

## SOCIAL MEDIA MARKETING WORLD

In early March, Amanda Schmidt, Greater Green Bay CVB Marketing Manager, attended Social Media Marketing World 2020 in San Diego, CA.

This is the largest social media conference of its kind for digital marketers, designed to inspire and empower any industry with new social media marketing strategies for growth and innovation. More than 4,000 people attended this conference offering non-stop networking opportunities.

Amanda also had the chance to meet up with other travel & tourism industry peers to bounce ideas off of for ways we can improve and move forward the social media and digital strategy for the Greater Green Bay CVB.

The conference offered a mix of key notes, workshops and sessions from strategy and storytelling to data analysis and new trends on content creation.

The marketing department is looking forward to implement some of these strategies and grow our digital audiences. With more than 80 sessions and access to all the recordings the learning and ideas for our community will continue to grow.



## COVID-19 Response

The Greater Green Bay Convention & Visitors Bureau is still working for you – our Community! When our community hurts, we hurt. When you struggle, we struggle. When you need support, promotion, or resources, we're here for you. At the core of who we are, regardless of the situation, we are here to help our community.

Following the Safer At Home order from Governor Evers, our staff is working from home. The sales department is still checking in with clients. The marketing department is still getting our community message out. The partnerships department is still being an ally with our partners, continuing to share helpful information with them, and find how we can be an advocate for them.

A recent email from a partner in response to the information Toni Jaeckels, Director of Partnerships & Community Engagement sent out stated, "I never thought that you and the Greater Green Bay CVB would be my greatest resource during this crisis. You have my undying gratitude for your service. Thank you!"

Everything we are doing as an organization is to facilitate that feeling from all our partners. This has not been easy on anyone. But we want to do what we can to be what our partners need from us right now, in the coming weeks, and climbing back out of this situation once society returns to normal.

Our sales team continues to stay in contact with their clients to offer support or help plan for the future. Amid the chaos, they have even been able to send future business leads to hotels.

The marketing team has been diligently coming up with creative ways to talk about Greater Green Bay in light of recent events. We're focusing on uplifting stories about our community and ways people can still stay active with our partners, while following the Safer At Home order.

We can't wait to welcome visitors to Greater Green Bay. But until then, we'll be a cheerleader and supporter for our community in the now!

"Look for the helpers. You will always find people who are helping."

--- Mister Fred Rogers

## SALES INITIATIVES AMID COVID-19

The CVB Sales team continues to contact meeting and event planners during this unprecedented time.

We have been communicating with planners on postponement dates and cancellations, as well as personal check-ins. We are finding many planners are receptive to connecting right now as they are working remote and have less "noise" to distract them.

We are using this time to prospect and develop our relationships with contacts and open the dialogue on future events needs. The sales team sent out 18 meetings and events leads in March and continues to work hard to generate leads for Greater Green Bay's hotels and facilities.

## SIGNIFICANT SPORTS & CONVENTION EVENTS HELD IN MARCH

- Knowing our Neighbors: Wisconsin American Indian
- Wisconsin Land and Water Conservation Association
- Promoting Early Childhood Conference
- Milwaukee Child Welfare Conference
- Professional Insurance Agents of Wisconsin
- Wisconsin State Moose Association Conference
- National Federation of the Blind Wisconsin
- WIAA - Girls State Basketball
- Willow Creek Classic Bowling

March conventions and sporting events accounted for **10,190** room nights and an economic impact of **\$6,361,753**.

## CVB Monthly Scorecard

| Sales                                       | March       | YTD 2020     | % of Goal | 2020 GOAL     | YTD 2019     |
|---|-------------|--------------|-----------|---------------|--------------|
| <b>Future Meetings &amp; Events Sales</b>   |             |              |           |               |              |
| Leads                                       | 18          | 51           | 20.8%     | 245           | 80           |
| Future Room Nights from Leads               | 10,586      | 31,855       | 23.6%     | 135,000       | 43,130       |
| Future Potential Economic Impact from Leads | \$6,740,841 | \$25,831,337 | 27.2%     | \$95,000,000  | \$24,193,846 |
| Tracked Future Room Nights                  | 10,020      | 48,359       | 19.0%     | 255,000       | 58,081       |
| Tracked Economic Impact                     | \$6,361,753 | \$28,952,423 | 16.1%     | \$180,000,000 | \$33,926,385 |
| <b>Motorcoach Sales</b>                     |             |              |           |               |              |
| Contacts                                    | 56          | 258          | 25.8%     | 1,000         | 262          |
| <b>Marketing/Media</b>                      |             |              |           |               |              |
| <b>Electronic Marketing</b>                 |             |              |           |               |              |
| Total Web Visitors                          | 33,738      | 96,885       | 19.4%     | 500,000       | 87,769       |
| Pageviews                                   | 66,739      | 215,644      | 9.8%      | 2,200,000     | 213,769      |
| E-newsletter Database                       | 118,448     | 118,448      | 98.7%     | 120,000       | 120,745      |
| Social Media Impressions                    | 585,914     | 3,031,542    | 57.2%     | 5,300,000     | 989,896      |
| <b>Media Relations - Earned Media</b>       |             |              |           |               |              |
| Media Interviews                            | 7           | 16           | 13.3%     | 120           | 17           |
| Media Pitches                               | 5           | 578          | 96.3%     | 600           | 2            |
| Editorial Stories                           | 6           | 32           | NA        | NA            | 19           |
| Publicity Value                             | \$13,418    | \$55,932     | NA        | NA            | \$36,200     |
| <b>Services</b>                             |             |              |           |               |              |
| <b>Convention/Sports Services</b>           |             |              |           |               |              |
| Events Serviced                             | 27          | 49           | 21.8%     | 225           | 59           |
| Online Housing Reservations                 | 9           | 349          | NA        | NA            | 1,292        |
| Partner Referrals                           | 50          | 100          | 22.2%     | 450           | NA           |
| Visitor Inquiries                           | 764         | 2,261        | 7.5%      | 30,000        | 4,624        |
| Visitor Guide Mailings                      | 178         | 18,983       | 63.3%     | 30,000        | 21,558       |
| Brochure Distribution                       | 17,188      | 135,016      | 25.7%     | 525,000       | 154,645      |
| Mobile Visitor Center Events                | 1           | 2            | 6.7%      | 30            | 2            |
| MVP Volunteer Hours                         | 44          | 65           | 8.1%      | 800           | 69           |
| <b>Partnerships</b>                         |             |              |           |               |              |
| New Partners                                | 3           | 5            | 20.0%     | 25            | 5            |
| Renewing Partners                           | 14          | 24           | 12.0%     | 200           | 38           |
| Revenue                                     | \$5,740     | \$16,870     | 23.4%     | \$72,000      | \$16,662     |

## Hotel Occupancy Report

| AREA                 | FEBRUARY 2020 |        |          |        | YEAR-TO-DATE |        |          |        |
|----------------------|---------------|--------|----------|--------|--------------|--------|----------|--------|
|                      | OCC           | CHANGE | ADR      | CHANGE | OCC          | CHANGE | ADR      | CHANGE |
| GREEN BAY            | 47.5%         | 0.9%   | \$92.34  | 3.2%   | 44.5%        | 1.5%   | \$102.05 | 15.7%  |
| Wisconsin            | 48.2%         | -4.3%  | \$99.84  | 1.0%   | 44.6%        | -2.4%  | \$98.89  | 1.8%   |
| Milwaukee            | 55.7%         | -8.7%  | \$100.39 | -3.5%  | 51.6%        | -7.3%  | \$99.96  | -2.8%  |
| Madison              | 54.0%         | -4.9%  | \$107.25 | -1.7%  | 49.1%        | -3.2%  | \$104.79 | -0.8%  |
| Appleton/Oshkosh     | 52.5%         | -7.3%  | \$92.26  | 2.8%   | 48.5%        | -5.3%  | \$92.29  | 4.2%   |
| Door County          | 43.3%         | 0.4%   | \$101.43 | 6.0%   | 38.1%        | -1.2%  | \$99.38  | 5.9%   |
| Eau Claire           | 41.8%         | -6.7%  | \$86.63  | 2.6%   | 40.8%        | -4.7%  | \$86.00  | 1.1%   |
| La Crosse            | 50.3%         | -6.3%  | \$93.26  | -0.2%  | 45.7%        | -2.2%  | \$89.44  | 0.3%   |
| Wisconsin Dells      | 44.0%         | 0.7%   | \$98.33  | 6.4%   | 40.4%        | 4.9%   | \$95.64  | 6.0%   |
| Wausau/Stevens Point | 50.2%         | 6.4%   | \$97.17  | 2.9%   | 47.0%        | 7.3%   | \$94.95  | 1.7%   |

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



## Support Green Bay's Tourism Industry

# BUY A GIFT CARD

From your favorite hotel, restaurant & attraction

The health and safety of the community, residents and visitors is a priority for the Greater Green Bay Convention & Visitors Bureau.

Even before the Safer at Home order by Governor Tony Evers, the staff at the Greater Green Bay CVB have been working around the clock to find ways to continue to offer support to not only our partners, but to all small businesses throughout the Greater Green Bay community.

Emails have been going out daily with updates on how we can offer support during these uncertain times. Web pages have been created to give residents and visitors some resources to help enjoy a little while also following CDC and other health expert recommendations.

We've created a Business Update Guide that lists restaurants offering curbside takeout or delivery, other local businesses offering specials/deals and a list of businesses that are temporarily closed.

We are continuing to encourage people to consider supporting Greater Green Bay small businesses through gift certificates purchases to use later or shopping online.

We have created blog content to help encourage some fun indoors and outdoors while also practicing safe social distancing recommendations.

We also have a page created for our tourism partners to keep them up to date on the COVID-19 cases reported in Brown County and are maintaining a list of resources for grants and relief packages available for small businesses.

## SALES COMMUNICATIONS PROGRESS

The sales team had sent out a mailing announcing the Resch Expo in mid-March with a newly developed sales piece. We are receiving great feedback from planners who are interested in touring this facility in the future!

We also recently met virtually with the marketing team to develop a sales-focused recovery plan. We plan to stay in front of meeting and event planners and engage them for future business with email and phone conversations.

In addition, we would like to send a mailing piece to qualified meetings and events planners in Mid-May, when we hope to be in the recovery phase. We are still planning to have a sales blitz in the Madison market in mid to late summer and work with PMI Entertainment Group on a Resch Expo FAM in the fall.



## CVB PARTNERS

### NEW

- Green Bay Party House
- Haberdasher Co.
- Run Away Shoes

### RENEWING

- Lorelei Inn
- Crystal Coffee
- Children's Museum of Green Bay
- Saranac Glove
- Union Hotel
- Little Tokyo
- Green Bay Gamblers
- Gyro Kabobs
- Friends of the Wildlife Sanctuary
- The Art Garage
- Global Recognition
- Resource One Realty
- UntitledTown Book and Author Festival
- Noble Roots

## EVENTS ATTENDED

- Youth Leadership TIPS Training at the Greater Green Bay Chamber
- Held three Restaurant Week meetings at St. Brendan's Inn

## PARTNERSHIPS COMMUNICATION

Toni continues to share helpful information with our partners and is always finding more ways the Greater Green Bay CVB can be an advocate for area hotels, attractions, restaurants, shops and all local businesses.

# Department Activities

## VIRTUAL EVENTS & ACTIVITIES

### Everyday at 5 pm

Toast Positive  
Tune into Copper State  
Brewing Company's  
Facebook page

### Wednesdays & Fridays at 7 pm

Downtown Green Bay  
Delivers LIVE!  
Tune into Downtown  
Green Bay Inc.'s  
Facebook page

### Wednesdays at 6 pm

Join the Bellin Run crew  
for virtual training runs

### Order Takeout or Delivery from your favorite local restaurants and bars

### Many attractions are offering virtual exhibits and programming online

### Go on a Greater Green Bay Scavenger Hunt

### Participate in a Virtual Packers Tailgate Party

A complete listing of things to do at home or while practicing safe social distancing can be found by visiting the CVB's website at [www.greenbay.com](http://www.greenbay.com).

#### Sales Projects

- Budget adjustments
- Resch Expo mailing for Meetings, Conventions and Sports
- Crisis management planning
- Sales promotion planning for recovery
- Assisted with cancelled conventions and events
- WAMO Dart and Pool events
- Resch Expo research
- Stadium District meetings

#### Future Convention and Sports Events Commitments

- Packerland Brokerage Services, Inc – October, 2020
- Autism Society Of Wisconsin – October, 2020
- WI High School Bowling State Tournament – 2020
- Wisconsin Municipal Mutual 210 Insurance Company – May, 2021
- Arbonne International – August, 2021
- Wisconsin Integrated Resource Management – February, 2022
- School Nutrition Association of Wisconsin – June, 2022

#### Marketing/Advertising

- E-newsletter distribution - Leisure, Partnerships, Meetings and Sports
- 2020 advertising contract adjustments
- New messaging and design for all digital ads with COVID-19 response
- Daily and weekly social media posts on all channels with shift to local and dream now, travel later messaging
- New Facebook ads/messaging for Leisure and targeted ads to local community for small business support
- Attended Social Media Marketing World
- Spring 2020 Budget Adjustments

#### Media/Public Relations

- Guest radio interviews: WTAQ – Green Bay (2) WTMJ – Milwaukee (1)
- (7) Media Interviews
- Record 4 weeks of Green Bay Area Happenings podcasts
- (5) Restaurant Week planning meetings with restaurants
- Attended Olde Main Street Annual Meeting
- WIAA Girls State Basketball hotel signs
- WIGCOT luncheon planning
- Blog: Social Distancing Activities to Keep You Balanced
- #GBInMyBackYard Scavenger Hunt
- Created new web pages with COVID-19 response and resources
- Developed a destination video with COVID-19 response
- New destination video and edits with normal messaging

#### Visitor Services

- Two TIPS Training sessions
- Represented at the Milwaukee Journal Sentinel Sports show by Five Star Marketing with our destination guides
- BAMVS meeting
- Elevator decals and welcome signs delivered for WIAA Girls State Basketball Tournament
- Circle Wisconsin board conference call
- Collecting information from attractions for the summer
- Updating calendars to reflect cancellations or rescheduled events
- Collecting information on upcoming events for the June through September printed calendar
- Reaching out to motorcoach groups to let them know we are here for them when they are ready to travel again

