



Tourism Impact

July 2026

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



America 250

This year, communities across the country celebrated America's 250th anniversary, and Green Bay marked the milestone with events highlighting our region's history, culture and community. The City of Green Bay's America 250 Committee hosted a celebration ahead of Festival Foods Fire Over the Fox featuring the Oneida Smoke Dancers, Weidner Philharmonic Brass Ensemble, poetry, patriotic performances and more. Downtown Green Bay, Inc. created the "We the People" community quilt, which will become a downtown mural, while the Neville Public Museum and Jean Nicolet Chapter of the Daughters of the American Revolution brought "The Spirit of America" exhibit to the region.

Discover Green Bay also partnered with the Brown County Library and Press Times to launch the Brown County History Trail, inviting visitors and residents to explore more than 100 historic sites, landmarks and stories throughout the county. Available digitally and in print, the trail creates a lasting way to discover the people and places that shaped Greater Green Bay.



Events Impact

Room nights held from meetings, conventions and sporting events during the month of July, 2026: 31,396 room nights with an economic impact of \$19,882,593

Among the conventions and events held in July, 2026:

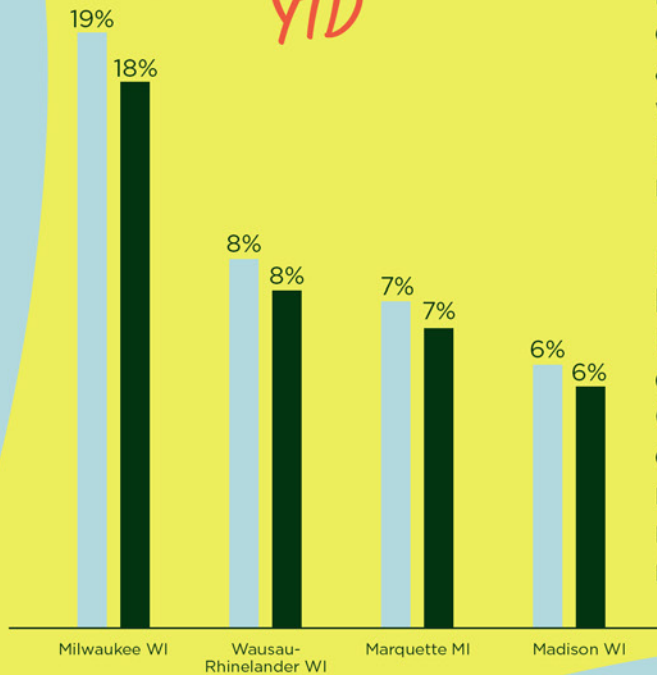
- Kitsune Kon
- Green Bay Tattoo Festival
- Wisconsin College Hockey Showcase
- Antique Automobile Club of America
- Midwest Cycling Series
- Women's Professional Billiard Association
- Storm Youth Bowling



A Little Data

Top Spend Markets

YTD



Milwaukee leads the top spend markets at 19% of visitor spend, up one point from last year. Chicago also increased from 5% to 6%, while Wausau-Rhineland (8%), Marquette (7%) and Madison (6%) remained steady.

Put it to work: These numbers can help identify markets where Green Bay is already capturing visitor dollars. Consider Milwaukee and Chicago for targeted digital campaigns, special offers or messaging designed to encourage more spending, longer stays and repeat visits.

On the Horizon

Among the conventions and events confirmed for the future:

- Wisconsin Rural Water Association
March, 2032
- Technical Association of the Pulp and Paper Industry
KilnCon
August, 2026
- Willow Creek Classic Bowling Tournament
February-May, 2027
- National Shrine of Our Lady of Champion
Assumption of the Blessed
August, 2027
- Wisconsin Conference of Youth People in Alcoholics
Anonymous XII
February, 2027
- Wisconsin Department of Justice Crime Information
Bureau
September, 2027
- National Shrine of Our Lady of Champion Marian
Eucharistic Conference
May, 2027



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 2026				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	63	2.4	113.06	-1	52.6	-0.3	115	-6.4
Wisconsin	68.7	3.4	142.99	2.9	53.3	3.9	124.91	0.5
Milwaukee	76.2	6	158.34	8.8	59	7.2	128.99	2.1
Madison	76.2	6.1	132.27	-6.6	60.3	5.2	129.4	-1.7
Appleton/Oshkosh	64.7	-1.4	117.66	3.6	53	-0.7	109.4	-0.5
Door County	65.9	5.2	140.83	0.8	49.8	-0.2	123.7	-2.5
Eau Claire	66.5	5.3	119.73	1.9	49.8	7.5	106.03	-0.5
La Crosse	63.9	-2.2	130.7	0.5	51.6	-1.4	118.22	0.4
Wisconsin Dells	66.2	-1.3	164.57	2.5	51.1	-0.2	147.43	0.9
Wausau/Stevens Point	63	9.6	121.06	0.8	50.2	5.9	113	-1.6

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

Sales	July	YTD 2026	2026 Goal	% of Goal	YTD 2025
Future Meetings & Events Sales					
Leads	7	117	250	46.80%	122
Future Room Nights from Leads	5,890	73,661	150,000	49.11%	78,186
Confirmed Future Room Nights	18,117	150,964	250,000	60.39%	163,005
Confirmed Economic Impact of Confirmed	\$9,449,861	\$101,747,114	\$176,000,000	57.81%	\$159,988,500
Convention/Sports Services					
Events Serviced	14	177	120	147.50%	108
Online Housing Reservations	12	2452	3,000	81.73%	2515
Motorcoach Sales					
Sales Leads	1	5	20	25.00%	7
Motorcoach Tour Group Bookings	3	27	50	54.00%	NEW
Marketing/Media					
Digital Marketing					
Total Website Visitors	86,762	564,103	800,000	70.51%	715,456
Website Pageviews	162,500	672,247	2,000,000	33.61%	1,417,757
Email Opens	19,910	118,320	250,000	47.33%	NEW
Email Click Throughs to Website	876	4,624	15,500	29.83%	NEW
Social Media Impressions	1,848,600	18,900,759	17,500,000	108.00%	28,860,937
Earned Media					
Brand Story Mentions	13	180	600	30.00%	1236
Brand Story Mentions Potential Reach	516,460,000	2,652,620,000	9,000,000,000	29.47%	10,864,330,000
Brand Story Mentions Estimated Publicity Value	\$4,777,277	\$24,532,149	\$95,000,000	25.82%	\$106,408,287
Placed Tourism Stories	10	22	45	48.89%	NEW
Placed Tourism Story Impressions	51,366,066	124,221,468	1,600,000,000	7.76%	NEW
Visitor Services					
Visitor Experiences					
Visitor Inquiries	390	2,515	60,000	4.19%	6,722
Destination Guide Mailings	1,791	99,856	150,000	66.57%	109,036
Brochure Distribution	3,792	18,494	200,000	9.25%	146,594
Mobile Visitor Center Events Days	18	44	80	55.00%	63
Visitor Center Visitors/Mobile Visitor Guests	6,545	13,426	55,000	24.41%	33,272
Partnerships					
New Partners	5	23	32	71.88%	40
Renewing Partners	14	114	252	45.24%	96
Revenue	\$7,167	\$48,687	\$91,584	53.16%	\$47,158