

SUMMER  
MARKETING  
CAMPAIGNS

Summer travel is expected to take off and we are already seeing an uptick in overnight stays and visitation that is reflective of the 2019 tourism season.

May kicked off a number of digital campaigns that are focusing on the return of travel and targeted campaigns to those ready for a summer getaway.

The combination of a dedicated summer landing page on GreenBay.com, social media ads and messaging on additional digital channels have driven traffic and engagement online.

Sentiment is showing an increased desire to get back to the moments we have all missed the most this past year. The farmers markets are back, live music is scheduled and events are beginning to return to normal levels. People are looking for things to do and places to visit and we are excited to welcome back the masses this summer.



## WAMO MADE ITS RETURN TO GREEN BAY

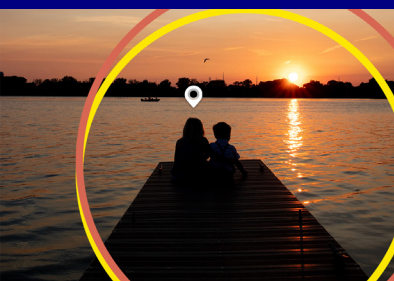
WAMO (Wisconsin Amusement and Music Operators) held their State Dart Tournament at the Resch Expo May 19 to 23. The event was one of the first events held at the Resch Expo that utilized all three halls. With the 125,000 square feet of space, the event organizers were able to fit 240 dart boards under one roof. In prior years, the event was held in both ShopKo Hall and Brown County Arena to accommodate that many dart boards.

This was the 10th time Green Bay has hosted the event. Previous years hosted were: 2018, 2016, 2013, 2008, 2007, 2004, 2002, 2000 and 1986. The WAMO State Dart Tournament started in 1985.

There was a total of 3,847 registered players, with just over 11,000 total games played throughout the five days of competition. Participants competed in either singles, doubles or a four-person team competition. The finals for the team competition were held on Sunday.

The total economic impact of the event was **\$3.1 million**, with over **6,000 hotel room nights**. WAMO utilized the CVB's Online Housing System for hotel reservations. Over 300 reservations were made through this system, with half of those coming in the first two days the link to book rooms went live in late-April, 2020. Discussions are already underway for hosting the event again. Potentially as early as 2024.

**Testimonial:** "The five days went beautifully! Everyone was happy with their accommodations, the facility and spaciousness they had available for electronic darting! A big shout out to the people of Green Bay for their hospitality. This was one of the best events ever!" - **Dale Saunders, WAMO Dart Tournament Coordinator** (pictured above)



## MEETING PLANNER VIRTUAL PANEL

The Greater Green Bay CVB hosted a virtual meeting planner panel on May 27. We had three planners available to answer questions related to the pandemic and recovery for future meetings and events.

Reggie Driscoll, State Bar of Wisconsin; Darla Leick, Helms Briscoe; and Sandy Schueller, Association Resource Center; were our planners for this event. Each represents different meetings and events, from board meetings to large expo tradeshows.

We had several hotel and facility properties participate and listen to the great feedback. Overall, communication and flexibility continue to be the trends for events moving forward! All have been booking events for future years, starting 2022 and beyond, and have also started adding in events for fourth quarter of 2021. The general consensus was positive and hopeful for more events to be face-to-face sooner rather than later!

## SIGNIFICANT CONVENTION AND SPORTS EVENTS HELD IN MAY

- Wisconsin Lions State Convention
- United States Hockey League – Combine
- WAMO State Dart Tournament
- Paralyzed Veterans of America, WI. Chapter
- Wisconsin USBC Bowling Association – Annual Meeting

Accounting for **15,780** room nights and an economic impact of **\$9.9 million**.

# CVB Monthly Scorecard

Sales	MAY	YTD 2021	% of Goal	2021 GOAL	YTD 2020
<b>Future Meetings &amp; Events Sales</b>					
Leads	11	55	35.5%	155	66
Future Room Nights from Leads	6,438	36,470	34.4%	106,000	46,458
Future Potential Economic Impact from Leads	\$3,837,599	\$18,381,489	22.5%	\$81,763,000	\$34,012,307
Tracked Future Room Nights	10,155	53,160	32.8%	162,000	62,722
Tracked Economic Impact	\$5,373,018	\$28,060,158	29.2%	\$96,070,000	\$37,061,420
<b>Motorcoach Sales</b>					
Contacts	56	296	39.5%	750	344
Marketing/Media	MAY	YTD 2021	% of Goal	2021 GOAL	YTD 2020
<b>Electronic Marketing</b>					
Total Web Visitors	41,550	160,659	37.8%	425,000	143,075
Pageviews	95,380	370,350	16.8%	2,200,000	300,766
E-newsletter Database	130,675	130,675	130.7%	100,000	121,336
Social Media Impressions	185,372	2,372,381	26.7%	8,900,000	3,945,906
<b>Media Relations - Earned Media</b>					
Media Interviews		36	24.0%	150	46
Media Pitches		536	89.3%	600	623
Editorial Stories		48	NA	NA	81
Publicity Value		\$25,800	NA	NA	\$308,159
Services	MAY	YTD 2021	% of Goal	2021 GOAL	YTD 2020
<b>Convention/Sports Services</b>					
Events Serviced	7	45	93.8%	48	49
Online Housing Reservations	5	945	NA	NA	839
Visitor Inquiries	2,242	7,035	35.2%	20,000	2,793
Destination Guide Mailings	1,543	25,403	83.3%	30,500	19,305
Brochure Distribution	23,168	157,148	44.9%	350,000	135,771
Mobile Visitor Center Events	0	0	0.0%	20	2
MVP Volunteer Hours	0	7	0.0%	NA	65
Partnerships	MAY	YTD 2021	% of Goal	2021 GOAL	YTD 2020
New Partners	3	3	20.0%	15	6
Renewing Partners	18	76	38.0%	200	68
Revenue	\$5,596	\$27,548	48.8%	\$56,400	\$28,135

# Hotel Occupancy Report

AREA	APRIL 2021				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	46.0%	165.7%	\$84.57	30.7%	41.0%	19.3%	\$82.58	-11.6%
Wisconsin	42.4%	131.0%	\$89.11	30.7%	36.6%	6.9%	\$86.55	-6.7%
Milwaukee	45.7%	112.2%	\$86.95	27.0%	37.7%	-6.0%	\$80.84	-14.0%
Madison	38.4%	107.9%	\$76.01	12.2%	32.6%	-12.7%	\$72.42	-26.9%
Appleton/Oshkosh	44.4%	151.3%	\$76.11	17.4%	39.3%	6.5%	\$74.22	-14.5%
Door County	39.5%	197.2%	\$96.08	17.6%	35.0%	25.8%	\$100.03	4.8%
Eau Claire	40.3%	120.0%	\$80.76	25.2%	34.5%	6.1%	\$79.31	-2.8%
La Crosse	53.0%	174.1%	\$82.94	32.8%	41.2%	16.0%	\$76.25	-8.9%
Wisconsin Dells	41.5%	209.5%	\$119.22	68.5%	36.4%	22.5%	\$116.25	8.6%
Wausau/Stevens Point	34.9%	105.8%	\$79.57	15.0%	34.0%	-4.9%	\$82.77	-8.5%

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



# HOSPITALITY JOB FAIR



LOOKING FOR A SUMMER JOB?!

## HOSPITALITY JOB FAIR

In an effort to help our hospitality partners with staffing in the Covid-19 recovery, the Greater Green Bay CVB hosted a Hospitality Job Fair on May 26.

We targeted high school and college-age individuals who may be looking for summer employment (and hopefully, continue into the fall!) This event was hosted at the Comfort Suites/Rock Garden Conference Center and had 22 hospitality partners participate.

We asked our partners to bring a prize for the prize table and had all the attendees pick a prize after walking around the room and talking to prospective employers.

We received great media coverage for the event and did have quality attendees come. We even received a call following the event from a lady who accepted a job with one of our partners! We hope to host another Job Fair in September, stay tuned!

### CVB PARTNERS

#### NEW

- Epic Event Center
- Rocky'Z Café
- Amphora Wine Bar

#### RENEWING

- Brown County Fair Association
- The Bar-Holmgren Way
- The Bar-Lime Kiln
- Graystone Ale House
- Uncle Mikes Bake Shoppe De Pere
- Uncle Mikes Bake Shoppe Lineville
- Uncle Mikes Bake Shoppe East Side
- GB Packers
- Fastsigns
- Captain's Walk Winery
- Hagemeister Park
- Ledgestone Vineyards
- Main Street Bourbon Room
- Edge VR Arcade
- The Grain Loft
- Homestead Décor
- Grapevine Café
- Foxy Pedaler

## CLEANING UP DOWNTOWN GREEN BAY

Downtown Green Bay, Inc. created an Adopt-A-Block program this year which invites businesses and passionate groups of people to help keep our city clean. Each group selects one city block to take responsibility for ensuring that area is free from trash, litter, cigarette butts, and the like.

The Greater Green Bay CVB takes great pride in how our community makes an impression on visitors. We hear many times how clean Green Bay is and how much that means to them. We wanted to help keep it that way and improve it any way we could. The CVB has adopted the block around the KI Convention Center and Hyatt Regency.



As we strive to bring groups into Green Bay, a welcoming area around the convention center is of utmost importance. You can find a group of CVB staff and friends out cleaning up once a month.



# Department Activities

## EVENTS & ACTIVITIES

**June 19**

Cars & Guitars Car Show  
The Automobile Gallery

**June 21**

World Giraffe Day  
NEW Zoo

**June 25-26**

Dino Stroll Green Bay  
Resch Expo

**June 27 & July 9**

ART in the Park  
De Pere

**July 3**

Cheap Trick Concert  
Epic Event Center

A complete listing of events and things to do can be found by visiting the CVB's website at [www.greenbay.com](http://www.greenbay.com).



### Sales Projects

- USA Hockey post-event
- WIAA Softball, 2021 in Green Bay
- Ride Across Wisconsin bike tour hotel assistance
- Huddle Up Virtual Event Planner Webinar (2 days)
- Virtual Meeting Planner Panel
- Resch Expo FAM
- Madison luncheon
- New banner stands and promotional items
- Hospitality Job Fair
- Upcoming tradeshow planning
- Attended WI Governor's Conference on Tourism virtually
- Attended MPI-WI May Education Day in-person in Milwaukee

### Tracked Future Convention and Sports Events Commitments

- Green Bay Area Baseball - Green Bay Eastside Sandlot – July, 2021
- Ashwaubenon Girls Softball Association - Jaguar Tournament – July, 2021
- Professional Insurance Agents of Wisconsin - October, 2021
- Brewery Beer Collectibles Club of America (Tittletown Trade-A-Thon) – March, 2022
- Woodland Indian Art Show & Market – August, 2022
- American Legion, Wisconsin Chapter Mid-Winter Conference – May, 2023

### Marketing/Advertising

- E-newsletter distribution - leisure, meetings, sports 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 planning
- CVB re-branding project
- Website rebuild project
- Digital assets project

### Media/Public Relations

- Blogs: 1 new, 4 updated
- Video creation for summer promotion
- Media requests/pitches
- Hospitality Job Fair promotion and media interviews
- Journalist FAM planning

### Visitor Services

- AirVenture 2021 meeting with airport staff
- Howard Suamico Business & Professional Association board meeting and committee meeting
- Virtual Wisconsin Governor's Conference on Tourism
- Meet and Greet with two motorcoach groups
- Circle Wisconsin board meeting
- Bay Area Managers of Volunteer Services meeting at the NEW Zoo
- Welcome bags for new Green Bay hires
- Hospitality Job Fair
- Completed the Attractions brochure

