



Tourism**i**mpact

February '25

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



Champions of Hospitality Awards



Discover Green Bay was proud to host our annual Champions of Hospitality Awards on February 12th at the Meyer Theater. This incredible event provided the perfect opportunity to recognize and honor the outstanding hospitality employees who have gone above and beyond in their work throughout the past year. Their exceptional service and commitment to making Green Bay a warm and welcoming destination are truly deserving of celebration.

We were also fortunate to have the legendary LeRoy Butler as our guest speaker for the evening. His powerful message focused on Green Bay pride and community spirit, inspiring all in attendance to continue fostering the unique sense of togetherness that makes our city so special. LeRoy's words served as a reminder of the incredible impact that local hospitality workers have in making our visitors feel like part of the Green Bay family.

It was an uplifting and memorable evening, and we are so grateful for the dedicated professionals who help drive our tourism industry forward, making Green Bay a vibrant place to live and visit.

Events Impact

February conventions and sporting events accounted for 13,425 room nights and an economic impact of \$5,860,122.

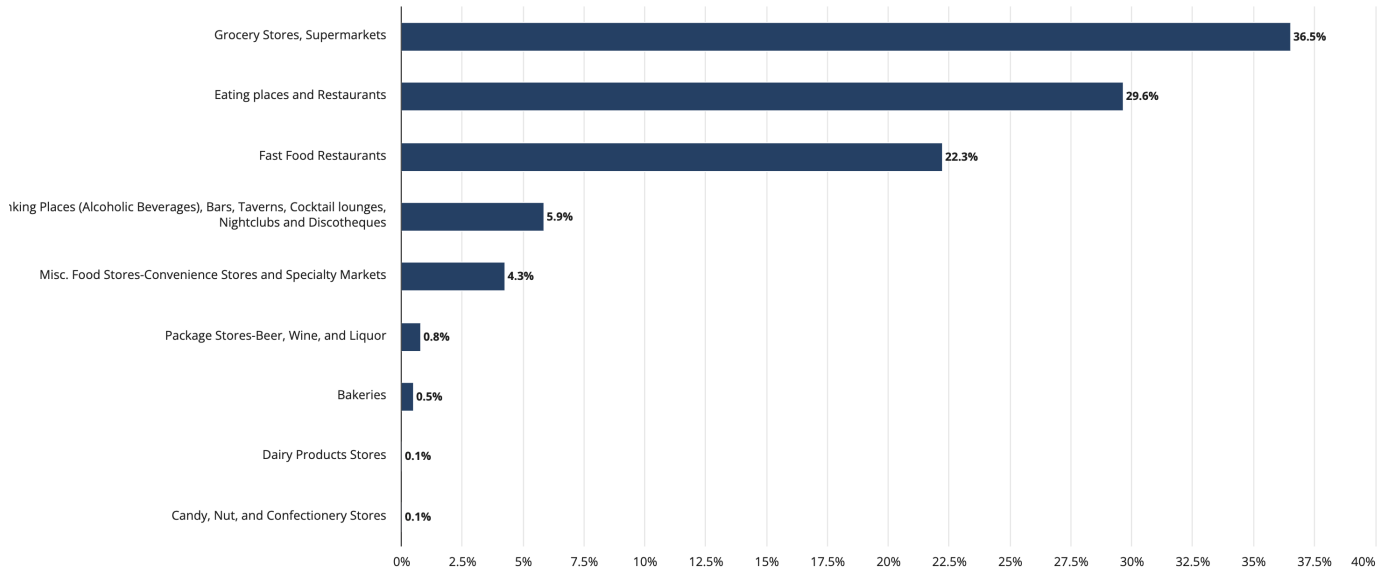
Significant conventions and sports events held in February 2025:

- Midwest Manure Conference
- Wisconsin Arborist Association
- Wisconsin State USBC Women's Bowling Association
- Slipstream
- Rainbow Dance Competition
- Wisconsin Sheriffs and Deputy Sheriffs Association
- Wisconsin Department of Justice – Active Threat Conference
- Veterans of Foreign Wars, Auxiliary



A Little Data

Top Food & Beverage Spending



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 Department of Transportation Tribal Transportation Conference**
October, 2025
- **League of Wisconsin Municipalities Chief Executives**
July, 2025
- **Wisconsin Sheriffs and Deputy Sheriffs Association**
February, 2026
- **United States Hockey League USHL Combine – Phase 1**
May, 2025
- **United States Hockey League USHL Combine – Phase 2**
April, 2025
- **United States Hockey League USHL Combine - Player Development Camp**
July, 2025
- **Robotics Education and Competition Foundation**
January, 2026
- **Leading Age Wisconsin**
September, 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.

AREA	January 2025				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	41.4	4.5	123.85	1	41.4	4.5	123.85	1
Wisconsin	39.1	2	112.44	3.2	39.1	2	112.44	3.2
Milwaukee	40.1	-3.7	112.42	2.4	40.1	-3.7	112.42	2.4
Madison	39.9	-1.2	100.67	0.5	39.9	-1.2	100.67	0.5
Appleton/Oshkosh	42.9	0.3	105.09	3	42.9	0.3	105.09	3
Door County	37.9	0.3	123.02	3.6	37.9	0.3	123.02	3.6
Eau Claire	37	-1.6	100.52	2.6	37	-1.6	100.52	2.6
La Crosse	42.1	6.7	118.1	14.3	42.1	6.7	118.1	14.3
Wisconsin Dells	39.2	6.9	134.36	-0.1	39.2	6.9	134.36	-0.1
Wausau/Stevens Point	39.3	4.8	113.06	2	39.3	4.8	113.06	2

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

Sales	February	YTD 2025	2025 Goal	% of Goal	YTD 2024
Future Meetings & Events Sales					
Leads	23	37	200	18.50%	26
Future Room Nights from Leads	8,631	18,404	115,000	16.00%	14,208
Confirmed Future Room Nights	13,425	55,380	210,000	26.37%	31,100
Confirmed Economic Impact of confirmed	\$9,388,917	\$101,351,385	\$135,000,000	75.08%	\$21,951,296
Convention/Sports Services					
Events Serviced	15	23	150	15.33%	26
Online Housing Reservations	1117	1537	3,000	51.23%	1204
Motorcoach Sales					
Sales Leads	0	1	100	1.00%	16
Partnerships					
New Partners	4	5	60	8.33%	5
Renewing Partners	11	18	240	7.50%	13
Revenue	\$6,150	\$11,142	\$72,000	15.47%	\$10,100
Marketing/Media					
Digital Marketing					
Total Web Visitors	92,519	184,553	725,000	25.46%	95,182
Pageviews	194,316	383,727	2,500,000	15.35%	239,255
E-newsletter Database - New Subscribers	7,299	7,420	5,000	148.40%	214
Social Media Impressions	1,418,146	2,861,852	8,500,000	33.67%	964,014
Earned Media					
Journalist Support	2	2	24	8.33%	9
Tracked Stories	128	166	1500	11.07%	63
Total Potential News Reach	1,450,000,000	2,335,290,000	9,000,000,000	25.95%	223,310,000
Publicity Value	\$13,408,381	\$21,607,044	\$95,000,000	22.74%	\$2,067,613
Visitor Services					
Visitor Inquiries	1,412	2,218	30,000	7.39%	1,190
Destination Guide Mailings	0	0	30,000	0.00%	19,697
Brochure Distribution	1,770	2,272	350,000	0.65%	84,793
Mobile Visitor Center Events Days	1	2	55	3.64%	0
Visitor Center Visitors	357	635	40,000	1.59%	532