

Tourism*i*mpact

August '25

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



Game Day Energy Returns



Green Bay was buzzing this August as fans flocked to Packers Training Camp, Family Night, and three preseason matchups, officially kicking off another exciting season of football! Thousands of visitors filled Tittletown and Lambeau Field, watching practices, collecting autographs, and soaking in the unique traditions that make Green Bay the ultimate football town. Family Night brought fans together for an unforgettable evening with live music, fireworks, and a team practice under the stadium lights!

The three preseason games offered a first glimpse at the 2025 roster and rising stars while bringing fans together from across the country and even around the world. These events not only built excitement for the season ahead, but also showcased Green Bay's legendary game day atmosphere and warm hospitality. With the first regular season game now underway, the Packers have officially kicked off their 2025 season!

Events Impact

August conventions and sporting events accounted for 7,585 room nights and an economic impact of \$4,079,960.90.

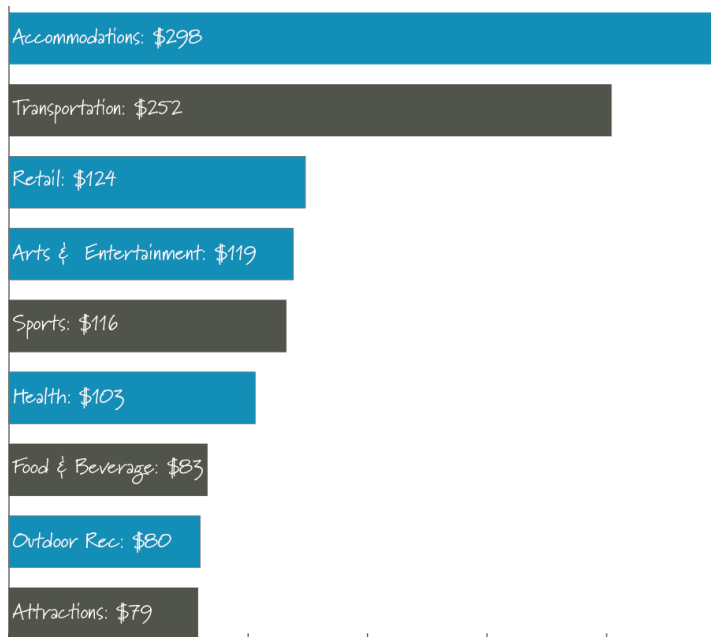
Significant conventions and sports events held in August 2025:

- Wisconsin Chiefs of Police
- Order of Malta, Pilgrimage to our Lady of Champion
- Wisconsin Space Grant Conference
- Narcotics Officers of Wisconsin
- Wisconsin Upper Michigan Kiwanis
- Tom Barry Cross Country Invitational
- Pinnacle Performance Hockey



A Little Data

Visitor Spending: Avg. Transaction by Category



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!

- **Dairy Business Association of Wisconsin**
2026
- **Association of College and University Housing Officers Upper Midwest Region**
2026
- **The BOW Tour, Titletown National Championship**
2026
- **Wisconsin Endurance Mountain Bike Series**
2025
- **Wisconsin Amateur Hockey Association State Tournament**
2026
- **Spotlight Events Regional Event**
2026
- **USA Gymnastics, The Leap Challenge**
2026



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.

| | July 2025 | | | | YEAR-TO-DATE | | | |
|----------------------|-------------|------------|---------------|------------|--------------|------------|---------------|------------|
| | OCC % | % CHANGE | ADR | %CHANGE | OCC % | % CHANGE | ADR | % CHANGE |
| GREEN BAY | 71.4 | 6.8 | 133.05 | 0.6 | 55.5 | 4.4 | 124.81 | 7.9 |
| Wisconsin | 70.7 | 5.4 | 153.25 | -6.9 | 54 | 2.9 | 129.43 | 0.7 |
| Milwaukee | 74.6 | 6 | 152.95 | -28.7 | 57.1 | 2.1 | 131.78 | -6.5 |
| Madison | 71.9 | 8.9 | 144.94 | 8.4 | 59.3 | 1.9 | 133.56 | 3.3 |
| Appleton/Oshkosh | 70.1 | 6.6 | 175.81 | 2.6 | 55.8 | 1.8 | 122.05 | 4.2 |
| Door County | 71.6 | 4.5 | 172.23 | 2.5 | 53.5 | 1.7 | 136.95 | 4.4 |
| Eau Claire | 62.5 | -2.3 | 118.86 | -0.8 | 48.7 | -3.6 | 108.73 | 1.6 |
| La Crosse | 67.7 | 3.6 | 138.75 | 9 | 54.9 | 3.5 | 126 | 6.1 |
| Wisconsin Dells | 73 | 5.1 | 173.46 | -2.9 | 53.9 | 6 | 147.01 | -1.1 |
| Wausau/Stevens Point | 66.4 | 6.4 | 132.35 | 1.2 | 50.2 | 3.3 | 118.41 | 1.3 |

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

| Sales | August | YTD 2025 | 2025 Goal | % of Goal | YTD 2024 |
|---|---------------|----------------|---------------|-----------|---------------|
| Future Meetings & Events Sales | | | | | |
| Leads | 20 | 142 | 200 | 71.00% | 126 |
| Future Room Nights from Leads | 13,845 | 92,031 | 115,000 | 80.03% | 76,516 |
| Confirmed Future Room Nights | 17,565 | 180,570 | 210,000 | 85.99% | 141,009 |
| Confirmed Economic Impact of confirmed | \$13,717,984 | \$173,706,484 | \$135,000,000 | 128.67% | \$102,227,403 |
| Convention/Sports Services | | | | | |
| Events Serviced | 10 | 118 | 150 | 78.67% | 120 |
| Online Housing Reservations | 136 | 2651 | 3,000 | 88.37% | 2589 |
| Motorcoach Sales | | | | | |
| Sales Leads | 1 | 8 | 100 | 8.00% | 45 |
| Partnerships | | | | | |
| New Partners | 7 | 47 | 60 | 78.33% | 28 |
| Renewing Partners | 21 | 117 | 240 | 48.75% | 108 |
| Revenue | \$7,521 | \$54,679 | \$82,800 | 66.04% | \$43,220 |
| Marketing/Media | | | | | |
| Digital Marketing | | | | | |
| Total Web Visitors | 75,614 | 791,070 | 725,000 | 109.11% | 410,244 |
| Pageviews | 125,828 | 1,523,103 | 2,500,000 | 60.92% | 1,333,960 |
| E-newsletter Database - New Subscribers | 56 | 10,903 | 5,000 | 218.06% | 1,992 |
| Social Media Impressions | 1,893,455 | 30,754,392 | 8,500,000 | 361.82% | 4,237,652 |
| Earned Media | | | | | |
| Journalist Support | 3 | 44 | 24 | 183.33% | 65 |
| Tracked Stories | 27 | 1,263 | 1500 | 84.20% | 619 |
| Total Potential News Reach | 1,170,000,000 | 12,034,330,000 | 9,000,000,000 | 133.71% | 4,013,400,000 |
| Publicity Value | \$10,797,307 | \$117,205,594 | \$95,000,000 | 123.37% | \$37,327,764 |
| Visitor Services | | | | | |
| Visitor Inquiries | 727 | 7,449 | 30,000 | 24.83% | 17,828 |
| Destination Guide Mailings | 198 | 108,634 | 30,000 | 362.11% | 20,982 |
| Brochure Distribution | 709 | 141,123 | 350,000 | 40.32% | 241,363 |
| Mobile Visitor Center Events Days | 22 | 85 | 55 | 154.55% | 30 |
| Visitor Center Visitors/Mobile Visitor Guests | 8,865 | 33,417 | 40,000 | 83.54% | 3,799 |