



OCTOBER - DECEMBER 2025

# FOURTH QUARTER REPORT

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## A WORD FROM OUR CEO



Education is the backbone of success in life. Whether an individual chooses to enter the workforce immediately, accept a military assignment, stay home as a caretaker, pursue post-secondary education, or follow another path, preparation through a strong foundational education is essential to becoming a well-rounded citizen. Visit Beloit has increasingly focused on how we can nurture and educate

the next generation, specifically within the hospitality and tourism industry.

These efforts are paying off. Enrollment continues to grow at Blackhawk Technical College as students pursue associate degrees in hospitality management. A hospitality program launched at Hendricks CareerTek now immerses high school students in all verticals of our industry. In addition, participation in local career expos, classroom visits, and panel discussions highlighting the day-to-day work of Visit Beloit continues to be in high demand among local schools.

The fall of 2025 marked a new level of pride for our organization. Visit Beloit became a founding partner of the Ford NGL Career Academy model of education implemented at Beloit Memorial High School (BMHS). Recognizing the importance of early engagement and advocacy, we took

a bold step forward. In partnership with Destinations International, we successfully launched the Professional in Destination Management (PDM) certificate program at BMHS. As BMHS offers more credential and certificate opportunities

# PDM

## Professional in Destination Management

than any high school in Wisconsin, this partnership was a natural fit. Six students proudly completed the PDM certificate during its inaugural offering, earning the same foundational destination management knowledge as many professionals currently working in our industry. Notably, this marks the first time anywhere in the world that high school students have been eligible to earn this prestigious certification.

This achievement represents a significant milestone for Visit Beloit, for our students, and for the future of our industry. It is one we celebrate proudly and one that signals more innovation and leadership to come. We aren't stopping here.

From my desk to yours,  
Celestino Ruffini  
CEO, Visit Beloit

## LODGING DATA

The lodging industry had impressive gains in the fourth quarter of 2025 compared to the prior year. Occupancy rates in 2025 were 70% in October, 51.7% in November, and 46.8% in December compared to 63%, 47.1%, and 41.7% in 2024, respectively. The average daily rate stayed very strong in the quarter, averaging \$115.71 versus \$110.26 in 2024. Lastly, total revenue generated by lodging properties had a significant increase of 16.6% in the quarter with \$4,250,023 compared to \$3,644,396 in 2024.

## FINANCIALS

As of December 31, 2025, total assets equaled \$1,215,019.02 which includes \$683,747.98 in current assets, \$504,671.29 in fixed assets, and \$26,599.75 in other assets. Total liabilities are \$841,932.46, therefore total organizational equity equaled \$373,086.56. These presented numbers have yet to be audited and are subject to change.

## PRESS RELEASES

- Visit Beloit Helps Beloit Bundle Up
- Visit Beloit in November for the Start of the Holiday Season
- American Cornhole Organization Returns to Beloit
- AJGA Girls Junior All-Star Championship heads to Beloit Club for 2026
- Visit Beloit in December for Holiday Events
- Visit Beloit Welcomes New Talent and Leadership Updates
- American Cornhole Organization Makes Its Return to Beloit
- Visit Beloit in January to Rind in the New Year

## NEWS

- Is South Beloit ready to play ball? – Beloit Daily News
- Ho-Chunk Nation Finalizes \$610 Million Financing for Beloit Casino Resort  
– World Casino Directory
- Winter Wear Giveaway to be held Oct. 25 – Beloit Daily News
- Community Action hosts annual winter wear Giveaway – WIFR
- Social calendar will look different after Eclipse Center comes down  
– Beloit Daily News
- AJGA – WCLO
- Holiday Events in Wisconsin 2025 – Fabulous Wisconsin
- WTMJ 2025 Standout of the Year – Konya Hendricks Schuh – WTMJ

## TV & RADIO

- What's Happening – WCLO (every second Friday of each month)
- The Morning Mess – Big FM 93.7 in Monroe (every Friday of each month, not recorded)
- Beloit Community Events (October, November, and December) – WIFR
- American Cornhole Organization – WCLO

**PASSPORT  
TRAILS**

**1,883**  
Digital Check-ins

**124**  
Prize Redemptions

## 6 IN-PERSON PARTNER MEETINGS

Buddies Bar & Music Venue  
The Rogue Bookshop  
Superb Skateshop  
Noble Nostalgics  
Thriftique Consignment  
Eggsquisite Bakery

## SWEEPSTAKES

The “Win a Solo Getaway to Beloit” brought in 899 visitor contacts.

## HIGHLIGHTS

Savannah was promoted in November to Director of Communications

Taylor Stuehler joined the Visit Beloit team as the new Director of Marketing

Savannah completed the Destinations International Professional Development Management online course

Hit more than 100k views on an Instagram Reel (Home Run Holiday Lights at ABC Supply Stadium, 123k views overall)

[READ PRESS RELEASES  
AND BLOGS HERE](#)

[CLICK HERE FOR LINKS  
TO NEWS, TV, & RADIO](#)

BRING YOUR DATE TO  
**BELOIT**  
 for ROMANTIC LODGING,  
 VIBRANT NIGHTLIFE,  
 CULTURAL ARTS, SHOPPING,  
 AND FINE DINING

Where Stories Begin

Liberty House Grill

VISITBELOIT.COM/ROMANCE

**Madison Magazine**  
 October - 1/6 Page Ad

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Where Stories Begin

Liberty House Grill

VISITBELOIT.COM/ROMANCE

**Milwaukee Magazine**  
 November - 1/4 Page Ad

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Where Stories Begin

Liberty House Grill

VISITBELOIT.COM/ROMANCE

**Our Wisconsin**  
 October/November - 1/6 Page Ad

**BELOIT**  
 MEMORABLE DINING SCENE  
 FLOURISHING DOWNTOWN  
 SEASONAL OUTDOOR ADVENTURE  
 VIBRANT ENTERTAINMENT

Overlook at Big Hill Park

Where Stories Begin

START PLANNING AT VISITBELOIT.COM

**Midwest Living**  
 Fall - 1/4 Page Ad

BRING YOUR DATE TO  
**BELOIT**  
 for ROMANTIC LODGING, VIBRANT NIGHTLIFE,  
 CULTURAL ARTS, SHOPPING, AND FINE DINING

Where Stories Begin

Liberty House Grill

VISITBELOIT.COM/ROMANCE

**Northwest Living - Chicagoland**  
 November - 1/2 Page Ad

CALENDAR OF LOCAL EVENTS  
 AT VISITBELOIT.COM

**La Voz de Beloit**  
 Fourth Quarter Newsletter Ad

# SOCIAL INFLUENCERS



## Mapping Our Tracks @mappingourtracks

Adrianna and Kamil Czyzewski are a couple from Chicago with a large social following and share weekend getaway inspiration for Midwest travel. We brought them to Beloit to highlight fall traditions, including the Downtown Beloit Fall Wine Walk and Apple Hut. They did a great job showcasing ideas for a couple's getaway, which was our marketing campaign focus for Q4. In addition to the reel and still post, they also posted two Instagram stories, and gave us access to 15 photos to use indefinitely.

### Instagram Still Post stats:

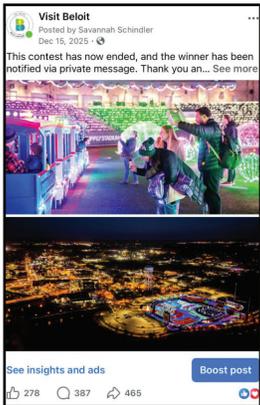
- 7.1k views
- 274 likes
- 52 comments
- 16 shares
- 82 saves



### Instagram Reel stats:

- 2.8k views
- 137 likes
- 47 comments
- 32 shares
- 6 saves

# SOCIAL MEDIA AND WEB STATS



## Facebook

Home Run Holiday Lights  
92,430 reach  
1,194 interactions  
501 shares

# 20,363

Followers

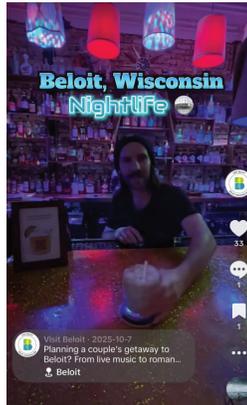


## Instagram

Home Run Holiday Lights Reel  
123,645 views  
1,214 interactions  
211 shares

# 3,967

Followers



## TikTok

Nightlife in Beloit  
1,326 views  
38 interactions

# 1,050

Followers

## WEBSITE REPORT

Page Views: 102,000  
Event Count: 369,000  
Active Users: 52,000  
Avg. Engagement Time: 39 seconds

## TOP VISITED PAGES

Home Run Holiday Lights  
Sweepstakes  
Romance Blog  
Calendar of Events  
Things to Do

## 99.3%

of website traffic is from outside of Beloit

## TOP CITIES

of website traffic:  
Chicago, Rockford, Janesville,  
Milwaukee, Madison

## EMAIL CAMPAIGNS

### Newsletter Audience

23,947  
subscribed

### Newsletter Actual Opens

October = 4,512  
November = 7,573  
December = 5,389

### Beloit Weekly Partners Audience

368  
subscribed

### Beloit Weekly Average Opens

October = 149  
November = 136  
December = 131

## SALES & SERVICING

## CONFERENCES AND TRADESHOWS



### Wisconsin Society of Association Executives (WSAE) Summit

Meeting Sales  
Milwaukee, WI  
November 5



### Sports Wisconsin Winter Meeting

Sport Sales Planning  
Marshfield, WI  
December 8-9



### Destinations Wisconsin Fall Tourism Conference

Education  
Madison, WI  
November 6-7

## HOTEL RACK DISTRIBUTION

- 1) Visit Beloit Map/Trails/Calendar of Events (2,323)
- 2) Visit Beloit Visitor Guide (1,257)
- 3) Travel Wisconsin Guide (1,153)
- 4) Downtown Beloit Association Guide (794)
- 5) Rock County Guide (756)

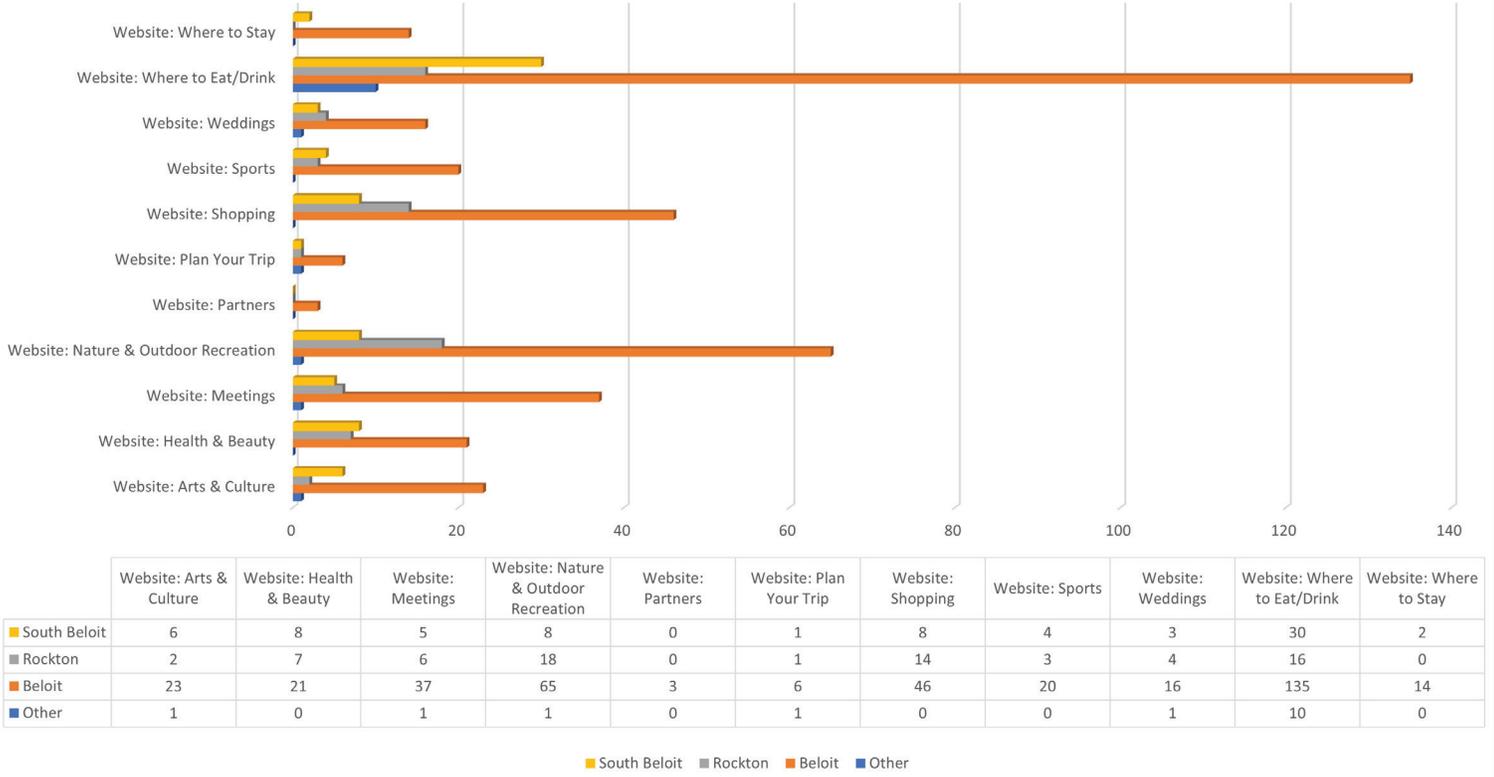
**Total 2025 distribution = 8,993**

## MISCELLANEOUS RECAP

- Group Travel Grants Committee Meeting – (October 7)
- Youth Sports Camp Planning – (October 28 & December 4)
- Visit Beloit 5 x 5 Lunch – (November 4)
- Great Lakes Watercross Site Visit – (October 24)
- State Bar of Wisconsin Site Visit – (November 14)

# VISIT BELOIT PARTNERS

Businesses By Type



## WELCOME CENTER

**OCTOBER VISITORS**  
6,024

**NOVEMBER VISITORS**  
2,386

**DECEMBER VISITORS**  
1,946



### Team Christmas Party

This year, the Welcome Center team kicked off the holiday season a little earlier by hosting our annual Christmas party in December. The evening began with a festive visit to Home Run Holiday Lights at ABC Supply Stadium, followed by a delicious dinner at The 1914 at Visit Beloit, generously catered by Bon Appétit from Beloit College. The celebration wrapped up with a fun gift exchange and plenty of holiday cheer enjoyed by all.



### Annual Inventory

The Welcome Center completed its annual inventory on December 30, fueled by pizzas, salads, and refreshments generously provided by Tilley's. Thanks to great teamwork, the process was completed in record time and went seamlessly from start to finish.

## OUR MISSION

We are Greater Beloit's tourism champion using our expertise to generate positive economic impact and to create a vibrant community for residents and visitors.