



Tourism*i*mpact

May '25

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



WAMO State Dart Tournament



Discover Green Bay was thrilled to welcome the 40th Annual WI Amusement & Music Operators (WAMO) State Dart Tournament to Green Bay on May 14–18, bringing together over 4,000 attendees for five days of thrilling competition and community. With 320 dart machines set up across the event, the tournament showcased not only the talent and passion of dart players from across the state, but also the spirit of camaraderie and fun that defines Green Bay.

From our hotels and restaurants to local attractions and nightlife, players and fans experienced our city's warm hospitality and vibrant energy every step of the way. We're incredibly proud to have played a part in bringing this event to Green Bay and are grateful to WAMO, the Resch Complex, and the many local businesses who helped make them feel so welcome in our city. A special thank you as well to the Brown County Stadium District for their generous support! Green Bay once again proved it's the perfect place to bring people together—for competition, celebration, and unforgettable memories.

Events Impact

May conventions and sporting events accounted for 32,425 room nights and an economic impact of \$25,185,551.

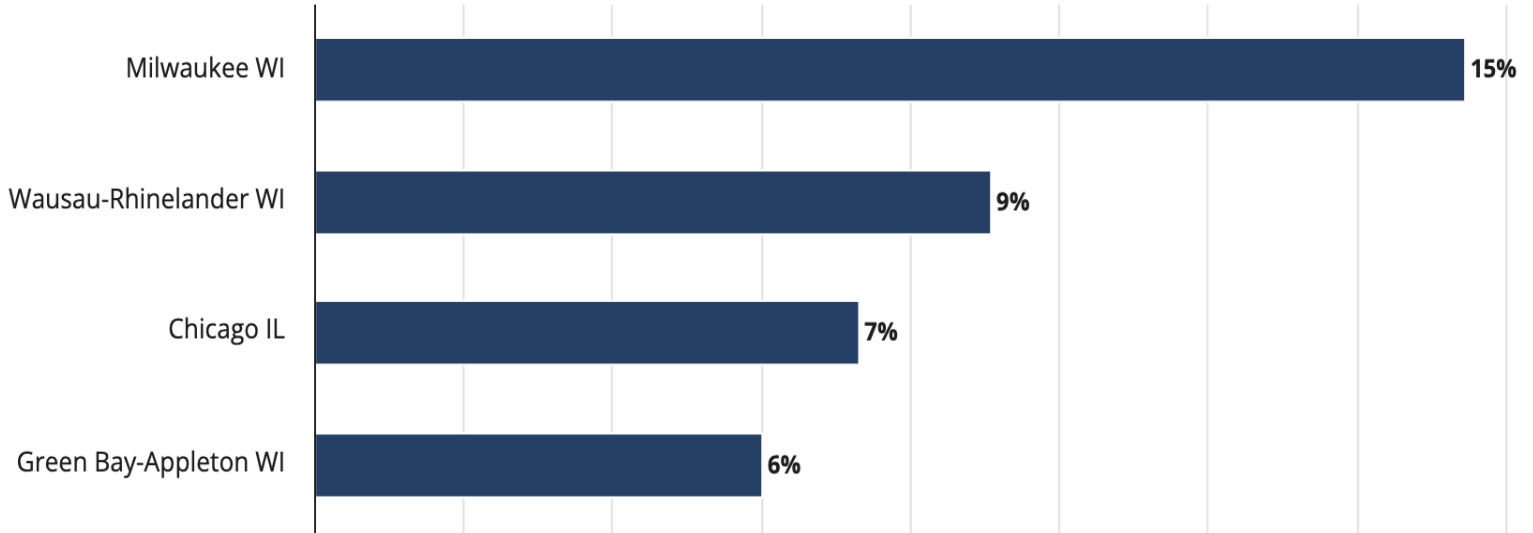
Significant conventions and sports events held in May 2025:

- Jehovah's Witnesses Convention
- National Shrine of Our Lady of Champion – Walk to Mary
- NFL Official 4-on-4 Flag Football Tournament
- Society for Experimental Mechanics
- Green Bay Area Youth Hockey – Cheese Cup
- Wisconsin State USBC Convention
- Knights of Columbus State Convention
- USA Hockey – Central District Boys Player Development Tryouts



A Little Data

Top Visitor Markets



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!

- **In-Plant Printing and Mailing Association**
June, 2027
- **Municipal Treasurers Association**
May, 2026
- **Green Bay Area Baseball Sandlot Tournament**
July, 2025
- **Wisconsin Park and Recreation Association**
January, 2028
- **Wisconsin Taxidermists Association**
April, 2026
- **Wisconsin Education Association Council Representative Assembly**
April, 2027
- **Uncle Charlie's Tournaments Northern Championship**
July, 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.

	April 2025				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	54.7	-3.3	168.75	52.8	49.3	3.7	127.95	14.4
Wisconsin	51.4	-0.6	122.89	5.7	45.9	1.7	117.49	3.9
Milwaukee	52.8	-9.9	120.43	-6	47.9	-0.7	117.92	1.5
Madison	66.5	6.4	139.36	5	52.3	0.8	119.64	1.5
Appleton/Oshkosh	55.8	0.5	122.26	18.8	48.7	-3	108.72	6.2
Door County	47.2	-5.3	137.74	21	44.6	-1.2	122.92	7.9
Eau Claire	43.4	-12.4	104.96	3.4	40.1	-6.9	101.69	2.9
La Crosse	50.3	0.1	111.65	3.9	48	3.1	118.41	8.3
Wisconsin Dells	48.7	7.6	126.19	-1.1	46.1	7	139.56	-0.1
Wausau/Stevens Point	47.2	0.6	117.21	5	44.4	3.9	113.83	2.3

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

Sales	May	YTD 2025	2025 Goal	% of Goal	YTD 2024
Future Meetings & Events Sales					
Leads	14	96	200	48.00%	81
Future Room Nights from Leads	7,049	51,346	115,000	44.65%	46,356
Confirmed Future Room Nights	26,763	118,307	210,000	56.34%	90,247
Confirmed Economic Impact of confirmed	\$5,318,015	\$133,598,050	\$135,000,000	98.96%	\$61,570,859
Convention/Sports Services					
Events Serviced	19	74	150	49.33%	77
Online Housing Reservations	225	2384	3,000	79.47%	2274
Motorcoach Sales					
Sales Leads	2	5	100	5.00%	45
Partnerships					
New Partners	5	36	60	60.00%	10
Renewing Partners	13	65	240	27.08%	62
Revenue	\$7,508	\$32,666	\$82,800	39.45%	\$24,837
Marketing/Media	May	YTD 2025	2025 Goal	% of Goal	YTD 2024
Digital Marketing					
Total Web Visitors	59,070	556,205	725,000	76.72%	240,257
Pageviews	116,512	1,106,788	2,500,000	44.27%	695,451
E-newsletter Database - New Subscribers	82	10,713	5,000	214.26%	1,280
Social Media Impressions	1,152,520	25,307,201	8,500,000	297.73%	2,175,164
Earned Media					
Journalist Support	7	31	24	129.17%	31
Tracked Stories	17	1,081	1500	72.07%	381
Total Potential News Reach	61,110,000	9,456,400,000	9,000,000,000	105.07%	1,178,660,000
Publicity Value	\$565,261	\$87,498,661	\$95,000,000	92.10%	\$10,940,071
Visitor Services	May	YTD 2025	2025 Goal	% of Goal	YTD 2024
Visitor Inquiries	528	5,229	30,000	17.43%	4,483
Destination Guide Mailings	2,150	90,079	30,000	300.26%	20,505
Brochure Distribution	3,394	106,999	350,000	30.57%	158,399
Mobile Visitor Center Events Days	5	14	55	25.45%	5
Visitor Center Visitors	558	3,711	40,000	9.28%	1,768