

The mission of the Wisconsin Department of Tourism is to market the state as the Midwest's premier travel destination for fun and in doing so, drive the economy by creating jobs and revenue for the state.

## TOURISM WORKS FOR WISCONSIN

- Tourism had a \$20.6 billion impact on the state's economy in 2017, up \$631 million, or 3.2% from \$20 billion in 2016.
- The total seven-year growth of tourism activity is up more than \$5.8 billion, a nearly 40% increase from \$14.8 billion.
- Visitor growth topped 110 million in 2017, a seven-year increase of 17.5 million.
- The tourism economy generated \$1.5 billion in state and local revenue and \$1.2 billion in federal taxes. Without tourism, each Wisconsin household would pay an additional \$660 to maintain existing services.
- Tourism supports 195,255 jobs, a seven-year addition of more than 23,255 jobs to the state's total employment, an increase of 13.5%.

## MARKETING TO GROW THE ECONOMY

- For every \$1 the Department spent on advertising last year, \$7 was returned to the state in additional tax revenue.
- The Department continues to find success marketing the tourism brand of fun, which is the #1 travel motivator. Our new ad campaign puts the spotlight on Gemütlichkeit, a German word that describes the spirit of Wisconsin and the friendship, warmth, and good cheer travelers feel when visiting here.
- Our public relations efforts generated an all-time high of \$143 million in free press in 2017. Since 2011, the Department has secured over \$559 million in free press.
- In fiscal 2017, the Department funded 61 Joint Effort Marketing projects, awarding a total of more than \$1.1 million. Visitor expenditures from these projects will exceed \$34 million.

## DID YOU KNOW?

- Wisconsin ranks No. 1 among its Midwest competitors, in fun, family-friendliness, affordability, and a welcoming, worry-free atmosphere.
- Tourism positively influences how people think about Wisconsin as a place to live, work, attend college, buy a vacation home, or retire.
- The Department has received 106 international, national and regional awards for marketing efforts since 2011.

## OFFICE OF THE SECRETARY

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