

.....*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.



## DID YOU KNOW?

- If Wisconsin's visitor spending was a single business, it would rank #242 on the "Forbes 500," a list of the top companies in America.
- As compared to other Midwest states, Wisconsin is viewed as the most unique and one-of-a-kind destination.
- The Department has received 65 international, national and regional awards for marketing efforts.



## TOURISM WORKS FOR WISCONSIN

- Tourism had an \$18.5 billion impact on the state's economy in 2014, up \$1 billion, or 5.5%, from \$17.5 billion in 2013. The total four year growth of tourism activity is over \$3.7 billion, a 25% increase from \$14.8 billion in 2010.
- All 72 counties saw a positive increase in visitor spending for the first time in the last four years.
- For every \$1 the Department spent on summer and fall advertising in 2014, \$6 was returned to the state in additional tax revenue.
- Visitor growth topped 102 million in 2014, an increase of 7 million since 2010.
- Per trip spending increased 5.3% in 2014, led by recreation and entertainment with 7.8% growth from 2013.
- The tourism economy generated \$1.4 billion in state and local revenue and \$1 billion in federal taxes.
- Each household in Wisconsin would need to be taxed an additional \$620 per year to replace the revenue tourism generates for state and local governments.
- Tourism directly and indirectly supports 187,643 jobs in Wisconsin, adding more than 6,200 jobs to the state's total employment since 2011.

## MARKETING TO GROW TOURISM

- The last four years, the Department has leveraged the power of celebrities with Wisconsin ties including Bo Ryan, Jordy Nelson, Henry Winkler, and Tony Shalhoub. In 2014, Tourism made pop culture history by reuniting "Airplane!" stars Robert Hayes and Kareem Abdul-Jabaar with directors and Wisconsin natives David and Jerry Zucker and Jim Abrahams, generating national and international media coverage.
- Tourism generates a positive impression of the state, which is critical for economic development. According to Longwoods International, visitors to Wisconsin rate the state higher in attributes such as being a good place to live, start a business, or purchase a home.
- Public relations efforts totaled more than \$114 million in earned media in 2014, a record for the Department.
- In fiscal 2014, the Department funded 60 Joint Effort Marketing projects, awarding a total of more than \$1.1 million dollars. Visitor expenditures driven by the marketing from these projects will exceed \$28 million dollars.
- A record 5 million users visited TravelWisconsin.com in 2014, an increase of 146%.

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**WISCONSIN**  
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