



THE POWER OF WISCONSIN TOURISM

The mission of the Wisconsin Department of Tourism is to inspire travelers to choose Wisconsin and in doing so drive the economy by creating jobs and revenue for the state.

TOURISM WORKS FOR WISCONSIN

- Tourism had a \$16 billion impact on the state's economy in 2011, up 8% from \$14.8 billion in 2010.
- For every \$1 the Department spent on summer and fall advertising in 2011, \$6 was returned to the state in additional tax revenue.
- Over 95 million people visited Wisconsin in 2011 up a second year in a row.
- The tourism economy generated \$1.3 billion in state and local revenue and \$950 million in federal taxes.
- Each household in Wisconsin would need to be taxed an additional \$565 per year to replace the tourism taxes received by state and local governments.
- 1 in every 13 jobs in the state is sustained by tourism activity.
- Every time 250 cars cross the state line into Wisconsin for a visit, it equals one job supported and \$7,000 in tax revenue.

PROGRAMS TO SUPPORT TOURISM

- \$1.2 million in Joint Effort Marketing (JEM) grants awarded in fiscal 2011 are expected to generate an estimated \$20 million in visitor spending.
- Public relations efforts generated \$63 million in earned media and 1.4 billion impressions in 2011, up 173%. Coverage included over 3,440 print, broadcast and online mentions.
- Last year, visits to TravelWisconsin.com generated over 260,000 click-thrus to the websites of tourism businesses and organizations around the state.
- Customer Service Training is now available to ensure Wisconsin's tourism industry is providing world-class hospitality to keep travelers returning year after year.
- Celebrities with Wisconsin ties such as Henry Winkler, Tony Shalhoub and David Zucker have boosted the exposure of the state's advertising message.



DID YOU KNOW...

- Fun is the #1 travel motivator according to the Department's marketing research.
- Compared to other Midwest states, Wisconsin receives high marks from travelers for its affordability, outdoor recreation, and friendly atmosphere.
- In a recent survey, 69% of people reported being highly likely to recommend Wisconsin as a travel destination.

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WISCONSIN
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