

2025



ANNUAL REPORT

discover
green
bay 
Beyond Legendary



welcome,

TO OUR 2025 ANNUAL REPORT

From hosting the NFL Draft to welcoming visitors through major events, meetings, and community celebrations, our region showed the world what is possible when a destination comes together. Tourism strengthened our economy, elevated our national profile, and reinforced the pride we share in this place.

These accomplishments did not happen by chance. They were the result of strong partnerships, thoughtful planning, and a shared belief that tourism plays a vital role in supporting local businesses, enhancing quality of life, and shaping how Greater Green Bay is experienced.

As we look ahead to 2026 and beyond, Discover Green Bay remains focused on what's next—growing responsibly, investing in meaningful visitor experiences, and stewarding the destination for long-term success. The milestones of 2025 are not a conclusion, rather a foundation—one that positions Greater Green Bay for a future that is welcoming, resilient, and truly beyond legendary.

Brad Toll

President & CEO

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DISCOVER GREEN BAY

about us

Discover Green Bay is the official destination marketing organization for Greater Green Bay and Brown County. Our mission is to promote tourism in a way that strengthens the local economy, supports community vitality, and enhances quality of life for residents.

Through strategic marketing, sales, and partnership development, Discover Green Bay attracts leisure travelers, meetings, conventions, and sporting events that generate economic impact for local businesses and municipalities. We work collaboratively with hospitality partners, community leaders, and stakeholders to elevate the region's profile and ensure Green Bay remains a competitive, welcoming destination.

Tourism is more than visitation, it's a catalyst for growth, pride, and opportunity. Discover Green Bay is committed to stewarding the destination today while preparing for what's next.



//OUR MISSION

Inspiring people to experience Greater Green Bay for the economic benefit of our community.



//OUR VISION

Discover Green Bay is the recognized destination leader, curating and marketing the community brand and destination experiences to ensure a thriving tourism economy.

quick facts



We are internationally accredited by Destinations International, the world's largest tourism marketing trade association.



DGB holds membership with **16** national, **23** state, and **19** local industry trade associations and local organizations



DGB staff members hold **15 positions** on local boards or committees keep us connected and aware of happenings in our region

our work

//HOW WE OPERATE

Discover Green Bay is the “tourism entity” or official destination marketing organization (DMO) as designated by the Green Bay Area Room Tax Commission and Bay Area Room Tax Commission. These commissions direct a portion of the room tax collections to Discover Green Bay to support its overall operation activities. Discover Green Bay is overseen by a 18-person board of directors made up of community business and tourism leaders. Discover Green Bay staff includes 15 FTE.

//ADVOCACY

The tourism industry in Brown County and the State of Wisconsin is an economic powerhouse and one of the state’s top three industries. Visitors to Brown County alone have a total economic impact of \$1.4 billion generating more than \$100 million in state and local taxes. We are committed to sharing the impact the tourism industry has on our economy with state legislators, local government, community leaders and residents to ensure continued support for our industry partners. Discover Green Bay also communicated the challenges the industry and our partners face to elected officials.

In 2025, Brad Toll, Discover Green Bay President and CEO, had several meetings with elected officials to discuss tourism issues that affect Brown County. Please contact Discover Green Bay with any concerns you have regarding legislation/ordinances you feel impact the tourism industry.

- Visitor Center Operations and Funding Support
- Technical Changes to Room Tax Collection Compliance
- Increase in State Tourism Funding
- Support Creative Economy Grant Program
- Maintain School Start Law
- Support Opportunity Fund
- Support Film Tax Incentives

our team



Brad Toll
President & CEO



Ashley French
VP of Business



Nick Meisner
VP of Marketing



Jacob Servais
VP of Experiences



Beth Ulatowski
VP of Sales



Kyle Baldwin
Sports Sales Mgr.



Michael Cherek
Sales Manager



Joel Everts
Sr. Sports Sales



Ainsley Harrison
Brand Marketing



Denise Humphrey
Sr. Sales Manager



Julie Flanagan
Event Services



Lydia Nicksic
Content Marketing



Joel McKeefry
Dir. of Partnerships



Rachel O'Neil
Executive Assistant

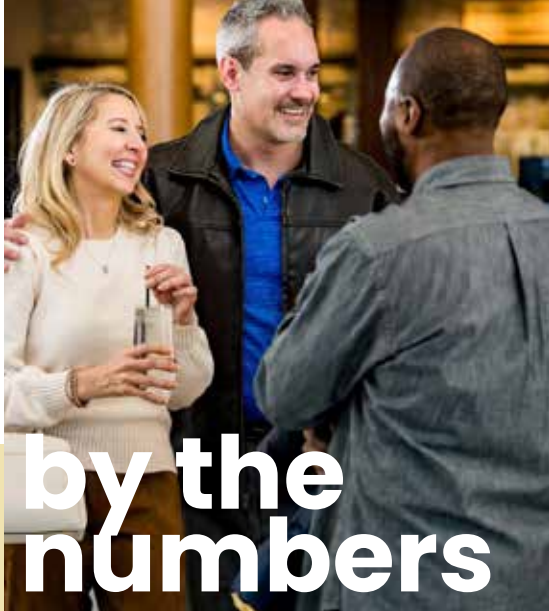


Hannah Sheldon
Visitor Center Mgr.

//BRAND AMBASSADORS & SUPPORT

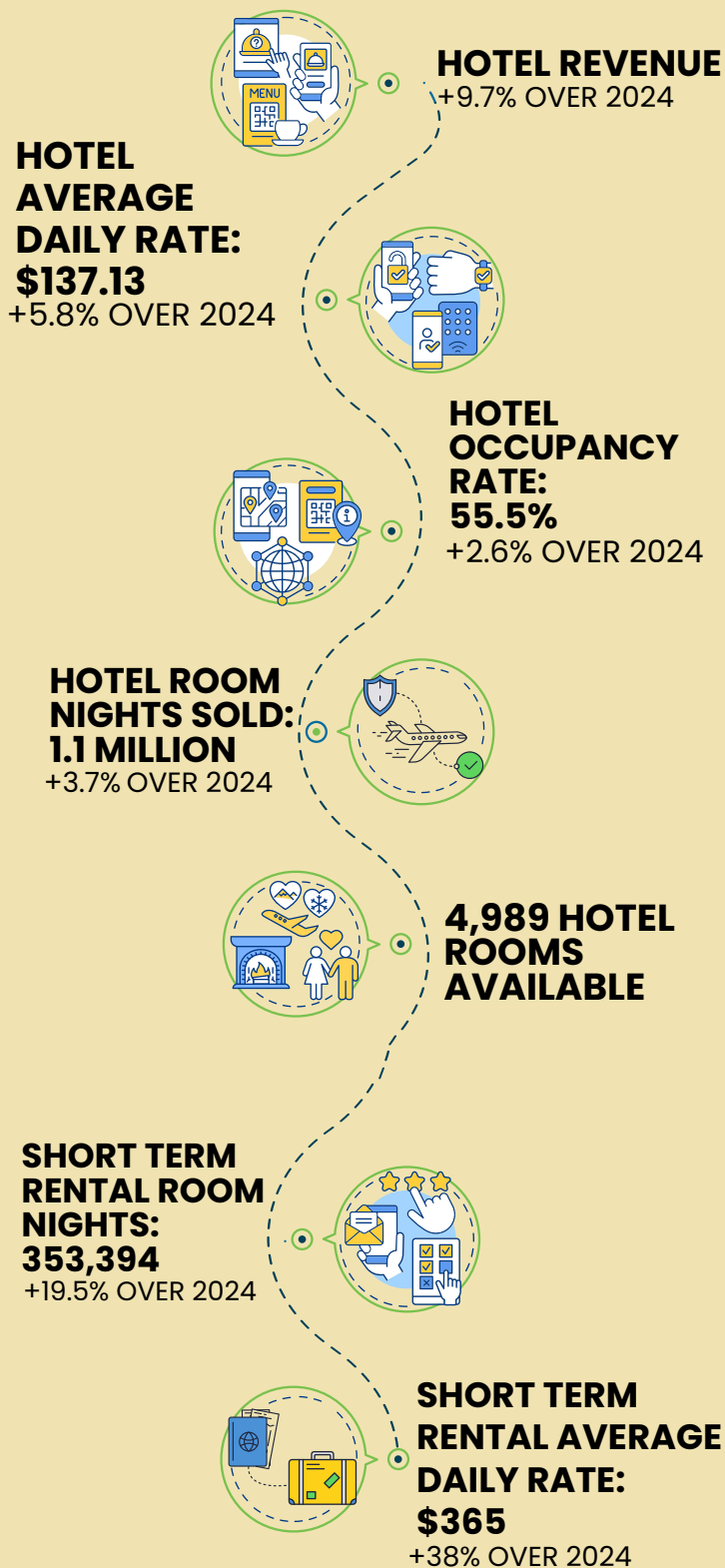
Brand Ambassador Supervisors: Luis Barrueta, Nikki Ondrejka, Shoua Lee **Brand Ambassadors:** Adam Brunner, Ally Larson, Ava Hoffman, Emma Johnson, Galilee Matus, Katie Johnson, Kaylin Siquefield, Lake Vandenlangenberg, Lola Dax, Maddie Mittag, Mike Jubert, Savanna Lewis, Therese Ruffedt, Vanessa Guterrez, Vanessa Lohr, Vivien Ninham, Jeremy O’Hearn **Collateral Delivery:** Randy Breecher

Visitor Center Maintenance: Rob Koeller



by the numbers

2025 lodging industry growth



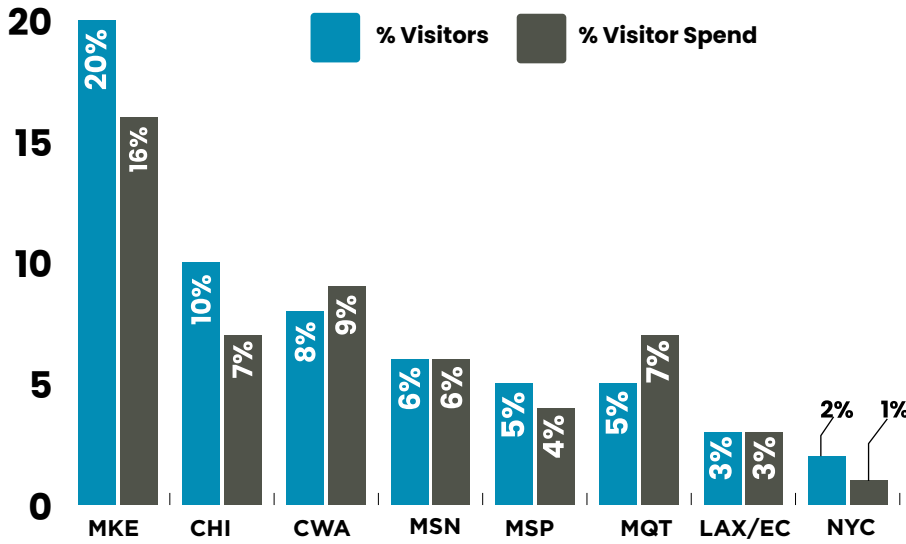
In 2024, the lodging industry in Greater Green Bay saw an increase of more than 200 rooms in the market. As new hotels joined the market, the Green Bay Area continued its impressive momentum and thrived in 2025. The occupancy rate increased by 2.6% and the average daily rate (ADR) increased by nearly 6%.

Much of this success can be attributed to landmark events such as the NFL Draft, the USBC Bowling Championships, and the YMCA National Gymnastics Championships. These events brought visitors from across the country and filled hotel rooms during key periods of the year.

Equally important was the role played by Greater Green Bay's hotel partners, whose welcoming, service-first approach consistently delivered memorable guest experiences. From first impressions to final checkouts, our lodging community helped ensure that visitors not only came to Green Bay—but left eager to return.

2025 visitor profile

who's coming to green bay?

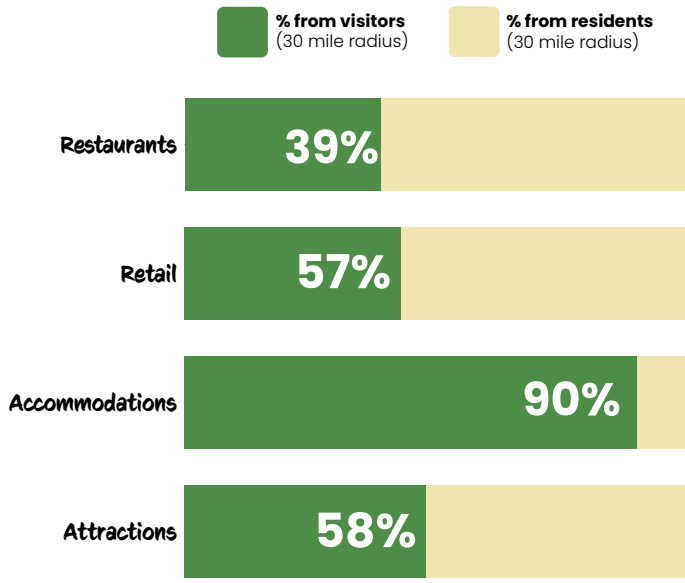


Origin Market and Spending

AVG. DAILY VISITOR SPEND by origin market

Milwaukee:	\$56
Chicago:	\$59
Wausau:	\$62
Madison:	\$79
Minneapolis:	\$73
Marquette:	\$70
La Crosse:	\$69
New York City:	\$60

2025 SHARE OF REVENUE by category



AVERAGE VISITOR TRANSACTION AMOUNT (per credit card swipe)

BY CATEGORY



*attractions category includes Oneida Casio and Lambeau Field



54%
of visitors are
25-54



53%
of visitors
earn \$100k+



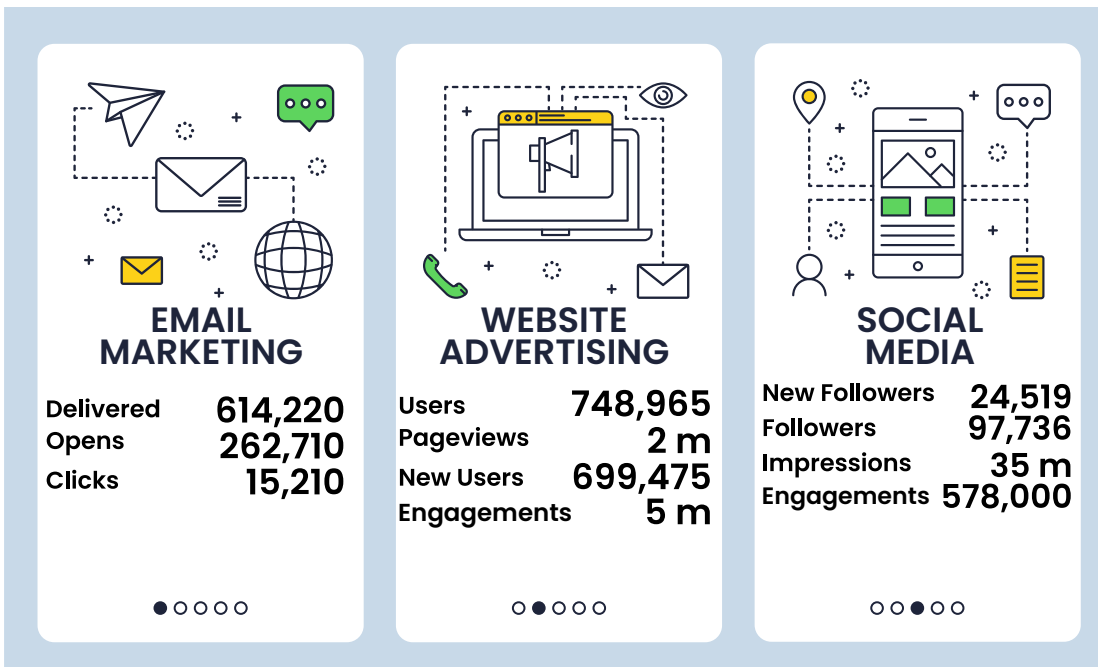
37%
of visitors
have children

MARKETING & COMMUNICATIONS



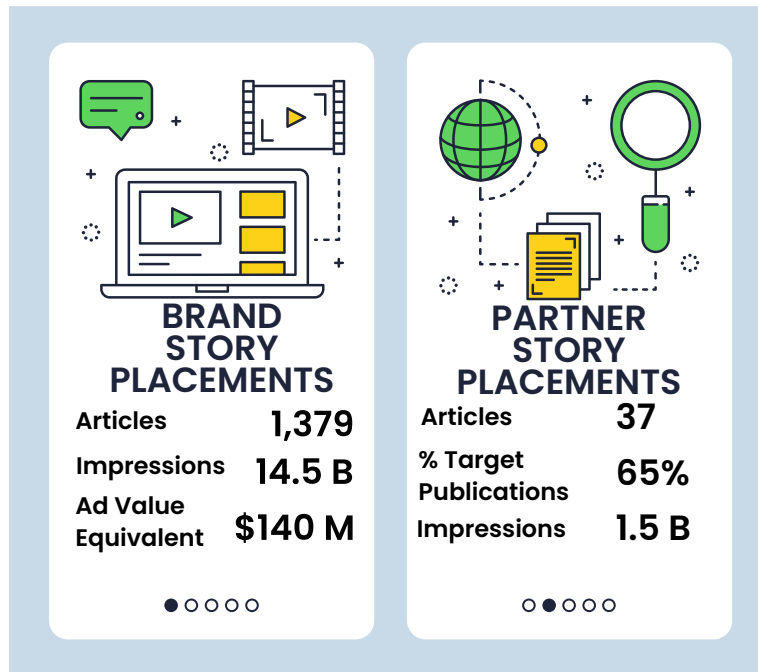
//ADVERTISING & CONTENT DEVELOPMENT

In 2025, Discover Green Bay advanced the region’s visibility through targeted, data-driven digital marketing focused on where travel decisions are made—online. An omni-channel approach reached high-value leisure travelers, meeting planners, and sports organizers based on demographics, interests, and travel intent. Seasonal leisure campaigns, paired with always-on meetings and sports marketing, drove strong engagement and kept Greater Green Bay top-of-mind as a dynamic, welcoming destination year-round.



//MEDIA RELATIONS

In 2025, Discover Green Bay refined its public relations strategy by engaging a national agency to support year-round storytelling and targeted media outreach. This shift expanded our reach beyond traditional moments through proactive pitching and hosted familiarization tours that showcased the destination firsthand. As a result, Greater Green Bay earned significant national media coverage, reinforcing our brand on a broader stage and positioning the region as a compelling destination for travel, meetings, and sports.



going viral

top organic social media posts



AUTOMOBILE GALLERY VISTA CRUISER
446,631 Views
3,500 Interactions

THE HOT GRAND OPENING
293,874 Views
1,652 Interactions

LET'S RUN AROUND GREEN BAY OPENING
281,526 Views
1,555 Interactions



DRAFT DRONE SHOW
98,650 Views
5,556 Interactions

GREAT NORTH COMMONS OPENING
26,428 Views
1,524 Interactions

PAGES & POURS FEATURE
26,386 Views
2,131 Interactions

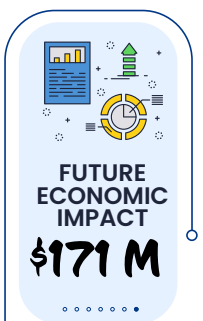
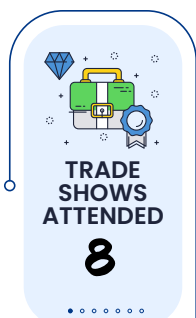
MEETINGS, CONVENTIONS & SPORTS SALES



//MEETINGS & CONVENTIONS

In 2025, Discover Green Bay's sales efforts continued to create meaningful momentum across the destination. Through a strong presence at tradeshow and industry events, the team cultivated valuable relationships and sparked new opportunities that will benefit Greater Green Bay for years to come. The meetings and conventions events generated through this work do more than fill rooms, they bring visitors who dine locally, shop downtown, and experience the region in ways that support businesses, venues, and community partners throughout the area. The impact of these efforts is reflected in the results highlighted below.

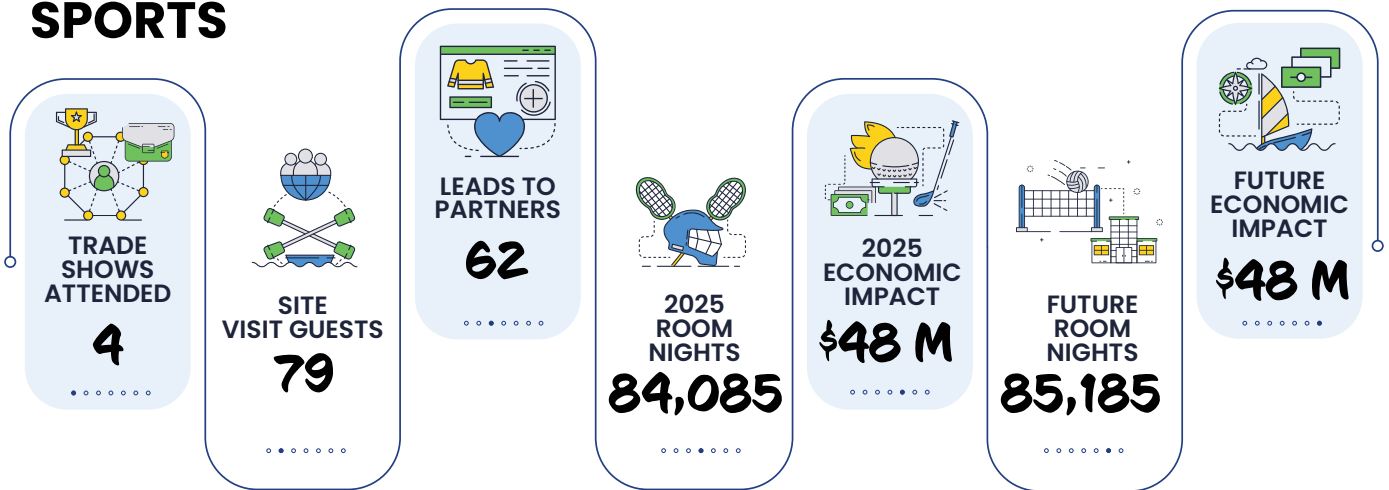
MEETINGS & CONVENTIONS



//SPORTS

Sports sales delivered another standout year for Greater Green Bay in 2025. The team continued to attract high-impact sporting events that energized our venues, engaged fans, and generated lasting benefits for the community. Exciting tournaments brought strong attendance and renewed excitement, while new competitions showcased the region’s ability to host events of all sizes with professionalism and pride. From packed venues to vibrant local engagement, these events strengthened Green Bay’s reputation as a premier sports destination—and the momentum built this year sets the stage for even greater wins in the years ahead.

SPORTS



featured events



WISCONSIN PHILANTHROPY NETWORK
900 Attendees
1,000 Room Nights
\$557,022 Economic Impact



WAMO DART
5,531 Attendees
Room Nights
\$4,100,000 Economic Impact



WISCONSIN RURAL WATER ASSOCIATION
1,300 Attendees
3,600 Room Nights
\$1,863,812 Economic Impact



YMCA NATIONAL GYMNASTICS
1,791 Competitors
7,000 Room Nights
\$3,200,000 Economic Impact



WISCONSIN CHEESEMAKERS ASSOCIATION
1,000 Attendees
1,500 Room Nights
\$1,129,510 Economic Impact



USBC JR. GOLD CHAMPIONSHIPS
4,000 Competitors
Room Nights
\$6,000,000 Economic Impact

INTERNATIONAL & GROUP SALES



//INTERNATIONAL

In 2025, Discover Green Bay strengthened its international presence through focused trade engagement and global relationship-building. Participation in IPW (a large international travel trade marketplace in the USA) and collaboration with travel trade partners, international media, and global fan groups elevated Green Bay's profile within key long-haul and Great Lakes markets. Curated itineraries, new foreign independent traveler (FIT) partnerships, hosted FAM experiences, and a dedicated international landing page further supported inbound growth. Together, these efforts expanded global awareness and laid the foundation for sustained international visitation in the years ahead.



INTERNATIONAL OUTREACH



BUYER APPOINTMENTS
42



MEDIA APPOINTMENTS
20



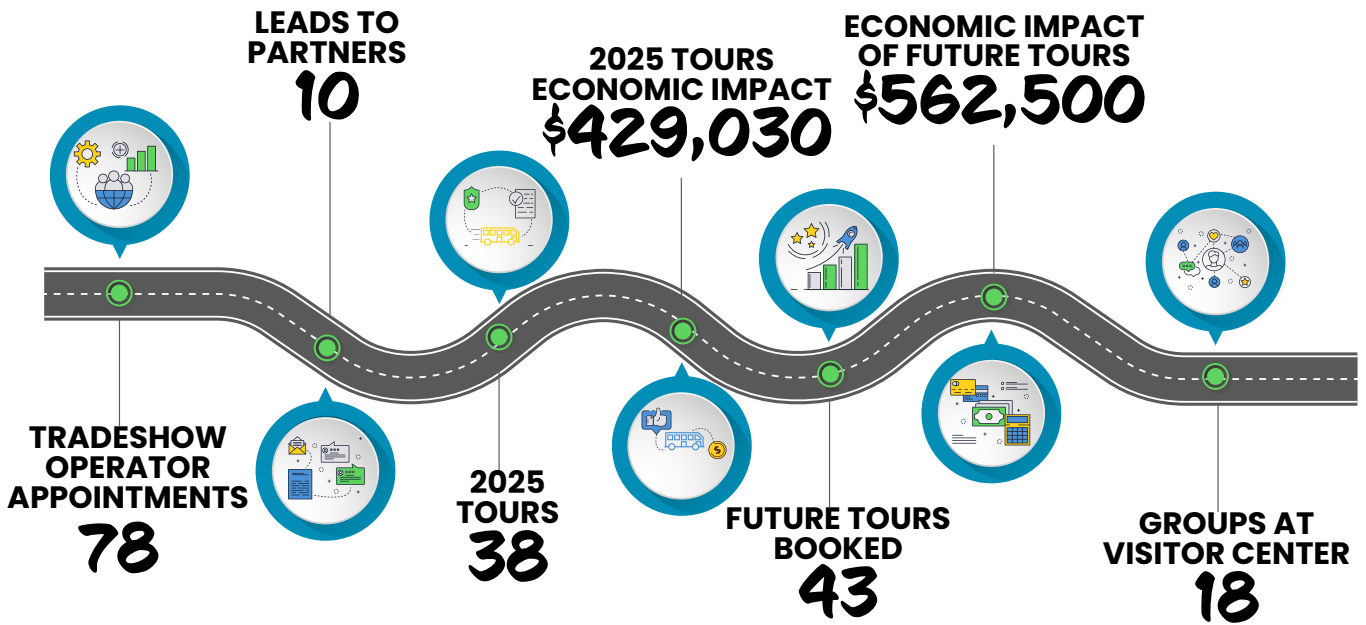
RESULTS: DELIVERED

Following IPW, Discover Green Bay welcomed two international FAM groups through Great Lakes USA and Brand USA Brazil, providing immersive, on-site experiences throughout the destination. Throughout the year, additional international journalists were hosted to generate awareness and storytelling opportunities abroad.



//GROUP

In 2025, Discover Green Bay’s Group Tour Sales team continued to position the destination as a must-visit stop for motorcoach tours and cruise itineraries. Through a strong presence at trade shows and ongoing relationship-building efforts, the team attracted new group business while strengthening connections with tour operators and planners. Beyond sales, they collaborated closely with local partners to craft thoughtfully curated itineraries and develop signature experiences—offering groups exclusive, behind-the-scenes access and unique moments that can only be found in Greater Green Bay. These efforts elevated the visitor experience while driving meaningful economic impact across the community.



enhanced group marketing



Sales & Marketing Collateral

- Motorcoach Profile Sales Sheet
- Signature Experiences Overview
- Custom Rack Cards
- Website Enhancements



Themed Itinerary & Packages

- Legends of Lambeau
- Sips of the Bay
- Naturally Green Bay
- A Gearhead’s Adventure
- Spirits of the Land
- Wool, Wonders & WI Flavor



Industry Communication

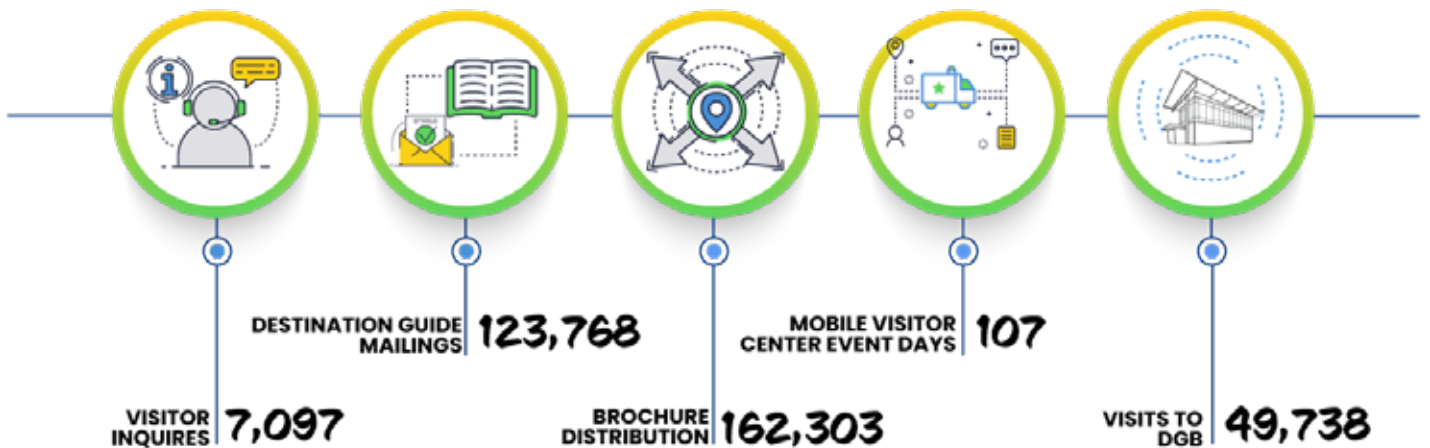
In 2025 we launched a monthly motorcoach newsletter to keep operators informed of upcoming events, new attractions, seasonal highlights, and itinerary inspirations – strengthening relationships and maintaining top-of-mind awareness.

VISITOR EXPERIENCE & PARTNERSHIP



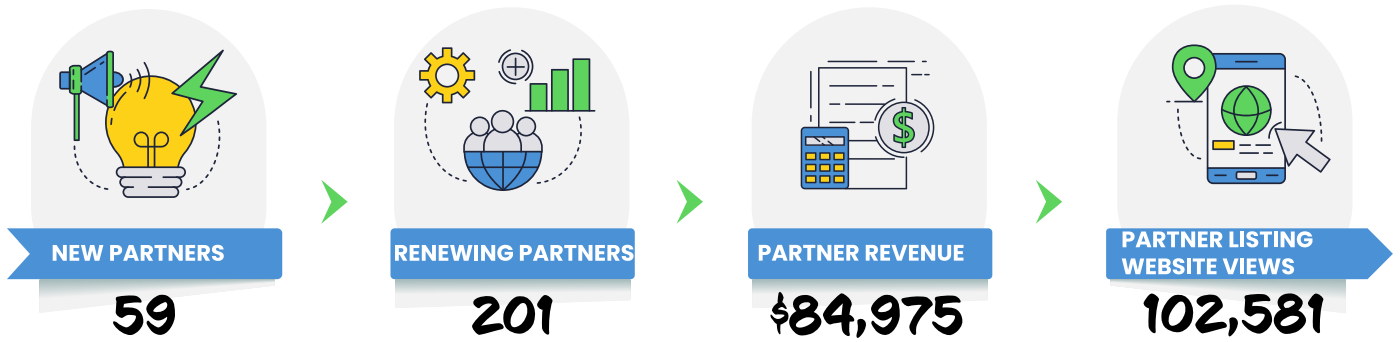
//VISITOR EXPERIENCE

In 2025, Discover Green Bay’s Visitor Experience team played a key role in creating meaningful, memorable stays for guests across the destination. Through welcoming, engaging service at the Visitor Center and outreach through the Mobile Visitor Center, the team met visitors where they were, offering personalized recommendations and local insight that enhanced every visit. Behind the scenes, the Visitor Center was thoughtfully managed to remain sustainable, dynamic, and inviting, ensuring it continued to reflect the best of Green Bay. Together, these efforts helped visitors feel connected, informed, and excited to explore all the region has to offer.



//PARTNERSHIP

In 2025, Discover Green Bay’s partnership program continued to strengthen connections between visitors and the local business community. Partners gained valuable exposure through destination marketing efforts, digital promotion, and collaborative storytelling. A full season with the Visitor Center in operation enhanced the visitor experience through personalized recommendations and direct referrals to local businesses, while continued visibility on greenbay.com helped keep partners top-of-mind for trip planners. Together, these efforts reinforced the power of partnership and its impact across the region.



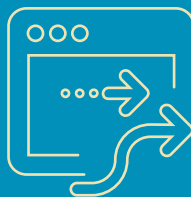
partner advertising

//DID YOU KNOW?

The official destination website for tourism information in the Greater Green Bay area has advertising opportunities! It’s open to all of our partners and tourism related businesses throughout our region. And, it delivers impressive results.



2.9 million impressions



50,903 clicks



~ 2% click thru rate



PRESENTED BY
BUD LIGHT

NFL DRAFT 2025



BY THE NUMBERS



PRESENTED BY



ATTENDANCE

UNIQUE VISITORS | 362,588

TOTAL ATTENDANCE | 625,000

ECONOMIC IMPACT

WISCONSIN | \$104 MILLION

BROWN COUNTY | \$73 MILLION

VISITOR PERCEPTION SURVEY RESULTS

RATE THE GREEN BAY REGION AS A HOST CITY

89.3% responded excellent or good

"FIRST TIMERS" POST VISIT IMPRESSIONS

86.7% responded significantly or slightly exceeded expectations

"A PLACE I'D ENJOY VISITING"

59% strongly agree - 20% more than those who did not watch the draft

MEDIA IMPACT

TOURISM ARTICLES | 776

AVG. VIEWS | 6.3 MILLION

AD VALUE | \$50 MILLION

UNIQUE OUTLETS | 574

STATES COVERED | 49

discover greenbay

VISITOR
CENTER



discover green bay

VISITOR
CENTER



welcoming visitors
with open arms

**IT'S A
GREEN BAY
THING**



48,760 total visitors stopped by to get connected with the community and start their adventure.

We welcomed them from 49 different states...



...And 19 countries.

We didn't just wait, we got out there - meeting visitors at 107 community events.



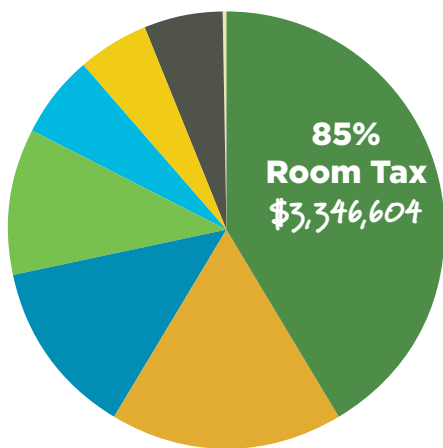
And we connected them with our community - distributing 286,071 pieces of literature.

It was all made possible by the generosity of our community - offering 478 volunteer hours to greet visitors from near and far.



2025 BUDGET & EXPENSES

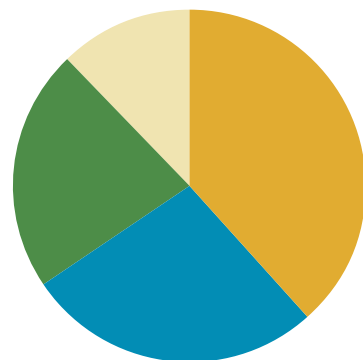
FY2025 Revenue



Grants	\$197,000	5%
Advertising	\$156,251	4%
Bureau Services	\$94,509	2%
Business Development	\$86,194	2%
Fundraising	\$36,386	1%
Interest	\$22,085	1%
Visitor Center	\$1,252	0%
Total	\$3,940,281	

FY2025 Expenses

Marketing & Communication	\$1,206,863	31%
Sales	\$1,192,631	30%
Tourism Sales & Services	\$940,662	24%
Operations	\$586,955	15%
Total	\$3,927,113	





**discover
green
bay** 
Beyond Legendary

W: www.greenbay.com

P: (920) 770-1473

E: visitorinfo@greenbay.com

1945 Argonne St.
Green Bay, WI 54304