



# Tourism Impact

*March 2026*

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



# This Month in Tourism

## *Champions of Hospitality Awards*



Discover Green Bay was proud to host our annual Champions of Hospitality Awards on March 24th at the Meyer Theatre! This special evening brought together community members and industry professionals to recognize and celebrate the outstanding hospitality employees who have gone above and beyond over the past year, helping make Green Bay a welcoming destination for all.

This year's program celebrated Green Bay's rich history and bright future as part of America's 250th anniversary. Guests enjoyed engaging performances that highlighted the city's evolution, from its early beginnings to today's visitor experience, along with a lighthearted look at what the future of travel to Green Bay could hold.

A big congratulations to our 2025 award recipients, including Hospitality Employee of the Year Lindsey Albaugh, Business Partner in Tourism Award recipient, Paradise North Distillery, Tim Quigley Tourism Person of the Year Jerry Lintz, and Event of the Year, the Junior Gold Championships. We also recognized the incredible partners behind the success of the Junior Gold Championships, including Ashwaubenon Bowling Alley, Buzz Social, Green Bay Area USBC, and PMI Entertainment Group, with special recognition given to PMI Entertainment Group and the Green Bay Packers for their contributions to the 2025 NFL Draft. This year also marked the presentation of the first Laurie A. Long Scholarship to the Pulaski Culinary Arts Program, supporting the next generation of hospitality professionals, and we were proud to celebrate our very own Beth Ulatowski on her nomination for the Governor's Legacy Award.

Special thanks to our sponsors, attendees, and the incredible performers from Let Me Be Frank Productions and Bay Port High School for helping bring this event to life and making the evening so memorable. We are truly grateful for the dedicated professionals who continue to strengthen Green Bay's tourism industry and contribute to making our community such a vibrant place to live and visit!

## Events Impact

March conventions and sporting events accounted for 22,500 room nights and an economic impact of \$16,117,104.

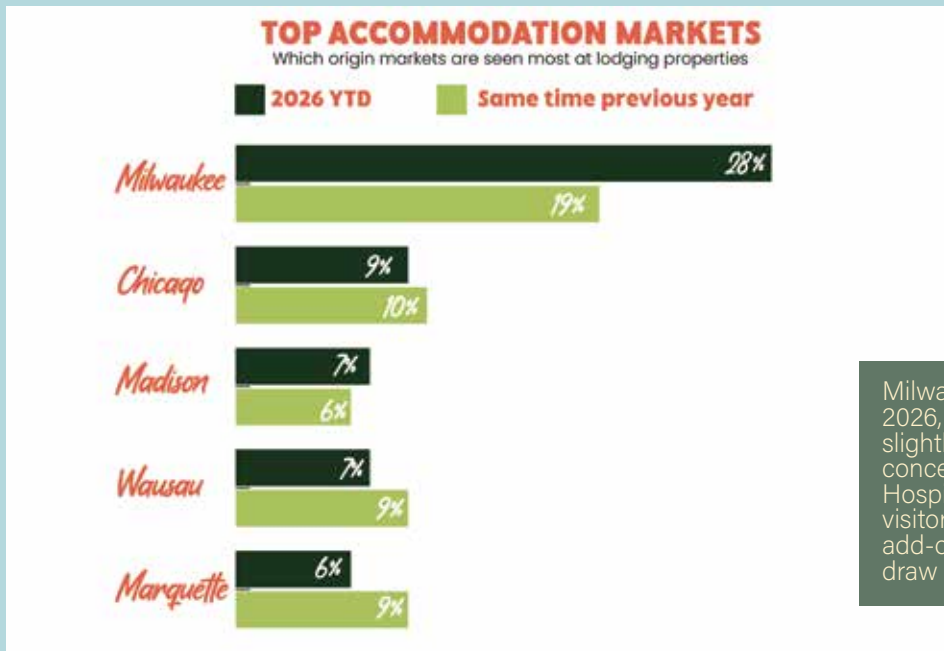
### **Significant conventions and sports events held in March 2026:**

- Association of Wisconsin Snowmobile Clubs
- Great Northwest Basketball League
- Wisconsin Rural Water Association
- Whitetails of Wisconsin
- WAMO – State Pool Tournament
- Wisconsin State Firefighters Association
- VEX Robotics
- WIAA Girls State Basketball



# Data at a Glance

*Impact in Motion*



Milwaukee is capturing a larger share of visitors in 2026, while smaller markets are holding steady or slightly down. This suggests travelers are concentrating in more well-known destinations. Hospitality partners can use this by targeting visitors already in Milwaukee by promoting easy add-on stays, day trips, or special packages to draw them in and extend their time in the region.

## 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!

- **Wisconsin Sheriffs & Deputy Sheriffs Association**  
February, 2027
- **Future Business Leaders of America**  
April, 2029
- **United States Bowling Congress Senior Championships**  
August, 2026
- **Wisconsin Arborist Association**  
February, 2027
- **National Holstein Association**  
June, 2028
- **Dairy Business Association of Wisconsin - Dairy Strong**  
January, 2027
- **VEX Robotics - State Championship**  
March, 2027
- **American Public Works Association, Wisconsin Chapter**  
April, 2027



# By the Numbers

## 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.*

	February 2026				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	49.1	4.1	109.02	2.9	43.7	-1.1	107.26	-6.6
Wisconsin	48.6	8.6	116.06	1.4	44.8	7.2	114.2	0.4
Milwaukee	52.4	13.3	113.26	-0.3	48.4	10.9	111.39	-1.5
Madison	53.4	8.9	116.43	4.5	48.2	9	110.45	3.7
Appleton/Oshkosh	48	4.9	103.88	1.9	44.5	0.8	102.44	-1.1
Door County	46.9	4.8	119.93	3.5	41.4	0.5	117.41	-1.5
Eau Claire	44.1	13.6	99.77	-0.8	41.4	9.4	99.44	-1.1
La Crosse	48	-0.7	124.9	3.7	46.1	2.4	120.64	1.1
Wisconsin Dells	47.3	1.6	145.86	2.2	44.3	2.8	146.02	2.9
Wausau/Stevens Point	49	8.2	113.21	-1.3	45.1	7.2	113.29	-0.4

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

## Monthly Report

A snapshot on progress toward Discover Green Bay's sales and marketing goals compared to the previous year.

Sales	March	YTD 2026	2026 Goal	% of Goal	YTD 2025
<b>Future Meetings &amp; Events Sales</b>					
Leads	25	51	250	20.40%	58
Future Room Nights from Leads	12,196	15,904	150,000	10.60%	27,900
Confirmed Future Room Nights	18,727	55,484	250,000	22.19%	72,057
Confirmed Economic Impact of Confirmed	\$14,368,061	\$44,114,851	\$176,000,000	25.07%	117,233,683
<b>Convention/Sports Services</b>					
Events Serviced	51	77	120	64.17%	43
Online Housing Reservations	817	2161	3,000	72.03%	1900
<b>Motorcoach Sales</b>					
Sales Leads	1	2	20	10.00%	1
Motorcoach Tour Group Bookings	8	16	50	32.00%	NEW
<b>Marketing/Media</b>					
<b>Digital Marketing</b>					
Total Website Visitors	56,072	150,175	800,000	18.77%	285,732
Website Pageviews	88,221	236,305	2,000,000	11.82%	587,387
Email Opens	14,300	54,190	250,000	21.68%	NEW
Email Click Throughs to Website	569	1,975	15,500	12.74%	NEW
Social Media Impressions	3,068,126	6,583,268	17,500,000	37.62%	14,108,638
<b>Earned Media</b>					
Brand Story Mentions	47	92	600	15.33%	277
Brand Story Mentions Potential Reach	402,240,000	487,610,000	9,000,000,000	5.42%	4,505,290,000
Brand Story Mentions Estimated Publicity Value	\$3,720,723	\$4,510,399	\$95,000,000	4.75%	\$41,639,537
Placed Tourism Stories	2	6	45	13.33%	NEW
Placed Tourism Story Impressions	1,580,653	69,325,163	1,600,000,000	4.33%	NEW
<b>Visitor Services</b>					
<b>Visitor Experiences</b>					
Visitor Inquiries	263	750	60,000	1.25%	4,484
Destination Guide Mailings	3,864	83,887	150,000	55.92%	85,665
Brochure Distribution	1,605	7,081	200,000	3.54%	96,436
Mobile Visitor Center Events Days	3	4	80	5.00%	4
Visitor Center Visitors/Mobile Visitor Guests	1,426	2,370	55,000	4.31%	2,068
<b>Partnerships</b>					
New Partners	1	8	32	25.00%	21
Renewing Partners	29	49	252	19.44%	35
Revenue	\$6,858	\$21,300	\$91,584	23.26%	\$18,204