

## GREEN BAY FALL PROMOTION UNDERWAY

We know we can't replace 80,000 fans in the stands for a single home Packers game, but the health and safety of our community and visitors remains our top priority.

We may be missing fans this year and know that the Green Bay Packers are the number one tourism driver for our destination. Not having fans at home games will be tough on the local hospitality and tourism industry this season.

Just know that the Greater Green Bay CVB is keeping our destination top of mind for future travel. Each message that goes out talks about our hotels, attractions and local businesses and all the things locals and visitors can do to get out and enjoy a little and support businesses while staying safe. Although we may be pushing outdoor fun more than ever, people are still engaging with Green Bay online and offline and are looking forward to their next getaway.

Even during these challenging times, planners are still requesting RFPs and tours of Green Bay facilities and are making plans for future meetings, conventions and sporting events.



## Green Bay Restaurant Week Recap

While Green Bay Restaurant Week normally satisfies the appetite of locals and travelers each July, the 8th annual event shifted gears and was held in September. With no football fans in town, Green Bay Restaurant Week became a largely local event.

There were **38 restaurants** that participated. Restaurant numbers were down from previous years for various reasons including staffing, 50% restaurant capacity due to COVID-19 and concerns for keeping staff and patrons safe... all understandable reasons. Those that participated forged forward with masks on and great menus!

Paid advertising was scaled back, so publicity took center stage, with a record 30 television and radio interviews in the week leading up to the event. Media outlets in Green Bay, Appleton, Milwaukee and Upper Michigan all ran stories. Restaurants, their chefs and general managers had several opportunities to be interviewed.

The positivity and messaging were far reaching. The event website, **[www.GBRestaurantWeek.com](http://www.GBRestaurantWeek.com)** saw over 500,000 page views. The CVB also provided posters for windows and A-frame signs that rotated around to the restaurants with a "Dine Here" message.

At this writing, most restaurants have reported their sales numbers. We are estimating the economic impact for the event at \$520,000. Realizing that our restaurants are operating at 50% capacity and diners were local and hotel stays were minimal, the promotion did well.

A huge thank you to all the restaurants that served patrons safely, and worked together to keep our hospitality workers busy during the most delicious week of the year!

**The next Green Bay Restaurant Week is scheduled for July 15-22, 2021.**

## VIRTUAL FAM TOURS FOR PLANNERS

The Sales department unfortunately had to cancel the Familiarization Tours (FAM's) scheduled for 2020 because of COVID-19. Hosting FAM's gives the CVB the opportunity to host meeting and event planners in Green Bay and provide them with a first-hand look as we showcase Green Bay, event and meeting venues in our region and our destination's amenities.

As an alternative, the CVB is putting together a virtual FAM tour for planners. We're busy capturing video at hotel and meeting venues to introduce planners to their property's meeting space, recent updates and booking promotions they are offering.

Once completed, we will be hosting the virtual FAM tour and videos on MeetinGreenbay.com.



## SIGNIFICANT CONVENTION AND SPORTS EVENTS HELD IN SEPTEMBER

Small meetings and sporting events accounted for **2,220** room nights and an economic impact of **\$1,096,677** in September.

# CVB Monthly Scorecard

Sales	SEPTEMBER	YTD 2020	% of Goal	2020 GOAL	YTD 2019
<b>Future Meetings &amp; Events Sales</b>					
Leads	7	91	37.1%	245	186
Future Room Nights from Leads	6,550	62,799	46.5%	135,000	104,226
Future Potential Economic Impact from Leads	\$1,927,622	\$41,335,454	43.5%	\$95,000,000	\$70,949,514
Tracked Future Room Nights	7,565	99,996	39.2%	255,000	186,136
Tracked Economic Impact	\$3,266,655	\$55,741,494	31.0%	\$180,000,000	\$113,431,403
<b>Motorcoach Sales</b>					
Contacts	48	532	53.2%	1,000	674
Marketing/Media	SEPTEMBER	YTD 2020	% of Goal	2020 GOAL	YTD 2019
<b>Electronic Marketing</b>					
Total Web Visitors	60,206	327,905	65.6%	500,000	412,051
Pageviews	492,843	1,119,420	50.9%	2,200,000	1,860,976
E-newsletter Database	123,127	123,127	102.6%	120,000	118,476
Social Media Impressions	547,894	6,799,314	128.3%	5,300,000	4,294,342
<b>Media Relations - Earned Media</b>					
Media Interviews	43	112	93.3%	120	104
Media Pitches	5	638	106.3%	600	559
Editorial Stories	43	150	NA	NA	176
Publicity Value	\$59,751	\$464,871	NA	NA	\$311,013
Services	SEPTEMBER	YTD 2020	% of Goal	2020 GOAL	YTD 2019
<b>Convention/Sports Services</b>					
Events Serviced	4	62	27.6%	225	189
Online Housing Reservations	12	877	NA	NA	1,329
Visitor Inquiries	700	5,086	17.0%	30,000	24,869
Destination Guide Mailings	548	26,389	88.0%	30,000	24,298
Brochure Distribution	12,213	190,947	36.4%	525,000	426,984
Mobile Visitor Center Events	0	2	6.7%	30	28
MVP Volunteer Hours	0	65	8.1%	800	638
Partnerships	SEPTEMBER	YTD 2020	% of Goal	2020 GOAL	YTD 2019
New Partners	0	9	36.0%	25	14
Renewing Partners	13	125	62.5%	200	154
Revenue	\$4,858	\$49,677	69.0%	\$72,000	\$49,816

# Hotel Occupancy Report

AREA	AUGUST 2020				YEAR-TO-DATE			
	OCC	CHANGE	ADR	CHANGE	OCC	CHANGE	ADR	CHANGE
GREEN BAY	47.3%	-32.9%	\$78.48	-29.7%	35.9%	-37.4%	\$83.67	-15.1%
Wisconsin	45.5%	-35.7%	\$101.03	-18.3%	36.9%	-36.7%	\$94.62	-14.8%
Milwaukee	39.5%	-47.6%	\$95.12	-22.2%	37.9%	-43.9%	\$90.18	-21.8%
Madison	38.5%	-47.3%	\$83.59	-42.5%	34.7%	-44.5%	\$89.13	-26.7%
Appleton/Oshkosh	39.2%	-43.5%	\$73.28	-30.8%	35.0%	-42.2%	\$80.09	-21.8%
Door County	61.3%	-16.0%	\$129.37	-0.1%	39.3%	-26.8%	\$112.68	1.3%
Eau Claire	43.2%	-35.6%	\$82.43	-12.2%	35.6%	-35.6%	\$80.34	-12.0%
La Crosse	51.0%	-28.6%	\$82.28	-17.5%	38.1%	-36.2%	\$80.88	-15.0%
Wisconsin Dells	46.6%	-33.6%	\$113.10	-14.8%	37.3%	-30.6%	\$104.18	-8.6%
Wausau/Stevens Point	40.4%	-32.8%	\$79.41	-41.9%	35.7%	-32.3%	\$83.61	-11.3%

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





## GO 92.0 Challenge

Throughout the month of September, the Greater Green Bay CVB hosted a virtual event to encourage participants to move 92.0 miles. The month of September 2020 matches up with Greater Green Bay's area code of 920. It was a fun way to get people walking along a trail near their home, running through their neighborhood and locally exploring on their bike.

We then sent out weekly emails to take these participants on a virtual tour around the Green Bay area. Many of our partners were highlighted on the virtual tour, including several historical sites along the Green Bay Packers Heritage Trail.

We had 60 participants that got moving for a combined total of 4,403 miles! Go 92.0 was a featured story both near and far,

from WFRV to an online magazine column in Los Angeles. We reached hundreds of Facebook group members, too.

A special thank you to the following partners who donated prizes for top performers and participation swag bags:

Ahnapee Brewery, Aunt Ethel's, Badger State Brewing Co., Captain's Walk Winery, Copper State Brewing Co., Graystone Ale House, Green Bay Axe, Green Bay Escape, Green Bay Botanical Garden, Hagemeister Park, Heartland Pizza, Hinterland Brewery, Jimmy Sea's, Lodge Kohler, Margarita's, Noble Roots Brewing, Parallel 44 Vineyard & Winery, Pizza Ranch, Stillmank Brewing Co., Taverne in the Sky, The Bar, The English Inn, The Pancake Place, The Turn, Titledown Brewing Co., and Zambaldi Beer.

## CVB PARTNERS

### RENEWING

- At the Water's Edge
- Belgioioso Cheese
- Fox Harbor Pub & Grill
- Galley 57
- Mackinaw's
- River's Bend
- Seroogy's Chocolates
- The Automobile Gallery
- Green Bay Ticket Service
- Jake's Pizza Company
- Ashwaubenon Performing Arts Center
- Event USA
- Mac and Cheese Shop

## PARTNERSHIPS & COMMUNITY RELATIONS

Toni has been very busy this past month supporting and visiting the 38 participating restaurants who were gearing up for this year's Restaurant Week.

She also worked with all our partners to source prizes and perks for the inaugural "Go 92.0 Challenge" as well as engage with those who were participating in the event.

She attended, along with 20 of our attraction partners, the first in person attraction meeting since COVID-19 hit. Toni continues to work closely with the various districts in town and hosts a bi-monthly virtual networking call so she can provide the most up-to-date information on what is taking place in our community to the CVB staff.

Toni also continues to serve as a point person for grant opportunities for our partners when they arise as well as state updates from Governor Evers office.

## EXPERIENCE GREATER GREEN BAY VISITOR CENTER

Patience and determination have been the mantra throughout the duration of the Experience Greater Green Bay Visitor Center project. Just as things were lining up to finalize funding, a global pandemic brought the world to a halt. And now as communities are trying to find ways to financially recover from the devastating effects of COVID-19, many leading experts are turning to tourism as the key to success.

A visitor center is one of the best opportunities to talk with visitors when they are in a community. It can encourage visitors to spend more money, stay in a community longer, and encourage repeat visits.

The conversation, as of late, would also be a great way to explain the health and safety protocols our community and its businesses have put in place to keep everyone safe. Real time conversations with real people build connections that create great experiences; this is the benefits of a Visitor Center.

A Greater Green Bay visitor center can become a reality with a positive vote from the State Senate. We have already raised 2/3 of the project cost and have requested final funding from the State of Wisconsin. We are hoping SB 721 will be included on the Senate Agenda in the proposed "lame duck" session. Construction could begin in Spring!

# Department Activities

## EVENTS & ACTIVITIES

### October 24

Annual Halloween Event  
Bay Beach Wildlife  
Sanctuary

### October 30

Jo Dee Messina Concert  
Meyer Theatre

### November 1

Green Bay Packers vs  
Minnesota Vikings  
Lambeau Field

### November 12

Comedian Greg Hahn  
Meyer Theatre

### November 15

Green Bay Packers vs  
Jacksonville Jaguars  
Lambeau Field

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

- Hunden Strategic Partners preliminary findings
- Sales promotions for convention groups
- FAM video's of meeting venues
- WIAA Volleyball Tournament discussions
- 2021 budget planning

#### Future Convention and Sports Events Commitments

- Paramedic Systems of Wisconsin – September, 2021
- American Public Works – Wisconsin Snowplow Rodeo – September, 2021
- Wisconsin Gun and Knife Show – December, 2021
- Wisconsin Wetlands Association – February, 2023

#### Marketing/Advertising

- E-newsletter distribution - leisure and partnerships
- Restaurant Week website updates
- Plan Now, Travel Later digital advertising for leisure, sports and meetings
- Green Bay Mystery Field Trip – concept, art, partner participation, hotel deals
- Wisconsin Meetings ad design
- Website updates with new fall content
- Continued daily website updates for COVID-19 pages
- Fall social/digital ad placement
- Restaurant Week digital ad placement

#### Media/Public Relations

- Blogs: 1 new, 2 updated
- Restaurant Week TV and radio publicity: 30 interviews
- Journalists: Stacey Wittig and Ramsey Qubein individual research trips – built itineraries, secured accommodations, passes for dining and attractions admissions, set up tours and room gifts
- Wrote narrative/budget for Wisconsin Travel Stimulus Grant Program
- Worked on Virtual FAM videos for sales department
- New videos created for fall promotion: 2
- Fall wineries video project with Venture Wisconsin

#### Visitor Services

- Three virtual Circle Wisconsin board meetings
- Participated in group tour virtual round tables with NTA, Group Travel Leader and Connect Travel
- Welcomed Wendinger Travel from Minnesota for a 3-day tour
- Hosted an attractions meeting at Neville Public Museum
- Coordinated Bay Area Managers of Volunteer Services virtual meeting and planning for 2021
- Howard Suamico Business & Professional Association board meeting
- Attended Chamber lunch event
- Meeting with group travel partners from the Packers and Oneida Tourism
- Itinerary planning for 2021 tours
- Participated in Heritage Hill's Signature Experience
- Contacted brochure distribution vendors for updates on 2020 and budgeting for 2021

