



# Tourism*impact*

June '25

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



# Victory II Returns



Discover Green Bay was thrilled to welcome the return of Great Lakes leisure cruising with the arrival of Victory Cruise Lines' Victory II. The ship docked in Green Bay on June 10–11 and again on June 24–25, marking the first cruise ship visit since 2023 and its first return following a full refurbishment! Docking at Leicht Memorial Park, Victory II brought nearly 200 passengers and over 80 crew members to the heart of our city, offering a fresh wave of visitors the chance to experience the best of Greater Green Bay.

To commemorate the occasion, Discover Green Bay President and CEO Brad Toll and Mayor Genrich joined the ship's captain for a traditional plaque exchange ceremony, extending a warm welcome to the crew and guests. Cruise tourism plays a growing role in showcasing our city's vibrant culture, scenic waterfronts, and iconic attractions to new audiences. With future stops planned in 2026, we're proud to be part of Great Lakes cruising's journey, and to once again prove that Green Bay is a destination worth discovering!

## Events Impact

June conventions and sporting events accounted for 21,613 room nights and an economic impact of \$12,140,142.

Significant conventions and sports events held in June 2025:

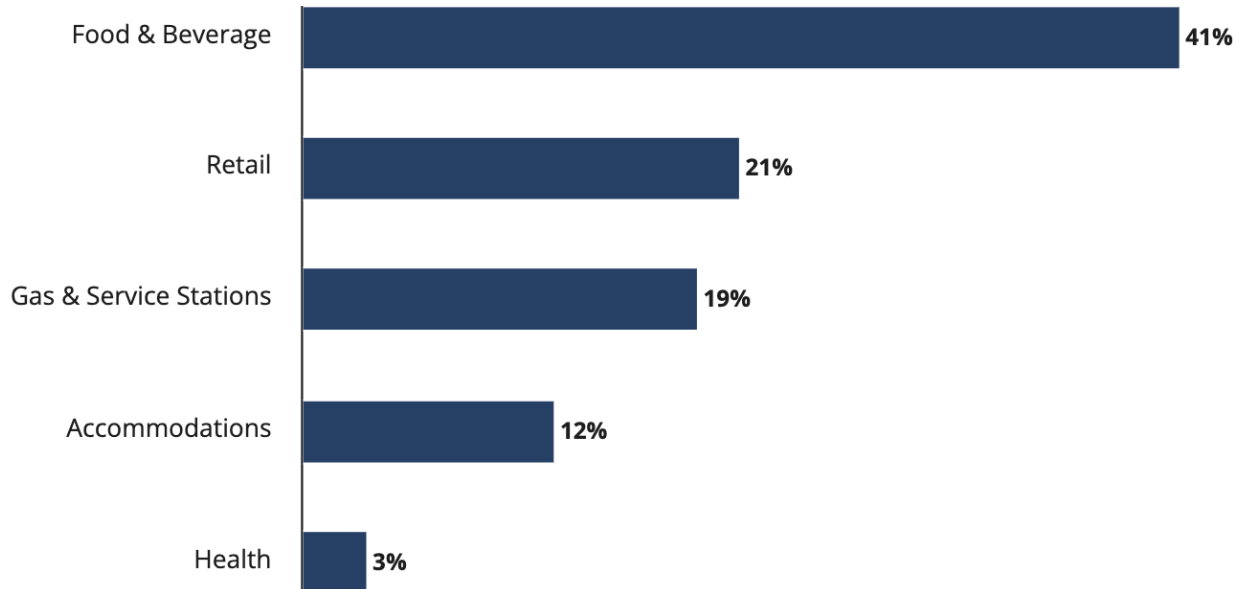
- Wisconsin Paper Council
- Association of Wisconsin School Board Administrators
- Initiative One Conference
- Green Bay Open Chess Championships
- Amvets Auxiliary
- WI. Chapter of Disabled Veterans
- Wisconsin Evangelical Lutheran Synod
- Minnesota Card Show





# A Little Data

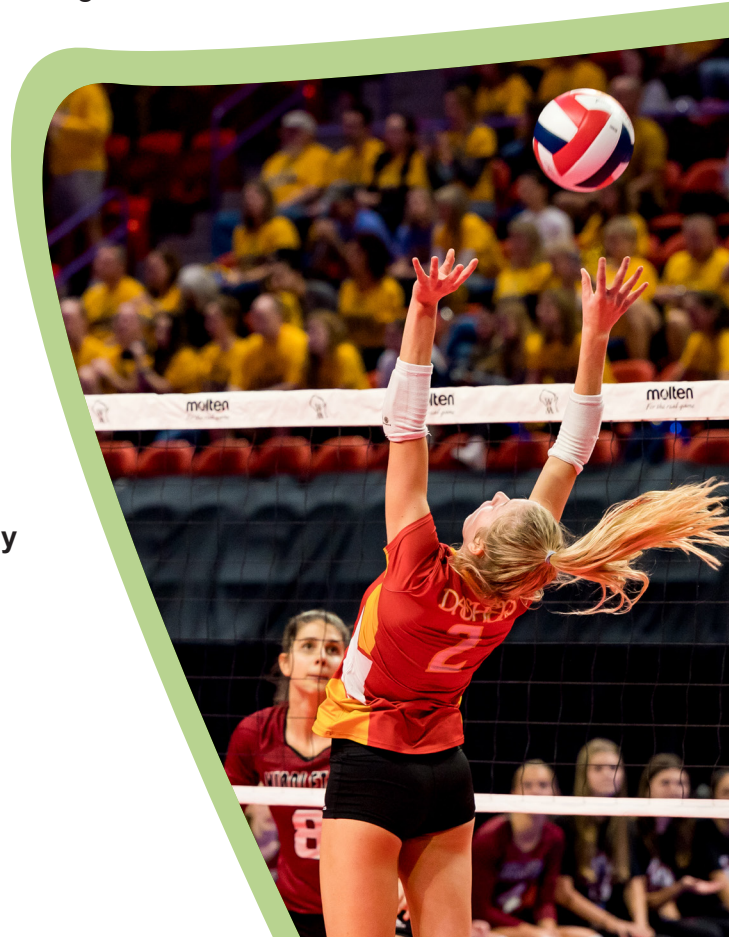
*% of Visitor Spend by Category*



## 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 Philanthropy Network**  
October, 2025
- **National Hydropower Association**  
April, 2026
- **Initiative One**  
June, 2026
- **Midwest Women's Collegiate Hockey**  
September, 2025
- **WIAA State Volleyball Tournament**  
November, 2025
- **Society of the Fifth Division – United States Army**  
September, 2026
- **WAMO State Dart Tournament**  
May, 2026
- **Brewery Beer Collectibles Club of America**  
April, 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.

	May 2025				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
<b>GREEN BAY</b>	<b>57</b>	<b>6.5</b>	<b>115.33</b>	<b>4.3</b>	<b>50.8</b>	<b>4.2</b>	<b>125.19</b>	<b>12.2</b>
Wisconsin	56.5	5	126.49	2.3	48.1	2.4	119.66	3.5
Milwaukee	61.7	5.9	131.83	4.5	50.7	0.9	121.31	2.3
Madison	62.4	-3.1	157.92	1.6	54.4	-0.2	128.62	1.2
Appleton/Oshkosh	59.5	10.4	109.57	2.7	50.9	-0.1	108.93	5.4
Door County	54.3	6.4	122.75	1.6	47	0.9	122.88	6.1
Eau Claire	52.7	-0.3	106.72	1.2	42.8	-5.2	103	2.6
La Crosse	58.1	1.4	123.99	-4.6	50.1	2.7	119.74	4.7
Wisconsin Dells	51.7	9	125.16	-0.2	47.3	7.3	136.24	0
Wausau/Stevens Point	49.4	-0.2	112.41	0.5	45.5	3	113.59	1.9

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

Sales	June	YTD 2025	2025 Goal	% of Goal	YTD 2024
<b>Future Meetings &amp; Events Sales</b>					
Leads	12	108	200	54.00%	93
Future Room Nights from Leads	12,202	63,548	115,000	55.26%	56,242
Confirmed Future Room Nights	24,707	143,014	210,000	68.10%	107,717
Confirmed Economic Impact of confirmed	\$16,101,560	\$149,699,610	\$135,000,000	110.89%	\$75,385,787
<b>Convention/Sports Services</b>					
Events Serviced	18	92	150	61.33%	98
Online Housing Reservations	23	2407	3,000	80.23%	2345
<b>Motorcoach Sales</b>					
Sales Leads	1	6	100	6.00%	45
<b>Partnerships</b>					
New Partners	2	38	60	63.33%	14
Renewing Partners	12	77	240	32.08%	76
Revenue	\$7,200	\$39,866	\$82,800	48.15%	\$30,729
Marketing/Media	June	YTD 2025	2025 Goal	% of Goal	YTD 2024
<b>Digital Marketing</b>					
Total Web Visitors	73,013	629,218	725,000	86.79%	291,641
Pageviews	138,231	1,245,019	2,500,000	49.80%	902,655
E-newsletter Database - New Subscribers	68	10,781	5,000	215.62%	1,470
Social Media Impressions	1,752,398	27,059,599	8,500,000	318.35%	2,830,748
<b>Earned Media</b>					
Journalist Support	5	36	24	150.00%	44
Tracked Stories	48	1,129	1500	75.27%	507
Total Potential News Reach	887,270,000	10,343,670,000	9,000,000,000	114.93%	2,155,960,000
Publicity Value	\$14,075,636	\$101,574,298	\$95,000,000	106.92%	\$19,981,651
Visitor Services	June	YTD 2025	2025 Goal	% of Goal	YTD 2024
Visitor Inquiries	591	5,820	30,000	19.40%	7,153
Destination Guide Mailings	8,535	98,614	30,000	328.71%	20,656
Brochure Distribution	14,858	121,857	350,000	34.82%	179,749
Mobile Visitor Center Events Days	19	33	55	60.00%	12
Visitor Center Visitors/Mobile Visitor Guests	3272	20,709	40,000	51.77%	2,355