

DESTINATION



LAKE WINNEBAGO REGION

C'mon in.

A DESTINATION MARKETING ORGANIZATION



Destination Lake Winnebago Region

The Official Visitors Bureau
for Fond du Lac and
Waupun...

Sales and Marketing
Department for Our Region...

Attract Visitors to the Area...

Support Vibrancy and Quality
of Life in Our Communities...

Single Revenue Stream is
Hotel Room Tax...



Today's Conversation

**2025 NFL
Draft**



NFL Draft - Just the Facts

NFL Draft Dates: April 24-27, 2025 (Thursday- Saturday)

Estimated Attendance: 200,000 to 300,000 people

Estimated Outcome: Very high hotel occupancy in communities stretching from Door County to Milwaukee and all points in between

Recent Past Host Cities: Detroit and Kansas City

The messaging is similar from the **NFL** to the **Green Bay Packers Organization** to the **Green Bay Visitors Bureau...**

Communities throughout the Eastern half of the State are being told to **expect very high volumes of visitors...**

Kansas City and much of the state, found the Draft to be extremely **lucrative**, particularly **for bars, restaurants, and hotels...**





Reality Check

Green Bay, Appleton, and Oshkosh combined, **do not have the lodging capacity** to accommodate the projected number of attendees.

These folks gotta stay somewhere!



IF the projected numbers are accurate there will be
thousands of visitors in our
community in late April — typically, a slow time frame...

**Tourism
Dollars**

75% Spent Outside of Hotel





IF thousands of visitors **ARE** in our community...
that **COULD** be a **GREAT** opportunity
for some businesses!

Restaurants





Bars

Pizza
Joints



Shops

(Yes, the Draft
brings men,
women, and
families!)

The background image shows the interior of a rustic bar or restaurant. On the left, there are tall wooden shelves filled with various bottles of wine and spirits. A sign on the wall reads "WINE & UNWINE COFFEE & PRECISE". In the center, there is a wooden table with two chairs. The ceiling is made of corrugated metal with exposed pipes and a fan. The floor is made of wooden planks. In the background, there is a bar area with stools and a few people sitting at tables. The overall atmosphere is warm and rustic.

Reality Check

Currently No Activity in Hotels

First Ever Such Event in State

We Have No Past Experience and No Control



**Potential
Opportunity**

**Similarities
To EAA**

**Best opportunities on
days leading up to the
Thursday kick-off**

~Number One Deliverable~

Authentic Wisconsin Vibe





Our Recommendations:

- Be Prepared
- Weigh Options
- Tailor Product/Service
- Visit **FDL.COM**
(Business Resource Kit)
- Add Events to Our Calendar

At Destination, our objective will be to drive folks into our community...

Our first line of attack: get folks to **FDL.COM**

- Crafting a hand out at check-in
 - Geofencing Hotels
- Original Content & Local Events on site

Senior Bowling Tourney



Sturgeon Spectacular



Get more event
information

Waupun Ice Fest



Get more event
information

2025 NFL Draft



Show me the Rooms!

2025 NFL Draft

April 24-26, 2025
Green Bay | WI

The NFL Draft –Staying in Fond du Lac during the NFL Draft is a great choice for an experience that has easy access to the action in Green Bay. Located about an hour south of Green Bay, Fond du Lac is accessible via Interstate 41. Enjoy the charm of Fond du Lac and Waupun while being close enough to catch all the draft excitement. Explore one-of-a-kind shopping, local dining, and more in your downtime! It's the perfect mix of relaxation and adventure.



Hey Locals!

Business Resource Kit (PDF)
Get YOUR business NFL Draft ready!

Hey Visitors!

Eat & Drink
Area Hotel List
Summary of Area Hotel List (printable PDF- as of 1/29/25)
NFL OnePass Mobile Ticketing

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