Tourism Matters to Wisconsin

Economic Impact: 2018

$21.6 Billion
Total Business Sales

$13.3 Billion
In Tourism Spending

199,000+
Full- and part-time jobs

1 in 13
Jobs sustained by tourism

$1.6 Billion
In State & Local Taxes

$1.2 Billion
In Federal Taxes

112 Million
Visitors

$680
How much each Wisconsin household would need to pay to maintain the current level of government services generated by tourism

Visitor Spending by Sector

- 27% Lodging
- 26% Food & Beverage
- 20% Retail
- 13% Transportation
- 14% Recreation

Impacts of State Tourism Advertising

$7 to $1
Tax revenue per promotional spend

$89 to $1
Visitor spending per promotional spend

Total Business Sales

$21.6 Billion

Tourism Spending

$13.3 Billion

Visitor Spending by Sector

27% Lodging
26% Food & Beverage
20% Retail
13% Transportation
14% Recreation

How Tourism Dollars Are Circulated Through Wisconsin's Economy

Sources: Tourism Economics, Longwoods International