



Tourism*impact*

April '25

A monthly snapshot of the impact tourism has
on our local community



NFL Draft



Discover Green Bay was beyond proud to host the 2025 NFL Draft, along with our partners the Green Bay Packers and PMI Entertainment Group, welcoming an incredible 600,000 fans over three unforgettable days of excitement, energy, and community. From the iconic Lambeau Field to the energy radiating throughout our downtown and neighborhoods, Green Bay came alive as visitors from across the country experienced our city's unmatched hospitality, passion for football, and small-town charm on a national stage.

The Draft was more than just a football event—it was a celebration of everything that makes Green Bay special: our welcoming people, strong partnerships, and deep-rooted sports culture. A heartfelt thank you goes out to our dedicated partners, volunteers, and local businesses whose contributions made this historic event possible. Hosting the Draft was a once-in-a-lifetime opportunity, and we're so proud to have shared the spirit of Green Bay with the world—authentic, passionate, and always ready to rise to the occasion.

Events Impact

April conventions and sporting events accounted for 33,627 room nights and an economic impact of \$11,257,468.

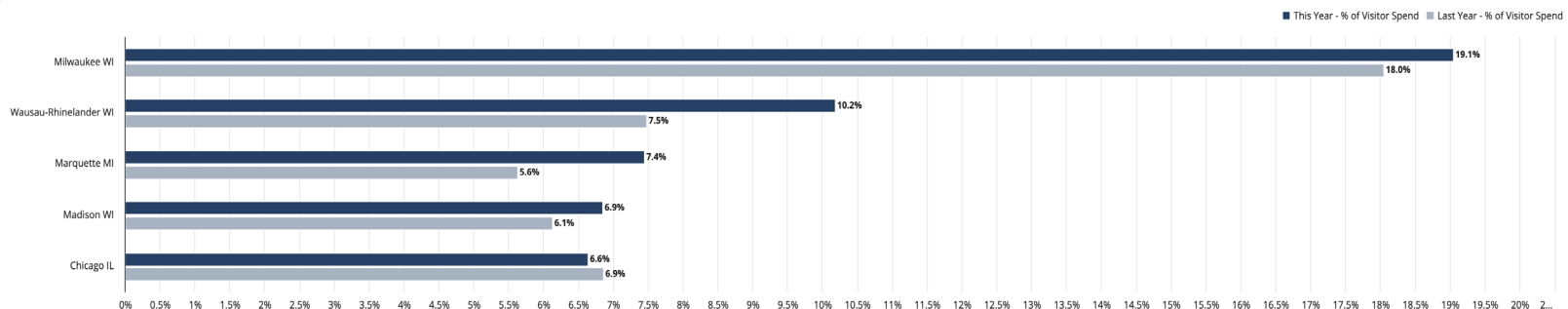
Significant conventions and sports events held in April 2025:

- National Football League - Draft
- Great Lakes Timber Professionals – Spring Meeting
- Wisconsin Taxidermists Association
- Gideons of Wisconsin and Upper Michigan
- National Alliance of Mental Illness
- North American Lake Management Society



A Little Data

Top 5 Spend Markets for April



On the Horizon

Our sales team is always hunting down new leads to bring in clients that will make an economic impact. We're proud to share these recent bookings!

- **Wisconsin Health Care Association**
April, 2026
- **Wisconsin Family Child Care Association**
May, 2026
- **Wisconsin Bowling Congress Junior Gold Championship**
July, 2025
- **Circle Tap – Boys of Summer**
July, 2025
- **SVDP North Central Region**
June, 2026
- **Professional Women's Bowling Association PWBA Anniversary Open**
July, 2025



The Numbers

Top: STR Report - A dive into how Green Bay stacks up compared to fellow destinations in monthly, and year to date occupancy rate and average daily rate. *NOTE: DGB does not receive the STR report until mid-month. It will be a month behind the rest of this report.*

Bottom: Monthly Report - A snapshot on progress toward Discover Green Bay's sales and marketing goals compared to previous year.

AREA	March 2025				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	54	11.2	108.36	-0.7	47.5	6.6	112.27	-0.2
Wisconsin	49	4.7	118.96	4	44.1	2.7	115.33	3.2
Milwaukee	53.5	11.2	122.81	9.7	46.3	3.3	116.97	5.4
Madison	54.2	0.2	117.35	-0.1	47.6	-1.4	110.55	-0.8
Appleton/Oshkosh	50.1	-5.8	102.72	-0.5	46.3	-4.4	103.24	1
Door County	48.3	7	113.98	3.1	43.7	0.5	117.22	2.8
Eau Claire	41.1	-4.1	100.24	3.2	39	-4.8	100.43	2.8
La Crosse	51.6	1.5	123.33	8.7	47.3	4.2	120.8	9.8
Wisconsin Dells	50.8	6.6	157.94	1	45.2	6.9	144.42	0.1
Wausau/Stevens Point	45.8	5.4	110.85	0.5	43.4	5.1	112.64	1.3

Most Recent Data from Smith Travel Research OCC = Hotel Occupancy ADR = Average Daily Rate

Sales	April	YTD 2025	2025 Goal	% of Goal	YTD 2024
Future Meetings & Events Sales					
Leads	24	82	200	41.00%	62
Future Room Nights from Leads	16,397	44,297	115,000	38.52%	38,713
Confirmed Future Room Nights	19,487	91,544	210,000	43.59%	64,002
Confirmed Economic Impact of confirmed	\$11,046,352	\$128,280,035	\$135,000,000	95.02%	\$46,601,911
Convention/Sports Services					
Events Serviced	12	20	150	13.33%	42
Online Housing Reservations	259	679	3,000	22.63%	1885
Motorcoach Sales					
Sales Leads	2	3	100	3.00%	27
Partnerships					
New Partners	10	31	60	51.67%	7
Renewing Partners	17	52	240	21.67%	31
Revenue	\$6,954	\$25,158	\$82,800	30.38%	\$15,638
Marketing/Media	April	YTD 2025	2025 Goal	% of Goal	YTD 2024
Digital Marketing					
Total Web Visitors	211,403	497,135	725,000	68.57%	147,646
Pageviews	402,889	990,276	2,500,000	39.61%	382,018
E-newsletter Database - New Subscribers	98	10,631	5,000	212.62%	638
Social Media Impressions	10,046,043	24,154,681	8,500,000	284.17%	1,233,349
Earned Media					
Journalist Support	18	24	24	100.00%	11
Tracked Stories	787	1,064	1500	70.93%	135
Total Potential News Reach	4,890,000,000	9,395,290,000	9,000,000,000	104.39%	687,600,000
Publicity Value	\$45,293,864	\$86,933,400	\$95,000,000	91.51%	\$6,362,335
Visitor Services	April	YTD 2025	2025 Goal	% of Goal	YTD 2024
Visitor Inquiries	217	4,701	30,000	15.67%	2,067
Destination Guide Mailings	2,864	87,929	30,000	293.10%	19,819
Brochure Distribution	13,349	103,605	350,000	29.60%	101,965
Mobile Visitor Center Events Days	5	9	55	16.36%	0
Visitor Center Visitors	1437	3,153	40,000	7.88%	975