DESTINATION



LAKE WINNEBAGO REGION



A DESTINATION MARKETING ORGANIZATION



<u>Destination Lake</u> <u>Winnebago Region</u>

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

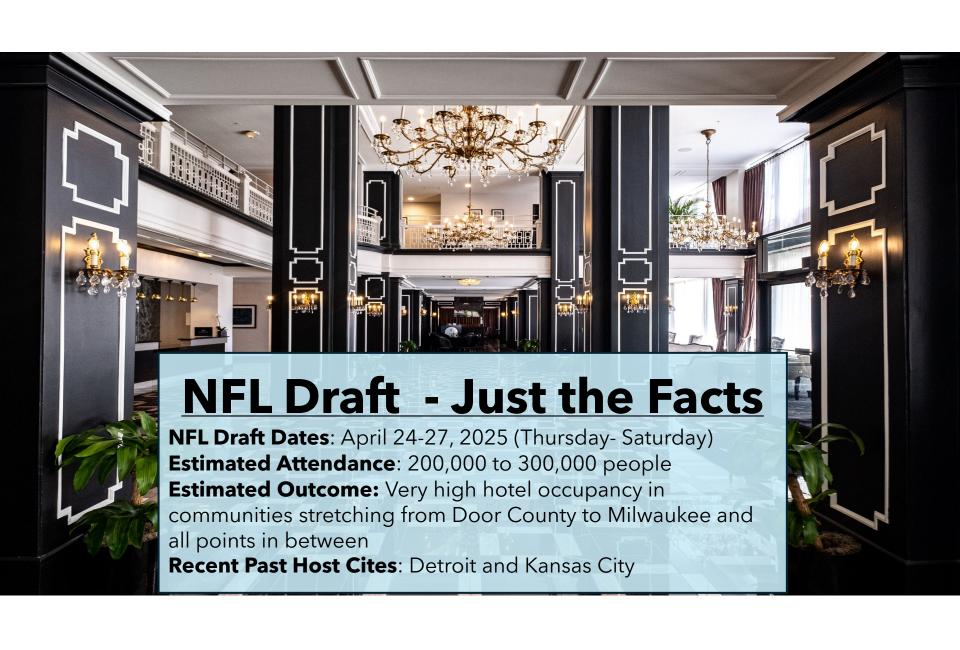
Sales and Marketing
Department for Our Region...

Attract Visitors to the Area...

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

Single Revenue Stream is Hotel Room Tax...





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!



F the projected numbers are accurate there will be

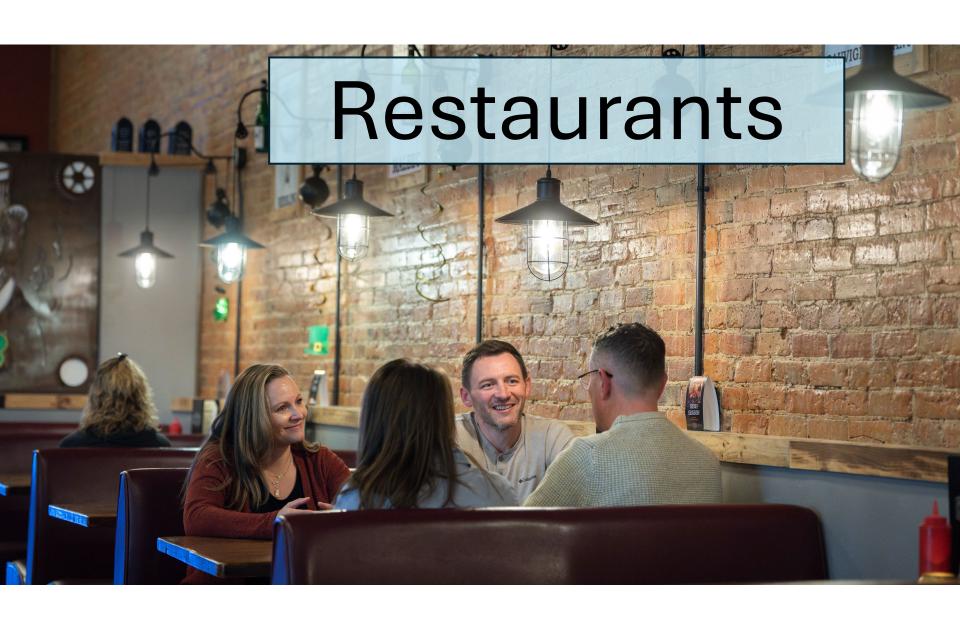
thousands of visitors in our

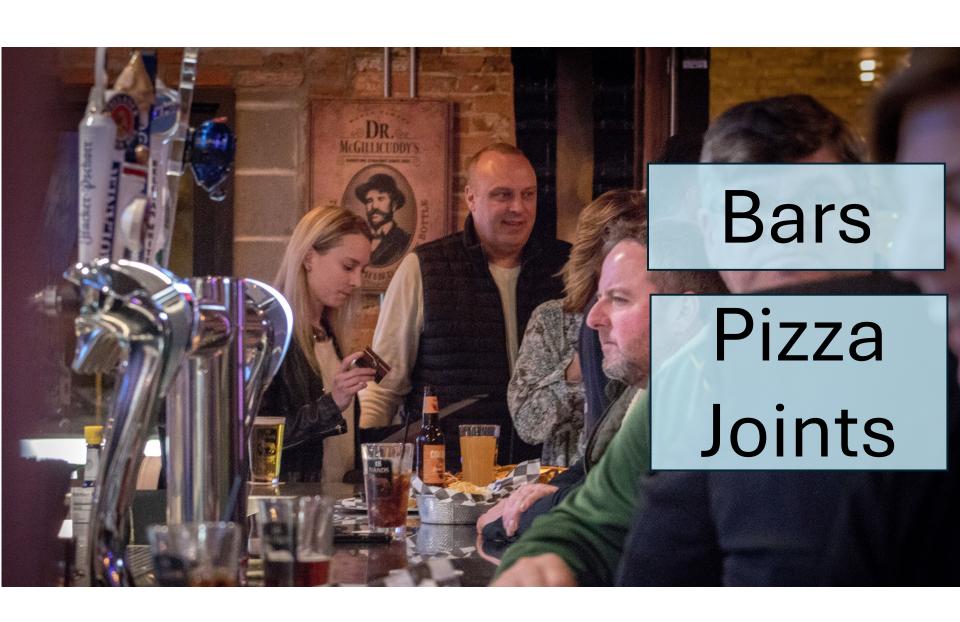
community in late April — typically, a slow time frame...



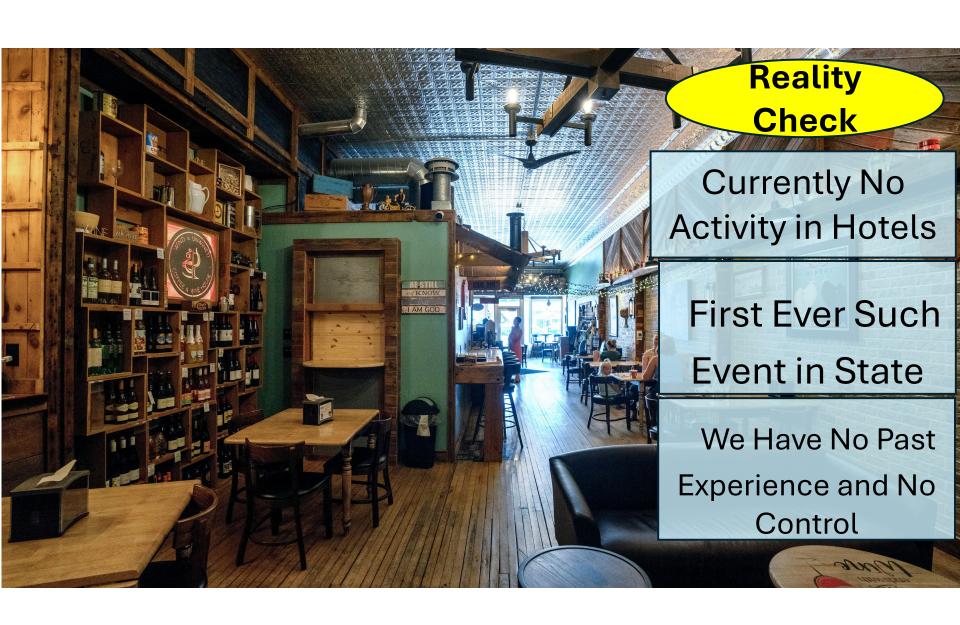


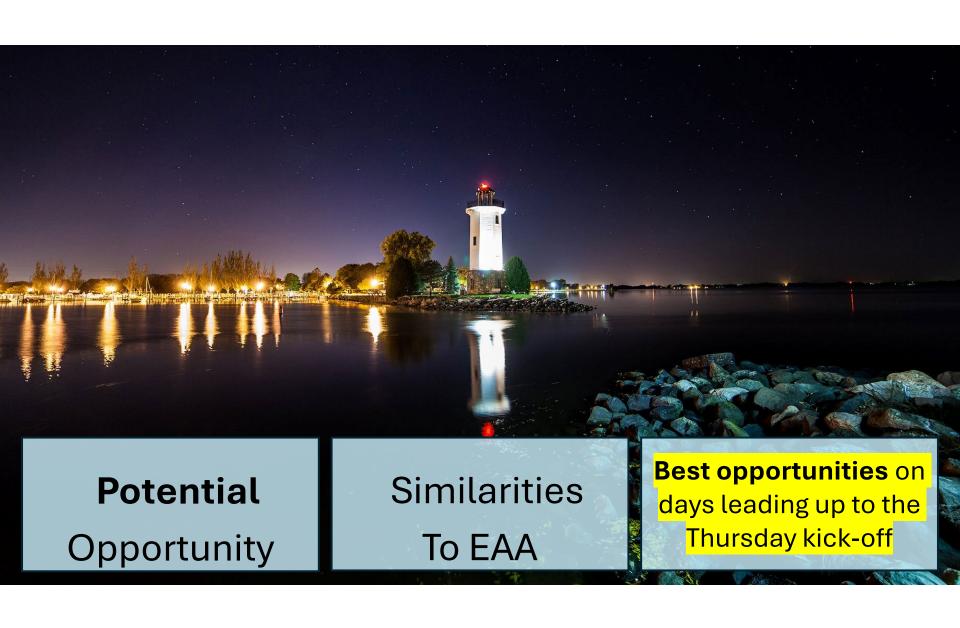
that COULD be a GREAT opportunity for some businesses!















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



MOTORCOACH

PLANNERS

DESTINATION GUIDE

SUBMIT EVENT

EAA

FAVORITES

Get to Know Get Out + Do Eat + Drink Stay Calendar



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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