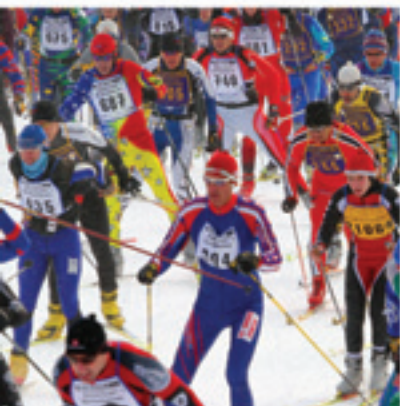


WISCONSIN



The effect of Wisconsin's travel, hospitality and recreation industry on state and local economies.

TOURISM'S ECONOMIC IMPACT



The Wisconsin Department of Tourism • May 2008



ELROY-SPARTA STATE TRAIL.

With the leadership of Governor Doyle, Department of Tourism Secretary Kelli A. Trumble and other state officials, tourism continues to be one of Wisconsin's largest industries adding more than \$12.8 billion into the state's economy. This booklet highlights the contributions travel and tourism make to Wisconsin.

May 2008

Dear Friends,

The people of Wisconsin's travel and hospitality industry are passionate about their work, and that work has a profound impact. Tourism contributes nearly \$13 billion towards Wisconsin's economy, generating a quality of life that encourages people and businesses to live, work and play here.

We see this passion, innovation and pride throughout our state. Whether it's Frank Lloyd Wright or Aldo Leopold, the leaders of the state's biotech industry or our beloved Packer fans decked out in cheeseheads, Wisconsin is a place where imagination and creativity abound. Wisconsin's brand of originality is the kind that makes life worth living, as well as what gives business a competitive edge.

Because here in Wisconsin, originality rules.

A handwritten signature in black ink, reading "Jim Doyle". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Jim Doyle, Governor

ON THE COVER:
CLOCKWISE FROM UPPER LEFT, AMERICAN
BIRKEBEINER IN CABLE AND HAYWARD,
SUMMERFEST IN MILWAUKEE, WORLD
CHAMPIONSHIP SNOWMOBILE DERBY IN EAGLE
RIVER, MENOMINEE NATION POW WOW IN
KESHENA.

Wisconsin's Commitment to Tourism

Tourism is vital to the economic growth of Wisconsin and is the state's third largest industry. It is a clean industry and a source of stable employment for thousands of Wisconsin residents. In support of this, the Department of Tourism aggressively promotes Wisconsin as a premier four-season travel and tourism destination.

The Department of Tourism's mission is to inspire people to love the Wisconsin experience. The Department's annual promotional budget is spent on marketing Wisconsin to all categories of travelers including leisure, meeting and convention, group, sports and international. The Department stimulates the development of private, commercial tourism facilities and assists with cooperative projects between for-profit and nonprofit firms. It also encourages local tourism development programs.

The economic impact statistics contained in this booklet are prepared by Davidson-Peterson Associates, Inc. for the Wisconsin Department of Tourism. For more detailed data visit the Department's web site agency.travelwisconsin.com under Research & Travel Trends.

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Wisconsin Originals:

The photos used in this report showcase just a few of the many original people, attractions and events that make Wisconsin such a popular travel destination. In the Badger state, we value originality – especially when it's so much fun.

How Traveler Spending in Wisconsin is Calculated

A survey research company, Davidson-Peterson Associates, Inc., conducts Wisconsin's annual survey of traveler spending in the state. The company has used essentially the same survey methodology since 1989. The survey includes the following components:

- Nearly 2,000 face-to-face interviews with travelers. Interviews are conducted throughout the state and in all seasons at events, attractions, meetings and other travel destinations. Interviewees are screened by asking whether they are traveling "outside their normal routine." Interview questions focus on the amount spent and the activities engaged in by travelers in the last 24 hours in order to establish average daily traveler spending as well as how that money was spent.
- Nearly 3,000 telephone interviews with lodging properties including motels, hotels, resorts, bed and breakfasts, campgrounds and other paid accommodations. Interview questions focus on room rates and occupancy rates in order to determine how much was spent by travelers on overnight stays.
- Just over 1,000 telephone interviews with Wisconsin households which hosted traveling family and friends or other guests. Interview questions focus on the frequency and duration of guest stays in order to determine how many travelers stayed at no cost lodging.

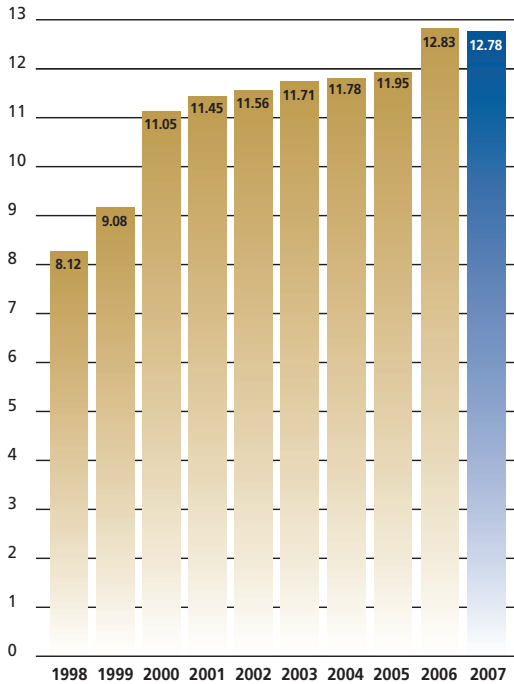
Statistics gathered by all three survey components are analyzed, averaged, and applied county-by-county using standard economic modeling in order to develop the information provided in this booklet.



TOP: HOUSE ON THE ROCK, SPRING GREEN.
MIDDLE: DUCK RIDES, WISCONSIN DELLS
BOTTOM: HARLEY-DAVIDSON, MILWAUKEE.

Travel Expenditures 1998-2007

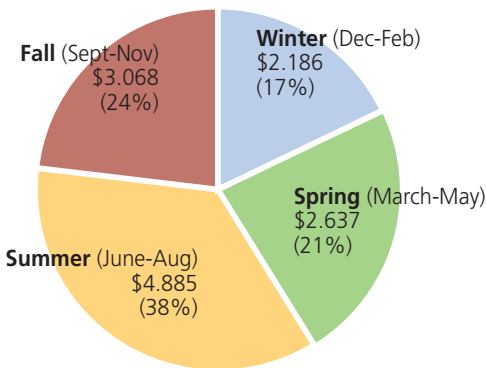
In Billions of Dollars



From 1994 to 2007, Wisconsin has enjoyed a 122 percent increase in travel expenditures. In 2007, travelers spent more than \$12.75 billion in the state. The estimates are based on expenditures made by all travelers who are visiting an area of the state, traveling outside of their normal routine, and spending money. Travelers include Wisconsin residents and out-of-state visitors traveling for pleasure, business or a combination of reasons.

2007 Seasonal Traveler Expenditures

In Billions of Dollars

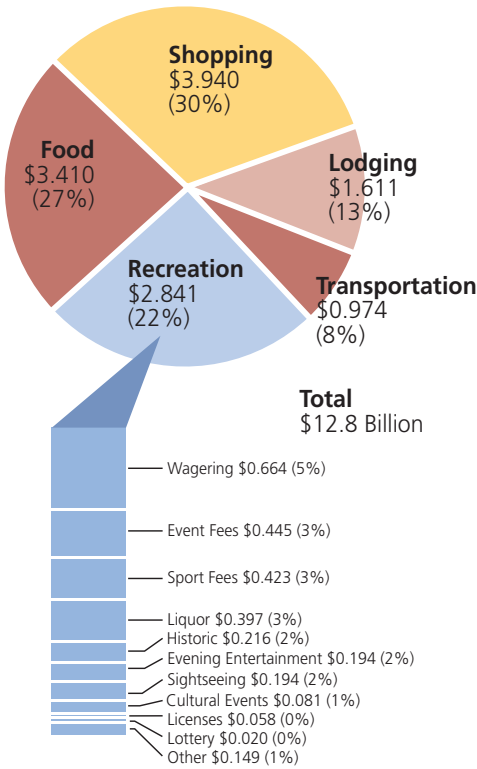


Annual: \$12.8 billion

Summer continues to be Wisconsin's top tourism season with travelers spending \$4.9 billion. Travelers spent \$2.2 billion in the winter, \$2.6 billion in the spring, and \$3.1 billion in the fall. The figures demonstrate that Wisconsin is a year-round tourism destination.

Categories of Expenditures

In Billions of Dollars



Many Wisconsin businesses benefited from travel spending in 2007. Retail shopping represented the largest single expenditure category, totaling \$3.94 billion, followed by food and recreation.

EAA AIRVENTURE, OSHKOSH.



CONCRETE PARK, PHILLIPS.

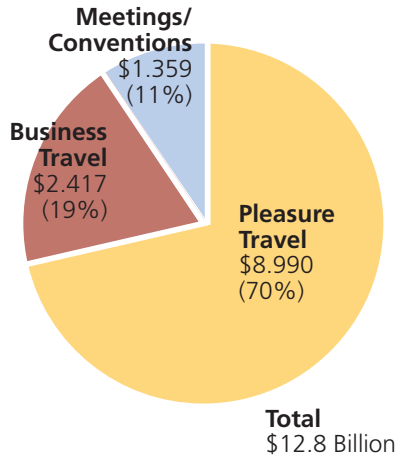


JELLY BELLY, KENOSHA.

Travel Purpose

Most people traveling in Wisconsin during 2007 were enjoying leisure time. This broad category includes those enjoying sporting events, casino gaming, group tours, attending festivals or attractions, visiting friends or family and other recreational pastimes.

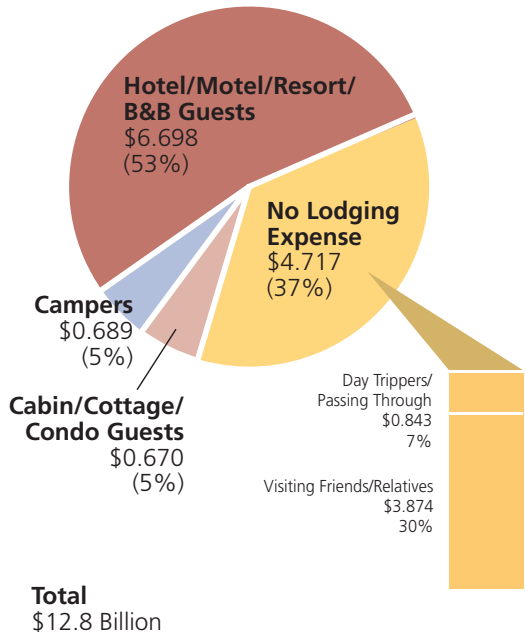
In Billions of Dollars



Total Spending by Traveler Type

More than half of the total estimated traveler expenditures, \$6.7 billion (53%), was spent by travelers staying overnight in Wisconsin at hotels, motels, resorts, and B&Bs.

In Billions of Dollars





NATIONAL FRESHWATER FISHING HALL OF FAME, HAYWARD.

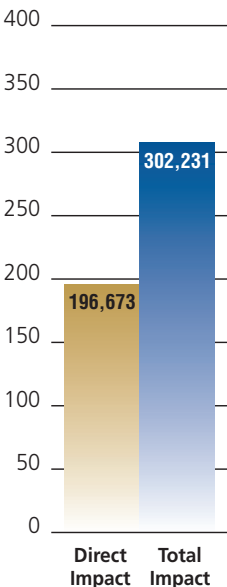


WORLD CHAMPIONSHIP SNOWMOBILE DERBY, EAGLE RIVER.

Tourism Provides Jobs

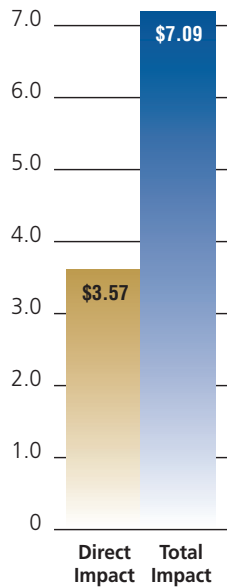
Full-Time Job Equivalents

In Thousands



Resident Income

In Billions of Dollars



In 2007, tourism spending directly supported 200,000 full-time equivalent travel industry jobs and generated \$3.6 billion in wages and salaries. The tourism industry provides work across the spectrum of employment, from entry level and part time jobs to management and executive level positions.

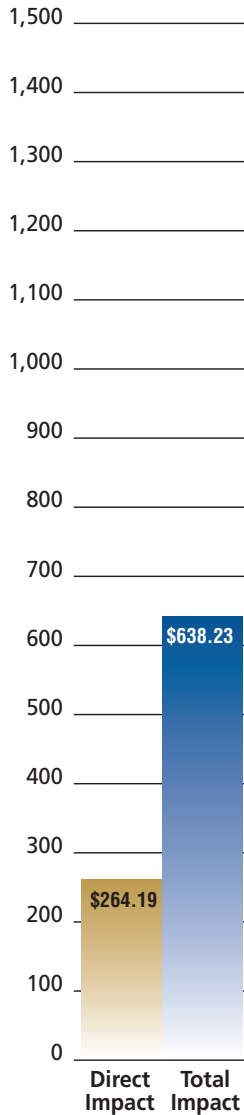
If jobs indirectly reliant on tourism are included, the totals climb to nearly 302,000 jobs and \$7.09 billion in payroll.

Tourism Pays Taxes

Travel spending in Wisconsin generated a total impact of \$2.06 billion in taxes and other fees for state and local governments.

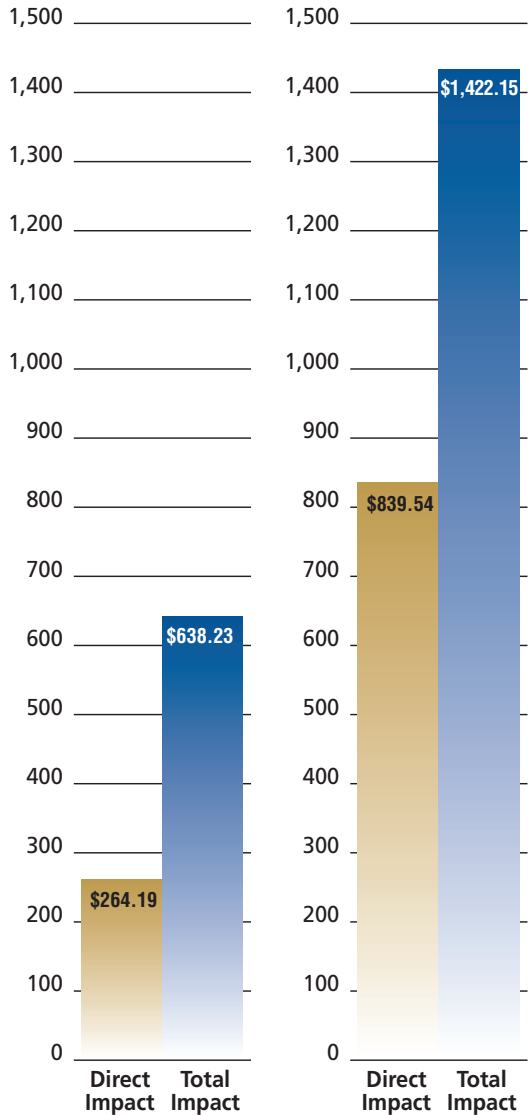
Local

In Millions of Dollars



State

In Millions of Dollars



**Direct impact results from the initial expenditure of dollars by travelers. Total impact results from initial traveler expenditures plus the re-circulation of the expenditures throughout the economy.*

Wisconsin Originals & Great American Traditions

As National Tourism Week 2008 celebrates “Great American Traditions,” Wisconsin can reflect on its legacy of original thinkers and innovators who helped develop those traditions. In fact, Wisconsin natives have influenced almost every facet of recreational activity in America, from water sports to motorsports – even vacation photography. Here are a few who led the way.

Fishing/Boating and Ole Evinrude: Though Wisconsin’s waters always teemed with fish, angling activity in the state exploded after Ole Evinrude’s 1907 invention of the outboard motor. Today, fishing remains a major draw; the state ranks third in the nation for out-of-state fishing licenses and second in days visitors spent fishing. The sport generates \$100,000 annually in state taxes and 26,200 jobs. (*source: Wis. DNR*)



Snowmobiling and Carl Eliason: Carl Eliason’s “motor toboggan,” patented in 1927, was the direct forerunner of the modern snowmobile. Though it took several decades to catch on, snowmobiling has since become a mainstay of the Northwoods’ economy and Wisconsin’s 22,000 miles of interconnected trails a model for other U.S. states and Canadian provinces.



H.H. Bennett and Wisconsin Dells: One of the fathers of modern photography, Henry Hamilton Bennett’s 19th century photos of the Wisconsin River dells helped turn the area into a major tourist destination. Today, the Wisconsin Dells area (Sauk and Columbia Counties) attracts 2.9 million visitors and more than \$1 billion in traveler expenditures annually – and cameras are a part of every family’s vacation.



William Harley and Arthur Davidson: Milwaukeeans William Harley and Arthur Davidson struggled with the design of their “motor-bicycle” for years before finally creating a functional machine in 1904. Their company has since become an international icon and their hometown of Milwaukee a magnet for Harley aficionados worldwide.



Curly Lambeau: In 1919, Curly Lambeau convinced his employer, the Indian Packing Company, to donate money to start a football team. Nearly 80 years later, the Green Bay Packers are one of the most storied franchises in professional sports’ strongest league. With Packer games pumping as much as \$4 million into the area on any given weekend, the Packers are a key component of the regional economy.



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