

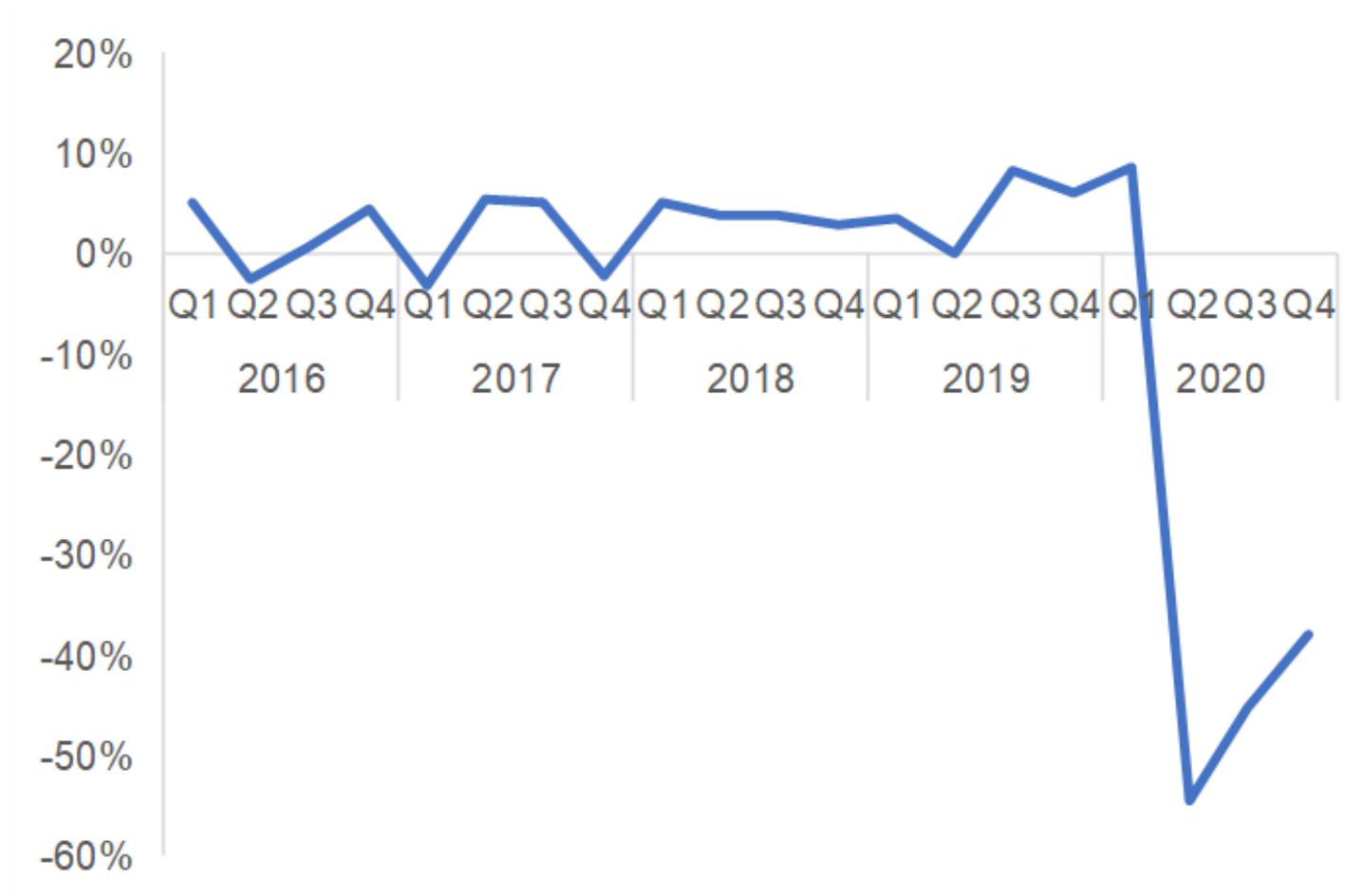
Fox Cities

Covid Economic Rebound

Pam Seidl
Executive Director
Fox Cities Convention & Visitors Bureau



Year Over Year Growth in Visitor Spending



Visitor Spending in the Fox Cities

2019 → \$511 Million

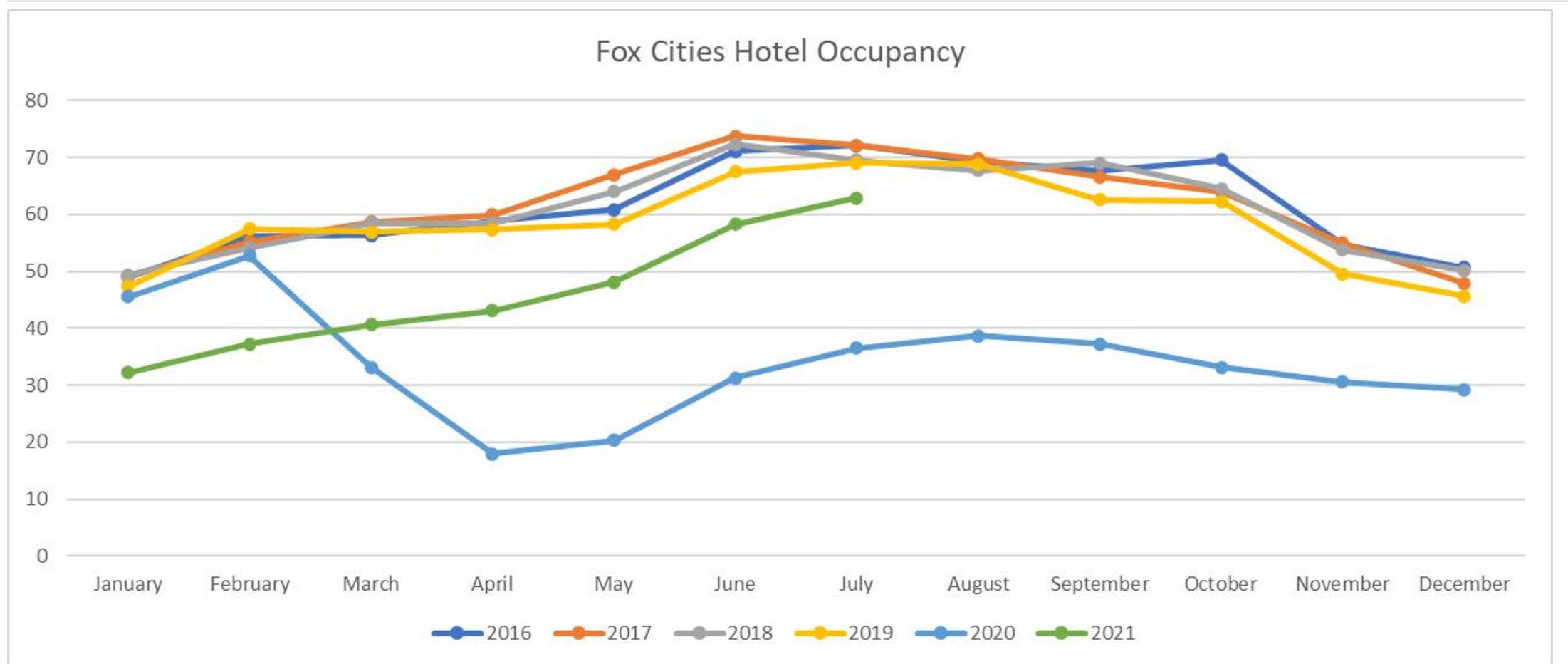


2020 → \$333 Million

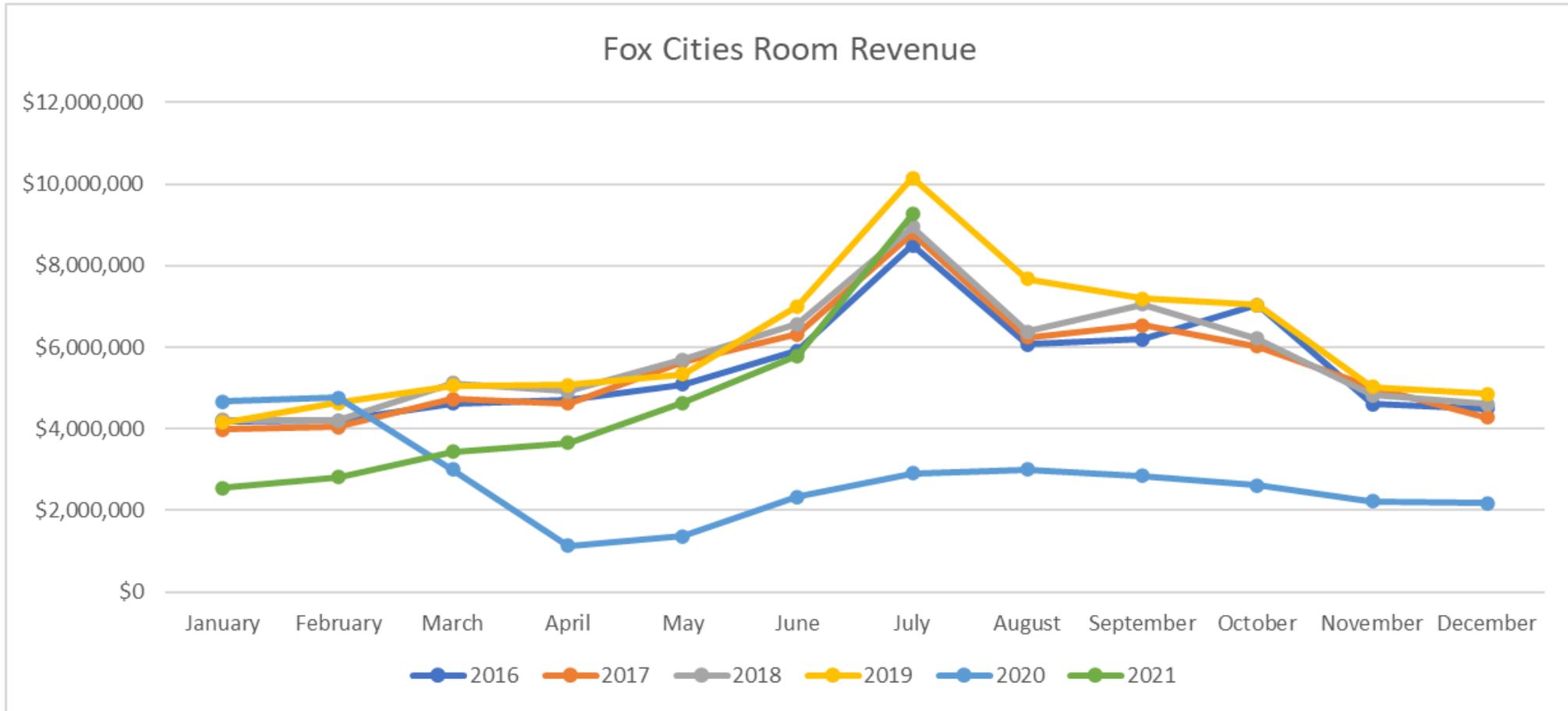
Pandemic Impact on Tourism

- The pandemic cut \$178 million from visitor spending, a decline of one-third.
- One of every four direct tourism jobs was lost.
- Visitor spending dropped to levels last seen in 2011 – essentially wiping out a decade of growth.

Hotel Occupancy



Hotel Revenue



Delta Variant = Paused Recovery

- 59% of American Travelers now indicate they are changing travel plans due to the pandemic, up 16 points in just two months and back to levels not seen since the beginning of March '21.
- 88% still report having travel plans in the next six months.
- About 25% of travelers are concerned about their income and/or costs of travel. Inflation and the fact that many have spent their stimulus checks may be key factors for this.
- Overall, visitors are less inclined to take guidance from their state government that it is safe to travel than they are from federal leadership and agency sources.

Meeting & Convention Planners

- Goal posts keep moving
- Not committing
- Hybrid meetings are the most expensive and time consuming
- Last minute changes = financial risk
- Delta variant causing cancellations in Q3 and Q4
- Indication that 2022 will be “more normal”

The Recovery Has Started... What's Next?

- Large community events
- Conventions
- Business Travel
- Tourism Master Plan
- Workforce
 - BE PATIENT
 - BE KIND
 - VOLUNTEER

Thank You

Pam Seidl
Executive Director
pseidl@foxcities.org
920.734.3358
www.foxcities.org

