

**TRAVEL SENTIMENT
SURVEY**

The marketing department at the Greater Green Bay CVB designed a travel survey to better gauge travel sentiment for the upcoming summer tourism season. The survey was distributed to the CVB's online audiences through various channels.

Questions gathered feedback on comfort level on traveling in general and to the Greater Green Bay region including the importance of vaccinations before traveling, keeping safety guidelines in place, plans for their next trip and places and activities they are interested in when visiting Green Bay.

We ran the survey for about three weeks and gathered 1,998 responses. We are currently in the process of analyzing the results and will report on the highlights from the survey in next month's issue of Tourism Talk.

Respondents did have the chance to win one of two \$100 Green Bay restaurant gift certificates for their time.

If you are interested in learning more about the survey and the results, contact Amanda Schmidt at amanda@greenbay.com.



Wisconsin Hotel & Lodging Association Spring Symposium

WH&LA held their Spring Symposium at the KI Convention Center, March 7-9. While attendance was approximately a third of what is typical due to COVID-19, we were pleased to be able to host the event in Green Bay. The Hyatt Regency did an outstanding job providing a clean and healthy environment as well as a great example of how conferences can be held in-person safely.

In addition to welcoming attendees to Green Bay, President and CEO, Brad Toll participated in a panel discussion with other industry colleagues to discuss how destination marketing organizations have responded to the COVID-19 pandemic and are working to bring visitors back. The Greater Green Bay CVB continued to market while other DMOs pulled back. We felt it was important to remain visible to our markets even though our messaging was very different. We transitioned from "stay safe" to when "you are ready, we are ready." We used social and digital media to deliver our messages as well as virtual experiences.

Wisconsin Department of Tourism Acting Secretary, Anne Sayers, spoke to the symposium virtually about the department's plans to promote Wisconsin during the recovery period. American Hotel & Lodging Association President & CEO, Chip Rogers, was also in Green Bay to address the attendees. He provided an update on all AH&LA is doing in Washington, DC to work with legislators to provide real relief to the struggling lodging industry.

WISCONSIN DARTBALL TOURNAMENT

Wisconsin Dartball hosted their State 9-Player Dartball Tournament at Oneida Casino on March 19-21. The event featured 92 teams with more than 800 participants competing over the weekend.

The event is split into four divisions: Class A, Class B, Class C and Women. Dartball is basically a baseball game played with darts. The player throwing the darts is the "batter". Each dart thrown is the same as a pitch in baseball. Where the dart lands on the board determines the outcome of each pitch. The board is placed on a stand, two feet off the ground.

Dartball players stand 20-feet away from the board and all darts are "pitched" underhand. The event has been in Green Bay as recently as 2017 and will return in 2022!

SIGNIFICANT CONVENTION AND SPORTS EVENTS HELD IN MARCH

The Wisconsin State USBC bowling tournament, Wisconsin Hotel and Lodging Association, Wisconsin State Moose, along with small meetings accounted for **2,860** room nights and an economic impact of **\$1,360,130** during the month of March.

CVB Monthly Scorecard

Sales	MARCH	YTD 2021	% of Goal	2021 GOAL	YTD 2020
Future Meetings & Events Sales					
Leads	12	32	20.6%	155	51
Future Room Nights from Leads	5,306	21,177	20.0%	106,000	31,855
Future Potential Economic Impact from Leads	\$3,081,613	\$9,888,268	12.1%	\$81,763,000	\$25,831,337
Tracked Future Room Nights	9,420	32,395	20.0%	162,000	48,359
Tracked Economic Impact	\$5,346,977	\$15,490,092	16.1%	\$96,070,000	\$28,952,423
Motorcoach Sales					
Contacts	88	162	21.6%	750	258
Marketing/Media					
Electronic Marketing					
Total Web Visitors	31,736	85,455	20.1%	425,000	96,885
Pageviews	76,904	198,775	9.0%	2,200,000	215,644
E-newsletter Database	95,497	95,497	95.5%	100,000	118,448
Social Media Impressions	590,186	1,457,107	16.4%	8,900,000	3,031,542
Media Relations - Earned Media					
Media Interviews	11	35	23.3%	150	16
Media Pitches	530	530	88.3%	600	578
Editorial Stories	8	48	NA	NA	32
Publicity Value	\$6,400	\$25,800	NA	NA	\$55,932
Services					
Convention/Sports Services					
Events Serviced	9	22	45.8%	48	49
Online Housing Reservations	393	660	NA	NA	349
Visitor Inquiries	2,190	3,775	18.9%	20,000	2,261
Destination Guide Mailings	1,985	23,050	75.6%	30,500	18,983
Brochure Distribution	26,055	114,025	32.6%	350,000	135,016
Mobile Visitor Center Events	0	0	0.0%	20	2
MVP Volunteer Hours	7	7	0.0%	NA	65
Partnerships					
New Partners	0	0	0.0%	15	5
Renewing Partners	22	37	18.5%	200	24
Revenue	\$5,818	\$16,401	29.1%	\$56,400	\$16,870

Hotel Occupancy Report

AREA	FEBRUARY 2021				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	38.5%	-18.9%	\$78.19	-15.4%	37.1%	-16.5%	\$82.09	-19.6%
Wisconsin	34.4%	-27.7%	\$85.94	-13.9%	32.4%	-26.5%	\$84.56	-14.3%
Milwaukee	34.0%	-39.1%	\$77.50	-22.3%	31.5%	-39.1%	\$77.13	-22.3%
Madison	30.4%	-43.2%	\$70.73	-34.3%	28.8%	-40.8%	\$69.85	-33.4%
Appleton/Oshkosh	38.1%	-27.3%	\$73.91	-19.6%	35.7%	-26.4%	\$72.57	-21.1%
Door County	35.8%	-15.4%	\$103.39	1.5%	32.2%	-14.3%	\$102.66	3.2%
Eau Claire	30.1%	-27.4%	\$80.08	-6.9%	29.8%	-26.3%	\$79.49	-6.8%
La Crosse	37.2%	-25.3%	\$73.40	-20.5%	34.9%	-22.9%	\$71.43	-19.5%
Wisconsin Dells	34.3%	-21.4%	\$114.03	-2.4%	31.6%	-20.4%	\$110.32	-3.0%
Wausau/Stevens Point	34.0%	-32.1%	\$86.10	-11.4%	32.9%	-29.9%	\$85.12	-10.3%

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

EXPERIENCE GREATER GREEN BAY VISITOR CENTER

The CVB is once again working with State Assembly Representatives and Senators from the Green Bay area to introduce legislation that will help secure funding in order to move the visitor center project forward.

If this sounds familiar...there was an Assembly Bill and Senate Bill introduced in early 2020 with support on both sides of the political aisle. Both of those bills passed, last year, through the appropriate tourism committees, which then allowed them to be voted on during sessions of the entire Assembly and entire Senate.

Our Assembly Bill passed unanimously! We were days away from the Senate session when COVID-19 blindsided the world and shut everything down. We were two steps away from receiving that necessary funding for the project – Senate vote and Governor signature.

On December 31, 2020 the Senate bill died, along with many others.

With the success and positive support we received in 2020, we are confident our 2021 efforts will allow us to make this project a reality. Our visitor center bill (authored by Rep. Gary Tauchen, Rep. David Steffen, Sen. Eric Wimberger and Sen. Andre Jacques) has been reintroduced as LRB 2076. It has gone out for signatures of support and will now be introduced into the Assembly and Senate to receive bill numbers. Each side will then pass it along to their respective tourism committees looking for a recommendation to vote on it at the full floor session. Once voted on, it heads to Governor Evers for his signature, making it official. The Governor has publicly supported the Greater Green Bay Visitor Center project many times.

A special thank you to everyone who has helped us get this process started again!



CVB PARTNERS

RENEWING

- Anuduzzi's Sports Club
- Bellin College
- Crystal Coffee
- De Grand Family Restaurant
- Elysian Realty
- Friends of the Wildlife Sanctuary
- Green Bay Children's Museum
- Glass Nickel Pizza
- Global Recognition
- Green Bay Gamblers
- Gyro Kabobs
- Little Tokyo
- Lorelei Inn
- Noble Roots
- Not By Bread Alone
- Resource One Realty
- Saranac Glove
- St. Norbert College
- The Art Garage
- Union Hotel

CVB WELCOMES THREE NEW BOARD MEMBERS



We are excited to welcome three new Greater Green Bay CVB board members.

Susan Finco is owner and president of Leonard & Finco Public Relations, is on the Green Bay Packers Board of Directors Executive Committee and the Packers Foundation Board of Trustees.

LuEllen Oskey is the Director of Executive Administration at Schneider and serves as a chairperson for the Schneider Foundation.

Ken Weinaug is the Executive Director at Algoma Area Chamber of Commerce.



Ken is a successful community collaborator and has a background in non-profit management.

The CVB board works to develop policies, procedures and regulations for the governance of the CVB, assists with the monitoring of the bureau's financial health, programs and overall performance and provides the president with resources to meet the needs of those the organization serves.

Thank you to Kay Smith, Tom Olson and Carol Van Vreede who concluded their tenure on the board in 2020.



PARTNERSHIPS AND COMMUNITY OUTREACH EVENTS AND PROJECTS

- Virtual Networking call with Greater Green Bay Districts
- Restaurant Week participant recruiting
- Tour of the Green Bay Theater Company
- Chamber Networking

Department Activities

EVENTS & ACTIVITIES

April 21 & 28

Badger State Brewing
Indoor Public Market
Barrel Haus Event Hall at
Badger State

**April 23,
May 2, 7, & 21**

Green Bay Blizzard Pro
Indoor Football
Resch Center

April 24

NEW Piano Guy Dueling
Pianos
Meyer Theatre

April 30, May 1-2

Green Bay Pet Expo
Resch Expo

May 8 - Sept 26

Washed Ashore Exhibit
Green Bay Botanical
Garden

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

Sales Projects

- 2024 NFL Draft proposal
- WAMO Pool site inspection
- Site tour with Midwest Travel Network for 2023 conference
- Simpleview planning for software transition
- Wisconsin Gymnastics site inspection
- Sales recovery promotions planning and projects
- Teammates Basketball site inspection
- US Travel video for tourism promotion
- WAMO Dart site inspection

Tracked Future Convention and Sports Events Commitments

- Tecmo Tundra Bowl VII – April, 2021
- Wisconsin State Gymnastics – April, 2021
- United States Hockey League – USHL Combine – May, 2021
- Wisconsin State USBC – Annual Meeting – May, 2021
- Youth in Partnership with Parents for Empowerment – October 2021;
December 2021; February 2022; March 2022
- Wisconsin Chiefs of Police Association – August, 2025

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 partner meetings/planning
- CVB re-branding project
- Website rebuild project
- Digital assets project
- Ad Creation: Wisconsin Meetings, Exhibition Magazine, WSAE

Media/Public Relations

- Blogs: 4 new
- Media Requests/Pitches: WTAQ, WTMJ, WFRV, FOX 11, WBAY, Pride Journeys,
Green Bay Press Gazette, Cheese Professor Online
- Visiting Journalist: Sara Broers
- Journalist FAM planning
- Destination Guide distribution to journalists
- Travel sentiment survey project
- NWTC Hospitality Class presentation
- UWGB Tourism Summit planning

Visitor Services

- Working on Summer/Fall tours
- Circle Wisconsin board meeting
- Connect & Group Travel webinars
- St. Patrick's Day mailing to 35 tour operators.
- Virtual Governor's Conference on Tourism Part 1
- HSBPA board meeting and committee meetings
- Site visit with HSBPA for an event at Ahnapee Brewery
- Virtual BAMVS meeting and meetings to discuss changes in by-laws
- One pallet of Destination Guides sent to Michigan for distribution (7200 guides)
- Site visit to Oshkosh with Circle Wisconsin to finalize plans for the
April Midwest Marketplace
- Attraction brochure for Summer/Fall
- Welcomed back some volunteers to assist with projects

