

Discover Green Bay 2025 NFL Draft



GREEN BAY



Objective

To understand the impact of the NFL Draft on the city of Green Bay and Brown County, WI.

- Dates: April 24-26,2025
- Location: Lambeau Field Region

Key Insights

Visitor spend surged across all categories, largely around Lambeau Field

Overall spend increased by 4%, however visitor spend increased by 145%. Categories largely impacted by visitors saw the highest increase in spend. Spend and visitation was highly concentrated in the area in and around the draft.

Hotels had the highest rates recorded

The average daily rate on the first night of the draft was \$387, which was the highest rate when looking at 2024 - 2025. With high ADR's and longer length of stays (2+ days) the stay value of hotel guests during the draft was significantly higher than previous time periods or previous years.

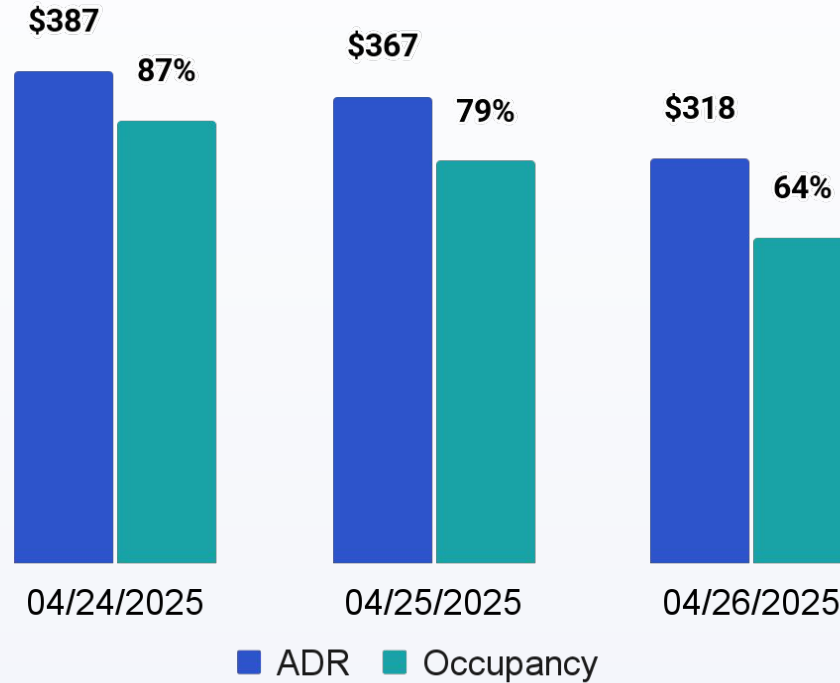
Attendees were largely from within 500 miles of Green Bay

A larger share of visitors to Green Bay were from within 500 miles than normal, however of the out-of-state origin markets that saw an increase in visitor share, 9 out of 10 had NFL teams.

Green Bay Hotels Saw Significant Increases in all Major Lodging Metrics

<u>Hotel Occupancy</u>	<u>Hotel ADR</u>	<u>Hotel Revenue</u>	<u>Avg. Stay Value</u>
77%	\$357	\$1.8M	\$1,880
+21% compared to previous 4 weeks (56%)	+168% compared to previous 4 weeks (\$133)	+271% compared to the previous 4 weeks (\$480K)	+557% compared to the previous 4 weeks (\$286)
+2% compared to the same time in 2024 (75%)	+179% compared to the same time in 2024 (\$128)	+188% compared to the same time in 2024 (\$623k)	+596% compared to the same time in 2024 (\$270)

Occupancy and ADR was Highest on the First Night of the Draft



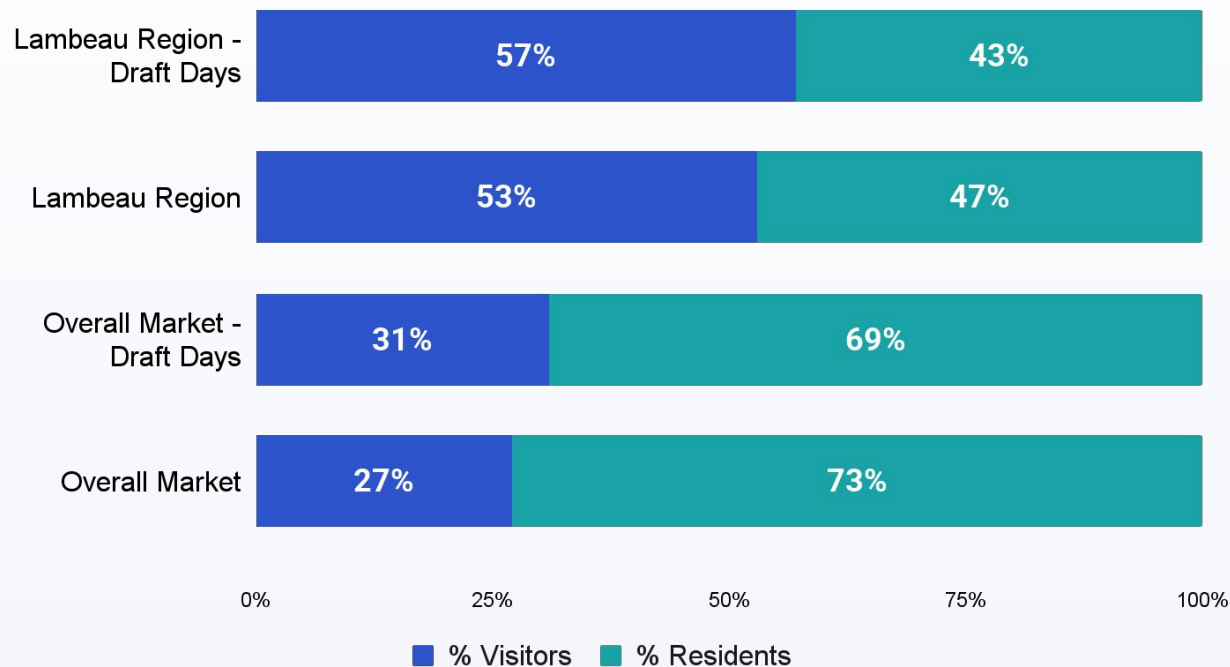
Spend Increased in Green Bay During the NFL Draft – Driven by Visitors

+4%	+145%	-11%	+20%
Change in Overall Spend	Change in Overall Visitor Spend	Change in Overall Resident Spend	Change in Key Tourism Category Spend

Segments Heavily Influenced by Visitors Saw the a Lift in Spend, Visitor Spend Was Up Across the Board

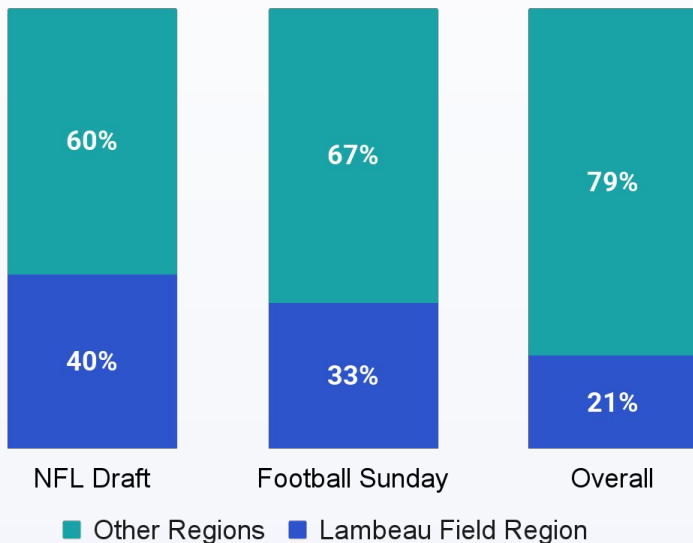
	Overall	Gas	Grocery	Restaurant	Fast Food	Bars	Retail
Overall Change in Spend	+4%	0%	-19%	+18%	+42%	+272%	+31%
Resident Change in Spend	-11%	-5%	-21%	-11%	+14%	+127%	-8%
Visitor Change in Spend	+145%	+54%	+9%	+231%	+349%	+946%	+268%
% of Spend from Visitors	10%	12%	6%	34%	27%	50%	40%

Visitors Make Up a Larger Share of the Green Bay Market During the Draft

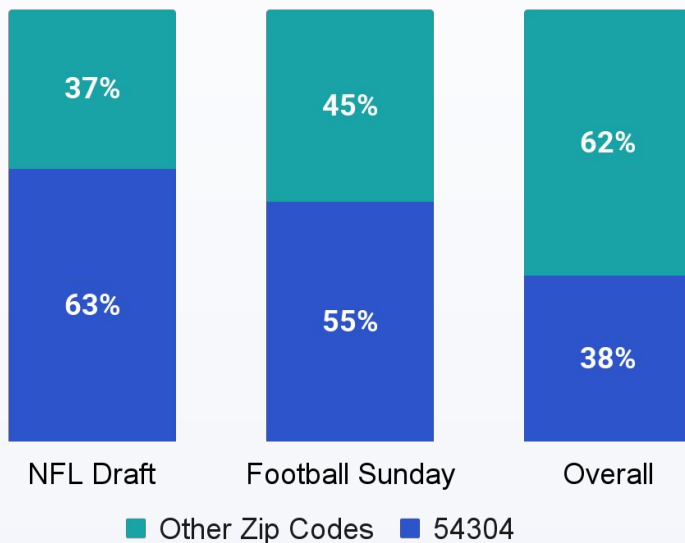


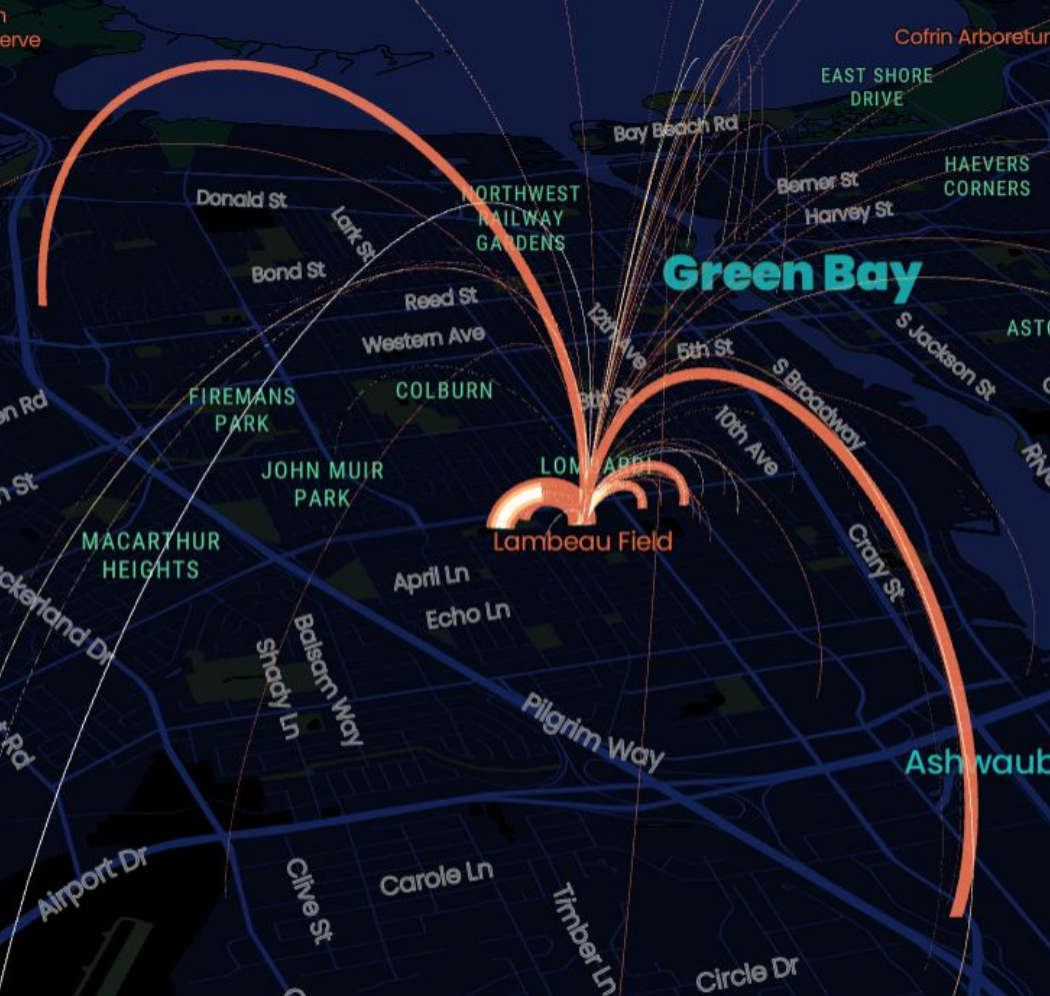
Visitation and Spend is Centered Around Lambeau Field

Visitation by Region



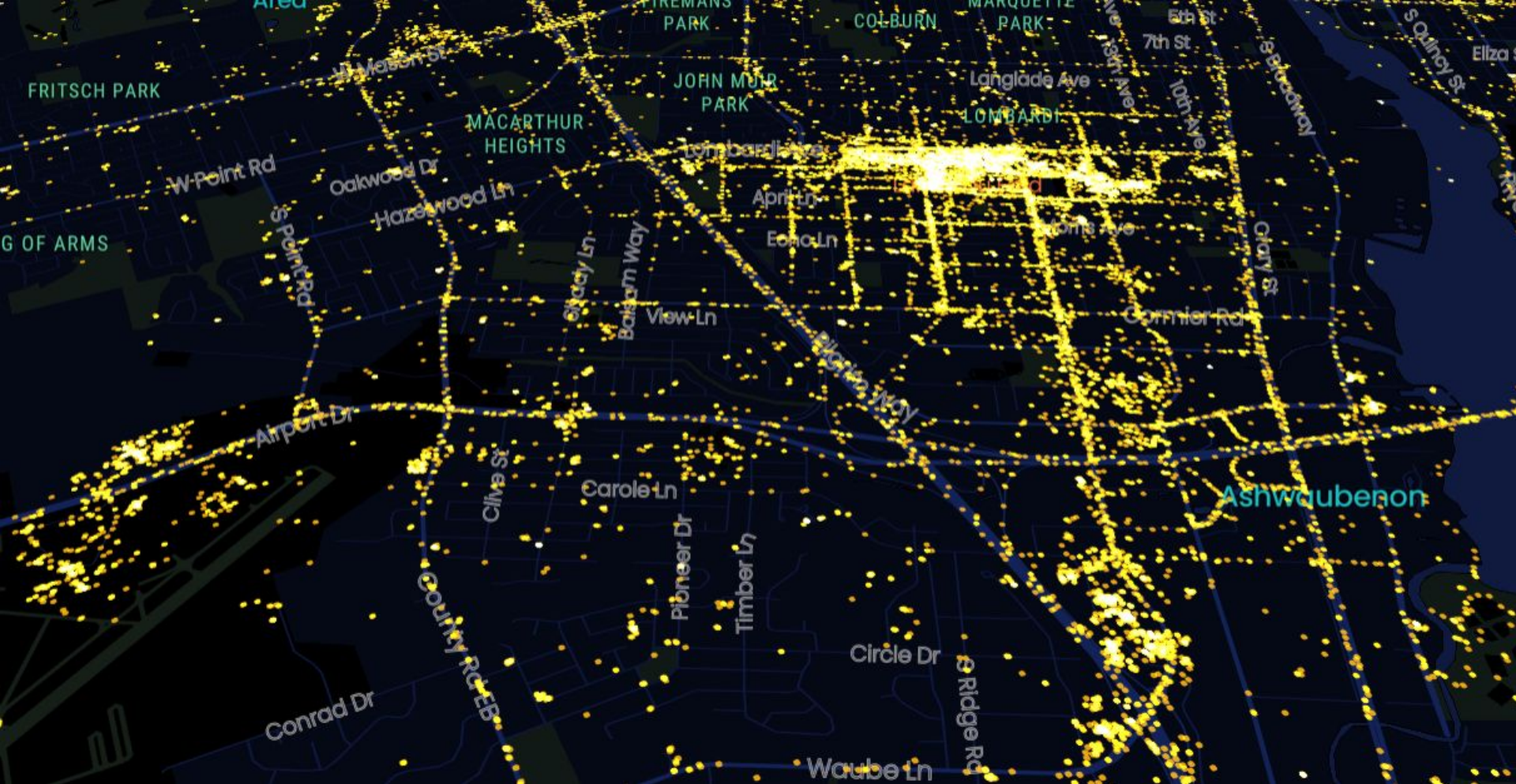
Spend by Zip Code





Cross-Visitation

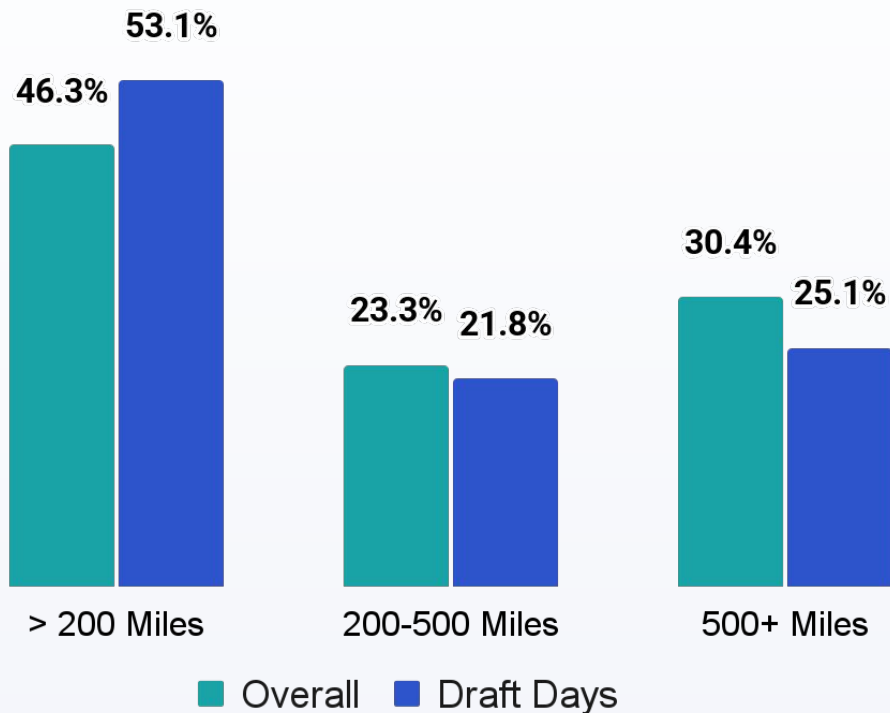
- 35% of visitors were also observed at a hotel in Green Bay
- 20% of visitors were observed at a restaurant and 13% were observed at a bar or brewery
- Top non-accommodation points of interest were Kroll's West, Hinterland Brewery, Stadium View Bar, and Anduzzi Bar.



Link to Time Lapse:

https://viz.zartico.com/partners/discover_green_bay_wi_usa/DGBWU_Time_Lapse_Entire_Boundary_Apr_24_2025_Apr_27_2025_zmc.html

Visitors to the Draft Were Largely From Within 500 Miles

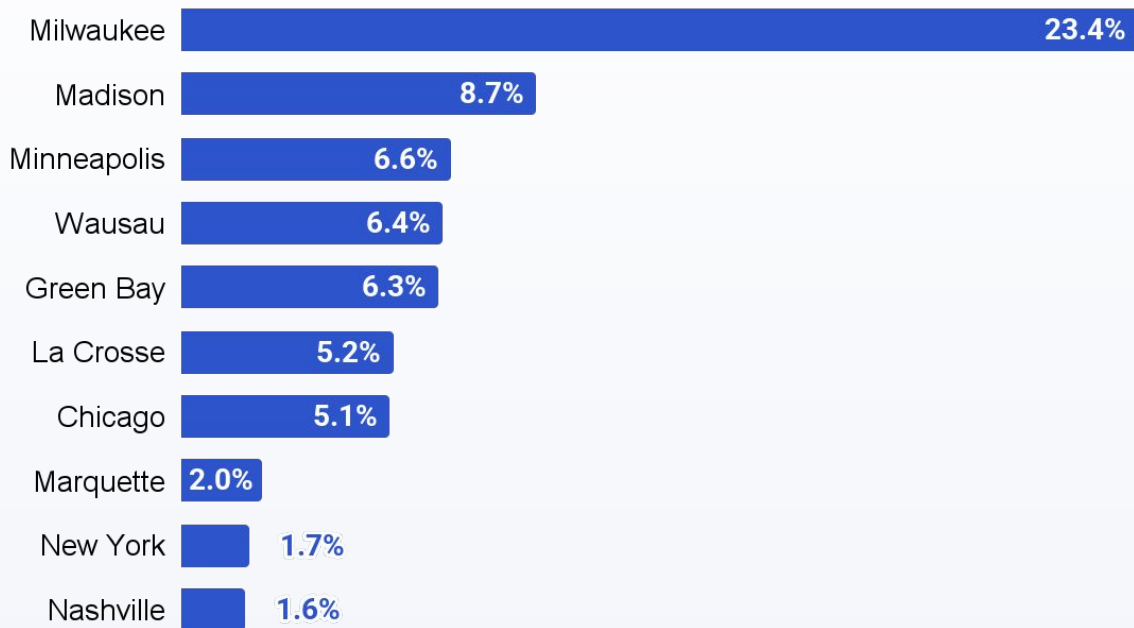


Markets that saw an increase share of visitation outside of Wisconsin

- New York, NY*
- Nashville, TN*
- Minneapolis-St Paul, MN*
- Cedar Rapids, IA
- Tampa Bay, FL*

**Of the top markets that saw increases in visitation, 9 out of 10 have a professional football team*

Top Origin Markets Observed in the Lambeau Field Region



Green Bay Hosted the Highest Share of Visitors From 50+ Miles of Recent Tracked Drafts

Draft Location	% of Visitors	% Visitors From > 500 Miles	In-State Visitors	Cross-Vis to Hotels	Cross-Vis to Bars & Restaurants
Green Bay	31%	75%	47%	35%	28%
Kansas City	28%	57%	43%	18%	17%
Cleveland*	21%	70%	43%	37%	19%

Additional Talking Points

- **Visitors to Green Bay drove the economic impact with increases in spend across all major categories**
 - The NFL Draft was an amplified, extended version of a Packers Game Day. Average visitor spend increase 116% on a Packer Gameday compared to 145% increase during the draft.
 - Visitor spend increased the most in draft adjacent categories such as retail (driven by the pro-shop), fast food (driven by stadium concessions), restaurants, and bars.
- **Resident spend was down, except in draft related categories**
 - Resident spend increased in fast food (driven by stadium concessions) and bars
 - During events like the draft, Zartico typically sees resident spend decrease -
- **Visitation was centered around the draft and Lambeau Field**
 - Visitation and spend was centered in and around the draft area- more so than during Packers Game Days.
 - Top places visited outside the Lambeau Region was the Green Bay Austin Straubel International Airport and Oneida Casino

Thank You!

