

2009 BROWN COUNTY TOURISM REPORT

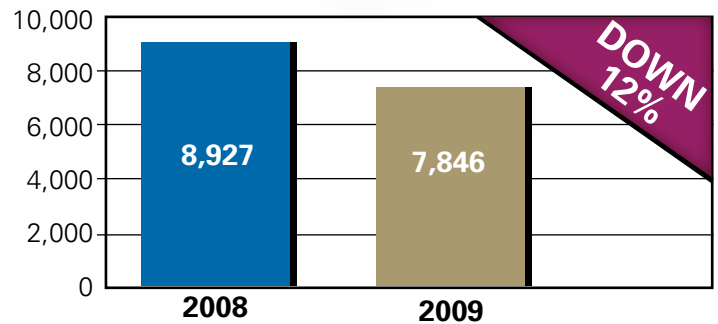
Prepared by the Greater Green Bay Convention & Visitors Bureau with data from the 2009 Davidson-Peterson study.

With a nationwide economic downturn, visitors spent **\$489 million** in Greater Green Bay during 2009. That's **down 12.3%** over 2008 spending.

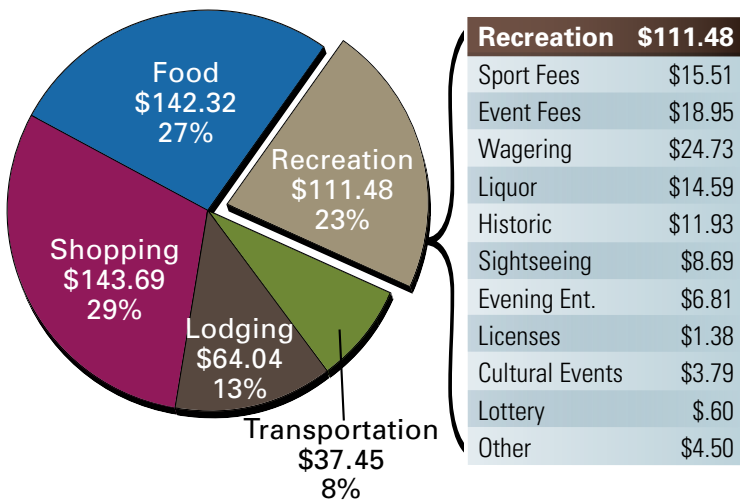
WHEN DID THEY SPEND IT?

Estimated Brown County Traveler Expenditures (Millions)		
	2009	2008
Summer (June-August)	\$149 (31%)	\$165 (31%)
Fall (September-November)	\$129 (26%)	\$147 (26%)
Spring (March-May)	\$104 (21%)	\$120 (21%)
Winter (December-February)	\$107 (22%)	\$125 (22%)

HOW MANY JOBS ARE DIRECTLY IMPACTED BY TOURISM?

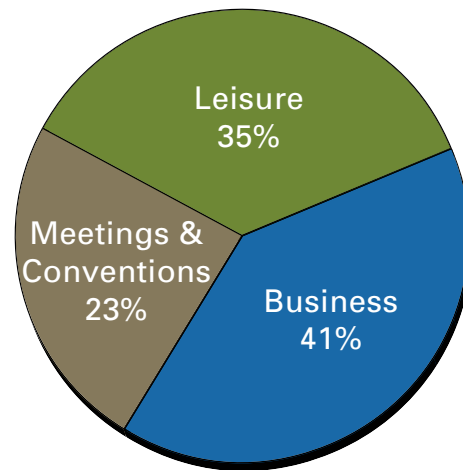


WHERE DID THEY SPEND IT?



Recreation \$111.48	
Sport Fees	\$15.51
Event Fees	\$18.95
Wagering	\$24.73
Liquor	\$14.59
Historic	\$11.93
Sightseeing	\$8.69
Evening Ent.	\$6.81
Licenses	\$1.38
Cultural Events	\$3.79
Lottery	\$.60
Other	\$4.50

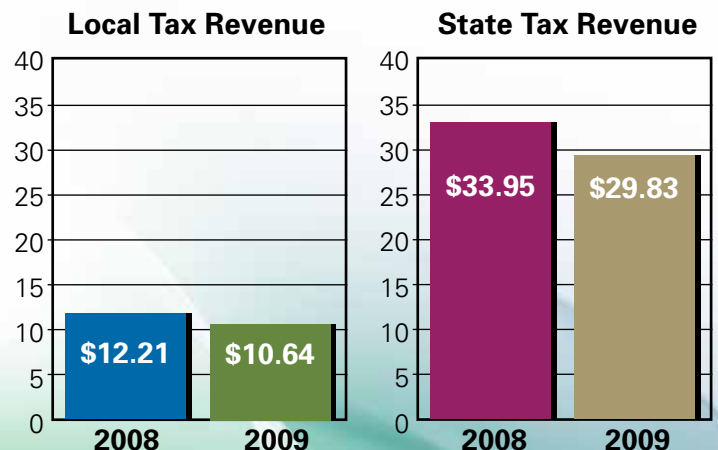
WHY DID THEY VISIT?



VISITOR SPENDING IN THE STATE

Wisconsin	\$12,091,745,226	-7.81%
Milwaukee	\$1,533,477,285	-11.23%
Dane	\$1,179,633,744	-4.64%
Sauk	\$1,013,574,388	-3.55%
Waukesha	\$580,494,458	-15.05%
Brown	\$489,073,315	-12.31%
Door	\$430,501,669	-11.03%
Walworth	\$370,505,186	-11.14%

TAX REVENUE GENERATED (IN MILLIONS)



CVB PERFORMANCE MEASURES

VISITOR SERVICES

Visitor inquiries remained strong with the new website playing a major factor. Online requests were up 40%. Overall literature distribution was down due to the closing of the Wisconsin Department of Tourism's Welcome Centers. However, we were slightly above last year's mark for the distribution of visitor kits sent through the mail.

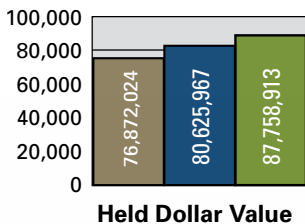
LEISURE VISITOR INQUIRIES	2008		2009
Phone/Voicemail	4,330	-22%	3,380
Readers Response	9,337	-1.8%	9,169
Walk-ins	7,456	-5.7%	7,033
Website/E-mail	3,675	+40%	5,144
Postal Service	45	+45%	65
Total	24,883	-4%	24,791

LITERATURE DISTRIBUTION	2008		2009
Visitor Kits	33,679	+4%	33,804
Literature distributed through Delivery, UPS and office	671,584	-3.5%	647,830
Total Literature Distributed	705,263	-3.4%	681,634

SALES

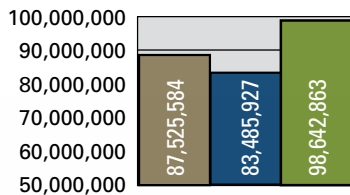
Greater Green Bay welcomed 802 meetings, conventions and sporting events with delegates and participants spending an estimated \$87.7 million. This is \$7 million more in spending over the previous year.

2009 GROUPS HELD

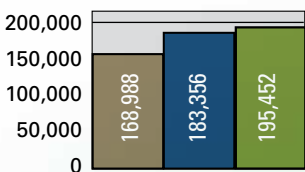


Held Dollar Value

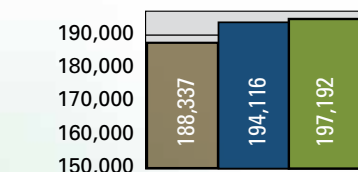
2009 FUTURE GROUPS BOOKED



Booked Dollar Value



Room Nights Held



Future Room Nights Confirmed

■ 2007 ■ 2008 ■ 2009

MARKETING

The CVB's new website launched in January garnered quite a bit of interest during the year. With a 49% increase in page views and a total visitor increase of 54% the new site produced a 40% increase in online requests for information. Integrated marketing efforts in print, online and broadcast advertising, along with the simplified navigation of the site, kept users interested and produced more clicks within the website.

Strong public relations efforts produced 130 stories from 121 media outlets. A digital media kit was produced for distribution to editors, travel writers and reporters needing a "snapshot" of Greater Green Bay and the Lakeshore which is fully interactive with links to additional online information.



PARTNERSHIPS

Thirty-three new partners joined the CVB in 2009. This included nine restaurants, eight events/attractions and seven retail businesses. The other new partners included hotels and convention service related businesses. The CVB hosted eight educational and networking events including a seminar on Social Media, National Tourism Week cruise on the Foxy Lady II with speaker Kelli Trumble, Secretary for the Wisconsin Department of Tourism, and the Annual Holiday Reception with food and drink samples provided by our partners. The Annual Awards Luncheon recognized the Greater Green Bay Area Lodging Association for Business Partner of the Year, Cellcom Green Bay Marathon for Event of the Year and Tina Quigley for Individual Partner in Tourism Award, renamed the Tim Quigley Tourism Award in his honor.



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