

Tourism Matters to Wisconsin

TRAVEL
WISCONSIN

ECONOMIC IMPACT: 2019

\$22.2 BILLION
Total Business Sales



202,000+
Full-time & Part-time Jobs

\$1.6 BILLION
State & Local Taxes

\$13.7 BILLION
In Tourism Spending



1 IN 18
Jobs Sustained By Tourism



\$1.3 BILLION
Federal Taxes

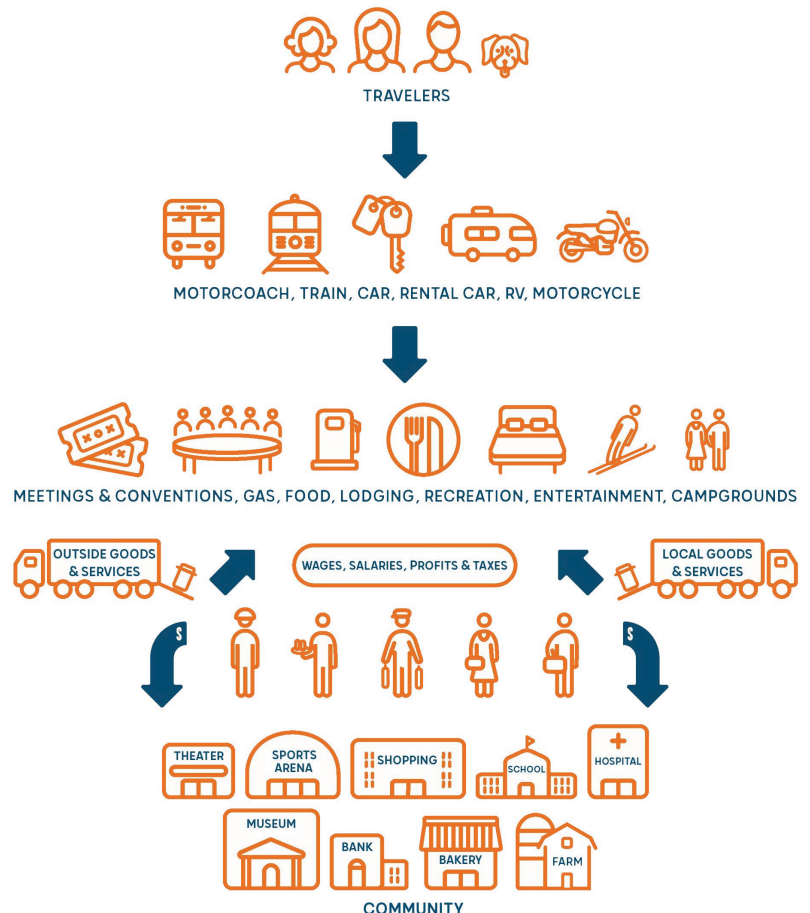


113 MILLION
Visitors to Wisconsin



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

How Tourism Dollars Are Circulated Through Wisconsin's Economy



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