

GREEN BAY HOLIDAY PROMOTIONS SUPPORT LOCAL

In a normal year, we would be pushing messaging solely out to visitors with the end goal being to get overnight stays, but due to the ongoing pandemic and recent surge in cases we intermixed some local promotions to help support our local business partners this holiday season.

In addition to targeting the state of Wisconsin and some of our bordering neighbors with safe holiday activities for those willing to hit the road by car, we also published blog content and advertising around shopping local for the holiday season, holiday events still happening this season, takeout options for Thanksgiving and Christmas, to locals and visitors alike.

With all communication and advertising, we continue to push the safety and cleanliness messaging to all of our audiences to instill confidence in getting out and about in Greater Green Bay.

We hope these efforts result in some visitation and booked business throughout the season.



Pictured: Tim Quigley award recipient, Ken Wachter with Brad Toll and Beth Ulatowski.

2020 Fall Tourism Awards

The Greater Green Bay Convention & Visitors Bureau announced the winners of the 2020 Green Bay Tourism Awards in November. Awards were presented to the recipients at their businesses, to honor their Green Bay area tourism industry contributions in 2020.

Business Partner in Tourism

The Business Partner in Tourism went to **Badger State Brewing Company and Noble Roots Brewing Company**. Both breweries joined a global effort and brewed All Together beer. Through the sales of the beer, the two raised \$8,000 that was granted back to local tourism businesses in need of support during the pandemic.

Event of the Year

The Event of the Year was awarded to **WIAA State Volleyball** for hosting the inaugural boys and girls volleyball tournament at the Resch Center in November, 2019. With more than 24,000 spectators in attendance and 20 girls' teams and eight boys' teams competing, the event was a tremendous success for its first time in Green Bay. This was also the first time in the United States history that both a boy's and girl's high school volleyball tournament were held as a joint event.

Tim Quigley Tourism Award

The CVB honored **Ken Wachter, president of PMI Entertainment Group**. Ken has worked side by side with the CVB for more than 22 years, bringing countless entertainment events, conventions and sporting events to the Green Bay area that have made a huge impact on our local economy.

Visit www.greenbay.com/members/tourism-awards/ to see the video presentation and photos.

THE PUCK DROPS IN GREATER GREEN BAY

The 2020 CCM Top Cheddar Challenge hockey tournament took place in Green Bay and surrounding areas over the weekend of November 6-8. A total of 88 teams participated in the event, with most games played at Cornerstone Community Ice Center. Games were also played in Appleton, Fond du Lac and Manitowoc.

The event was hosted by an organization from Chicago who had numerous tournaments canceled due to the pandemic. Wisconsin ice rinks were able to accommodate the events and offer the teams a safe environment to play. Teams competed from Texas, California, Colorado, Florida, Georgia, as well as neighboring Wisconsin states.

The event followed strict protocols for player/spectator safety. Cornerstone had guidelines in place for everyone involved with the event. These guidelines included players being allowed to arrive no more than 10 minutes before ice time, players dressing before arriving (skates only allowed to be put on inside rink locker room), a limit of no more than two spectators per player, and face masks mandatory for coaches and spectators.

SIGNIFICANT CONVENTION AND SPORTS EVENTS HELD IN NOVEMBER

Meetings and events accounted for **4,265** room nights and an economic impact of **\$1,755,536** during the month of November.

CVB Monthly Scorecard

Sales	NOVEMBER	YTD 2020	% of Goal	2020 GOAL	YTD 2019
Future Meetings & Events Sales					
Leads	9	105	42.9%	245	222
Future Room Nights from Leads	4,111	72,062	53.4%	135,000	120,873
Future Potential Economic Impact from Leads	\$1,413,509	\$56,210,210	59.2%	\$95,000,000	\$82,286,464
Tracked Future Room Nights	9,782	116,923	45.9%	255,000	227,490
Tracked Economic Impact	\$5,993,573	\$67,441,740	37.5%	\$180,000,000	\$139,378,125
Motorcoach Sales					
Contacts	38	616	61.6%	1,000	773
Marketing/Media	NOVEMBER	YTD 2020	% of Goal	2020 GOAL	YTD 2019
Electronic Marketing					
Total Web Visitors	23,814	376,305	75.3%	500,000	477,107
Pageviews	44,926	1,217,073	55.3%	2,200,000	2,004,225
E-newsletter Database	123,260	123,260	102.7%	120,000	118,067
Social Media Impressions	440,467	7,461,944	140.8%	5,300,000	4,863,773
Media Relations - Earned Media					
Media Interviews	5	134	111.7%	120	115
Media Pitches	3	646	107.7%	600	575
Editorial Stories	12	176	NA	NA	191
Publicity Value	\$12,500	\$521,245	NA	NA	\$351,471
Services	NOVEMBER	YTD 2020	% of Goal	2020 GOAL	YTD 2019
Convention/Sports Services					
Events Serviced	4	70	31.1%	225	225
Online Housing Reservations	29	918	NA	NA	1,372
Visitor Inquiries	611	6,132	20.4%	30,000	25,885
Destination Guide Mailings	215	27,097	90.3%	30,000	24,593
Brochure Distribution	6,590	204,042	38.9%	525,000	461,374
Mobile Visitor Center Events	0	2	6.7%	30	29
MVP Volunteer Hours	0	65	8.1%	800	692
Partnerships	NOVEMBER	YTD 2020	% of Goal	2020 GOAL	YTD 2019
New Partners	0	10	40.0%	25	19
Renewing Partners	24	175	87.5%	200	192
Revenue	\$5,918	\$61,308	85.1%	\$72,000	\$61,088

Hotel Occupancy Report

AREA	OCTOBER 2020				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	45.0%	-26.4%	\$77.56	-39.9%	38.1%	-34.8%	\$82.21	-23.7%
Wisconsin	39.6%	-34.7%	\$88.26	-20.9%	37.8%	-35.9%	\$93.83	-16.1%
Milwaukee	37.9%	-42.8%	\$80.72	-28.5%	37.8%	-43.9%	\$88.46	-23.3%
Madison	31.2%	-56.5%	\$75.27	-46.0%	34.4%	-46.3%	\$86.60	-30.9%
Appleton/Oshkosh	34.4%	-43.6%	\$73.21	-28.4%	35.3%	-41.9%	\$78.66	-23.7%
Door County	46.2%	-21.5%	\$116.21	2.6%	41.9%	-23.8%	\$114.60	2.0%
Eau Claire	39.9%	-31.7%	\$81.30	-10.8%	36.8%	-34.2%	\$80.83	-11.6%
La Crosse	54.6%	-14.8%	\$77.51	-22.2%	41.3%	-31.6%	\$80.08	-16.9%
Wisconsin Dells	40.4%	-24.6%	\$86.66	-9.3%	38.0%	-29.3%	\$102.28	-8.6%
Wausau/Stevens Point	35.6%	-39.3%	\$78.75	-11.6%	35.9%	-33.7%	\$82.79	-11.3%

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



CVB PARTNERS

RENEWING

- Ahnapee Brewery
- Algoma Chamber
- Allouez Business Association
- Al's Hamburgers
- Apple Creek Campground
- Black & Tan Grille
- Chefusion
- Country Ovens
- Daddy D Productions
- Fishin' Magician
- Fox River Tours
- Green Bay Blizzard
- Green Bay Ghost Tours
- Greater Green Bay Chamber
- Luna Coffee
- Olive Garden
- Renard's Cheese
- School House
- Studio 1212 Café
- Vandervest Harley Davidson
- Weinke's Market
- GB USL League Two Voyageurs
- The Turn Powered by Topgolf Swing
- Broken Spoke
- Fish Anytime Charters



The Greater Green Bay Convention & Visitors Bureau has joined forces with the national travel & tourism industry in support of U.S. Travel Association's **Let's Go There** campaign aimed at inspiring Americans to do what is exciting and productive: make plans to travel.

Although we are open for business and continue to promote leisure travel to our destination, we are aware that there are a number of people who are not comfortable with traveling just yet. The Let's Go There messaging allows us to keep Green Bay in the conversation as the industry continues to reignite America's sense of wanderlust and reinstate the feeling of anticipation.

THE BIG BUNDLE UP

Do you have coats, jackets, mittens, gloves, hats or scarves to donate? The Greater Green Bay Convention & Visitors Bureau is once again participating in **The Big Bundle Up** campaign coordinated by Travel Wisconsin. We are collecting new and gently used warm clothing items for the Boys & Girls Club of Greater Green Bay now through January 5.

We typically hold the drive at our Holiday Reception each year. Although we won't be celebrating in person this year, we will still be collecting donations at our office on Armed Forces Drive. In addition, you can also drop off your warm clothing donations at La Java's

Velp Avenue and Cardinal Lane locations and at Seroogy's Chocolates in De Pere.

THE BIG BUNDLE UP

greater
green bay
convention & visitors bureau

TRAVEL
WISCONSIN



Department Activities

EVENTS & ACTIVITIES

**December 26, 30 & 31
January 8, 9, 22 & 23**

Gamblers Hockey
Resch Center

December 27

Green Bay Packers
vs Tennessee Titans
Lambeau Field

December 31

New Year's Eve
with Frank!
Best of 2020
Meyer Theatre

December 31

TT NYE Event
Titledown

January 8-9

Luminary Walk
Heritage Hill State Park

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

Sales Projects

- 2021 Marketing Plan
- CVENT Promotions
- 2021 Budget Planning
- Post event tracking for United States Hockey League event
- WAMO Pool and Dart future discussions

Tracked Future Convention and Sports Events Commitments

- Green Bay Youth Hockey – Tundra Tussle – December, 2020
- Green Bay Youth Hockey – 10U/12U and 14U – February, 2021
- Homicide Conference – April, 2021
- American Planning Association – April, 2021
- Lakes States Lumber Association – January, 2022
- Wisconsin Propane Gas Association – March, 2022
- National Midwest Tool Collectors – June, 2023

Marketing/Advertising

- E-newsletter distribution - leisure and partners
- Daily and weekly social media posts on all channels
- Fall social and digital ad creative, placement and optimization
- Website updates and SEO optimization
- Sourced new user generated content (UGC) assets and built new website galleries to share visitors/residents experiences
- Green Bay Mystery Field Trip promotion launch
- Let's Go There messaging
- 2021 Marketing Budget
- 2021 Destination Guide RFP, ads, partner listings
- Attended Destinations Wisconsin Virtual Fall Tourism Conference and SEE CrowdRiff Conference

Media/Public Relations

- Blogs: 3 new, 1 updated
- Media Requests/Pitches: NBC Sports, Wisconsin Meetings, Connect Sports, FabulousWisconsin.com (2)
- CVB Tourism Awards video, web page and press release
- Fun in Wisconsin Magazine editorial
- Worked on Virtual FAM videos for sales department and launched LinkedIn ads
- Created holiday video ads for distribution

Visitor Services

- Destinations Wisconsin Virtual Fall Tourism Conference
- Bay Area Managers of Volunteer Services meeting
- Howard Suamico Business & Professional Association board meeting
- Circle Wisconsin strategic planning meeting
- Attraction Meeting at Heritage Hill State Park
- Fall/Winter newsletter to CVB volunteers
- Toured Lambeau Field with D & D Fabulous Tours
- Followed up on National Tour Association leads
- Destination Guide mailing to 215 requests

