Tourism Matters to Wisconsin

ECONOMIC IMPACT: 2019

$22.2 BILLION Total Business Sales
$13.7 BILLION In Tourism Spending

113 MILLION Visitors to Wisconsin

$687 Amount each Wisconsin household would need to pay to maintain the current level of government services generated by tourism.

Visitor Spending by Sector

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

Impacts of State Tourism Advertising

$8 TO $1 Tax Revenue Per Promotional Spend
$95 TO $1 Visitor Spending Per Promotional Spend

Sources: Tourism Economics, Longwoods International