



# Tourism*impact*

September '25

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





# Greater Green Bay Tourism Open



Discover Green Bay and the Greater Green Bay Lodging Association's annual Golf Outing returned on September 16th at Thornberry Creek at Oneida Golf Course, bringing together our partners for a day of appreciation, connection, and friendly competition. The beautiful early fall weather made the course shine, providing the perfect backdrop for a day filled with networking, camaraderie, and plenty of laughs!

Guests teed off, enjoyed scenic fairways, and took part in exciting raffles throughout the day, celebrating both the spirit of the game and the strong relationships that drive Green Bay's business community. Beyond the competition, the outing offered a chance to reconnect, share ideas, and strengthen partnerships. We're especially grateful to our sponsors, whose support makes this event, and the connections it fosters, possible each year!

## Events Impact

September conventions and sporting events accounted for 6,180 room nights and an economic impact of \$4,769,523.

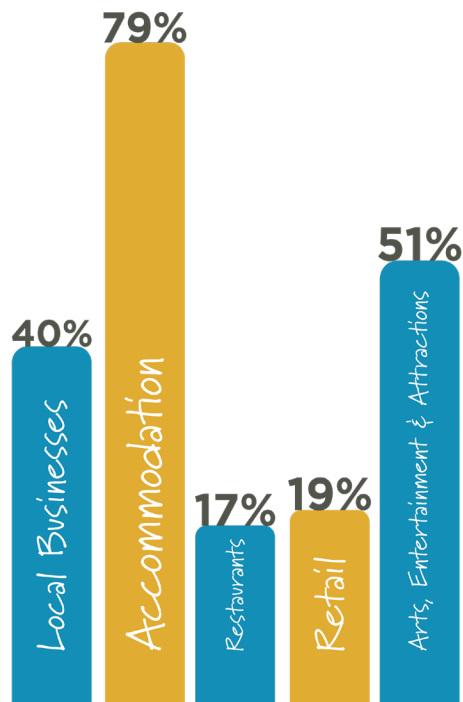
Significant conventions and sports events held in September 2025:

- Wisconsin Association for Home and Community Engagement
- Native American Fish and Wildlife Society
- Wisconsin College Hockey Showcase
- Midwest Viking Festival
- WPPI Energy
- Wisconsin Department of Natural Resources – Wildlife Fire Program
- Wisconsin Hospital Purchasing and Materials Management Association



# A Little Data

Percent of Visitor Spend (Year to Date)  
*By Category*



## 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!

- **Antique Automobile Club of America**  
July, 2026
- **Professional Dairy Producers of Wisconsin Dairy Managers Institute**  
December, 2025
- **WIAA Girls Basketball**  
March, 2026
- **Wisconsin State Firefighters Association**  
March, 2026
- **Wisconsin Sheriffs & Deputy Sheriffs Association Jail Conference**  
September, 2026
- **Great Northwest Basketball League**  
March, 2026
- **Leading Age of Wisconsin**  
May, 2028
- **Fox Wolf Watershed Alliance**  
March, 2026
- **Gideon of Wisconsin and Upper Michigan**  
April, 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.

	August 2025				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
<b>GREEN BAY</b>	<b>62.8</b>	<b>1.3</b>	<b>128.1</b>	<b>3.5</b>	<b>56.4</b>	<b>4</b>	<b>125.28</b>	<b>7.2</b>
Wisconsin	68.6	3	145.5	2.6	55.9	3	131.98	1
Milwaukee	74.2	7	145.5	3.4	59.3	2.9	133.97	-4.9
Madison	72.7	0.4	161.81	1.9	61.1	1.9	137.93	3
Appleton/Oshkosh	62.2	1	115.31	1.4	56.6	1.7	121.1	3.8
Door County	67.1	0.3	156.97	3.4	55.5	1.4	140.39	4.2
Eau Claire	61.5	-9.5	112.24	-3.9	50.3	-4.5	109.28	0.6
La Crosse	70.5	0.9	138.37	5.6	56.9	3.1	127.96	6
Wisconsin Dells	70.3	3.8	162.22	1.7	56	5.6	149.48	-0.6
Wausau/Stevens Point	59.2	1	123.77	-0.2	51.3	2.8	119.21	1

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

Sales	September	YTD 2025	2025 Goal	% of Goal	YTD 2024
<b>Future Meetings &amp; Events Sales</b>					
Leads	17	159	200	79.50%	151
Future Room Nights from Leads	11,786	103,817	115,000	90.28%	92,962
Confirmed Future Room Nights	15,967	196,537	210,000	93.59%	154,868
Confirmed Economic Impact of confirmed	\$9,012,132	\$182,718,616	\$135,000,000	135.35%	\$110,878,148
<b>Convention/Sports Services</b>					
Events Serviced	7	125	150	83.33%	131
Online Housing Reservations	50	2701	3,000	90.03%	2671
<b>Motorcoach Sales</b>					
Sales Leads	0	8	100	8.00%	46
<b>Partnerships</b>					
New Partners	2	49	60	81.67%	31
Renewing Partners	15	132	240	55.00%	124
Revenue	\$6,537	\$61,216	\$82,800	73.93%	\$49,374
Marketing/Media	September	YTD 2025	2025 Goal	% of Goal	YTD 2024
<b>Digital Marketing</b>					
Total Web Visitors	56,286	847,356	725,000	116.88%	459,066
Pageviews	139,974	1,663,077	2,500,000	66.52%	1,499,730
E-newsletter Database - New Subscribers	40	10,943	5,000	218.86%	2,049
Social Media Impressions	1,224,270	31,978,662	8,500,000	376.22%	4,674,335
<b>Earned Media</b>					
Journalist Support	2	46	24	191.67%	69
Tracked Stories	27	1,290	1500	86.00%	636
Total Potential News Reach	32,140,000	12,066,470,000	9,000,000,000	134.07%	7,663,400,000
Publicity Value	\$297,273	\$117,502,867	\$95,000,000	123.69%	\$71,227,051
Visitor Services	September	YTD 2025	2025 Goal	% of Goal	YTD 2024
Visitor Inquiries	102	7,551	30,000	25.17%	21,552
Destination Guide Mailings	4,731	113,365	30,000	377.88%	21,064
Brochure Distribution	724	141,847	350,000	40.53%	257,750
Mobile Visitor Center Events Days	10	95	55	172.73%	33
Visitor Center Visitors/Mobile Visitor Guests	3,295	45,577	40,000	113.94%	4,222