



Tourism*i*mpact

January '26

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



Welcome New Team Members!



Discover Green Bay is excited to welcome three new staff members who bring valuable experience and energy to our team as we continue strengthening our work across the destination! Rachel O'Neil has joined as Executive Assistant, supporting internal operations and helping ensure our organization runs smoothly day to day. Her presence will be a great addition as we continue growing our efforts and serving partners, visitors, and the community.

We are also pleased to welcome Kyle Baldwin as Sports Sales Manager, focusing on expanding Greater Green Bay's sports tourism opportunities and attracting new events that drive overnight stays and economic impact. Julie Flanagan has joined as Event Services Specialist, helping create exceptional experiences for meeting, convention, and sports event planners once business is booked. With these new team members on board, Discover Green Bay is thrilled to be fully staffed and well-positioned to continue delivering strong results and meaningful impact for our destination!

Events Impact

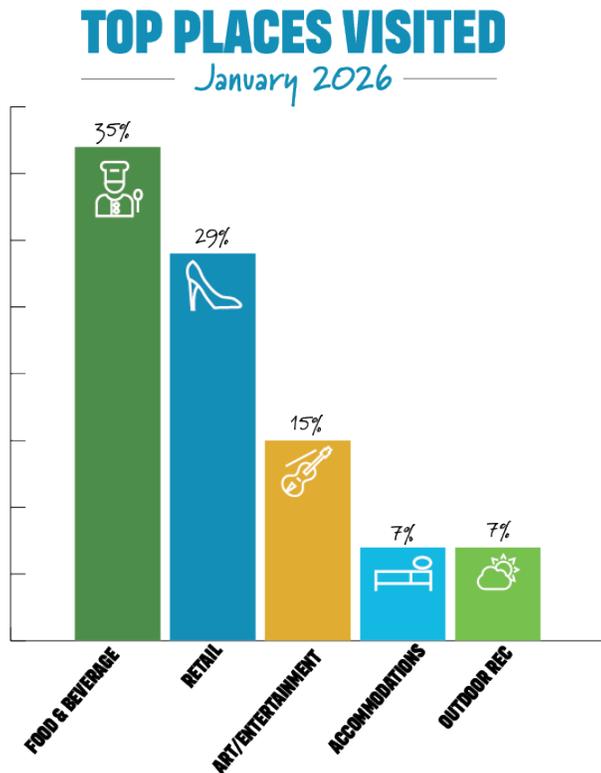
January conventions and sporting events accounted for 12,307 room nights and an economic impact of \$6,575,337.

Significant conventions and sports events held in January 2026:

- Forest Lakes District – Evangelical Free Church of America
- Midwest Alliance of Sovereign Tribes
- The BOW Tour
- American Legion Mid-Winter Conference
- Green Bay Area Youth Hockey – Ray Gardner Tundra Tussel
- Robotics Education and Competition Foundation
- Drexel Grand Expo, 2026



A Little Data



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!

- **National Orchid Conference**
June, 2026
- **Rejuvenating Tribal Communities Conference**
August, 2026
- **Midwest Deaf Golf Association**
August, 2026
- **Wisconsin Health Care Association**
April, 2027
- **Wisconsin vs. Notre Dame**
September, 2026
- **Wisconsin Association of Environmental Education**
November, 2026
- **Green Bay Area Youth Hockey – Cheese Cup**
May, 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.

	December 2025				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	44.1	6.9	162.15	30.8	55.5	2.6	137.13	5.8
Wisconsin	41.4	5.6	118.34	4.9	54.9	2.6	130.66	1.2
Milwaukee	43.2	8.9	107.28	-0.8	58.3	2.9	130.43	-2.9
Madison	42.7	2.3	102.04	-2.2	60	1.3	139.47	1.6
Appleton/Oshkosh	44.4	4.9	109.01	8.8	55	0.3	119.7	3.2
Door County	38.1	8.7	135.82	9.2	54.7	1.8	142.07	3.1
Eau Claire	38.6	6.7	101.12	-0.1	50.1	-3.2	108.28	-0.1
La Crosse	41.5	-2	121.15	6.8	56	1.9	127.1	5.3
Wisconsin Dells	41.7	2	152.65	8.4	53.7	4.3	143.1	0.4
Wausau/Stevens Point	40.5	7.5	111.37	0.6	51.1	3	118.54	0.2

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

Sales	January	YTD 2026	2026 Goal	% of Goal	YTD 2025
Future Meetings & Events Sales					
Leads	10	10	250	4.00%	14
Future Room Nights from Leads	7,483	7,483	150,000	4.99%	9,773
Confirmed Future Room Nights	22,509	22,509	250,000	9.00%	41,955
Confirmed Economic Impact of Confirmed	\$19,738,083	\$19,738,083	\$176,000,000	11.21%	\$91,962,468
Convention/Sports Services					
Events Serviced	6	6	120	5.00%	8
Online Housing Reservations	268	268	3,000	8.93%	420
Motorcoach Sales					
Sales Leads	0	0	20	0.00%	1
Motorcoach Tour Group Bookings	4	4	50	8.00%	NEW
Marketing/Media					
Digital Marketing					
Total Website Visitors	46,762	46,762	800,000	5.85%	92,034
Website Pageviews	70,563	70,563	2,000,000	3.53%	189,411
Email Opens	20,740	20,740	250,000	8.30%	NEW
Email Click Throughs to Website	826	826	15,500	5.33%	NEW
Social Media Impressions	2,189,012	2,189,012	17,500,000	12.51%	1,443,706
Earned Media					
Brand Story Mentions	32	32	600	5.33%	38
Brand Story Mentions Potential Reach	84,250,000	84,250,000	9,000,000,000	0.94%	885,290,000
Brand Story Mentions Estimated Publicity Value	\$779,331	\$779,331	\$95,000,000	0.82%	\$8,198,663
Placed Tourism Stories	2	2	45	4.44%	NEW
Placed Tourism Story Impressions	61,442,771	61,442,771	1,600,000,000	3.84%	NEW
Visitor Services					
Visitor Experiences					
Visitor Inquiries	217	217	60,000	0.36%	806
Destination Guide Mailings	916	916	150,000	0.61%	0
Brochure Distribution	2,226	2,226	200,000	1.11%	502
Mobile Visitor Center Events Days	0	0	80	0.00%	1
Visitor Center Visitors/Mobile Visitor Guests	279	279	55,000	0.51%	405
Partnerships					