



# Tourism*impact*

October '25

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



# Cruise the Great Lakes Press Conference



Discover Green Bay partnered with Cruise the Great Lakes for a press conference on October 30th to highlight the 2026 cruise season. The season is projected to exceed \$300 million (US) in economic impact, a 25% increase from 2025, with over 23,000 passengers, more than 800 port visits, and nearly 175,000 total passenger visits across the Great Lakes and St. Lawrence River. Seven cruise lines, including the new entrant American Cruise Lines, will operate 10 ships, offering travelers a growing variety of itineraries.

For Green Bay, this growth brings significant benefits, introducing travelers from around the world to the city and supporting local businesses. As a port destination, Green Bay continues to build momentum and attract international visitors while contributing to the broader regional economy. Regional leaders, including Governor Tony Evers and Tourism Secretary Anne Sayers, emphasized the cruise sector's role as a major economic driver and job creator across Wisconsin and the Great Lakes region.

## Events Impact

October conventions and sporting events accounted for 9,514 room nights and an economic impact of \$6,229,622.

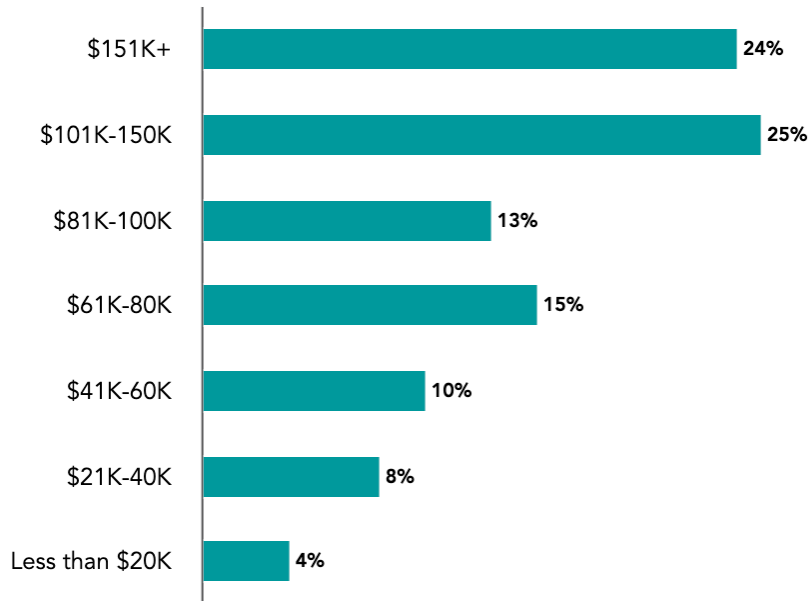
Significant conventions and sports events held in October 2025:

- Wisconsin Philanthropy Network
- Wisconsin Department of Transportation – Tribal Transportation Conference
- National Shrine of our Lady of Champion – Inaugural Solemnity of our Lady of Champion
- Wisconsin Economic Summit
- US Angling – FIPSeD Street Fishing World Championship
- Wisconsin Association of School District Administrators
- Known Women's Conference
- Converge Great Lakes – Solo Pastor Rural Connect Gathering



# A Little Data

## YTD % of Visitors by Household Income



## 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!

- **American Association of Pesticide Safety Educators**  
July, 2026
- **Wisconsin County Highway Association**  
September, 2028
- **Wisconsin Association of Cheer/Pom Coaches**  
February, 2026
- **Wisconsin Electrical Coop**  
November, 2026
- **YMCA Green Bay Gymnastics**  
March, 2026
- **Kitsune Kon**  
July 2027
- **Promoting Early Childhood – Early Childhood Conference**  
March 2026
- **Wisconsin Doulas Association**  
February, 2026



# 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.

	September 2025				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
<b>GREEN BAY</b>	<b>58.3</b>	<b>1.6</b>	<b>160.51</b>	<b>3.2</b>	<b>56.6</b>	<b>3.7</b>	<b>129.27</b>	<b>6.5</b>
Wisconsin	60.9	2	132.91	-0.3	56.6	2.8	131.96	0.8
Milwaukee	64.2	2.7	133.83	0.5	60.5	2.7	133.36	-4.3
Madison	66.5	1.2	149.14	-5.1	61.7	1.8	139.27	1.9
Appleton/Oshkosh	57.6	0.2	119.22	0.6	56.7	1.5	120.89	3.4
Door County	62.2	5.2	151.22	1.7	56.3	1.9	141.84	3.9
Eau Claire	57.6	-4.3	108.94	-2.7	51.2	-4.4	109.24	0.2
La Crosse	64.3	0.7	130.57	-0.7	57.7	2.8	128.28	5.1
Wisconsin Dells	52.3	0.1	117.93	-2.8	55.6	5	146.17	-0.7
Wausau/Stevens Point	60.2	3.4	123.62	-0.4	52.3	2.9	119.77	0.8

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

Sales	October	YTD 2025	2025 Goal	% of Goal	YTD 2024
<b>Future Meetings &amp; Events Sales</b>					
Leads	13	175	210	83.33%	163
Future Room Nights from Leads	8,043	111,860	115,000	97.27%	99,455
Confirmed Future Room Nights	14,140	212,755	210,000	101.31%	168,419
Confirmed Economic Impact of confirmed	\$5,362,185	71,942,686	\$135,000,000	53.29%	\$119,753,956
<b>Convention/Sports Services</b>					
Events Serviced	14	139	150	92.67%	143
Online Housing Reservations	157	2858	3,000	95.27%	2779
<b>Motorcoach Sales</b>					
Sales Leads	2	10	100	10.00%	48
<b>Partnerships</b>					
New Partners	0	49	60	81.67%	41
Renewing Partners	28	160	240	66.67%	148
Revenue	\$7,254	\$68,470	\$82,800	82.69%	\$56,308
<b>Marketing/Media</b>	<b>October</b>	<b>YTD 2025</b>	<b>2025 Goal</b>	<b>% of Goal</b>	<b>YTD 2024</b>
<b>Digital Marketing</b>					
Total Web Visitors	58,238	905,594	725,000	124.91%	525,397
Pageviews	90,952	1,754,029	2,500,000	70.16%	1,672,525
E-newsletter Database - New Subscribers	16	10,959	5,000	219.18%	2,291
Social Media Impressions	840,685	32,819,347	8,500,000	386.11%	5,373,966
<b>Earned Media</b>					
Journalist Support	5	51	24	212.50%	76
Tracked Stories	30	1,320	1500	88.00%	698
Total Potential News Reach	786,560,000	12,853,030,000	9,000,000,000	142.81%	8,519,110,000
Publicity Value	\$7,275,639	\$124,778,506	\$95,000,000	131.35%	\$79,142,369
<b>Visitor Services</b>	<b>October</b>	<b>YTD 2025</b>	<b>2025 Goal</b>	<b>% of Goal</b>	<b>YTD 2024</b>
Visitor Inquiries	136	7,687	30,000	25.62%	23,544
Destination Guide Mailings	5,728	119,093	30,000	396.98%	21,121
Brochure Distribution	3,774	145,621	350,000	41.61%	272,950
Mobile Visitor Center Events Days	8	103	55	187.27%	34
Visitor Center Visitors/Mobile Visitor Guests	2,467	45,577	40,000	113.94%	4,690