



# Tourism Impact

*May 2025*

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



# IPW 2026

This year the travel and tourism world gathered in Fort Lauderdale, Florida for IPW 2026. IPW is the largest international travel trade and media show in the US, bringing 5,000 international travel professionals. This year, Discover Green Bay and Travel Wisconsin went big. With a renewed vision, Travel Wisconsin led the way with the largest reconfiguration of the Wisconsin footprint at the event. The display wow'd clients and media alike and provided a stunning back drop to this year's meetings.

Discover Green Bay held more than 80 individual meetings with travel trade vendors and media at the booth space, domestic direct, and media marketplace. These meetings are critical to get the Green Bay area included in international itineraries being marketed world wide as well as inclusion in international publications. The Discover Green Bay team left Fort Lauderdale with binders full of new leads and potential article placements that we will continue to follow up on throughout the year and beyond.



## Events Impact

Room nights held from meetings, conventions and sporting events during the month of May, 2026: 22,566 room nights with an economic impact of \$16,939,140

Among the conventions and events held in May, 2026:

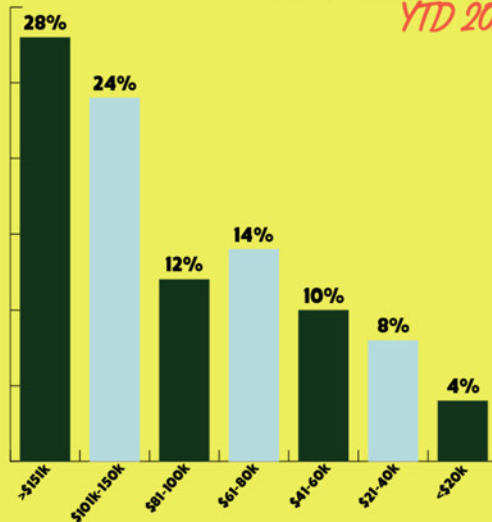
- National Shrine of Our Lady of Champion – Walk to Mary
- WAMO State Dart Tournament
- Independent Insurance Agents of Wisconsin
- NFL Official 4-on-4 Flag Football Tournament
- Green Bay Area Youth Hockey – Cheese Cup
- OneWay Christian Church Conference
- Shopko Optical
- David Fiorazo Ministries - Worldview Matters Conference



# A Little Data



**VISITOR SPENDING  
BY HOUSEHOLD INCOME**  
*YTD 2026*



Green Bay is attracting visitors with spending power. The largest share of visitors fall into household incomes above \$100K, showing strong potential for dining, retail, attractions, and upgraded experiences. This is a great time to highlight premium offerings, unique add-ons, and memorable experiences that encourage visitors to spend a little more while they're in market.

## On the Horizon

Among the conventions and events confirmed for the future:

- USA Hockey - Girls Tier 1  
March, 2027
- Titledown Train Show  
April, 2027
- National Conference on American Indian and Alaska Native Injury & Violence Prevention  
July, 2026
- Uncle Charlie's Tournaments - Northern Championships  
July 2026
- Brewery Beer Collectibles Club of America  
April, 2027
- Wisconsin Land Title Association  
April, 2027
- Wisconsin Rural Water Association  
March, 2029



# 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 2026				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
<b>GREEN BAY</b>	<b>54.5</b>	<b>0</b>	<b>112.82</b>	<b>-33.5</b>	<b>48.9</b>	<b>-0.8</b>	<b>111</b>	<b>-13.4</b>
Wisconsin	54	5.4	119.75	-2.7	48.3	5	116.83	-0.9
Milwaukee	60.9	13.5	127.22	6.4	53.8	10.1	118.2	0.5
Madison	66.1	-0.8	135.36	-3.2	54.5	4.1	119.63	-0.4
Appleton/Oshkosh	55.6	-0.4	108.51	-11.2	49	0.7	104.88	-3.5
Door County	46.4	-1.3	112.78	-18	43	-3.1	114.69	-6.6
Eau Claire	48.6	11.8	98.76	-5.9	43.6	8.7	99.02	-2.7
La Crosse	54.8	9.8	108.51	1.7	47.7	0.4	109.91	-1.5
Wisconsin Dells	50.6	2.5	134.44	3	47.3	0.8	146.61	0.5
Wausau/Stevens Point	49.4	4.3	107.42	-8.4	46.5	4.8	110.26	-3.1

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

Sales	May	YTD 2026	2026 Goal	% of Goal	YTD 2025
<b>Future Meetings &amp; Events Sales</b>					
Leads	25	98	250	39.20%	96
Future Room Nights from Leads	16,527	49,522	150,000	33.01%	51,346
Confirmed Future Room Nights	28,964	106,677	250,000	42.67%	118,307
Confirmed Economic Impact of Confirmed	\$16,881,830	\$74,987,481	\$176,000,000	42.61%	\$133,598,050
<b>Convention/Sports Services</b>					
Events Serviced	31	144	120	120.00%	74
Online Housing Reservations	35	2425	3,000	80.83%	2384
<b>Motorcoach Sales</b>					
Sales Leads	1	3	20	15.00%	5
Motorcoach Tour Group Bookings	2	23	50	46.00%	NEW
<b>Marketing/Media</b>					
<b>Digital Marketing</b>					
Total Website Visitors	130,281	339,150	800,000	42.39%	556,205
Website Pageviews	91,213	416,740	2,000,000	20.84%	1,127,270
Email Opens	17,290	93,410	250,000	37.36%	NEW
Email Click Throughs to Website	672	3,419	15,500	22.06%	NEW
Social Media Impressions	1,703,460	15,484,468	17,500,000	88.48%	25,307,201
<b>Earned Media</b>					
Brand Story Mentions	14	129	600	21.50%	1081
Brand Story Mentions Potential Reach	34,250,000	551,910,014	9,000,000,000	6.13%	9,456,400,000
Brand Story Mentions Estimated Publicity Value	\$316,780.55	\$5,421,938	\$95,000,000	5.71%	\$87,498,661
Placed Tourism Stories	2	10	45	22.22%	NEW
Placed Tourism Story Impressions	61,967	69,788,831	1,600,000,000	4.36%	NEW
<b>Visitor Services</b>					
<b>Visitor Experiences</b>					
Visitor Inquiries	458	1,602	60,000	2.67%	5,229
Destination Guide Mailings	3,979	93,122	150,000	62.08%	90,679
Brochure Distribution	1,193	11,693	200,000	5.85%	113,179
Mobile Visitor Center Events Days	1	6	80	7.50%	14
Visitor Center Visitors/Mobile Visitor Guests	506	3,315	55,000	6.03%	17,292
<b>Partnerships</b>					
New Partners	6	16	32	50.00%	36
Renewing Partners	13	85	252	33.73%	65
Revenue	\$6,700	\$34,937	\$91,584	38.15%	\$32,666