



Tourism*impact*

July '25

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



USBC Queens and Junior Gold



The Resch Center was alive with energy as Green Bay welcomed the 2025 USBC Queens Championship, which also served as the Opening Ceremony for the USBC Junior Gold Championships. Thousands of youth athletes, families, and bowling fans filled the arena, waving state flags, trading pins, and celebrating the sport they love. The crowd's attention then turned to the floor of the Resch Center where the top Women's bowlers competed for the USBC Queens Championship.

With 6,559 attendees, the night set a new attendance record for the event, and created an unforgettable atmosphere. Lights, music, and a lively emcee kept the energy high, while the mix of youth competitors and seasoned fans created a unique sense of unity and celebration. The Junior Gold event was hosted in Green Bay, Appleton, Wausau and Oshkosh. The event had about a \$12 million state wide economic impact and nearly 3,200 competitors! For many visitors, it was their first glimpse of Green Bay's hospitality and thriving sports culture, making the event not just a record-breaker, but a memorable showcase of the city's ability to host world-class competitions.

Events Impact

July conventions and sporting events accounted for 39,563 room nights and an economic impact of \$17,119,087.

Significant conventions and sports events held in July 2025:

- United States Bowling Congress – Junior Gold Championships
- Kitsune Kon
- Uncle Charlie's North Region Softball Championships
- Wisconsin American Legion
- Centers for Disease Control and Prevention
- Professional Women's Bowling Association
- American College of Healthcare Executives
- Phi Sigma Phi Leadership Development Academy



A Little Data

Visitor Spend Data: July 25 vs July 24

% of all Spending in your destination that came from Visitors

14%

17%

Same time previous year

-2.6%

Difference

% of all Visitor Spend towards Local Businesses

35%

30%

Same time previous year

5.3%

Difference

% of all Restaurant Spend that came from Visitors

22%

23%

Same time previous year

-1.1%

Difference

% of all Retail Spend that came from Visitors

22%

23%

Same time previous year

-1.1%

Difference

% of all Accommodation Spend that came from Visitors

84%

83%

Same time previous year

0.4%

Difference

% of all Arts, Entertain. & Attraction Spend that came from Visitors

45%

31%

Same time previous year

13.4%

Difference

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!

- **Future Business Leaders of American (FBLA)**
April 2027 and 2028
- **Drexel Building Supply**
January 2026
- **Ashwaubenon Dance Invitational**
December 2025
- **Independent Insurance Agents of Wisconsin**
May 2026
- **Wisconsin Chapter of PEO Sisterhood**
June 2027 and May, 2028
- **Wisconsin Hospital Purchasing and Materials Management Association**
September 2025
- **Rise Up Experiences**
June 2026
- **Imperial Supplies**
October 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.

	June 2025				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	61.6	1.5	114.2	0.6	52.7	3.9	122.9	9.8
Wisconsin	66.1	2.8	137.93	1.1	51.1	2.4	123.62	2.9
Milwaukee	71.3	2.5	146.37	0.5	54.1	1.2	126.79	1.9
Madison	70.9	4.2	140.82	5.5	57.1	0.6	131.12	2.1
Appleton/Oshkosh	65.6	3.8	113.6	-1.2	53.4	0.7	109.88	4
Door County	62.7	1.1	139.68	1.6	50	0.9	126.92	4.9
Eau Claire	62.9	-0.9	117.06	0	46.2	-4.1	106.25	2.1
La Crosse	65.8	6.6	136.48	7.6	52.7	3.5	123.2	5.4
Wisconsin Dells	67.1	4.5	153.49	-1.7	50.6	6.6	140.11	-0.5
Wausau/Stevens Point	57.2	0.6	119.28	-2.7	47.4	2.5	114.8	1

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

Sales	July	YTD 2025	2025 Goal	% of Goal	YTD 2024
Future Meetings & Events Sales					
Leads	14	122	200	61.00%	110
Future Room Nights from Leads	14,638	78,186	115,000	67.99%	68,665
Confirmed Future Room Nights	19,991	163,005	210,000	77.62%	125,799
Confirmed Economic Impact of confirmed	\$10,288,890	\$159,988,500	\$135,000,000	118.51%	\$87,572,084
Convention/Sports Services					
Events Serviced	16	108	150	72.00%	115
Online Housing Reservations	108	2515	3,000	83.83%	2391
Motorcoach Sales					
Sales Leads	1	7	100	7.00%	45
Partnerships					
New Partners	2	40	60	66.67%	24
Renewing Partners	19	96	240	40.00%	88
Revenue	\$7,292	\$47,158	\$82,800	56.95%	\$36,749
Marketing/Media	July	YTD 2025	2025 Goal	% of Goal	YTD 2024
Digital Marketing					
Total Web Visitors	86,238	715,456	725,000	98.68%	353,958
Pageviews	152,256	1,397,275	2,500,000	55.89%	1,134,026
E-newsletter Database - New Subscribers	66	10,847	5,000	216.94%	1,674
Social Media Impressions	1,801,338	28,860,937	8,500,000	339.54%	3,618,371
Earned Media					
Journalist Support	5	41	24	170.83%	57
Tracked Stories	107	1,236	1500	82.40%	584
Total Potential News Reach	520,660,000	10,864,330,000	9,000,000,000	120.71%	2,713,400,000
Publicity Value	\$4,833,990	\$106,408,287	\$95,000,000	112.01%	\$25,137,950
Visitor Services	July	YTD 2025	2025 Goal	% of Goal	YTD 2024
Visitor Inquiries	902	6,722	30,000	22.41%	13,794
Destination Guide Mailings	9,822	108,436	30,000	361.45%	20,850
Brochure Distribution	18,557	140,414	350,000	40.12%	213,363
Mobile Visitor Center Events Days	30	63	55	114.55%	20
Visitor Center Visitors/Mobile Visitor Guests	12,708	33,417	40,000	83.54%	3,228