



Tourism Impact

June 2026

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



Partners Night

In June, Discover Green Bay and our partners gathered to create connections, play games and have dinner at our first annual Partners Night Out. The event, held at Dave & Busters and hosted by Discover Green Bay, provided the opportunity for partners to connect with each other and Discover Green Bay in a community space.

Over 70 partners came together to network over games and food. Many meaningful connections were made and the Green Bay community was strengthened. We are looking forward to hosting our partners again in coming years.



Events Impact

Room nights held from meetings, conventions and sporting events during the month of June, 2026: NUM room nights with an economic impact of NUM

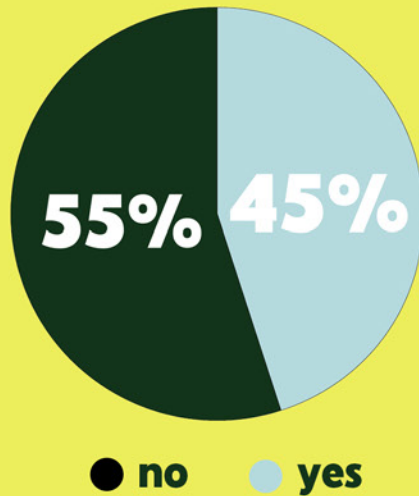
Among the conventions and events held in June, 2026:

- UW Extension – In Pursuit of Place Summit
- USA Hockey Girls Camp
- Initiative One
- National Mastitis Council – Regional Meeting
- Amvets & Auxiliary
- Midwest Cycling Series
- Wisconsin Chapter of Disabled American Veterans
- Rise Up Experiences



A Little Data

% Visitors With Children in Household ^{YTD}



Nearly half (45%) of visitors to Green Bay travel as part of a household with children, making families a key audience for the local tourism economy. For tourism partners, this highlights the importance of offering family-friendly amenities, activities, dining options, and promotions that appeal to all ages. Whether it's kid-friendly menus, interactive attractions, or convenient accommodations, businesses that cater to families are well positioned to attract more visitors, encourage longer stays, and create memorable experiences that inspire repeat trips.

On the Horizon

Among the conventions and events confirmed for the future:

- Wisconsin Football Coaches Association
January, 2027
- Wisconsin/Northern Michigan Assembly of God – District Council
April, 2027
- Wisconsin State United States Bowling Congress – Youth Championships
January-April, 2027
- YMCA of the USA Gymnastics – National Gymnastics Championships
June, 2027
- Wisconsin Credit Union League
May, 2028
- Wisconsin Chapter of Disabled American Veterans
2028 & 2029
- Wisconsin Rural Water Association
2030 & 2031



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 2026				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	56.8	-1.4	114.61	13.9	50.5	-0.9	115.51	-7.6
Wisconsin	57.3	1.5	127.02	1.9	50.2	4.2	119.89	-0.2
Milwaukee	62.5	-0.1	131.2	-0.8	55.6	7.6	120.97	0
Madison	67	7.3	158.53	-1.2	57.1	4.9	128.6	-0.4
Appleton/Oshkosh	57.2	-3.9	109.58	5.4	50.7	-0.5	107.35	-1.5
Door County	54.4	0.2	122.75	1.8	45.9	-2.1	117.72	-4.1
Eau Claire	56.9	7.6	107.13	3.3	46.5	8.4	102.14	-1.1
La Crosse	56.1	-3.9	120.72	5.5	49.2	-1.1	114.99	0.4
Wisconsin Dells	50.7	-2.7	129.49	-0.2	48	0.1	142.69	0.4
Wausau/Stevens Point	51.9	5.2	112.21	0.7	47.7	4.9	110.84	-2.3

Sales	June	YTD 2026	2026 Goal	% of Goal	YTD 2025
Future Meetings & Events Sales					
Leads	12	110	250	44.00%	108
Future Room Nights from Leads	12,464	67,811	150,000	45.21%	63,548
Confirmed Future Room Nights	26,170	132,847	250,000	53.14%	143,014
Confirmed Economic Impact of Confirmed	\$17,309,772	\$92,297,253	\$176,000,000	52.44%	\$149,699,610
Convention/Sports Services					
Events Served	19	163	120	135.83%	92
Online Housing Reservations	15	2440	3,000	81.33%	2407
Motorcoach Sales					
Sales Leads	1	4	20	20.00%	6
Motorcoach Tour Group Bookings	1	24	50	48.00%	NEW
Marketing/Media	June	YTD 2026	2026 Goal	% of Goal	YTD 2025
Digital Marketing					
Total Website Visitors	138,191	477,341	800,000	59.67%	629,218
Website Pageviews	93,007	509,747	2,000,000	25.49%	1,265,501
Email Opens	5,000	98,410	250,000	39.36%	NEW
Email Click Throughs to Website	329	3,748	15,500	24.18%	NEW
Social Media Impressions	1,567,691	17,052,159	17,500,000	97.44%	27,059,599
Earned Media					
Brand Story Mentions	38	167	600	27.83%	1129
Brand Story Mentions Potential Reach	1,550,000,000	586,160,038	9,000,000,000	6.51%	10,343,670,000
Brand Story Mentions Estimated Publicity Value	\$14,332,934	\$19,754,872	\$95,000,000	20.79%	\$101,574,298
Placed Tourism Stories	2	12	45	26.67%	NEW
Placed Tourism Story Impressions	3,066,571	72,855,402	1,600,000,000	4.55%	NEW
Visitor Services	June	YTD 2026	2026 Goal	% of Goal	YTD 2025
Visitor Experiences					
Visitor Inquiries	523	2,125	60,000	3.54%	5,820
Destination Guide Mailings	4,943	98,065	150,000	65.38%	99,214
Brochure Distribution	3,009	14,702	200,000	7.35%	128,037
Mobile Visitor Center Events Days	20	26	80	32.50%	33
Visitor Center Visitors/Mobile Visitor Guests	3,566	6,881	55,000	12.51%	20,564
Partnerships					
New Partners	1	22	32	68.75%	38
Renewing Partners	16	98	252	38.89%	77
Revenue	7049.96	\$41,637	\$91,584	45.46%	\$39,866