



Tourism*i*mpact

June '24

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



Sports in Green Bay



You may have heard, the NFL Draft is coming to Green Bay in April of 2025. But that's not the only sports related event that is on it's way to Green Bay!

In June of 2025 the YMCA National Gymnastics Championships will welcome 2,000 gymnasts to Northeast Wisconsin. The event is expected to draw thousands of families and spectators and will have an estimated economic impact of \$3.3 million.

Following gymnastics it's time to hit the lanes! In July the USBC will host its annual Junior Gold Championships in Green Bay, the Fox Cities, Oshkosh and Wausau with Green Bay as the 'home base.' The event will draw 4,000 youth bowlers in the 12U, 15U, and 18U boys and girls divisions. Statewide the Junior Gold Championships will have an estimated economic impact of \$15.5 million, over the multiple destinations, with potential for \$6.5 million for Brown County.

Get ready, 2025 is shaping up to be a banner year for tourism in Green Bay.

Events Impact

April conventions and sporting events accounted for **24,065 room nights** and an **economic impact** of **\$12,029,930.**

Significant conventions and sports events held in June 2024:

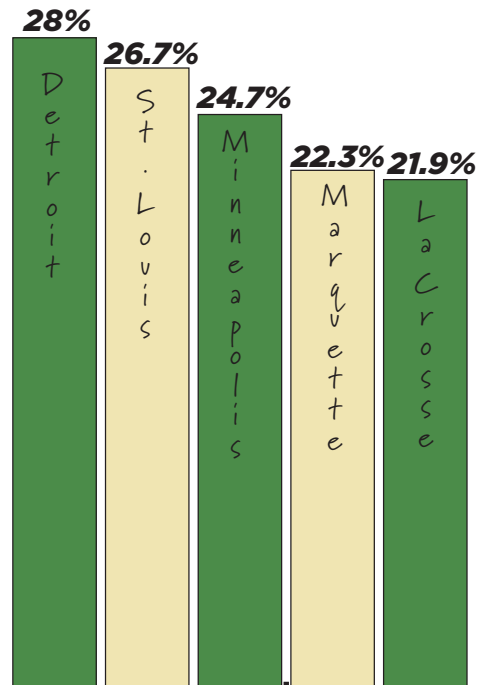
- Midwest Women's Collegiate Hockey
- International Snowmobile Congress
- Wisconsin Conference of United Methodist Church
- State Bar of Wisconsin
- USA Power Lifting
- USA Softball of Wisconsin
- Midwest Cycling series
- Amvets and Auxiliary



A Little Data

Top 5 Origin Markets

Observed at Accommodations



On the Horizon

Our sales team is always hunting down new leads to bring in clients that will make a positive economic impact. We're proud to share these recent bookings!

- **Kitsune Kon**
July, 2025
- **Wisconsin State Volleyball Tournament**
November, 2024
- **National Association of Publicly Funded Truck Driving Schools**
September, 2024
- **Wisconsin State USBC Women's Bowling Association**
November, 2024 - April, 2025
- **Wisconsin Chiefs of Police**
August, 2027
- **Wisconsin/Upper Michigan Florists Association**
March, 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	May 2024				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	53.6	-3.6	110.75	5.4	48.9	-5.1	111.65	-1
Wisconsin	53.8	-2.7	123.14	2.8	46.9	-4.6	114.92	1.1
Milwaukee	58.4	-0.4	126.28	0.9	50.3	-4.5	118.65	1.3
Madison	64.4	1.1	155.45	3.1	54.5	1.4	127.1	4.1
Appleton/Oshkosh	54	-7.9	106.79	1.6	51	-1.9	103.47	1.8
Door County	51	-6.5	120.45	7	47	-3.5	116.1	1.4
Eau Claire	52.8	1.1	105.28	2.6	45.1	-0.9	100.2	0.3
La Crosse	57.4	-2.9	130.09	11.4	48.9	-4.3	115.3	7.5
Wisconsin Dells	47	-7	123.83	-1.7	43.4	-7.4	133.2	-3
Wausau/Stevens Point	48.8	-2	113.16	4	44	-6.8	111.67	2.7

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

Sales	June	YTD 2024	2024 Goal	% of Goal	YTD 2023
Future Meetings & Events Sales					
Leads	12	93	165	7.27%	89
Future Room Nights from Leads	9,886	56,242	115,000	8.60%	47,823
Confirmed Future Room Nights	17,470	107,717	220,000	7.94%	81,052
Confirmed Economic Impact	\$13,814,928	\$75,385,787	\$127,000,000	10.88%	\$50,268,196
Convention/Sports Services					
Events Serviced	21	98	150	65.33%	90
Online Housing Reservations	71	2345	2,000	117.25%	1,379
Motorcoach Sales					
Sales Leads	0	45	70	64.29%	28
Partnerships					
New Partners	4	14	40	35.00%	10
Renewing Partners	14	76	240	31.67%	60
Revenue	\$5,892	\$30,729	\$72,000	42.68%	\$25,831
Marketing/Media	June	YTD 2024	2024 Goal	% of Goal	YTD 2023
Digital Marketing					
Total Web Visitors	51,384	291,641	700,000	41.66%	210,415
Pageviews	207,204	902,655	2,250,000	40.12%	377,607
E-newsletter Database - New Subscribers	190	1,470	15,000	9.80%	0
Social Media Impressions	655,584	2,830,748	13,000,000	21.77%	5,719,888
Earned Media					
Journalist Support	13	44	600	7.33%	3
Tracked Stories	126	507	600	84.50%	948
Total Potential News Reach	977,300,000	2,155,960,000	2,000,000,000	107.80%	1,228,970,000
Publicity Value	\$9,041,580	\$19,981,651	\$15,000,000	133.21%	\$9,582,968
Visitor Services	June	YTD 2024	2024 Goal	% of Goal	YTD 2023
Visitor Inquiries	2,670	7,153	21,000	34.06%	3,154
Destination Guide Mailings	151	20,656	30,000	68.85%	24,556
Brochure Distribution	21,350	179,749	350,000	51.36%	160,910
Mobile Visitor Center Events Days	7	12	65	18.46%	2
Visitor Center Visitors	587	2,355	30,000	7.85%	N/A