

TOURISM MATTERS TO WISCONSIN

ECONOMIC IMPACT: 2018

\$21.6 BILLION
TOTAL BUSINESS SALES



199,000+
FULL- AND PART-TIME JOBS



1 IN 13
JOBS SUSTAINED BY TOURISM

\$1.6 BILLION
IN STATE & LOCAL TAXES

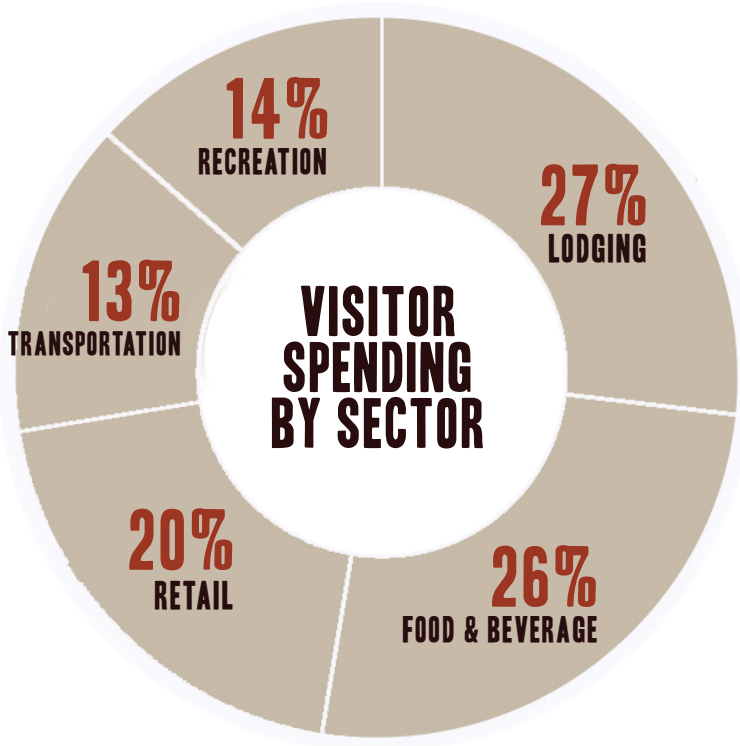


\$1.2 BILLION
IN FEDERAL TAXES

112 MILLION
VISITORS

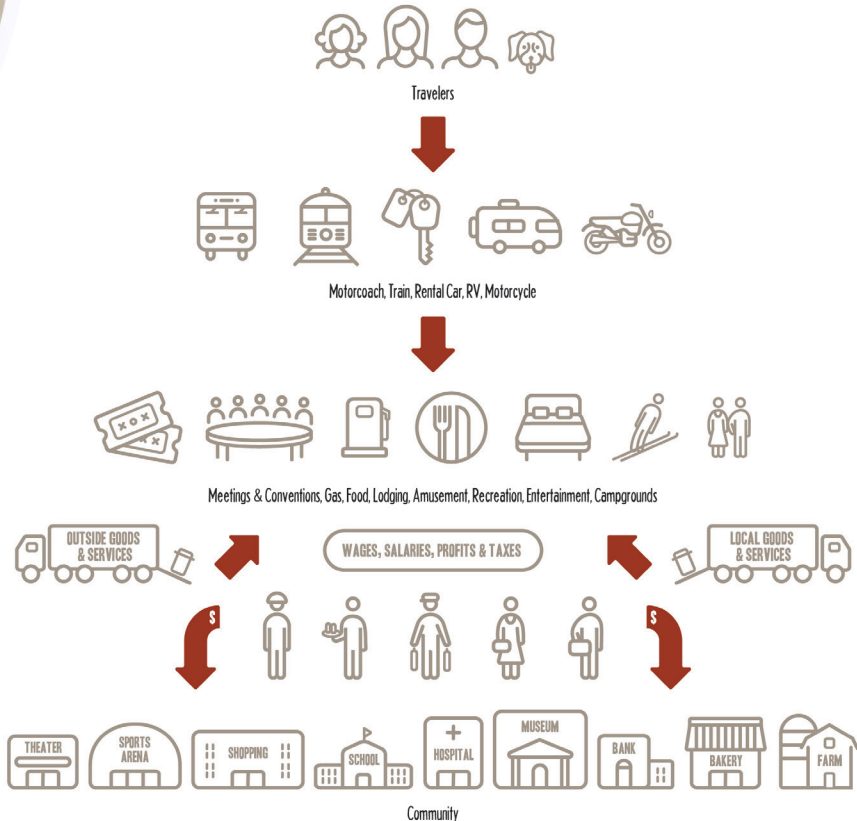


\$13.3 BILLION
IN TOURISM SPENDING



\$680
HOW MUCH EACH WISCONSIN HOUSEHOLD WOULD NEED TO PAY TO MAINTAIN THE CURRENT LEVEL OF GOVERNMENT SERVICES GENERATED BY TOURISM

HOW TOURISM DOLLARS ARE CIRCULATED THROUGH WISCONSIN'S ECONOMY



IMPACTS OF STATE TOURISM ADVERTISING

\$7 TO \$1
TAX REVENUE PER PROMOTIONAL SPEND

\$89 TO \$1
VISITOR SPENDING PER PROMOTIONAL SPEND