GO GREAT LAKES BAY

# DESTINATION DASHBOARD

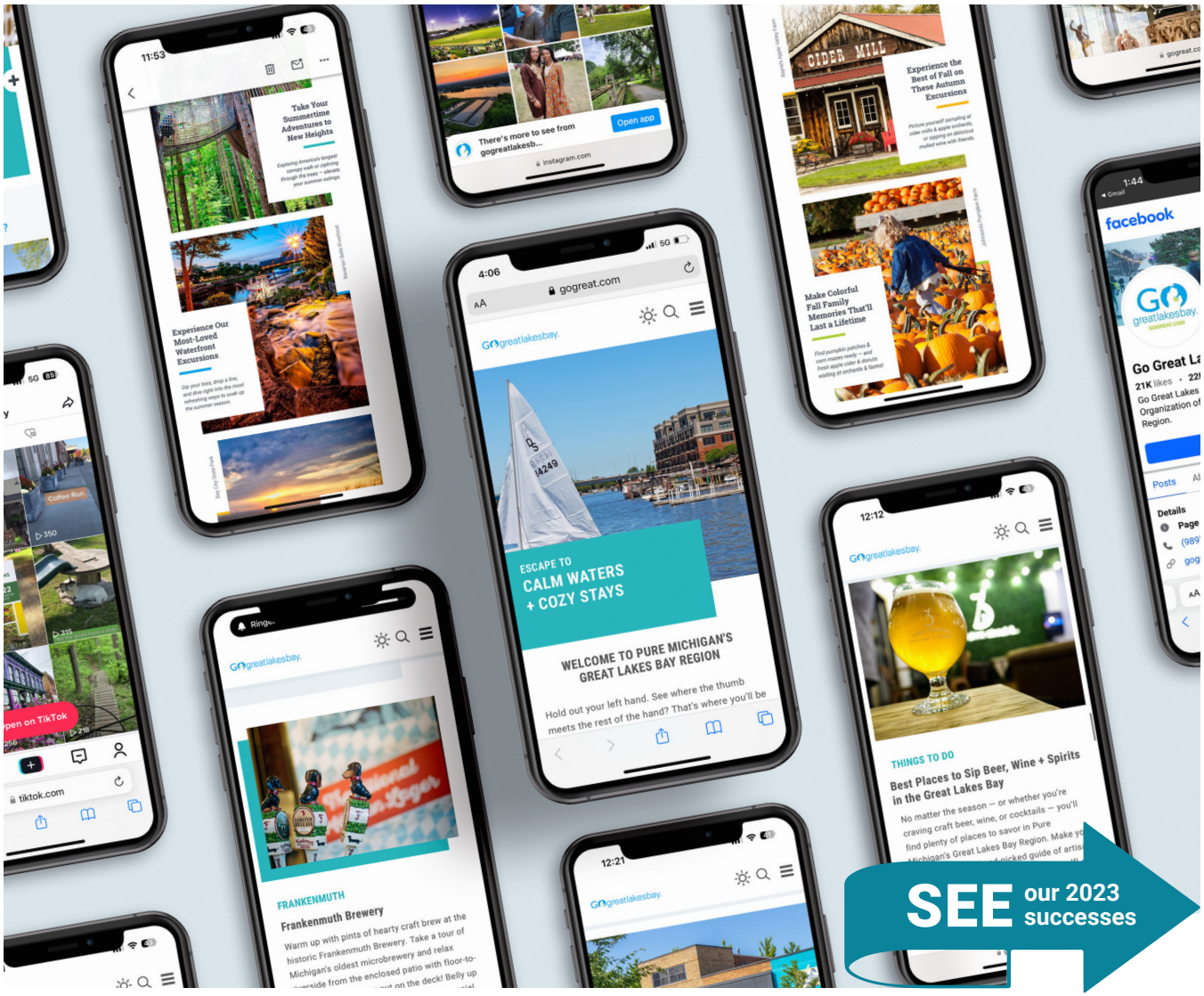
## 2023 Year-in-Review

**Immerse yourself in an annual recap of our Destination Marketing Organization's results**

**Lodging**
Performance

**GoGreat.com**
Performance

**Social Media**
Performance




**SEE** our 2023 successes

# DESTINATION DASHBOARD

2023 Year-in-Review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GoGreat.com Site Performance — Skip to page 05

GoGreat.com Blog Performance — Skip to page 06

Social Media Performance — Skip to page 07

Travel Newsletter Performance — Skip to page 09

Digital Media + More — Skip to page 10

On the go? View a digital version of our Destination Dashboard at any time!

Scan this QR code or visit GoGreat.com/Dashboard

2023

# MARKET RECOVERY INDICATORS

*Get a feel for our region's recovery — compared to pre-pandemic levels — in reporting powered by Symphony and Tourism Economics.*

Jan - Dec 2023

**51.2%**

**HOTEL OCCUPANCY**

▼ -0.7% YOY
▼ -14.5% vs. 2019

**$121.5M**

**HOTEL REVENUE**

▲ 2.3% YOY
▲ 31.0% vs. 2019

**105.2K**

**AIRPORT THROUGHPUT**

▲ 33.6% YOY
▼ -29.1% vs. 2019

## LODGING PERFORMANCE

Regional Overview

**51.2%**

**OCCUPANCY**

-0.7% YOY
-14.5% vs. 2019

**$126.79**

**ADR**

4.3% YOY
24.2% vs. 2019

**$64.96**

**REVPAR**

3.6% YOY
6.2% vs. 2019

**1,870.7K**

**SUPPLY**

-1.2% YOY
23.4% vs. 2019

**958.4K**

**DEMAND**

-1.9% YOY
5.5% vs. 2019

**$121.5M**

**REVENUE**

2.3% YOY
31.0% vs. 2019

## LODGING PERFORMANCE

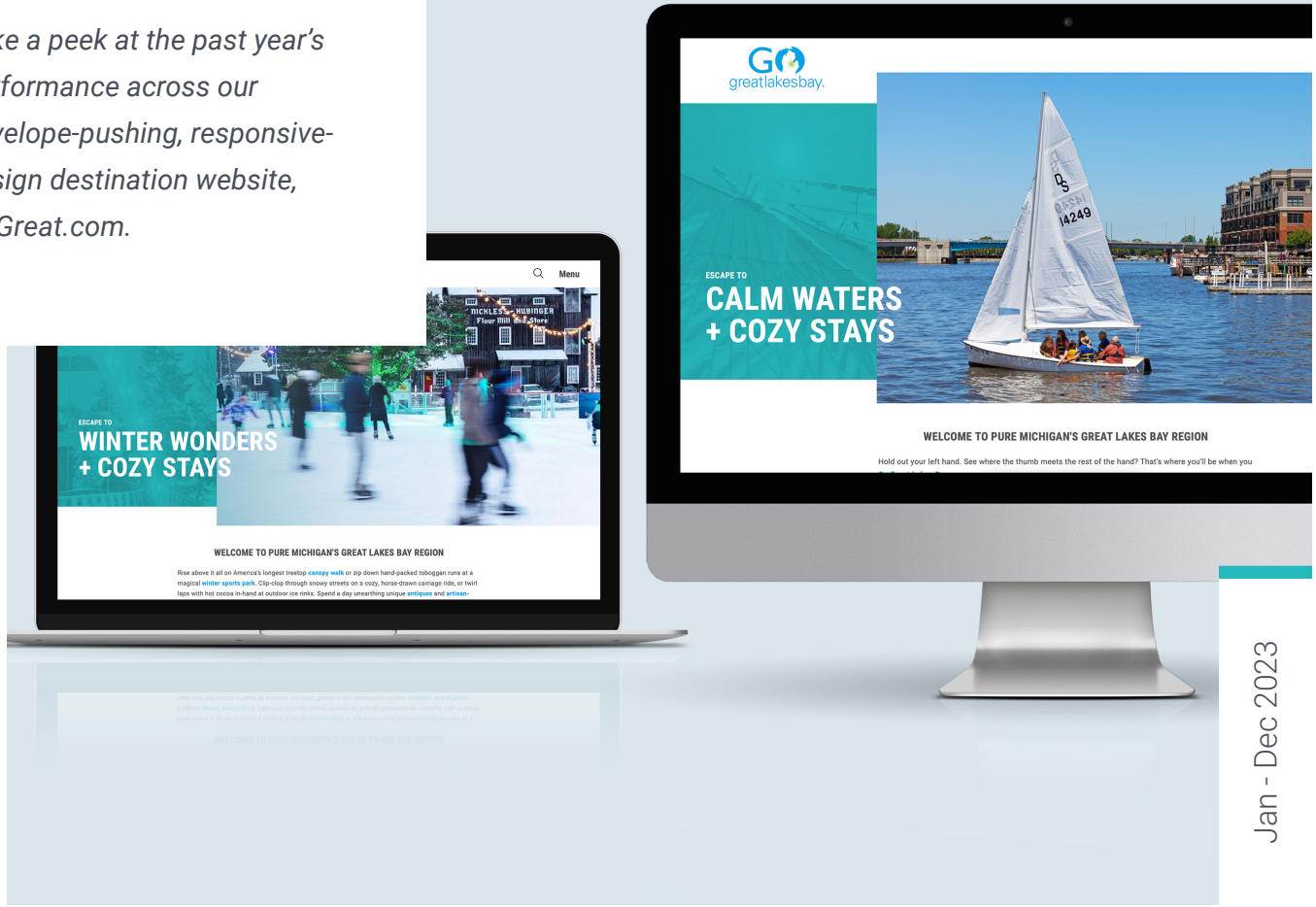
Multi-Year Comparison by County

| | | 2021 | 2022 | 2023 |
|---|---|---|---|---|
| OCCUPANCY | Bay County | 50.7% | 51.5% | 49.5% |
| | Midland County | 48.1% | 52.9% | 53.0% |
| | Saginaw County | 50.2% | 51.3% | 51.5% |
| | **GLBR Summary** | **49.9%** | **51.6%** | **51.2%** |
| ADR | Bay County | $93 | $104 | $108 |
| | Midland County | $120 | $133 | $138 |
| | Saginaw County | $114 | $126 | $131 |
| | **GLBR Summary** | **$110** | **$122** | **$127** |
| REVPAR | Bay County | $47 | $54 | $53 |
| | Midland County | $58 | $70 | $73 |
| | Saginaw County | $57 | $65 | $67 |
| | **GLBR Summary** | **$55** | **$63** | **$65** |

2023

# GOGREAT.COM SITE PERFORMANCE

*Take a peek at the past year's performance across our envelope-pushing, responsive-design destination website, GoGreat.com.*




Jan - Dec 2023

**259K**

**SESSIONS**

11.7% YOY

**222K**

**USERS**

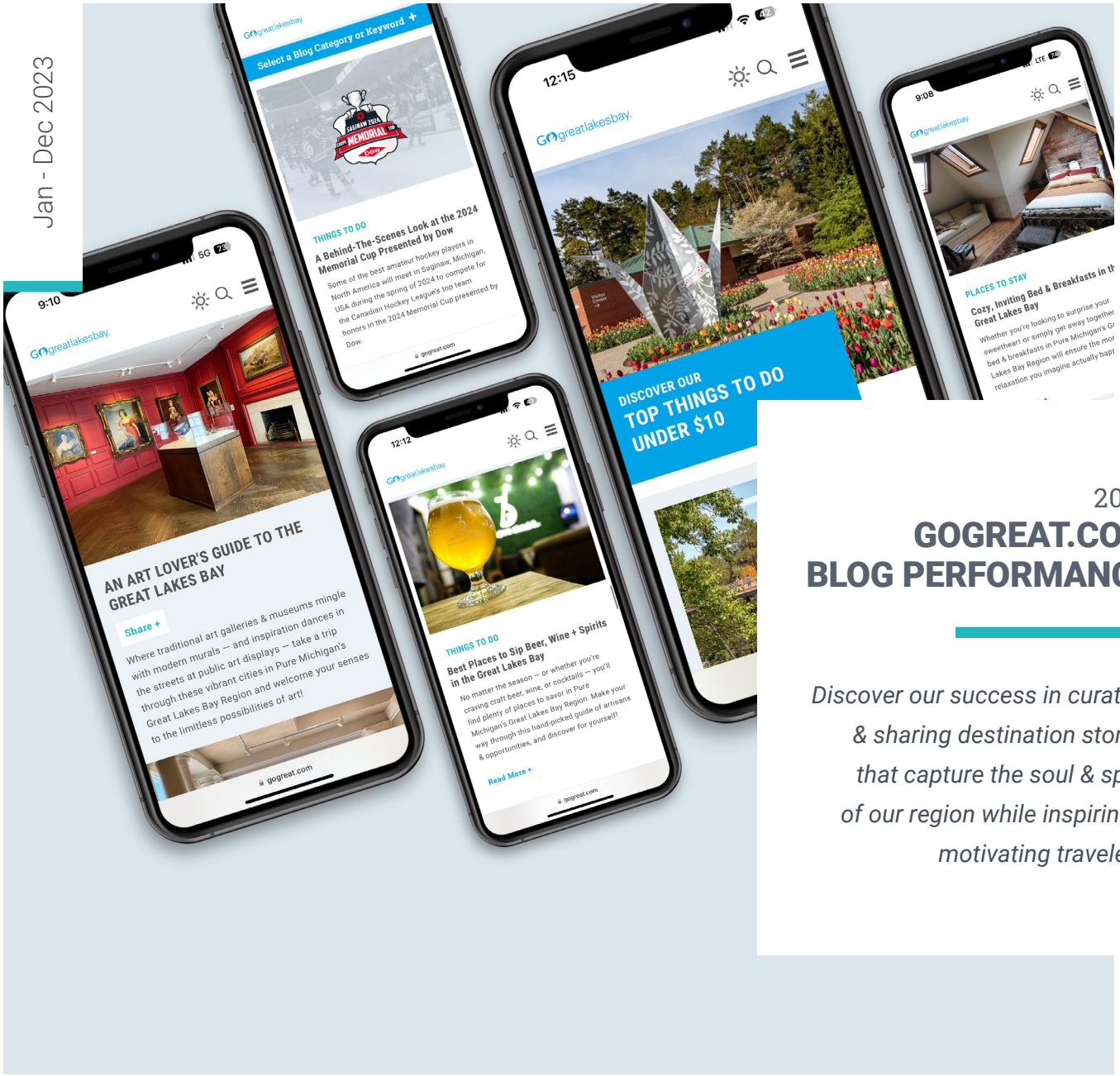
16.4% YOY

**496K**

**PAGEVIEWS**

1.7% YOY

Jan - Dec 2023




2023

# GOGREAT.COM BLOG PERFORMANCE

*Discover our success in curating & sharing destination stories that capture the soul & spirit of our region while inspiring & motivating travelers.*

**131K**

**BLOG PAGEVIEWS**

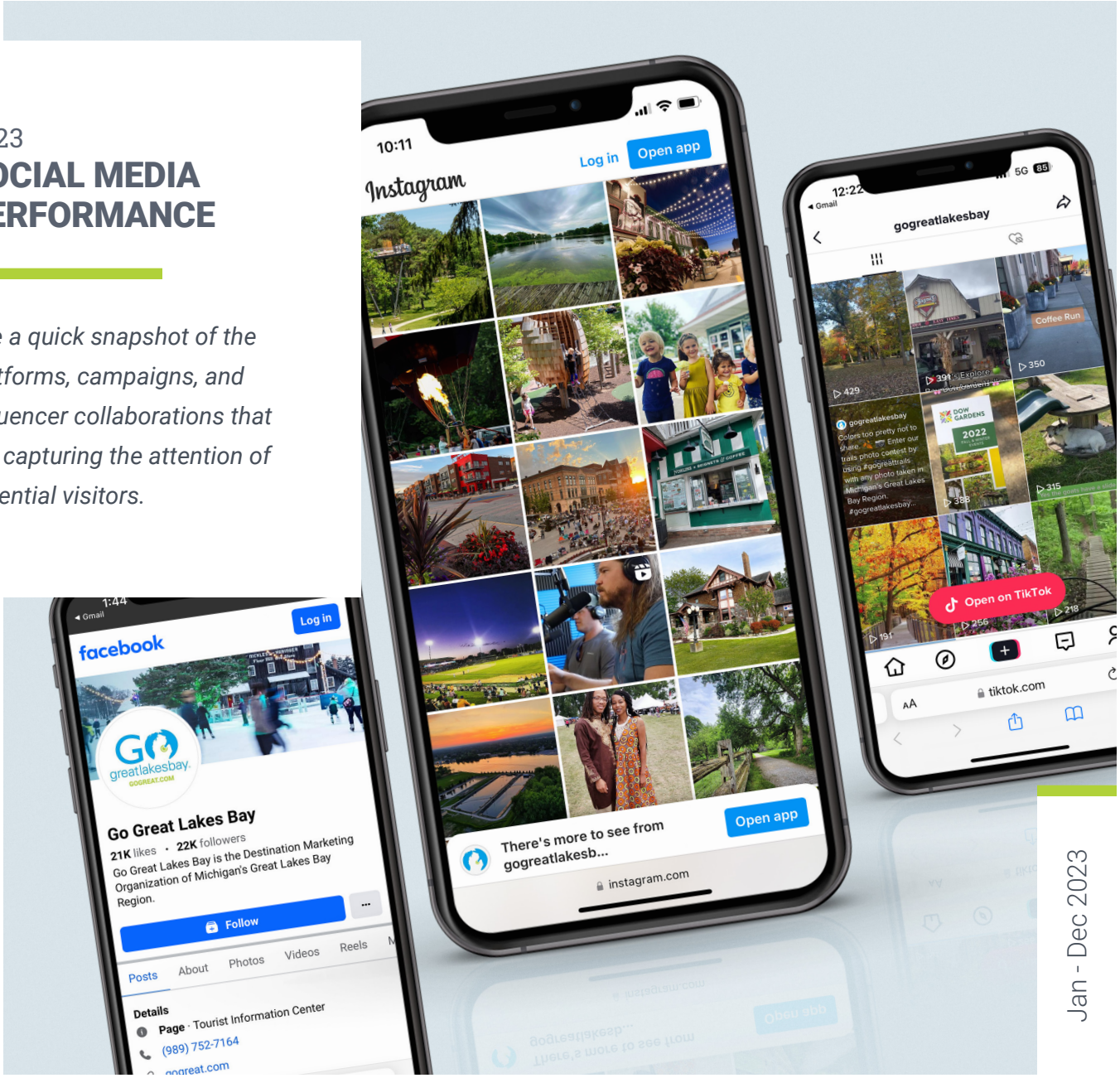
**62**

**BLOGS PUBLISHED**

2023

# SOCIAL MEDIA PERFORMANCE

*See a quick snapshot of the platforms, campaigns, and influencer collaborations that are capturing the attention of potential visitors.*




Jan - Dec 2023

**35.6K**

**TOTAL FANS + FOLLOWERS**

9.5% YOY

**128K**

**TOTAL ENGAGEMENTS**

11.1% YOY

## SOCIAL MEDIA

Performance Overview by Platform

**21.2K**

**FACEBOOK FANS**

4% YOY

**3.9M**
Impressions

**99.7K**
Engagements

**6.7K**

**INSTAGRAM FOLLOWERS**

11% YOY

**411.4K**
Impressions

**7.1K**
Engagements

**1.2K**

**TIKTOK FOLLOWERS**

191% YOY

**89.9K**
Video Views

**4.9K**
Engagements

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## SOCIAL MEDIA

Influencer Collaborations

### @frommichiganwithlove

**104.2K**
TikTok Reach

**6.4K**
TikTok Engagements

**368.4K**
Instagram Reach

**17.7K**
Instagram Engagements

### @mi_playground

**38.6K**
TikTok Video Views

**2.3K**
TikTok Engagements

**15K**
Instagram Video Views

**540**
Instagram Engagements

2023

# TRAVEL NEWSLETTER PERFORMANCE

*Get insights on the curated travel inspiration that hits our subscribers' inboxes each month — from featured trip ideas to upcoming festivals.*

Jan - Dec 2023

**64K**

**TOTAL SENT**

**33.6%**

**AVG. OPEN RATE**

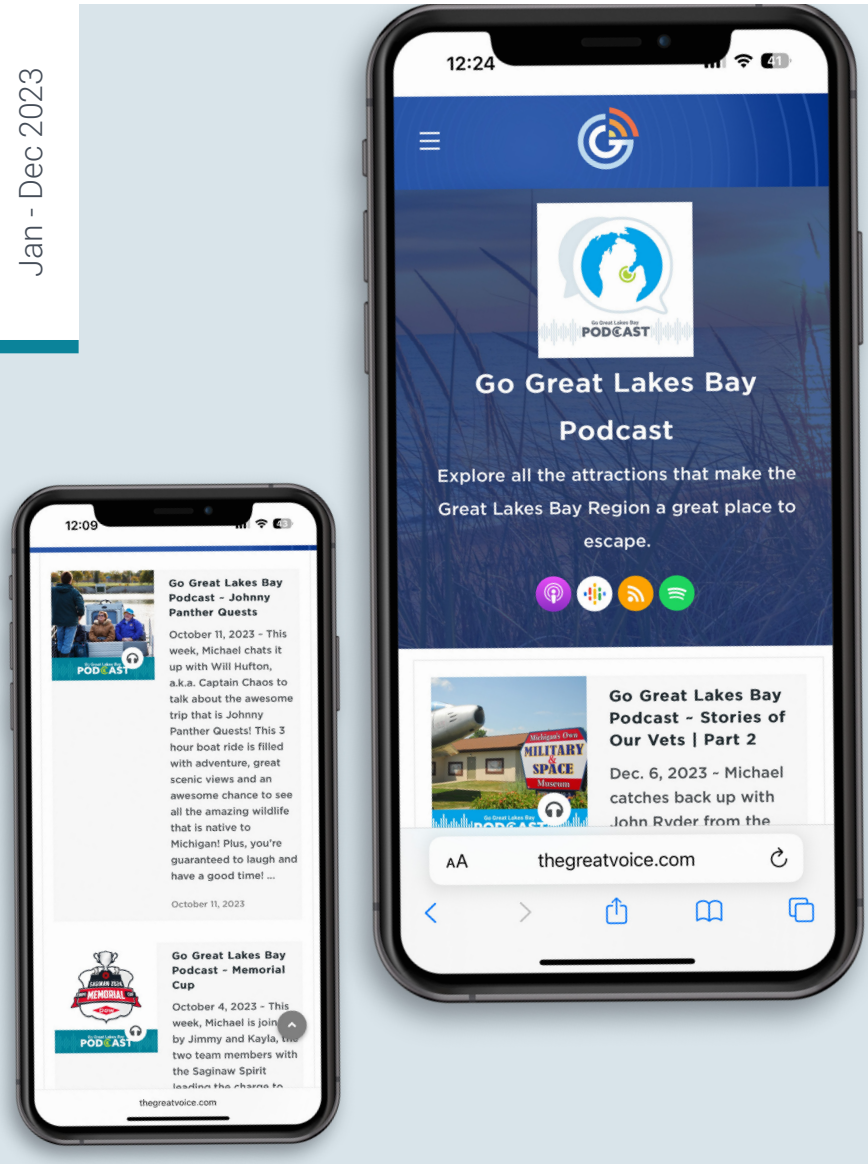
Above Industry Avg.

**3.7%**

**AVG. CLICK RATE**

Above Industry Avg.

Jan - Dec 2023




2023

## DIGITAL MEDIA + MORE

*From a highly-targeted digital campaign executed with Epsilon to a podcast produced with WJR — these media placements put our region in the spotlight.*

**45**

**GO GREAT LAKES BAY PODCASTS**

**6**

**WJR RADIO LIVE BROADCASTS**

**207k** Weekly Listeners

**1**

**NEW UNDER THE RADAR MICHIGAN TV EPISODE**

**6** Facebook Live Videos

**7**

**OUTDOOR ADVERTISING PLACEMENTS**

# DIGITAL CAMPAIGN

with Epsilon

**8.8M**

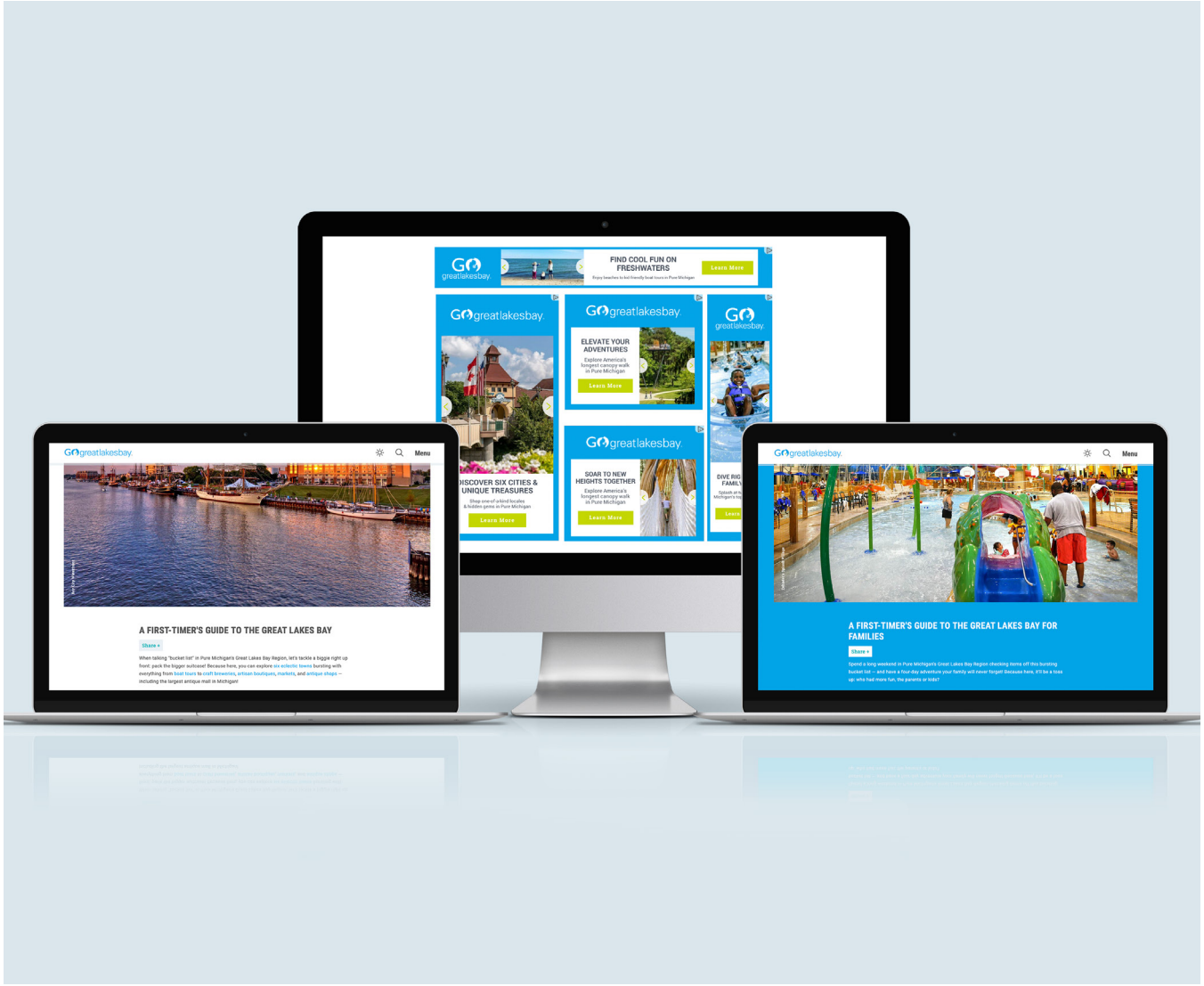
IMPRESSIONS

**9.5K**

CLICKS

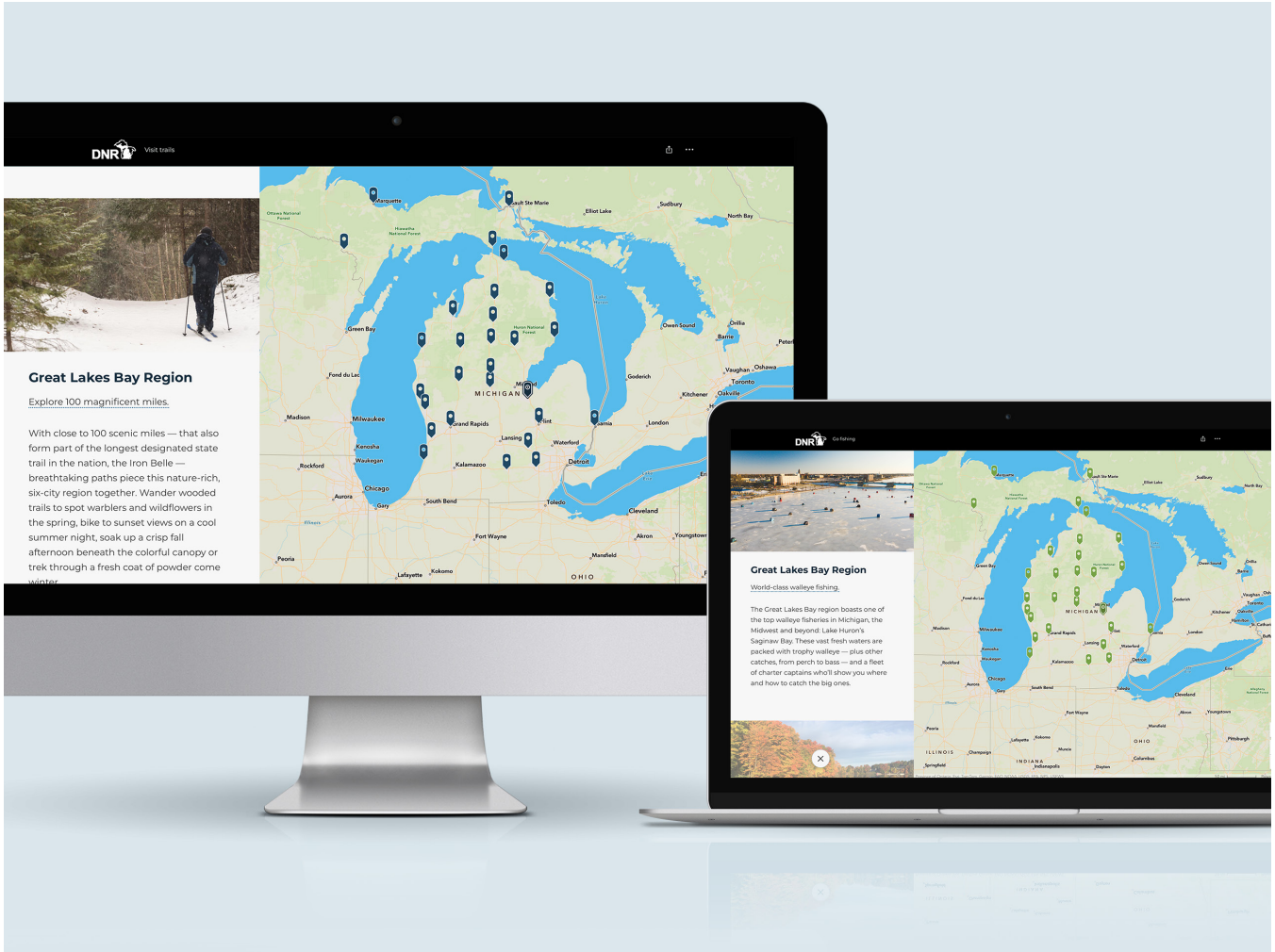
**0.11%**

CLICK-THRU RATE



# DIGITAL PARTNERSHIP

with Michigan Department of Natural Resources




**13.4M**

**IMPRESSIONS**

of MDNR
Social Media Ads

**876K**

**UNIQUE OPENS**

of MDNR
Campaign Emails

**184K**

**PAGEVIEWS**

of MDNR
Landing Pages

**632**

**CLICKS**

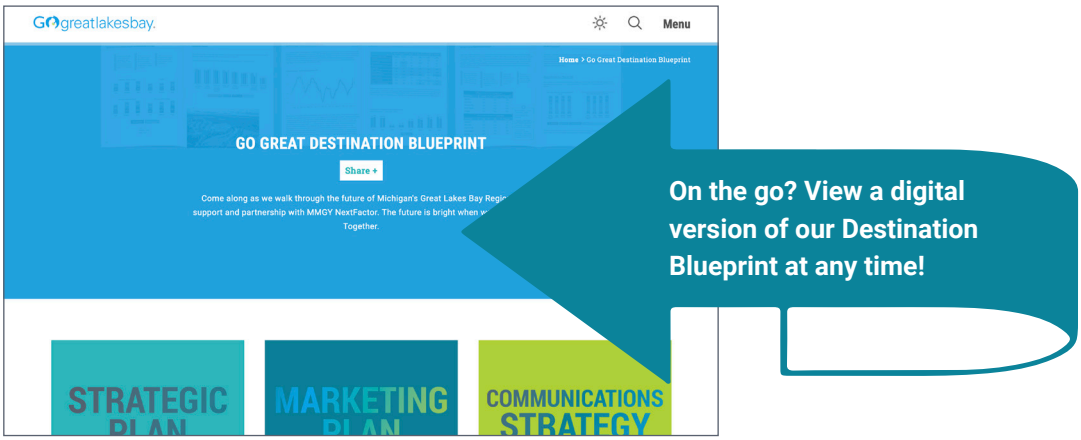
to GoGreat.com from
MDNR Landing Pages

# DESTINATION BLUEPRINT

## The Future is Bright When We Go Great, Together

Now that you've explored our **DESTINATION DASHBOARD** and looked back at a sampling of our 2023 successes, it's time to look forward to the bright and promising future of our region, *together*.

Welcome to the **DESTINATION BLUEPRINT** — a powerful architecture of data-driven plans and strategies, poised to build our destination's future through post-pandemic and -flood recovery... and well beyond.




**On the go? View a digital version of our Destination Blueprint at any time!**

**Scan this QR code or visit GoGreat.com/Blueprint**

**2023 - 2025**

**STRATEGIC PLAN**

A comprehensive plan for rebuilding — and strengthening — the visitor economy, post-pandemic and -flood.

**2023 - 2025**

**COMMUNICATIONS STRATEGY**

A strategy outlining how our branding and messaging should adjust through an eventual and successful travel rebound.

STRATEGIC PLAN

COMMUNICATIONS STRATEGY

EXPERIENCE DEVELOPMENT PLAN

TOURISM MASTER PLAN

**2023 - 2025**

**EXPERIENCE DEVELOPMENT PLAN**

A plan for supporting development of unique and compelling destination experiences, centered on strategic opportunities.

**2024 - 2034**

**TOURISM MASTER PLAN**

A guide to the long-term sustainable planning and design of Michigan's Great Lakes Bay Region as a tourism destination.

GO GREAT LAKES BAY

# DESTINATION DASHBOARD


**Click**
GoGreat.com

**Call**
800.444.9979

**Connect**
info@gogreat.com