



2025 NFL Draft Economic Impact



SPORTSIMPACTS

Because sports impact communities and your bottom line



shattering expectations

2025 NFL DRAFT RECAP

Economic Impact

	Direct Spending	Indirect Spending	Induced Spending	Total Economic Impact
Brown County (projected)				\$20,000,000
Brown County (actual)	\$43,406,155	\$18,540,610	\$10,970,421	\$72,917,186
State of WI (projected)				\$94,000,000
State of WI (actual)	\$63,232,313	\$25,749,947	\$15,787,226	\$104,769,486

*Calculated by Sportsimpact

2025 NFL DRAFT RECAP

Unique Visitors



362,588

*From Sportsimpacts Study

2025 NFL DRAFT RECAP

Lodging



- Lodging OCC/ADR
 - OCC: 77% (Wed-Saturday Avg)
 - Wednesday: 78.6% (↑ 25.7%)
 - Thursday: 87.1% (↑ 42.5%)
 - Friday: 79.1% (↑ 17.9%)
 - Saturday: 64.4% (↓ 9.9%)
 - ADR: \$362 (Wed-Saturday Avg)
 - Wednesday: \$354.92 (↑ 206.3%)
 - Thursday: \$420.27 (↑ 276.8%)
 - Friday: \$372.12 (↑ 208.3%)
 - Saturday: \$301.36 (↑ 133.3%)

*From Smith Travel Research (STR)

2025 NFL DRAFT RECAP

Lodging



- Lodging Type*
 - Hotel: 56.9%
 - Short Term Rental: 35.5%
 - Camp/Cabin/Park: 5%
 - Other: 2.5%

*From Sportsimpacts Survey of Draft Attendees

2025 NFL DRAFT RECAP

- Early Reporting -

Lodging Location



- Lodging Location
 - Green Bay Area: 23%
 - Appleton: 17%
 - Sturgeon Bay: 6.6%
 - Sheboygan: 5.6%
 - Oshkosh: 4.2%
 - Milwaukee: 3.2%

*From Sportsimpacts Survey of Draft Attendees



spotlight green bay

2025 NFL DRAFT RECAP

Broadcast/Media

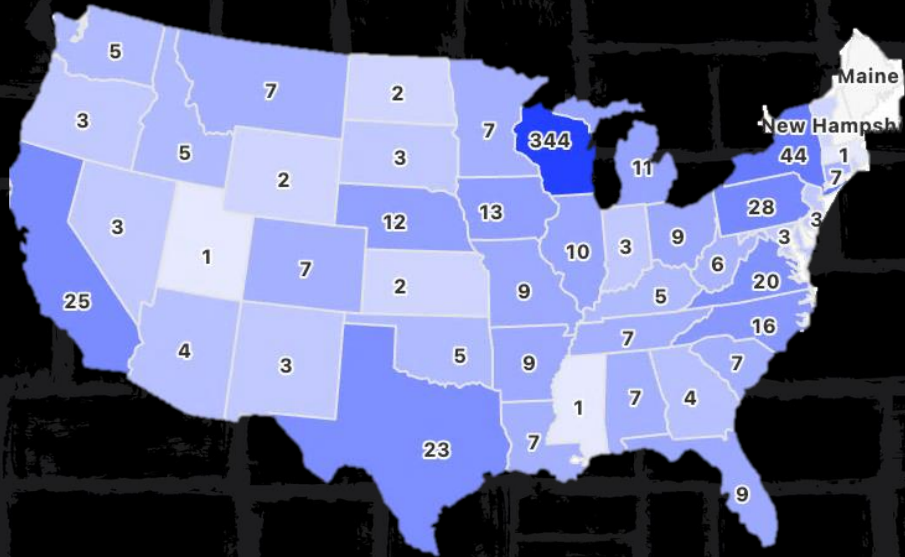


- 7.5 million average viewers
 - Thursday, April 24: 13.6 million
 - Friday, April 25: 7.5 million
 - Saturday, April 26: 4.3 million
 - Most watched day three on record, up 43% over 2024

*From NFL

2025 NFL DRAFT RECAP

Broadcast/Media: DGB



- 776 Articles
 - 6.3 million average views/article
 - \$50 million AVE
 - 5.3 billion total possible views
 - 574 unique outlets
 - Placement in 49 states
 - 96% Positive or Neutral sentiment

*From MuckRack

2025 NFL DRAFT RECAP

Social Media - NFL



- 66 million interactions
- 658.7 million video views
- NFL is still evaluating and sharing numbers

*From NFL

2025 NFL DRAFT RECAP

Social Media – DGB (April)



- 10.1 million views
- 205,000 total interactions

2025 NFL DRAFT RECAP

In Person Attendance



- 600,000 + total attendance
 - Thursday, April 24: 205,000
 - Friday, April 25: 175,000
 - Saturday, April 26: 225,000

*From NFL



Feel the
LOVE

2025 NFL DRAFT RECAP

Visitor Sentiment



- Rate Lambeau/Titletown/ Resch Complex as Host Venues:
 - Among the best: 59.9%
 - Above Average: 23.9%
 - Average: 10.6%
 - Below Average: 2.1%
 - Among the worst: 0.0%

*From Sportsimpacts Survey of Draft Attendees

2025 NFL DRAFT RECAP

Visitor Sentiment



- Rate the Green Bay Region as Host:
 - Excellent: 61.2%
 - Good: 28.1%
 - Average: 4.3%
 - Below Average: 2.2%
 - Poor: 2.2%

*From Sportsimpacts Survey of Draft Attendees

2025 NFL DRAFT RECAP

Visitor Sentiment

"First-Timers" Pre-Visit Words Used to Express Expectations of Green Bay



*From Sportsimpacts Survey of Draft Attendees

2025 NFL DRAFT RECAP

Visitor Sentiment

“First-Timers” Post-Visit Words Used to Express Expectations of Green Bay



*From Sportsimpacts Survey of Draft Attendees

Before



After



*From Sportsimpacts Survey of Draft Attendees

Cha-
Ching!

2025 NFL DRAFT RECAP

Visitor Spending

Spend Increased in Green Bay During the NFL Draft – Driven by Visitors

+4%	+145%	-11%	+20%
Change in Overall Spend	Change in Overall Visitor Spend	Change in Overall Resident Spend	Change in Key Tourism Category Spend

2025 NFL DRAFT RECAP

Visitor Spending

Segments Heavily Influenced by Visitors Saw the a Lift in Spend, Visitor Spend Was Up Across the Board

	Overall	Gas	Grocery	Restaurant	Fast Food	Bars	Retail
Overall Change in Spend	+4%	0%	-19%	+18%	+42%	+272%	+31%
Resident Change in Spend	-11%	-5%	-21%	-11%	+14%	+127%	-8%
Visitor Change in Spend	+145%	+54%	+9%	+231%	+349%	+946%	+268%
% of Spend from Visitors	10%	12%	6%	34%	27%	50%	40%

Source: Zartico Spend Data

Note - Fast Food spend includes Lambeau Concessions, which is why the spend was up across the board during the draft

Around Town!

2025 NFL DRAFT RECAP

Visitor Movement

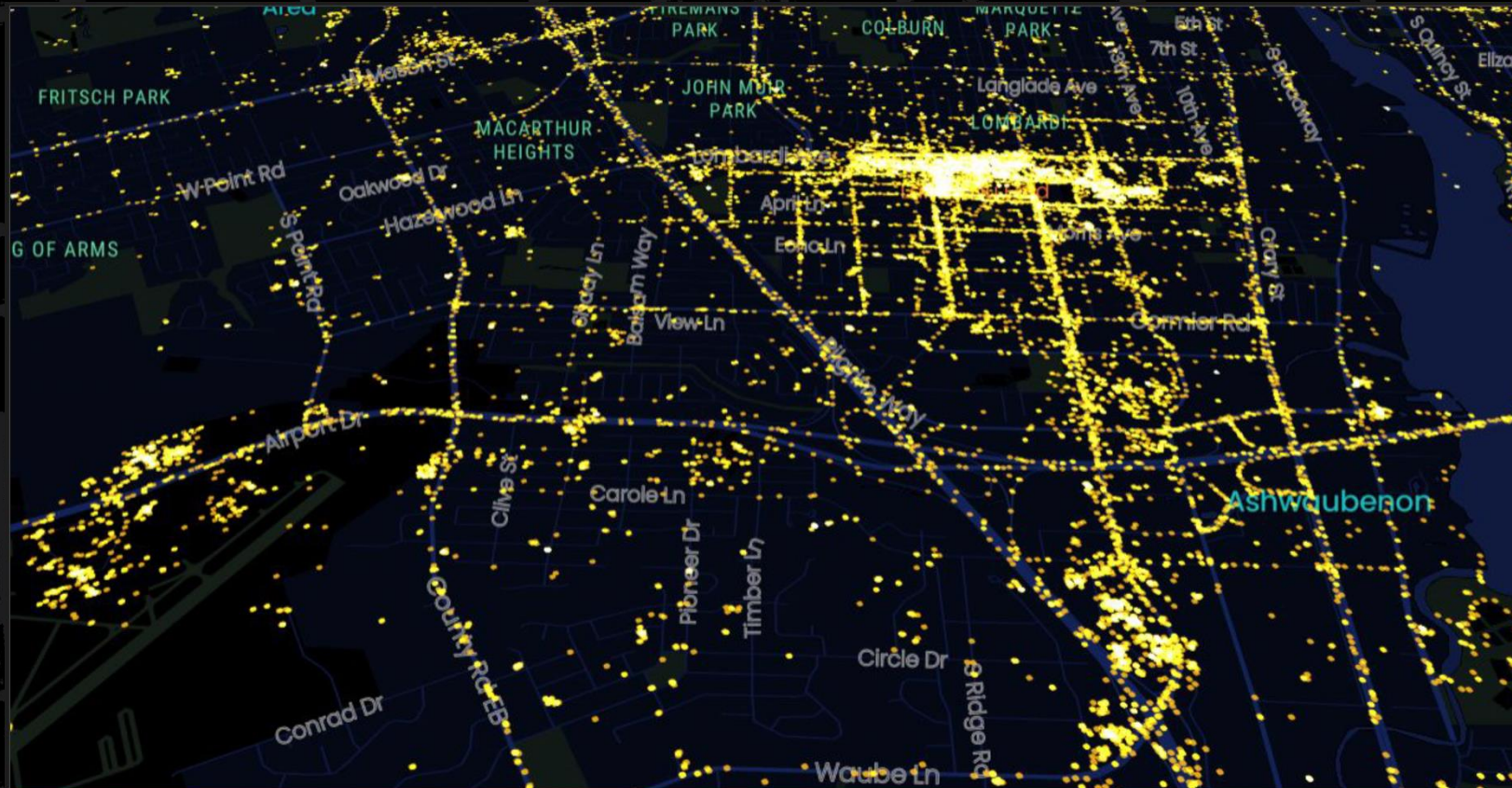


Cross-Visitation

- 35% of visitors were also observed at a hotel in Green Bay
- 20% of visitors were observed at a restaurant and 13% were observed at a bar or brewery
- Top non-accommodation points of interest were Kroll's West, Hinterland Brewery, Stadium View Bar, and Anduzzi Bar.

2025 NFL DRAFT RECAP

Visitor Movement



Link to Time Lapse:
https://viz.zartico.com/partners/discover_green_bay_wi_usa/DGBWU_Time_Lapse_Entire_Boundary_Apr_24_2025_Apr_27_2025_zmc.html

2025 NFL DRAFT RECAP

Visitor Movement

LOCATION OF SPENDING	
FULL SAMPLE	MEDIAN
Lambeau / Tittletown	70%
Brown County	20%
Beyond Brown County	10%
WISCONSIN	MEDIAN
Lambeau / Tittletown	70%
Brown County	20%
Beyond Brown County	10%
NON WISC	MEDIAN
Lambeau / Tittletown	60%
Brown County	25%
Beyond Brown County	15%
ON	MEDIAN
Lambeau / Tittletown	60%
Brown County	25%
Beyond Brown County	15%

*From SportsImpacts
Survey of Draft Attendees

2025 NFL DRAFT RECAP

Visitor Movement

MOST COMMON PLACES PEOPLE VISITED DURING DRAFT WEEKEND			
Rank	Place	Count	Prctg
1	Bar	101	10.9%
2	Kwik Trip	90	9.7%
3	Home	85	9.2%
4	None	68	7.4%
5	Stadium View	59	6.4%
6	Krolls	39	4.2%
7	Downtown	35	3.8%
T8	Restaurant	32	3.5%
T8	Tittletown	32	3.5%
T10	Appleton	26	2.8%
T10	Culvers	26	2.8%
T12	Museum	21	2.3%
T12	Park	21	2.3%
14	Mall	20	2.2%
15	Lambeau	18	1.9%
T16	Bay Beach	17	1.8%
T16	Shop	17	1.8%
T18	Gas Station	14	1.5%
T18	Hinterland	14	1.5%
20	Anduzzi's	12	1.3%
T21	Brewery	11	1.2%
T21	Casino	11	1.2%
T21	Walmart	11	1.2%
T24	Buffalo Wild Wings	10	1.1%
T24	McDonald's	10	1.1%
T26	Chick Fil A	9	1.0%
T26	Taco Bell	9	1.0%
28	Cabelas	8	0.9%

*From SportsImpacts
Survey of Draft Attendees



Thank you!