

GREEN BAY SEES MORE VISITING TRAVEL JOURNALISTS IN 2020

Media relations has been a significant part of the CVB's outreach in 2020. Utilizing relationships built with past visiting journalists has proved fruitful. Additionally, we have made new contacts and hosted a variety of writers this year. In October, we hosted Ramsey Qubein, who is a business travel journalist from North Carolina. Two stories have already included several of our partners published in FORBES and Business Traveler USA.

Also visiting was Stacey Wittig, an Arizona-based writer. She blogged about her visit to Green Bay and the attractions she saw, but something bigger is coming. Her main purpose for visiting was to walk the Wisconsin Way, a 140-mile pilgrimage from the National Shrine of Our Lady of Good Help to Holy Hill. She plans to publish a book about her adventure. Her audience travels abroad for pilgrimages like this, but with international travel at a standstill, she expects great interest in domestic religious travelers.



Photo Credit: Green Bay Packers

Tourism Industry Relief

Governor Evers has allocated nearly \$200 million in Coronavirus Aid, Relief, and Economic Security (CARES) Act funding over the past few months to help the many struggling businesses and nonprofits, many of which make Wisconsin's tourism industry: \$15 million for live event venues, \$20 million for hotels and lodging, \$15 million for arts and cultural entities, \$10 million for movie theaters, \$125 million for small businesses including restaurants and other services, as well as \$12 million for local and regional tourism promotion and development organizations that exist to uplift and support these businesses and communities across the state.

The Greater Green Bay CVB, along with 157 tourism promotion and tourism development organizations across Wisconsin were awarded tourism relief to Accelerate Vitality and Economic Lift (TRAVEL) Stimulus Grants. CVB leadership was faced with the challenge faced by many tourism businesses... plummeting revenues, staff furloughs and layoffs, budget cuts, etc.

Due to excellent fiscal management over the past years by our dedicated Board of Directors, the CVB has been able to endure the cuts and continue selling and marketing our community by using funds that were held in reserve. While our board never mentioned a global pandemic as a potential reason to plan for economic challenges, the policy has allowed us to continue to do all we can to support our tourism partners. The TRAVEL Stimulus Grant received will position the CVB to help recover a portion of the funds lost this year and will make it possible for us to build a deficit budget in 2021 to continue our sales and marketing tourism industry recovery efforts.

USHL FALL CLASSIC YOUTH HOCKEY

The 2020 USHL Fall Classic Youth Hockey Tournament took place in Green Bay over the weekend of October 30. A total of 30 teams in four different age categories competed at Cornerstone Community Ice Center and the Resch Center, along with some games played in Appleton.

Teams came from neighboring states including Illinois, Minnesota and Michigan, as well as Colorado, North Dakota and California. The event was originally going to be hosted in Pittsburgh, but moved to Green Bay this summer.

The event followed strict protocols for player/spectator safety. Both the Resch Center and 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 prior to arriving at the rink (skates only allowed to be put on inside rink locker room), a limit of no more than two spectators per player, and face masks were mandatory for coaches and spectators.

SIGNIFICANT CONVENTION AND SPORTS EVENTS HELD IN OCTOBER

Small meetings and the United States Hockey League – USHL Fall Classic accounted for **2,390** room nights and an economic impact of **\$914,926** in October.

CVB Monthly Scorecard

Sales	OCTOBER	YTD 2020	% of Goal	2020 GOAL	YTD 2019
Future Meetings & Events Sales					
Leads	5	96	39.2%	245	200
Future Room Nights from Leads	5,152	67,951	50.3%	135,000	111,736
Future Potential Economic Impact from Leads	\$13,461,247	\$54,796,701	57.7%	\$95,000,000	\$75,617,159
Tracked Future Room Nights	7,145	107,141	42.0%	255,000	209,721
Tracked Economic Impact	\$5,706,673	\$61,448,167	34.1%	\$180,000,000	\$127,167,502
Motorcoach Sales					
Contacts	46	578	57.8%	1,000	718
Marketing/Media	OCTOBER	YTD 2020	% of Goal	2020 GOAL	YTD 2019
Electronic Marketing					
Total Web Visitors	24,586	352,491	70.5%	500,000	453,341
Pageviews	52,727	1,172,147	53.3%	2,200,000	1,947,646
E-newsletter Database	123,319	123,319	102.8%	120,000	118,003
Social Media Impressions	222,163	7,021,477	132.5%	5,300,000	4,618,727
Media Relations - Earned Media					
Media Interviews	17	129	107.5%	120	111
Media Pitches	5	643	107.2%	600	569
Editorial Stories	14	164	NA	NA	188
Publicity Value	\$43,874	\$508,745	NA	NA	\$342,836
Services	OCTOBER	YTD 2020	% of Goal	2020 GOAL	YTD 2019
Convention/Sports Services					
Events Serviced	4	66	29.3%	225	209
Online Housing Reservations	12	889	NA	NA	1,330
Visitor Inquiries	435	5,521	18.4%	30,000	25,505
Destination Guide Mailings	493	26,882	89.6%	30,000	24,487
Brochure Distribution	6,505	197,452	37.6%	525,000	442,063
Mobile Visitor Center Events	0	2	6.7%	30	29
MVP Volunteer Hours	0	65	8.1%	800	687
Partnerships	OCTOBER	YTD 2020	% of Goal	2020 GOAL	YTD 2019
New Partners	1	10	40.0%	25	18
Renewing Partners	26	151	75.5%	200	168
Revenue	\$5,712	\$55,389	76.9%	\$72,000	\$55,434

Hotel Occupancy Report

AREA	SEPTEMBER 2020				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	47.7%	-24.4%	\$77.90	-49.2%	37.2%	-35.8%	\$82.85	-21.2%
Wisconsin	42.7%	-31.3%	\$93.74	-20.5%	37.6%	-36.0%	\$94.51	-15.5%
Milwaukee	37.3%	-45.5%	\$83.14	-29.5%	37.8%	-44.0%	\$89.38	-22.7%
Madison	35.4%	-48.6%	\$77.09	-43.4%	34.8%	-45.0%	\$87.77	-28.9%
Appleton/Oshkosh	38.4%	-37.9%	\$73.39	-32.6%	35.4%	-41.7%	\$79.27	-23.2%
Door County	55.9%	-7.5%	\$122.81	4.1%	41.4%	-24.2%	\$114.37	1.9%
Eau Claire	43.2%	-27.4%	\$83.22	-10.2%	36.5%	-34.5%	\$80.77	-11.7%
La Crosse	52.8%	-15.4%	\$79.33	-22.8%	39.8%	-33.6%	\$80.48	-16.2%
Wisconsin Dells	41.5%	-23.7%	\$101.94	-7.9%	37.8%	-29.8%	\$103.90	-8.5%
Wausau/Stevens Point	37.4%	-38.3%	\$80.38	-11.7%	35.9%	-33.1%	\$83.25	-11.3%

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



VIRTUAL FAM TOUR

As previously mentioned, the Greater Green Bay CVB is putting together a Virtual FAM Tour for planners. While hosting FAM's in-person gives meeting and event planners a first-hand look at what Green Bay has to offer their future meeting or event, this will be a good alternative to keep Green Bay top of mind as the pandemic continues.

Over the past few months, the CVB worked with hotel and meeting venues to introduce planners to their property's meeting space, recent updates, especially cleaning and social distancing protocols and booking promotions they are offering.

The content was filmed and produced in house by CVB staff in partnership with hotel and venue staff who shared information about their property, amenities, updates and COVID-19 protocols on camera.

The Virtual FAM Tour is currently live with ongoing updates and can be found by visiting www.greenbay.com/meet-in-green-bay/virtual-fam-tour/. Once we complete the final two videos, we will be sharing and distributing this information with our meeting, events and convention planner contacts through various sales and marketing channels, including a paid digital campaign.

GREEN BAY MYSTERY FIELD TRIP

Green Bay Mystery Field Trip kicked off November 2. This community scavenger hunt takes participants to 10 attractions with clue sheet in hand to find answers and submit for prizes. The contest runs through December 31.

This program was created to drive admissions/sales at the attractions in a safe manner. Prizes are given for answering four and seven clues. Those competing for the \$500 gas card must have all 10 answers and a hotel stay.

Thank you to the Green Bay Packers and Kwik Trip for sponsoring. Contest website is www.greenbay.com/mystery-field-trip.



CVB PARTNERS

NEW

- The Marq

RENEWING

- Allen's Guide Service
- Americinn East
- Ashwaubenon Business Association
- Cellcom Green Bay Marathon
- Civic Symphony
- Copper State Brewing
- D2 Sports Pub
- Erbert and Gerbert's
- Gather On Broadway
- Green Bay Botanical Garden
- Hawkins Ash CPA's
- Heritage Hill State Park
- Hertz
- Kroc Center
- Lamers Bus Lines
- Let Me Be Frank Productions
- Margarita's
- Meyer Theater
- Nala's Fromagerie
- On Broadway, Inc.
- Republic Chophouse
- Schroeder's Flowers
- Shrine of Our Lady of Good Help
- The Oilerie
- UMI Sushi
- UWGB

PARTNERSHIPS & COMMUNITY RELATIONS PROJECTS

- 2021 Destination Guide Partner Verification Forms
- 2021 Destination Guide advertisement sales
- Fall Tourism Awards
- 2021 Budgeting
- Continued partner support and district networking

Department Activities

EVENTS & ACTIVITIES

Nov. 20 - Jan. 3

Santa's Rock N'
Lights Show
Brown County
Fairgrounds

**Nov. 27 - Dec. 20,
Dec. 26 - 30,
Jan. 1 & 2**

WPS Garden of Lights
Green Bay Botanical
Garden

Dec. 4 - 6

Holiday Art Fair
The Art Garage

Dec 4-23

A Frank's Christmas
Meyer Theatre

Dec. 16-19

Daddy D's
Christmas Show
Riverside Ballroom

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

Sales Projects

- Hunden Strategic Partners Preliminary Findings
- Site Visit for Wisconsin Tavern League and Great Lakes Timber Producers
- 2021 Budget Planning
- Northwoods League ASG bid discussion with the Booyah Baseball Team
- United States Bowling Congress - U.S. Open hotel assistance

Tracked Future Convention and Sports Events Commitments

- De Pere Youth Hockey - Blaze Orange Classic Tournament – November, 2020
- USA Hockey Inc. - Boys 18-Under Tier II National Championship, 2021 – March, 2021
- Triple S Dance Company – April, 2021
- International Police Association, Wisconsin Chapter – 2021 Seminar for Police Officers – June, 2021
- Wisconsin Wild Turkey Federation – January, 2022
- Lutheran Women's Missionary League – June, 2022

Marketing/Advertising

- E-newsletter distribution - leisure, partners and meetings
- Green Bay Mystery Field Trip – website development, prizes, testing
- Daily and weekly social media posts on all channels
- Fall social and digital ad creative, placement and optimization
- 2021 Marketing Budget
- JEM Grant Evaluation
- Ads: GB Chamber Community Snapshots, Circle Wisconsin Travel Planner
- Website updates and SEO optimization
- Sourced new user generated content (UGC) assets and built new website galleries to share visitors/residents experiences

Media/Public Relations

- Blogs: 2 new, 2 updated
- Journalists: Hosted Stacey Wittig, Ramsey Qubein and Rachel Werner individual research trips
- Media Requests: 17
- Worked on Virtual FAM videos for sales department

Visitor Services

- Welcomed Tri-State Travel with a group of 24 from Illinois
- Participated in three Women In Buses roundtables
- Prepared 50 welcome packets for a group coming to visit the Shrine
- 2021 Budget
- Governor's Conference Award Ceremony
- Circle Wisconsin board meeting
- Calendar of Events updates
- Bulk mailing of 283 Destination Guides
- Itinerary for D & D Travel site visit in November

