay CVB as the new Business Development & Community Engagement Manager. She is your new partnership resource ready to share your message with visitors, residents and prospective travelers to our region.

In her previous role with Destination Door County, Liz had the opportunity to flourish in a destination marketing organization. As a graduate of St. Norbert College, she fell in love with the community, events, and hospitality Greater Green Bay has to offer.

We look forward to the energy Liz brings to her role and to continue to work together to keep Green Bay businesses thriving in 2021 and beyond. Please contact Liz anytime at elizabeth@greenbay.com or 920-770-1481.



CVB PARTNERS

RENEWING

- The Exchange Coffee, Mercantile, & Eatery
- Townline Pub & Grill
- Sammy's Pizza
- Under the Lights of Lambeau
- NWTC
- Stillmank Brewing Company
- Mona Rose Winery
- The Cupcake Couture
- Parallel 44 Vineyard & Winery
- Hazelwood Historical House
- Ashwaubenon Bowling Alley
- Zesty's Frozen Custard
- Kwik Trip
- Richard Craniums

Department Activities

EVENTS & ACTIVITIES

July 23

An Evening with Frankie Valli & The Four Seasons
Resch Center

July 24

Green Bay Packers
5K Run/Walk
Lambeau Field

July 31 - August 1

Monster Jam
Resch Center

August 11

The Marshall Tucker Band
Epic Event Center

August 14

Green Bay Packers
vs Houston Texans
Lambeau Field

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

Sales Projects

- Assisted marketing with Journalists FAM
- Resch Expo FAM planning
- Helms Briscoe ABC Conference planning and trade show
- Participated in SportsWisconsin meeting
- Ohio Valley Baseball Tournament
- Ride Across Wisconsin assistance

Tracked Future Convention and Sports Events Commitments

- Arbonne International – July, 2021
- Valley Bakers Cooperative Association – August, 2021
- Wisconsin Bankers Association – September, 2021
- Wisconsin – United Howard Soccer – Oktoberfest, 2021 – September, 2021
- Green Bay Duathlon, 2021 – October, 2021
- Wisconsin Association of Environmental Education – October, 2021
- Wisconsin Football Coaches Association – January, 2022
- AMVETS and Auxiliary – June, 2024; June, 2025; June, 2026

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
- Green Bay Restaurant Week collateral and advertising placements
- CVB re-branding project
- Website rebuild project
- Digital assets project
- Print ads for WSAE, MPIWI and Midwest Living Magazine
- Welcome signs for sports and meeting groups

Media/Public Relations

- Blogs: 1 new
- Hosted Journalist FAM Tour
- Local media interviews
- Restaurant Week PR
- Fulfilled editorial, photography and video requests for Travel Wisconsin, Cruise Line and print publications

Visitor Services

- Green Bay Chamber luncheon
- Howard Suamico Business & Professional Association board meeting and event at Ahnapee Brewery
- Greeted three motorcoach groups from Nebraska, South Carolina and one from various Midwest States
- Brown County Veterans event at Resch Expo
- Working with upcoming group tours for summer/Fall tours
- Website meetings
- CVB re-branding project
- Updates on Attractions brochure to be printed in late July
- BAMVS Board meeting
- Brochure rack inventory and brochure updates

