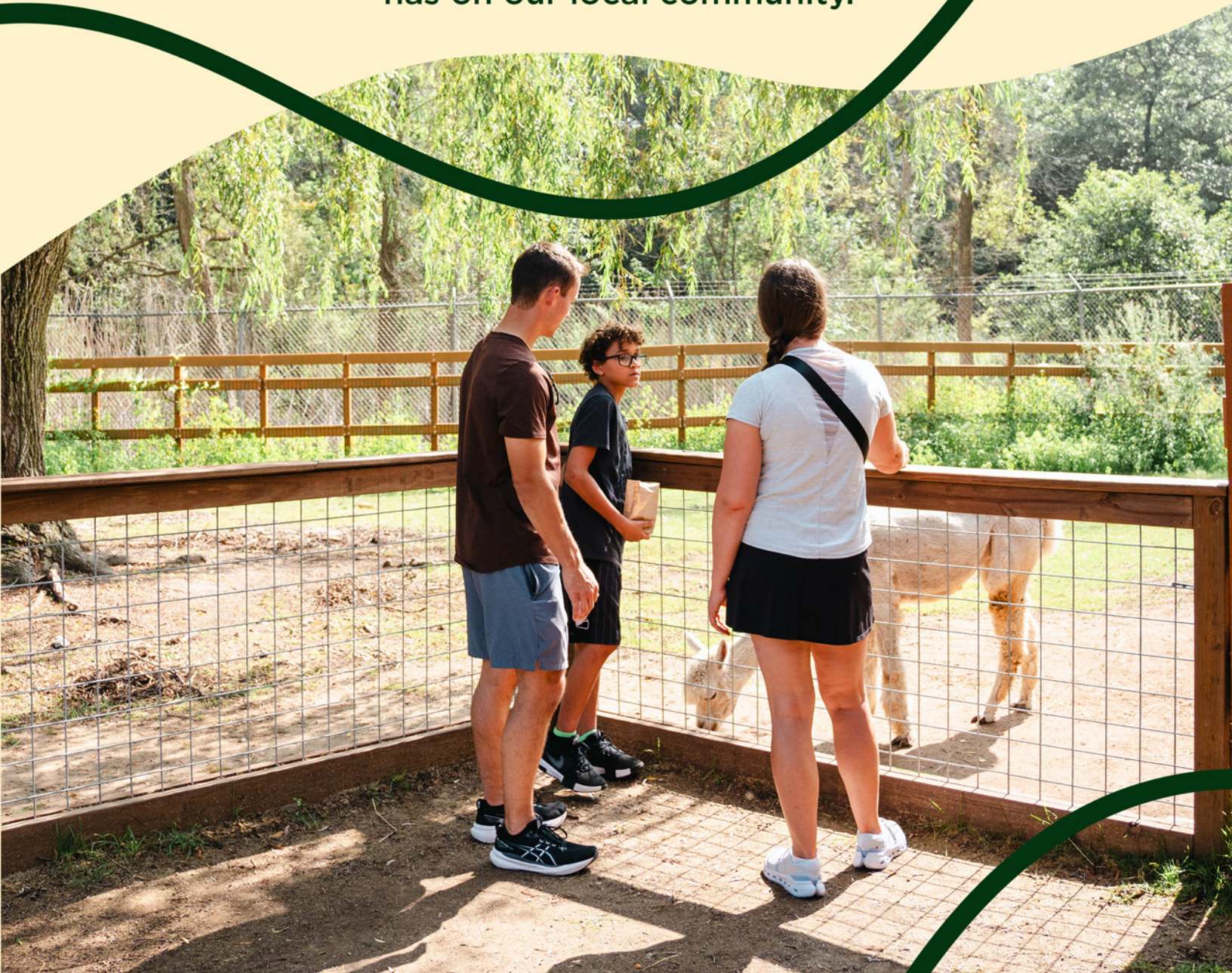


Tourism Impact

August 2026

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



Training Camp

August kicked off the excitement for the 2026-27 football season with Packers Training Camp, welcoming fans from across the globe to Green Bay. Visitors traveled from Mexico, Australia, Germany, New Zealand and many more destinations to experience the energy of Packers football firsthand. From watching the team to soaking in the sights and sounds of camp, visitors embraced the electric atmosphere that makes Training Camp such a special Green Bay tradition.

For many, the trip was about more than football, it was about experiencing the Green Bay community and culture. Fans turned their Training Camp visit into a GB getaway, exploring the community, enjoying local businesses and creating lasting memories!



Events Impact

Room nights held from meetings, conventions and sporting events during the month of August, 2026: 9,905 room nights with an economic impact of \$4,850,730

Among the conventions and events held in August, 2026:

- Wisconsin Substance Use Conference
- Wisconsin Chief's of Police
- Narcotics Officers of Wisconsin
- United States Bowling Congress – Senior Championships
- Rejuvenating Tribal Communities Conference
- Order of Malta
- Universal Hagar Spiritual Church Association



A Little Data

Visitor Breakdown *YTD*

- Residents % Total
- Local Visitors % of Total
- Visitors % of Total

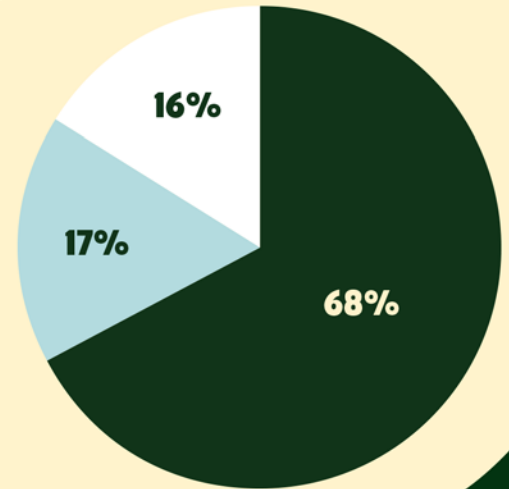
About 33% of the people represented in this data are coming from outside Brown County, creating an important audience for local businesses:

16% are visitors traveling 50+ miles to Greater Green Bay. These are the travelers most likely to need lodging and spend across multiple businesses during their stay.

17% are local visitors who live within 50 miles but outside Brown County. While they may be less likely to stay overnight, they bring spending into the county at restaurants, attractions, shops and events.

68% are Brown County residents, showing that tourism-facing businesses also have a strong local customer base.

Nearly 1 in 3 customers comes from outside Brown County. That means attracting visitors isn't just about filling hotel rooms. It's bringing new dollars into our community and connecting those travelers with local businesses. That's exactly the audience Discover Green Bay works to grow and connect with our partners.



On the Horizon

Among the conventions and events confirmed for the future:

- Wisconsin County Highway Association
October, 2026
- National Professional Agricultural Student Organization
March, 2027
- WIAA State Volleyball
November, 2026
- Wisconsin Rural Letter Carriers Association
June, 2027
- Narcotics Officers of Wisconsin
August, 2028
- USA Gymnastics – The Leap Challenge
March, 2027
- Wisconsin American Legion – 2029 Department Convention
July, 2029
- Great Northwest Basketball League
February, 2027



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 2026				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	71	-0.6	134.06	0.6	55.3	-0.4	118.58	-5
Wisconsin	72.4	2	155.25	0.4	56	3.5	130.71	0.4
Milwaukee	72.4	-3.6	147.59	-2.9	60.9	5.2	132.24	0.8
Madison	77.5	7.7	141.91	-2.4	62.8	5.7	131.67	-1.8
Appleton/Oshkosh	72.9	4	183.1	4.1	55.9	0.2	123.45	1.1
Door County	74	3.4	174.85	1.5	53.8	0.7	135.49	-1.1
Eau Claire	68.6	9.7	127.13	6.8	52.6	7.8	110.05	1
La Crosse	65	-2.5	129.03	-0.1	54	-0.9	120.12	0.2
Wisconsin Dells	74.2	1	185.02	2.7	54.5	0	155.35	1.4
Wausau/Stevens Point	69.8	5.6	134.55	2	53	5.6	117.21	-0.8

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

Sales	August	YTD 2026	2026 Goal	% of Goal	YTD 2025
Future Meetings & Events Sales					
Leads	20	137	250	54.80%	143
Future Room Nights from Leads	11,316	84,977	150,000	56.65%	92,031
Confirmed Future Room Nights	16,697	167,661	250,000	67.06%	180,570
Confirmed Economic Impact of Confirmed	\$13,194,186	\$114,941,300	\$176,000,000	65.31%	\$173,706,484
Convention/Sports Services					
Events Serviced	11	188	120	156.67%	118
Online Housing Reservations	81	2533	3,000	84.43%	2651
Motorcoach Sales					
Sales Leads	1	6	20	30.00%	8
Motorcoach Tour Group Bookings	1	30	50	60.00%	NEW
Marketing/Media					
Digital Marketing					
Total Website Visitors	142,401	706,504	800,000	88.31%	791,070
Website Pageviews	95,732	767,979	2,000,000	38.40%	1,543,585
Email Opens	25,130	143,450	250,000	57.38%	NEW
Email Click Throughs to Website	907	5,531	15,500	35.68%	NEW
Social Media Impressions	1,734,480	20,635,239	17,500,000	117.92%	30,754,392
Earned Media					
Brand Story Mentions	2	193	600	32.17%	1,263
Brand Story Mentions Potential Reach	49,397	3,169,080,000	9,000,000,000	35.21%	12,034,330,000
Brand Story Mentions Estimated Publicity Value	\$456.93	\$29,309,426	\$95,000,000	30.85%	\$117,205,594
Placed Tourism Stories	7	32	45	71.11%	NEW
Placed Tourism Story Impressions	402,784,300	175,587,534	1,600,000,000	10.97%	NEW
Visitor Services					
Visitor Experiences					
Visitor Inquiries	333	2,848	60,000	4.75%	7,446
Destination Guide Mailings	4,141	103,997	150,000	69.33%	109,234
Brochure Distribution	9,874	28,368	200,000	14.18%	155,329
Mobile Visitor Center Events Days	22	66	80	82.50%	85
Visitor Center Visitors/Mobile Visitor Guests	7,543	20,969	55,000	38.13%	42,137
Partnerships					
New Partners	1	28	32	87.50%	47
Renewing Partners	23	128	252	50.79%	117
Revenue	\$7,042	\$55,854	\$91,584	60.99%	\$54,679