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THE POWER OF
WISCONSIN TOURISM



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 billion impact on the state's economy in 2016, up \$700 million or 3.5% from \$19.3 billion in 2015. The total six-year growth of tourism activity is up more than \$5.2 billion, a 35% increase from \$14.8 billion.
- Visitor growth topped 107.7 million in 2016, a six-year increase of 15.2 million.
- International travel in 2016 was up \$100 million over 2015.
- The tourism economy generated \$1.5 billion in state and local revenue saving Wisconsin taxpayers \$650 per household.
- Tourism directly and indirectly supports 193,500 jobs in Wisconsin, a six-year addition of more than 21,500 jobs to the state's total employment, an increase of 12.4%.
- The tourism economy supports 35% of all recreation jobs and 23% of all food & beverage jobs in Wisconsin.

MARKETING TO GROW TOURISM

- The Department's new marketing campaign took the Wisconsin brand of "real fun" to the next level with new TV commercials and online videos highlighting authentic travel experiences from real visitors to Wisconsin.
- Public Relations efforts generated more than 2,000 media placements for a total of \$80 million in free press.
- A record 9.1 million users visited TravelWisconsin.com in 2016, an increase of 26% from the previous year.
- In fiscal 2016, the Department funded 57 Joint Effort Marketing projects, awarding a total of more than \$1.1 million. Visitor expenditures driven by the marketing from these projects will exceed \$35 million.

DID YOU KNOW?

- Without 193,500 tourism supported jobs, the unemployment rate would more than double to 10.1%.
- Wisconsin ranks No. 1 in fun, family atmosphere, uniqueness, affordability and outdoor recreation among its Midwest competitors.
- The Department has received 88 international, national and regional awards for marketing efforts.

OFFICE OF THE SECRETARY

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