



Tourism Impact

April 2026

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



This Month in Tourism *Walk to Mary*



Discover Green Bay and our community were proud to welcome the annual Walk to Mary pilgrimage to the region, with our sales team playing a key role in helping attract and support the event's presence in Green Bay. The event drew a record-breaking 9,080 participants, many traveling from across the country and around the world, including visitors from Mexico, Trinidad, Brazil, Poland, and nearly every U.S. state.

Featuring a 22-mile route from St. Norbert College in De Pere to the National Shrine of Our Lady of Champion, along with a shorter, family-friendly option, the pilgrimage continues to showcase Green Bay as a welcoming destination for major events while creating a meaningful impact on the region's tourism economy!

Events Impact

April conventions and sporting events accounted for 12,478 room nights and an economic impact of \$7,069,249.

Significant conventions and sports events held in April 2026:

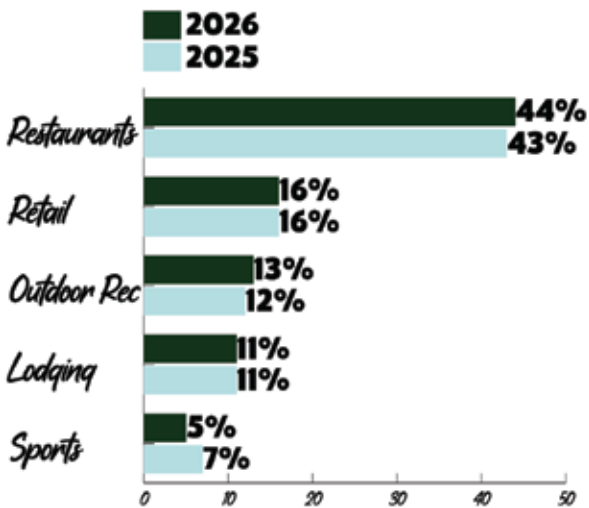
- Future Business Leaders of America
- Triple S Dance Company
- Midwest Investigators United in the Heartland
- United States Hockey League – USHL Combine
- National Hydropower Association – Midwest Hydro Users Group
- Wisconsin Association of School Councils
- Wisconsin Ladies Ministry
- Impact Events – Warm up Weekend Baseball



Data at a Glance

Impact in Motion

PERCENT OF VISITORS OBSERVED
YTD 2026 *By POI Category*



Visitors aren't just coming to our region for one stop, they're exploring multiple categories and building full itineraries while they're here. Though food and beverage categories lead the way, but there's strong interest across the board.

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!

- **Alcoholics Anonymous**
July, 2027
- **Wisconsin High School Bowling State Tournament**
March 2027
- **Department of Workforce Development**
April, 2027
- **Wisconsin Amateur Hockey Association State Tournament**
March, 2027
- **Wisconsin Chapter of Disabled Veterans**
June, 2027
- **National Professional Agriculture Students Organization**
March 2027
- **Midwest Cycling Series- Tour of America Dairyland**
June, 2026
- **HPN Global - International Conference of Police Chaplains**
July, 2028



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.*

	March 2026				YEAR-TO-DATE			
	OCC %	% CHANGE	ADR	%CHANGE	OCC %	% CHANGE	ADR	% CHANGE
GREEN BAY	53.4	-1.1	114.46	5.6	47	-1.1	110.29	-1.8
Wisconsin	49.8	1.6	117.84	-0.8	46.4	4.9	115.41	-0.1
Milwaukee	57.4	5.7	119.88	-2.1	51.5	8.8	114.65	-1.8
Madison	55.1	1.5	116.08	-1.3	50.6	6.2	112.57	1.6
Appleton/Oshkosh	51	1.9	105.28	2.6	46.8	1.1	103.44	0.2
Door County	42.9	-11.3	112.67	-1.2	42.1	-3.7	115.74	-1.3
Eau Claire	43.1	4.7	98.52	-1.8	42	7.7	99.12	-1.4
La Crosse	45.3	-10.8	104.95	-7.9	45.3	-3	110.48	-2.5
Wisconsin Dells	49.7	-3.9	159.51	-3.7	46.2	0.2	151.05	0
Wausau/Stevens Point	46.5	1.2	107.88	-2.6	45.6	5	111.29	-1.1

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	April	YTD 2026	2026 Goal	% of Goal	YTD 2025
Future Meetings & Events Sales					
Leads	22	73	250	29.20%	82
Future Room Nights from Leads	10,720	15,904	150,000	10.60%	44,297
Confirmed Future Room Nights	22,229	77,713	250,000	31.09%	91,544
Confirmed Economic Impact of Confirmed	\$13,990,800	\$58,105,651	\$176,000,000	33.01%	\$128,280,035
Convention/Sports Services					
Events Serviced	36	113	120	94.17%	55
Online Housing Reservations	229	2390	3,000	79.67%	2159
Motorcoach Sales					
Sales Leads	0	2	20	10.00%	3
Motorcoach Tour Group Bookings	5	21	50	42.00%	NEW
Marketing/Media					
Digital Marketing					
Total Website Visitors	58,694	208,869	800,000	26.11%	497,135
Website Pageviews	89,222	325,527	2,000,000	16.28%	990,276
Email Opens	21,930	76,120	250,000	30.45%	NEW
Email Click Throughs to Website	772	2,747	15,500	17.72%	NEW
Social Media Impressions	7,197,740	13,781,008	17,500,000	78.75%	24,154,681
Earned Media					
Brand Story Mentions	23	115	600	19.17%	1064
Brand Story Mentions Potential Reach	64,300,000	551,910,000	9,000,000,000	6.13%	9,395,290,000
Brand Story Mentions Estimated Publicity Value	\$594,758.87	\$5,105,158	\$95,000,000	5.37%	\$86,933,400
Placed Tourism Stories	2	8	45	17.78%	NEW
Placed Tourism Story Impressions	401,701	69,726,864	1,600,000,000	4.36%	NEW
Visitor Services					
Visitor Experiences					
Visitor Inquiries	394	1,144	60,000	1.91%	4,701
Destination Guide Mailings	5,256	89,143	150,000	59.43%	88,529
Brochure Distribution	3,419	10,500	200,000	5.25%	109,785
Mobile Visitor Center Events Days	1	5	80	6.25%	9
Visitor Center Visitors/Mobile Visitor Guests	439	2,809	55,000	5.11%	14,922
Partnerships					
New Partners	2	10	32	31.25%	31
Renewing Partners	23	72	252	28.57%	52
Revenue	\$6,937	\$28,237	\$91,584	30.83%	\$25,158