

Tourism*i*mpact

February '26

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



WIAA Exhibit at the Visitor Center



Discover Green Bay is proud to partner with the Wisconsin Interscholastic Athletic Association (WIAA) to feature a new public exhibit at the Discover Green Bay Visitor Center celebrating the 50-year history of the WIAA Girls Basketball State Tournament. Designed as a visitor-friendly, museum-style experience, the exhibit highlights five decades of athletic excellence through curated stories, visuals, and meaningful artifacts, including the 2026 Division 1 championship trophy on display.

The exhibit is open for visitors to enjoy throughout the WIAA State Tournament season. We're honored to help celebrate the athletes, teams, coaches, and communities that have shaped girls' basketball in Wisconsin. The exhibit is sponsored by Healy & Son Lawn Care, with special thanks to Skyline for bringing the display to life.

Events Impact

February conventions and sporting events accounted for 18,903 room nights and an economic impact of \$12,431,957.

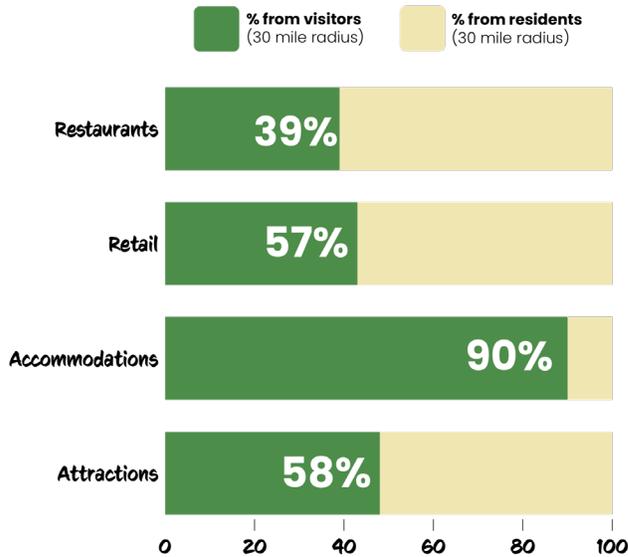
Significant conventions and sports events held in February 2026:

- Wisconsin EMS Association
- Wisconsin Association of Cheer & Pom coaches
- Wisconsin Sheriffs & Deputy Sheriffs Association
- Wisconsin Arborist Association
- Wisconsin Swimming Association
- UW Extension – Midwest Manure Conference
- Rainbow Dance Competition
- Association of Wisconsin School Administrators – Middle & High School Principals
- Elks State Convention



A Little Data

2025 SHARE OF REVENUE 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!

- **VEX Robotics**
January, 2027
- **127th Infantry**
August, 2026
- **Wisconsin Middle School Bowling**
May, 2026
- **Wisconsin EMS Association**
February, 2027
- **Native Orchid Conference**
June, 2026
- **United States Hockey League
Combine/player development camp**
July, 2026
- **United States Hockey League – Combine Phase 1 & 2**
April, 2026
- **Drexel Building Supply – Grand Expo**
January, 2028



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.

	January 2026				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	38.8	-6.4	105.25	-15	38.8	-6.4	105.25	-15
Wisconsin	41.6	6.2	112.42	-0.8	41.6	6.2	112.42	-0.8
Milwaukee	44.7	8.5	109.46	-2.7	44.7	8.5	109.46	-2.7
Madison	43.4	8.9	103.66	2.7	43.4	8.9	103.66	2.7
Appleton/Oshkosh	41.5	-3.1	100.95	-4	41.5	-3.1	100.95	-4
Door County	36.4	-4	114.47	-6.8	36.4	-4	114.47	-6.8
Eau Claire	39	5.3	99.11	-1.5	39	5.3	99.11	-1.5
La Crosse	44.5	5.6	116.5	-1.4	44.5	5.6	116.5	-1.4
Wisconsin Dells	41.6	4.1	146.18	3.7	41.6	4.1	146.18	3.7
Wausau/Stevens Point	41.5	6.1	113.37	0.6	41.5	6.1	113.37	0.6

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

Sales	February	YTD 2026	2026 Goal	% of Goal	YTD 2025
Future Meetings & Events Sales					
Leads	16	26	250	10.40%	37
Future Room Nights from Leads	8,381	15,904	150,000	10.60%	18,404
Confirmed Future Room Nights	14,248	36,757	250,000	14.70%	55,380
Confirmed Economic Impact of Confirmed	\$10,008,707	\$29,746,790	\$176,000,000	16.90%	101,351,385
Convention/Sports Services					
Events Serviced	20	26	120	21.67%	23
Online Housing Reservations	1076	1344	3,000	44.80%	1537
Motorcoach Sales					
Sales Leads	1	1	20	5.00%	1
Motorcoach Tour Group Bookings	4	8	50	16.00%	NEW
Marketing/Media	February	YTD 2026	2026 Goal	% of Goal	YTD 2025
Digital Marketing					
Total Website Visitors	47,341	94,103	800,000	11.76%	184,553
Website Pageviews	77,521	148,084	2,000,000	7.40%	383,727
Email Opens	19,150	39,890	250,000	15.96%	NEW
Email Click Throughs to Website	580	1,406	15,500	9.07%	NEW
Social Media Impressions	1,326,130	3,515,142	17,500,000	20.09%	2,861,852
Earned Media					
Brand Story Mentions	13	45	600	7.50%	166
Brand Story Mentions Potential Reach	1,120,000	85,370,000	9,000,000,000	0.95%	2,335,290,000
Brand Story Mentions Estimated Publicity Value	\$10,345	\$789,676	\$95,000,000	0.83%	\$2,335,290,000
Placed Tourism Stories	2	4	45	8.89%	NEW
Placed Tourism Story Impressions	6,301,739	67,744,510	1,600,000,000	4.23%	NEW
Visitor Services	February	YTD 2026	2026 Goal	% of Goal	YTD 2025
Visitor Experiences					
Visitor Inquiries	270	487	60,000	0.81%	2,218
Destination Guide Mailings	79,107	80,023	150,000	53.35%	0
Brochure Distribution	3,250	5,476	200,000	2.74%	2,272
Mobile Visitor Center Events Days	1	1	80	1.25%	2
Visitor Center Visitors/Mobile Visitor Guests	665	944	55,000	1.72%	762
Partnerships					
New Partners	5	7	32	21.88%	5
Renewing Partners	13	20	252	7.94%	18
Revenue	\$7,150	\$14,442	\$91,584	15.77%	\$11,142