

# Tourism Impact

*September 2026*

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



# 920 Week

This September we celebrated what makes the Greater Green Bay Area special with 920 Week. Throughout the week, residents and visitors had opportunities to enjoy local events, live music, unique experiences, and special offers from businesses across the 920 area. The week began with Odyssey Climbing + Fitness and District Pour Haus hosting the kick-off event. Vendors, bands, and visitors gathered from around the 920 to join in the festivities.

More than just a week of activities, 920 Week brought people together while encouraging everyone to explore, experience, and support the local businesses, organizations, and attractions that make Greater Green Bay such a vibrant place to visit. 920 Week showcased the pride, creativity, and community spirit that define the 920.



## Events Impact

Room nights held from meetings, conventions and sporting events during the month of September, 2026: 9,280 room nights with an economic impact of \$11,817,665

### Among the conventions and events held in September 2026:

- Great Lakes Logging and Heavy Equipment Expo
- Wisconsin Chiropractic Association
- Wisconsin Sheriffs and Deputy Sheriffs Association
- Wisconsin Department of Justice – Crime Information Bureau
- Society of Fifth Division United States Army
- Wisconsin County Highway Association



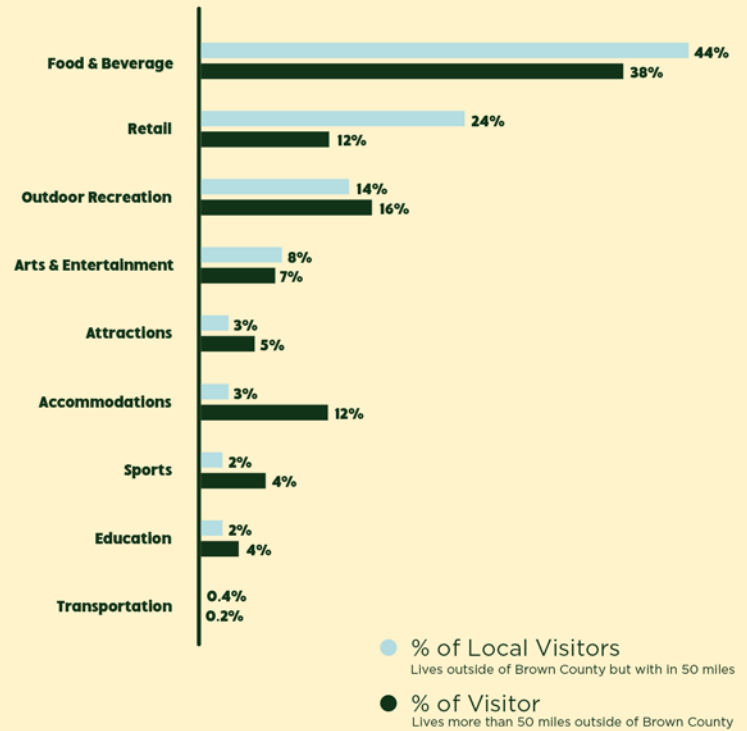
# A Little Data

## visitors vs Local Visitor Top POI YTD

YTD

Local visitors and 50+ mile visitors contribute to Brown County in different ways. Local visitors are especially important to retail and food & beverage, while both audiences participate at similar rates in outdoor recreation and arts & entertainment.

Visitors traveling 50+ miles have a broader tourism impact, with significantly higher participation in accommodations, sports and attractions. For Discover Green Bay partners, this reinforces the value of attracting overnight and longer-distance visitors: they are more likely to engage with multiple parts of the destination, spreading their spending across hotels, restaurants, attractions, recreation and other local businesses.



## On the Horizon

Among the conventions and events confirmed for the future:

- Wisconsin Public Health Association  
June, 2027
- Wisconsin EMS Association  
January, 2028
- Wisconsin College Hockey Showcase  
October, 2026
- Capital Credit Union  
February, 2027
- Narcotics Officers Association of Wisconsin  
January, 2027



# 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 2026 |            |               |            | YEAR-TO-DATE |            |            |             |
|----------------------|-------------|------------|---------------|------------|--------------|------------|------------|-------------|
|                      | OCC %       | % CHANGE   | ADR           | %CHANGE    | OCC %        | % CHANGE   | ADR        | % CHANGE    |
| <b>GREEN BAY</b>     | <b>67.6</b> | <b>7.6</b> | <b>134.55</b> | <b>4.9</b> | <b>56.8</b>  | <b>0.8</b> | <b>121</b> | <b>-3.5</b> |
| Wisconsin            | 70.7        | 2.7        | 148.04        | 0.7        | 57.9         | 3.3        | 133.4      | 0.4         |
| Milwaukee            | 77.4        | 3.5        | 151.14        | 4.5        | 63           | 4.9        | 135.2      | 1.4         |
| Madison              | 75.9        | 4.2        | 162.24        | -0.2       | 64.5         | 5.5        | 136.31     | -1.6        |
| Appleton/Oshkosh     | 73.3        | 17.8       | 125.69        | 9          | 58.1         | 2.6        | 123.81     | 2.2         |
| Door County          | 71.5        | 6.6        | 155.37        | -1.1       | 56.4         | 1.7        | 139.14     | -0.9        |
| Eau Claire           | 63.7        | 3.4        | 112.38        | -0.1       | 54           | 7.1        | 110.4      | 0.8         |
| La Crosse            | 63.6        | -9.6       | 121.44        | -6.9       | 55.2         | -2.2       | 120.31     | -1          |
| Wisconsin Dells      | 69.2        | -2.7       | 168.92        | -0.1       | 56.3         | -0.6       | 157.72     | 1.3         |
| Wausau/Stevens Point | 63.7        | 8.2        | 122.13        | -0.4       | 54.4         | 6          | 117.94     | -0.7        |

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

| Sales                                          | September       | YTD 2026      | 2026 Goal     | % of Goal | YTD 2025       |
|------------------------------------------------|-----------------|---------------|---------------|-----------|----------------|
| <b>Future Meetings &amp; Events Sales</b>      |                 |               |               |           |                |
| 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  |
| <b>Convention/Sports Services</b>              |                 |               |               |           |                |
| Events Serviced                                | 10              | 198           | 120           | 165.00%   | 125            |
| Online Housing Reservations                    | 149             | 2682          | 3,000         | 89.40%    | 2701           |
| <b>Motorcoach Sales</b>                        |                 |               |               |           |                |
| 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       |
| <b>Digital Marketing</b>                       |                 |               |               |           |                |
| 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     |
| <b>Earned Media</b>                            |                 |               |               |           |                |
| 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       |
| <b>Visitor Experiences</b>                     |                 |               |               |           |                |
| 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         |
| <b>Partnerships</b>                            |                 |               |               |           |                |
| 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       |