

GREATER GREEN BAY CVB AWARDED JEM GRANT

The CVB has been awarded a Joint Effort Marketing Grant from the Wisconsin Department of Tourism. The grant amount is \$39,000 and will be used to fund marketing during a tourism recovery promotion June 1 through August 31.

The Dream Now, Travel Later theme will be used to reach leisure travelers, meeting planners and sports planners. As the theme indicates, not all are ready to make solid travel plans. This promotion will include videos, blogs and storytelling to inspire and to keep our destination top-of-mind for when they are ready to commit to a vacation or booking an event.

This is a matching grant that supplements the marketing budget. It is a digital campaign which allows us to go to market quickly and is very trackable. We looking forward to inviting people back to Greater Green Bay!

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National Travel & Tourism Week

National Travel and Tourism Week was May 3-9. A week that celebrates all that is good in the travel industry. The Greater Green Bay Convention and Visitors Bureau uses this week every year to highlight the amazing impact that the hospitality and tourism industry has on Brown County.

Important to know, is that last year's tourism impact numbers had a 3.1% increase, and visitor spending was \$718 million. In total sales, a record \$1.2 billion tourism dollars flowed through the Brown County economy. Local taxes collected were \$45.4 million from visitors to the county.

But that was last year. While we would love to hang our hat on these numbers, and celebrate our successes, we cannot. A pandemic has decimated the industry. These days we worry for the 12,352 people in our county that rely on their hospitality job to put food on the table. We think about the small businesses, hotels, restaurants and attractions that are not operating at full capacity, and not enjoying the anticipation of the summer tourist season.

The CVB message this year was to embrace the #SpiritofTravel. Every single one of our residents knows someone who works in tourism. The impact of the coronavirus to the 2020 tourism industry is an unknown. What we do know is that the 'Spirit of Hospitality' will carry us through to the other side.

The CVB celebrated by going purple to honor the hospitality industry, celebrated last year's economic impact and participated in a national virtual road trip that highlighted Greater Green Bay as a future destination to visit.

GUIDELINES TO HOSPITALITY CLEANLINESS

The Greater Green Bay Convention & Visitors Bureau has been working closely with area partners and the Brown County Health Department to develop a comprehensive document outlining recommendations within the hospitality industry.

This document is primarily focused on meeting and event planners to show our new standards of clean and safety in Greater Green Bay.

It includes recommendations on hotels, event facilities, restaurants, the airport and car rental agencies. Our sales team has already begun receiving questions on what our properties are doing for cleanliness and safety.

The planners are trying to mitigate risk as we navigate our way to the new normal for meetings and events.

CVB Monthly Scorecard

Sales	May	YTD 2020	% of Goal	2020 GOAL	YTD 2019
Future Meetings & Events Sales					
Leads	5	66	26.9%	245	115
Future Room Nights from Leads	2,967	46,458	34.4%	135,000	62,002
Future Potential Economic Impact from Leads	\$2,142,797	\$34,012,307	35.8%	\$95,000,000	\$38,016,020
Tracked Future Room Nights	6,183	62,722	24.6%	255,000	103,861
Tracked Economic Impact	\$3,804,300	\$37,061,420	20.6%	\$180,000,000	\$63,304,216
Motorcoach Sales					
Contacts	44	344	34.4%	1,000	360
Marketing/Media	May	YTD 2020	% of Goal	2020 GOAL	YTD 2019
Electronic Marketing					
Total Web Visitors	25,905	143,075	28.6%	500,000	157,223
Pageviews	47,906	300,766	13.7%	2,200,000	389,609
E-newsletter Database	121,336	121,336	101.1%	120,000	120,715
Social Media Impressions	453,925	3,945,906	74.5%	5,300,000	1,746,961
Media Relations - Earned Media					
Media Interviews	12	46	38.3%	120	42
Media Pitches	12	623	103.8%	600	530
Editorial Stories	29	81	NA	NA	41
Publicity Value	\$70,922	\$308,159	NA	NA	\$74,823
Services	May	YTD 2020	% of Goal	2020 GOAL	YTD 2019
Convention/Sports Services					
Events Served	0	49	21.8%	225	112
Online Housing Reservations	245	839	NA	NA	1,329
Visitor Inquiries	292	2,793	9.3%	30,000	6,824
Destination Guide Mailings	262	19,305	64.4%	30,000	22,483
Brochure Distribution	530	135,771	25.9%	525,000	210,756
Mobile Visitor Center Events	0	2	6.7%	30	4
MVP Volunteer Hours	0	65	8.1%	800	155
Partnerships	May	YTD 2020	% of Goal	2020 GOAL	YTD 2019
New Partners	0	6	24.0%	25	11
Renewing Partners	21	68	34.0%	200	85
Revenue	\$5,511	\$28,135	39.1%	\$72,000	\$27,465

Hotel Occupancy Report

AREA	APRIL 2020				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	17.4%	-68.7%	\$64.51	-29.6%	34.4%	-31.4%	\$93.37	2.7%
Wisconsin	19.4%	-63.5%	\$73.15	-27.7%	34.9%	-29.3%	\$93.99	-5.3%
Milwaukee	20.7%	-68.3%	\$68.90	-37.3%	39.7%	-33.6%	\$94.71	-9.9%
Madison	18.8%	-69.3%	\$67.91	-43.5%	37.5%	-32.4%	\$99.04	-11.1%
Appleton/Oshkosh	17.3%	-69.7%	\$65.34	-28.7%	36.8%	-32.1%	\$87.10	-3.1%
Door County	13.4%	-64.9%	\$82.01	-8.7%	27.9%	-28.5%	\$95.46	3.8%
Eau Claire	18.3%	-64.2%	\$64.63	-24.9%	32.7%	-28.9%	\$82.01	-4.9%
La Crosse	19.1%	-66.7%	\$62.66	-30.7%	35.7%	-30.8%	\$84.36	-6.4%
Wisconsin Dells	20.5%	-55.8%	\$79.14	-13.1%	32.3%	-25.2%	\$92.87	0.2%
Wausau/Stevens Point	17.6%	-63.0%	\$69.51	-26.4%	36.1%	-21.5%	\$90.58	-4.3%

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



BREWERIES GO "ALL IN" WITH ALL TOGETHER

Two local breweries joined a global brewing initiative to support local businesses through the Green Bay All Together Hospitality & Tourism Grant, established by the Greater Green Bay Convention & Visitors Bureau.

There is an immediate need to support bars, restaurants, retailers and other hospitality businesses through this pandemic. Andrew Fabry, owner of Badger State Brewing saw the need, and reached out to the CVB, hoping to help the businesses that sell and support his beer.

Locally, both Badger State Brewing Company and Noble Roots Brewing Company are brewing an open-source beer recipe along with over 500 breweries in 40 countries that was started by Other Half Brewing in New York City.

All the breweries involved are raising funds for their respective hospitality industries by brewing All Together IPA.

Proceeds from All Together IPA will be contributed toward the Green Bay All Together Hospitality & Tourism Grant to provide immediate and long-term recovery, relief, and support of the hospitality and tourism industry in Greater Green Bay.

The Greater Green Bay Convention & Visitors Bureau has established a committee that represents the local hospitality industry to ensure proper distribution of grant funds. Committee members represent a variety of hospitality sectors, including restaurants, bars, attractions, shopping, hotels, and of course breweries.

CVB PARTNERS

RENEWING

- Brown County Fair Association
- The Bar-Holmgren
- The Bar-Lime Kiln
- Graystone Ale House
- Uncle Mikes Bake Shoppe De Pere
- Uncle Mikes Bake Shoppe Lineville
- Uncle Mikes Bake Shoppe East Side
- Green Bay Packers
- Fastsigns
- Captain's Walk Winery
- Hagemeister Park
- Ledgestone Vineyards
- Main Street Bourbon Room
- Edge VR Arcade
- A True Green Bay Experience
- Sunny's Restaurant
- The Grain Loft
- Taverne in the Sky
- Kohler Waters Spa @ Lodge Kohler
- Lodge Kohler
- Escape Room Wisconsin – Green Bay

PARTNER COMMUNICATIONS

The Greater Green Bay CVB has been focused on supporting our partners in every way possible.

Toni Jaeckels, director of partnerships and community engagement sends out emails weekly and at times daily to stay informed of our partners marketing efforts.

As a result the CVB developed multiple web pages on www.greenbay.com to support our local businesses from those offering takeout and delivery to special offers and online sales.

GREEN BAY GOES PURPLE FOR HOSPITALITY

On Wednesday, May 6, the Green Bay bridges were lit in purple, hospitality's symbolic color during National Travel & Tourism Week.

Thousands of employees in the hospitality and tourism industry who are the backbone of our local economy have been heavily impacted by the coronavirus. Lighting the bridges in purple was a symbol of our gratitude for their work.

Many community members joined the CVB and went PURPLE in support of our neighbors and friends in hospitality.



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

Saturday, June 20 7 - 10 pm

Summer Solstice
Concert and Tailgate
Badger State Brewing
Company

Many attractions are still offering virtual exhibits and programming online

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.

Sales Projects

- WAMO Dart and WAMO Pool online housing
- Future hockey event discussions with Cornerstone
- Georgia Pacific training assistance
- Social distancing sets document
- Servicing canceled and postponed events
- Sales recovery plan
- Expo FAM planning

Future Convention and Sports Events Commitments

- AIM Walleye Series – July, 2020
- MGIA Wisconsin Chapter Summer Gang Conference- July, 2020
- Naviant User Conference – October, 2020
- Wisconsin School Music Association – Music Festival – April, 2021
- Maritz Travel – June, 2021
- Wisconsin Association of College Admission Counseling – August, 2021
- Order of Malta – Pilgrimage to our Lady of Good Help – August, 2021

Marketing/Advertising

- E-newsletter distribution - Leisure and Partnerships
- Daily and weekly social media posts on all channels
- Facebook ads - Dream Now, Travel Later messaging
- Joint Effort Marketing Grant Execution Projects - content and visual creative
- See Wisconsin Magazine 2-page spread content/photos
- Midwest Living fall ad content

Media/Public Relations

- Media Outlet Pitches: 12
- Media Interviews: 12
- Blogs: National Travel & Tourism Week, Zoom Backgrounds, Green Bay Mural Guide, Farmers Markets Updates
- Press Releases: National Travel & Tourism Week, All Together Beer, Green Bay Restaurant Week
- COVID-19 Business Resources webpage updates
- RediscoverAmerica.com interview

Visitor Services

- Circle Wisconsin Board meeting
- Participated in weekly webinars on the recovery of the tourism industry and the future of leisure and group travel
- Continued following up with tour operators on future tours
- Sent out 262 visitor kits
- Reached out to attractions on their plans to reopen
- Working on itineraries for the Travel Alliance Partners virtual conference to be held in June

