discover greenbay
Beyond Legendary

Tourism Impact

October 2026

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



International Fan Event

This past October Discover Green Bay in collaboration with the Packer International Fan group host the International Fan Event at Stadium View. We had around 150 attendees who enjoyed food, drinks and our Green Bay community. Fans came from 6 different countries: Germany, Belgium, the United Kingdom, Ireland, Czech Republic and Slovakia.
The event started with a mixer where international fans could mingle with one another and meet some of the Packers super fans that were in attendance. As the night went on international fans were encouraged to engage with locals at Stadium View as the community cheered on the Brewers in the World Series. International fans as well as locals got to witness history as the Milwaukee Brewers won their first World Series!! The fun didn't stop there for our international fans as they got to conclude their Green Bay experience with a Packers home game the following day!



Events Impact

Room nights held from meetings, conventions and sporting events during the month of October 2026: 13,223 room nights with an economic impact of $7,487,891

Among the conventions and events held in October 2026:

- Wisconsin Wastewater Operators
- Wisconsin County Highway
- Upper Midwest Region – Association of College and University Housing Officers

On the Horizon

Among the conventions and events confirmed for the future:

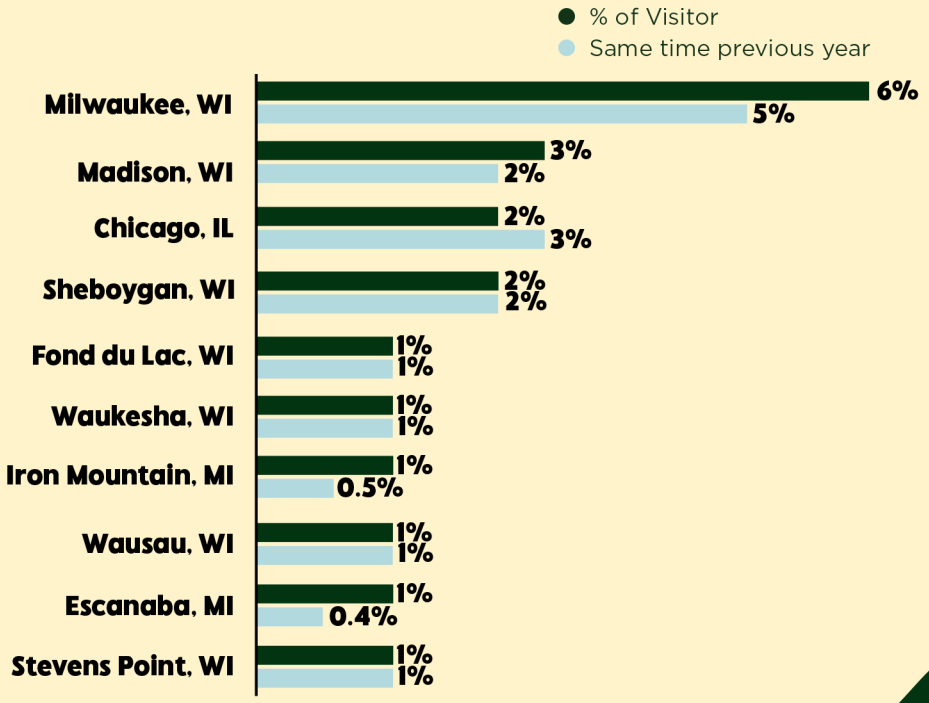
- Wisconsin Land Information Association
  February, 2028
- Wisconsin Library Association
  October, 2028



A Little Data Top Visitor Cities YTD

Regional Markets Drive Green Bay Visitation
Milwaukee remains Green Bay's top visitor market at 6%, followed by Madison at 3%, both increasing from last year. Chicago dipped slightly to 2%, while surrounding Wisconsin communities and Michigan's Upper Peninsula continue to provide steady visitation.

What This Means for Tourism Partners
Strong regional visitation highlights opportunities to attract drive-market travelers through weekend getaways, special events and seasonal promotions. Partners can capitalize on these markets by creating experiences that encourage longer stays and increased visitor spending.



Halloween At Discover Green Bay's Visitor Center

One of Octobers community events was held at Discover Green Bay's Visitor Center. We turned our building to a halloween fun center, with themed hallways and rooms that served as candy and activity stations. The community support was amazing! 17 partners and 4 sponsors filled DGB with family fun activities and brought 750 visitors to our building. Visitors enjoyed bowling lanes, bounce houses, hands on activities, an RC track, pumpkin painting, good food and much more. Thank you to our amazing partners, volunteers and staff that brought a wonderful community event to Discover Green Bay!





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 2026				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	**63**	**8.1**	**178.24**	**4.9**	**57.5**	**1.6**	**127.89**	**-1.2**
Wisconsin	65	6.9	141.05	0.7	58.7	3.7	134.38	1.1
Milwaukee	69.2	7.8	139.77	4.5	63.7	5.3	135.72	1.8
Madison	70.7	6.1	151.26	-0.2	65.2	5.6	138.11	-1.2
Appleton/Oshkosh	65.6	14	137.05	9	58.9	3.9	125.42	3.7
Door County	66.7	7.3	157.05	-1.1	57.7	2.5	141.67	-0.2
Eau Claire	63.1	9.3	113.01	-0.1	55	7.3	110.73	1.1
La Crosse	63.5	-3.2	130.76	-6.9	56.1	-2.3	121.61	-0.6
Wisconsin Dells	56.5	7.3	132.9	-0.1	56.3	0.2	154.93	1.8
Wausau/Stevens Point	63.7	5.8	124.38	-0.4	55.4	6	118.76	-0.5

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

Sales	September	YTD 2026	2026 Goal	% of Goal	YTD 2025
Future Meetings & Events Sales					
Leads	15	152	250	60.80%	161
Future Room Nights from Leads	10,036	95,013	150,000	63.34%	103,817
Confirmed Future Room Nights	7,520	175,181	250,000	70.07%	196,537
Confirmed Economic Impact of Confirmed	$4,847,888	$119,789,188	$176,000,000	68.06%	$182,718,616
Convention/Sports Services					
Events Serviced	10	198	120	165.00%	125
Online Housing Reservations	149	2682	3,000	89.40%	2701
Motorcoach Sales					
Sales Leads	0	7	20	35.00%	8
Motorcoach Tour Group Bookings	0	31	50	62.00%	**NEW**
Marketing/Media	**September**	**YTD 2026**	**2026 Goal**	**% of Goal**	**YTD 2025**
Digital Marketing					
Total Website Visitors	71,077	777,581	800,000	97.20%	847,356
Website Pageviews	160,035	928,014	2,000,000	46.40%	1,683,559
Email Opens	23,690	167,140	250,000	66.86%	**NEW**
Email Click Throughs to Website	1,340	6,871	15,500	44.33%	**NEW**
Social Media Impressions	1,516,786	22,152,025	17,500,000	126.58%	31,978,662
Earned Media					
Brand Story Mentions	40	195	600	32.50%	1,290
Brand Story Mentions Potential Reach	1,480,000,000	3,169,129,397	9,000,000,000	35.21%	12,066,470,000
Brand Story Mentions Estimated Publicity Value	$13,979,804.11	$29,309,883	$95,000,000	30.85%	$117,502,867
Placed Tourism Stories	3	39	45	86.67%	**NEW**
Placed Tourism Story Impressions	1,819,817	578,371,834	1,600,000,000	36.15%	**NEW**
Visitor Services	**September**	**YTD 2026**	**2026 Goal**	**% of Goal**	**YTD 2025**
Visitor Experiences					
Visitor Inquiries	336	3,184	60,000	5.31%	7,548
Destination Guide Mailings	6,490	110,487	150,000	73.66%	113,965
Brochure Distribution	1,396	29,764	200,000	14.88%	155,753
Mobile Visitor Center Events Days	11	77	80	96.25%	95
Visitor Center Visitors/Mobile Visitor Guests	3,779	24,748	55,000	45.00%	45,432
Partnerships					
New Partners	1	29	32	90.63%	49
Renewing Partners	16	151	252	59.92%	132
Revenue	$7,004	$62,895	$91,584	68.68%	$61,216