



Tourism*i*mpact

January '25

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



WEMESA 2025!



Green Bay was honored to host the Wisconsin EMS Association at the Resch Expo from January 21-24, welcoming 1,000 EMS professionals from across the state. Over three nights, attendees engaged in valuable training, networking, and education, reinforcing the critical role EMS professionals play in our communities. Beyond the conference, visitors explored Green Bay's vibrant downtown, experienced local dining, and enjoyed our welcoming hospitality.

The event generated an impressive \$1.2 million in economic impact, benefiting area hotels, restaurants, and businesses. Green Bay takes great pride in hosting events that bring professionals together while contributing to the local economy.

We extend our gratitude to the Wisconsin EMS Association for choosing Green Bay as the host city and for the life-saving work its members do every day. It was a privilege to welcome these dedicated individuals, and we look forward to future opportunities to support and celebrate their vital contributions.

Events Impact

January conventions and sporting events accounted for **13,170 room nights** and an **economic impact** of **\$10,294,420**.

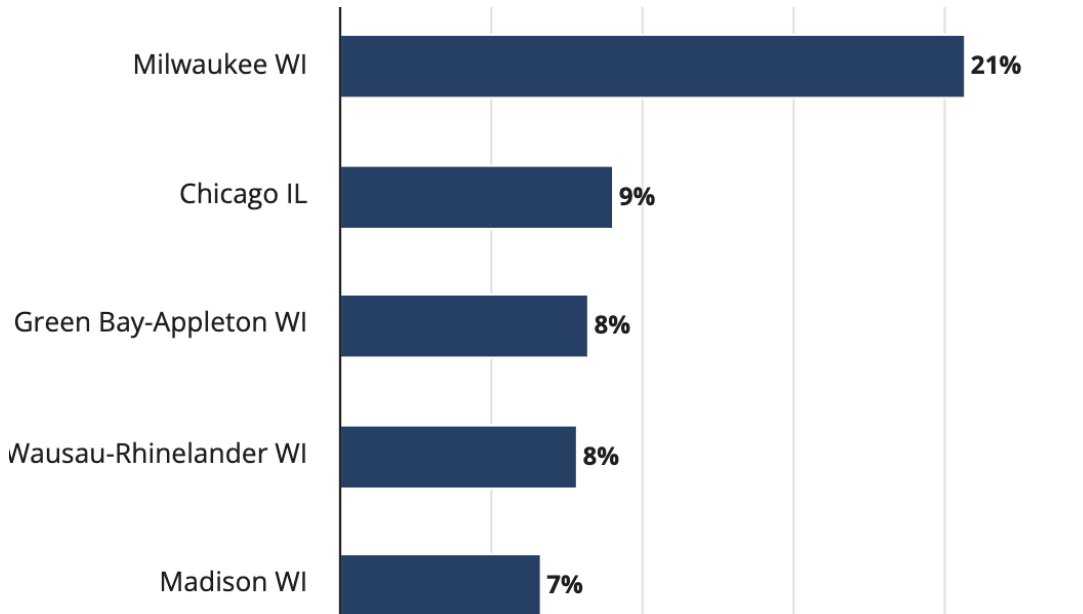
Significant conventions and sports events held in January 2025:

- Forest Lakes District – Evangelical Free Church of America
- Dairy Business Association of Wisconsin
- Wisconsin State USBC Women's Bowling Association
- Robotics Education and Competition Foundation
- WIARNG Yellow Ribbon Reintegration Program
- One Wisconsin Volleyball
- Wisconsin Football Coaches Association
- Wisconsin EMS Association



A Little Data

2024 Origin Markets



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 Well Women's Program**
March, 2025
- **Wisconsin EMS Association**
February, 2026
- **Wisconsin Arborist Association**
February, 2026
- **WIAA Girls Basketball**
March, 2025
- **Wisconsin American Legion**
January, 2028
- **Great Lakes Timber Professionals Association Spring Conference**
April, 2025
- **WEAC - Retired Group**
May, 2025
- **NFL Draft**
April, 2025



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	December 2024				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	41	-7.5	123.79	-18.4	54	-1.9	129.4	4.8
Wisconsin	38.5	-4.4	110.09	-4.3	53.2	-1.9	128.67	2.3
Milwaukee	37.9	-9.7	107.61	-0.8	55.7	-1.4	135	4.7
Madison	41.3	-0.5	104.41	0.8	59.1	0.2	137.09	2.1
Appleton/Oshkosh	42.1	-7.4	100.11	-7.8	54.9	0.2	116.12	3.5
Door County	34.7	-13.6	124.25	-4.6	53.7	-1.9	137.87	6
Eau Claire	36	-12.1	101.22	4	51.7	-1.8	108.37	1.9
La Crosse	42.2	4.6	113.5	-0.5	54.9	-1.7	121.05	1.9
Wisconsin Dells	37.3	-4	122.36	-16.4	51.2	-3.6	141.29	-3.9
Wausau/Stevens Point	37.6	-0.9	111.45	1.1	49.6	-2.1	118.75	3.2

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

Sales	January	YTD 2025	2025 Goal	% of Goal	YTD 2024
Future Meetings & Events Sales					
Leads	14	14	200	7.00%	13
Future Room Nights from Leads	9,773	9773	115,000	8.50%	12,142
Confirmed Future Room Nights	41,955	41,995	210,000	19.98%	18,370
Confirmed Economic Impact of confirmed	\$91,962,468	\$91,962,468	\$135,000,000	68.12%	\$12,050,807
Convention/Sports Services					
Events Serviced	8	8	150	5.33%	7
Online Housing Reservations	420	420	3,000	14.00%	221
Motorcoach Sales					
Sales Leads	1	1	100	1.00%	3
Partnerships					
New Partners	1	0	60	1.67%	1
Renewing Partners	7	0	240	2.92%	6
Revenue	\$4,992	\$0	\$72,000	6.93%	\$5,346
Marketing/Media	January	YTD 2024	2025 Goal	% of Goal	YTD 2024
Digital Marketing					
Total Web Visitors	92,034	0	725,000	12.69%	43,797
Pageviews	189,411	0	2,500,000	7.58%	100,062
E-newsletter Database - New Subscribers	121	0	5,000	2.42%	99
Social Media Impressions	1,443,706	0	8,500,000	16.98%	708,044
Earned Media					
Journalist Support	0	0	24	0.00%	5
Tracked Stories	38	0	1500	2.53%	14
Total Potential News Reach	885,290,000	0	9,000,000,000	9.84%	55,560,000
Publicity Value	\$8,198,663	\$0	\$95,000,000	0.00%	\$513,911
Visitor Services	January	YTD 2024	2025 Goal	% of Goal	YTD 2024
Visitor Inquiries	806	0	30,000	2.69%	519
Destination Guide Mailings	0	0	30,000	0.00%	33
Brochure Distribution	502	0	350,000	0.14%	8,499
Mobile Visitor Center Events Days	1	0	55	1.82%	0
Visitor Center Visitors	278	0	40,000	0.70%	262