



Tourism*impact*

March '25

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



Partner Game Night



Discover Green Bay was thrilled to host our Partner Game Night on March 6th, bringing together our partners for an evening of interactive fun and networking. We had a fantastic turnout, and it was wonderful to see so many partners engaging with one another, strengthening our shared commitment to promoting Green Bay as a top-tier destination.

Throughout the evening, participants enjoyed a variety of fun and interactive virtual games, designed to foster team spirit and create new connections. It was a great way to continue building a sense of community and collaboration among our partners, while having a little friendly competition along the way.

We're grateful for everyone who joined us and helped make the event such a success. Special thanks to BelAir Cantina for the delicious food, Hinterland Brewery for the beer samples, Massage Envy for the generous basket donation, and Carcade for bringing the fun with their interactive games—their contributions truly elevated the experience. Partner Game Night was a great reminder of the amazing network that makes Green Bay such a vibrant, welcoming destination, and we are looking forward to more opportunities to connect and collaborate in the future.

Events Impact

March conventions and sporting events accounted for 26,643 room nights and an economic impact of \$17,082,210.

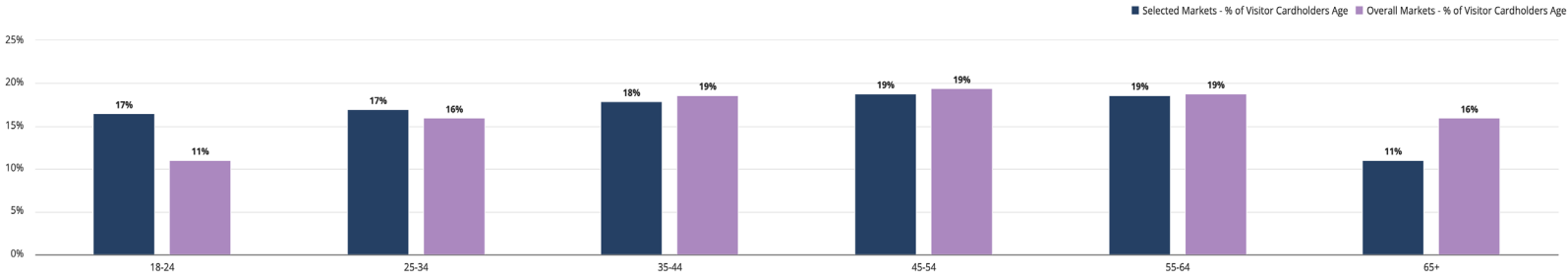
Significant conventions and sports events held in March 2025:

- Wisconsin Cheese Makers Association – United States Championship Cheese Contest
- Wisconsin Rural Water Association
- Wisconsin State Womens Bowling
- Future Business Leaders of America
- Robotics Education and Competition Foundation
- WIAA Girls Basketball Tournament
- National Association for Campus Activities
- Great Northwest Basketball League
- Wisconsin Land and Water Conservation Association
- Association of Wisconsin Snowmobile Clubs



A Little Data

Visitor Cardholders by Age



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!

- **Great Lakes Logging and Heavy Equipment Expo**
September, 2026
- **Wisconsin Association of Collegiate Registrars & Admissions Officers**
November, 2025
- **Robotics Education and Competition Foundation**
March, 2026
- **USA Hockey, Inc**
June, 2025
- **Elks State Convention**
February, 2026, 2027, 2028, 2029, 2030
- **NFL Official 4-on-4 Flag Football Tournament**
May, 2025
- **WAMO State Pool Tournament**
March 2026
- **Wisconsin City/County Management Association**
March, 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.

AREA	February 2025				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	47.1	3.3	105.97	-0.7	44.1	3.9	114.78	0.2
Wisconsin	44.6	1.7	113.78	2.2	41.6	1.6	113.12	2.7
Milwaukee	45.1	1.3	113.76	2.3	42.5	-1.3	113.11	2.4
Madison	49	-3.2	111.23	-2.6	44.2	-2.3	106.23	-1.3
Appleton/Oshkosh	45.7	-7.5	101.98	0.7	44.2	-3.7	103.55	1.9
Door County	44.8	-6.2	115.92	2.1	41.2	-3.2	119.24	2.9
Eau Claire	38.8	-8.8	100.58	2.4	37.9	-5.2	100.55	2.5
La Crosse	48.3	5.1	120.4	7.3	45.1	5.9	119.27	10.6
Wisconsin Dells	45.7	7.7	137.26	-0.7	42.2	7.2	135.86	-0.4
Wausau/Stevens Point	45.3	5.2	114.24	1.6	42.2	5	113.66	1.8

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

Sales	March	YTD 2025	2025 Goal	% of Goal	YTD 2024
Future Meetings & Events Sales					
Leads	21	58	200	29.00%	26
Future Room Nights from Leads	9,496	27,900	115,000	24.26%	14,208
Confirmed Future Room Nights	16,677	72,057	210,000	34.31%	31,100
Confirmed Economic Impact of confirmed	\$15,882,298	\$117,233,683	\$135,000,000	86.84%	\$21,951,296
Convention/Sports Services					
Events Serviced	20	28	150	18.67%	26
Online Housing Reservations	363	783	3,000	26.10%	1204
Motorcoach Sales					
Sales Leads	0	1	100	1.00%	16
Partnerships					
New Partners	16	21	60	35.00%	5
Renewing Partners	17	35	240	14.58%	13
Revenue	\$7,062	\$18,204	\$72,000	25.28%	\$10,100
Marketing/Media	March	YTD 2025	2025 Goal	% of Goal	YTD 2024
Digital Marketing					
Total Web Visitors	101,179	285,732	725,000	39.41%	95,182
Pageviews	203,660	587,387	2,500,000	23.50%	239,255
E-newsletter Database - New Subscribers	3,113	10,533	5,000	210.66%	214
Social Media Impressions	11,246,786	14,108,638	8,500,000	165.98%	964,014
Earned Media					
Journalist Support	4	6	24	25.00%	9
Tracked Stories	111	277	1500	18.47%	63
Total Potential News Reach	2,170,000,000	4,505,290,000	9,000,000,000	50.06%	223,310,000
Publicity Value	\$20,032,493	\$41,639,537	\$95,000,000	43.83%	\$2,067,613
Visitor Services	March	YTD 2025	2025 Goal	% of Goal	YTD 2024
Visitor Inquiries	2,266	4,484	30,000	14.95%	1,190
Destination Guide Mailings	85,065	85,065	30,000	283.55%	19,697
Brochure Distribution	87,984	90,256	350,000	25.79%	84,793
Mobile Visitor Center Events Days	2	4	55	7.27%	0
Visitor Center Visitors	1081	1,716	40,000	4.29%	532