

Tourism*i*mpact

December '25

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



Discover Green Bay Annual Holiday Reception



Discover Green Bay hosted its annual Holiday Reception on December 2nd, bringing together partners and community members for an evening of connection and celebration! The event showcased the talent of 28 local culinary partners, who provided a diverse selection of delicious dishes, drinks, and desserts that highlighted the region's vibrant food and beverage scene.

With approximately 350 attendees in attendance, the reception served as a meaningful opportunity to strengthen relationships and celebrate the collaboration that drives tourism success in Greater Green Bay. Discover Green Bay extends a sincere thank you to everyone who joined us, our incredible culinary partners for their outstanding contributions, and a special thank you to the Oneida Casino Hotel for providing an exceptional event space that helped make the evening truly memorable!

Events Impact

December conventions and sporting events accounted for 4,490 room nights and an economic impact of \$2,953,751.

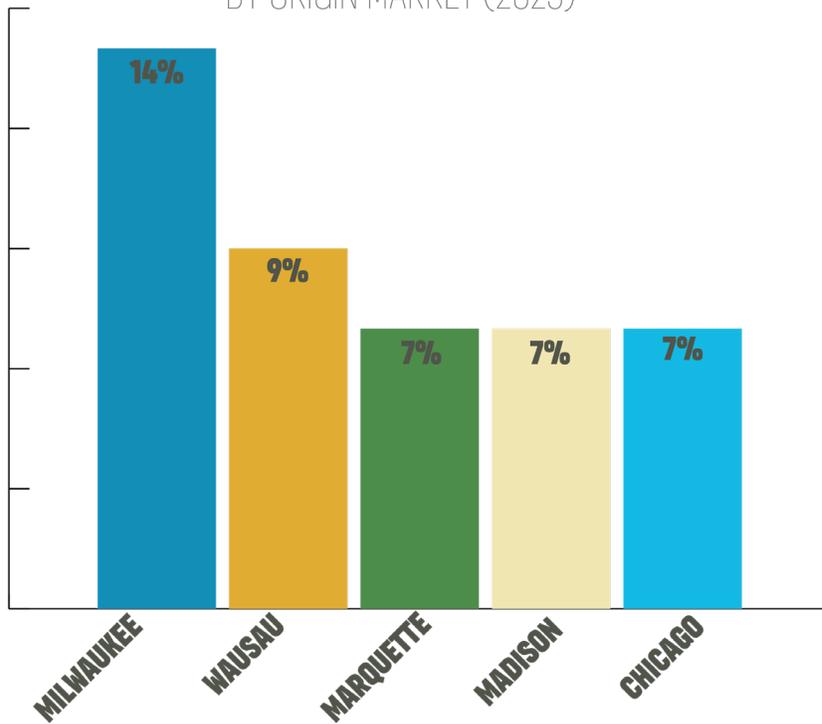
Significant conventions and sports events held in December 2025:

- Professional Dairy Producers of Wisconsin
- Ashwaubenon High School – Dance Invitational
- Green Bay Area Youth Hockey – Ray Gardner Tundra Tussle
- Forward Service Corporation
- Bay Port High School – Battle on the Bay
- Solution Tree



A Little Data

PERCENT OF VISITOR SPEND
BY ORIGIN MARKET (2025)



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!

- **Tissue Summit, 2026**
November, 2026
- **UW Extension – In Pursuit of Place Summit**
June, 2026
- **Wisconsin Substance Abuse Conference**
August, 2026
- **One Wisconsin Volleyball**
January thru April, 2026
- **National Land Title Association – Spring Conference**
March, 2026
- **Order of Malta – Pilgrimage to Our Lady of Champion**
August, 2026
- **National Association of Breweriana Advertising**
July, 2027
- **USA Softball of Wisconsin – Class C State Tourny**
July, 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.

	November 2025				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	53.7	-1	186.17	2.9	56.5	2.3	135.32	4.1
Wisconsin	47	1.1	121.55	0.9	56.1	2.4	131.48	1
Milwaukee	48.7	0.6	112.72	-0.6	59.8	2.5	131.98	-3
Madison	52.6	-2.2	133	3.9	61.5	1.2	141.66	1.8
Appleton/Oshkosh	50	-5.6	122.25	2.5	56	0	120.5	2.9
Door County	46	1.6	142.44	-3.7	56	1.5	142.4	2.8
Eau Claire	42.6	-1.4	101.07	-2.4	51.2	-3.8	108.79	-0.1
La Crosse	44.9	-4.5	111.05	2.9	57.3	2.1	127.49	5.2
Wisconsin Dells	43.9	2.8	123.74	0.7	54.5	4.4	142.42	-0.2
Wausau/Stevens Point	44.5	4.7	113.64	-5.4	52.1	2.6	119.05	0.2

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

Sales	December	YTD 2025	2025 Goal	% of Goal	YTD 2024
Future Meetings & Events Sales					
Leads	12	200	210	95.24%	192
Future Room Nights from Leads	5,532	126,608	115,000	110.09%	112,537
Confirmed Future Room Nights	11,854	234,478	210,000	111.66%	191,294
Confirmed Economic Impact of confirmed	\$7,531,256	\$226,437,141	\$135,000,000	167.73%	\$139,602,857
Convention/Sports Services					
Events Serviced	4	153	150	102.00%	151
Online Housing Reservations	135	4036	3,000	134.53%	4031
Motorcoach Sales					
Sales Leads	0	10	100	10.00%	51
Partnerships					
New Partners	7	59	60	98.33%	57
Renewing Partners	14	201	204	98.53%	180
Revenue	\$8,938	\$84,975	\$82,800	102.63%	\$69,991
Marketing/Media					
Digital Marketing					
Total Web Visitors	47,612	1,008,652	725,000	139.12%	656,662
Pageviews	71,675	1,928,829	2,500,000	77.15%	1,994,327
E-newsletter Database - New Subscribers	17	10,989	5,000	219.78%	2,527
Social Media Impressions	1,060,092	35,036,716	8,500,000	412.20%	5,638,561
Earned Media					
Journalist Support	3	57	24	237.50%	80
Tracked Stories	36	1,379	1500	91.93%	741
Total Potential News Reach	1,270,000,000	14,507,060,000	9,000,000,000	161.19%	8,984,940,000
Publicity Value	\$11,714,379	\$140,045,126	\$95,000,000	147.42%	\$83,451,307
Visitor Services					
Visitor Inquiries	115	7,907	30,000	26.36%	25,272
Destination Guide Mailings	1,469	123,768	30,000	412.56%	21,248
Brochure Distribution	90	162,303	350,000	46.37%	294,437
Mobile Visitor Center Events Days	1	107	55	194.55%	34
Visitor Center Visitors/Mobile Visitor Guests	978	49,738	40,000	124.35%	5,973