



\$5.0 BILLION

TOTAL MOTORCOACH & GROUP TRAVEL ECONOMIC
IMPACT

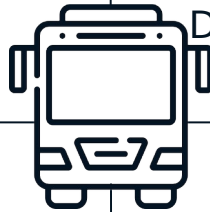
DIRECT SPENDING IMPACTS OF MOTORCOACH TRAVEL IN WISCONSIN

1.2B

PASSENGER MILES

\$2.3B

DIRECT SPENDING IMPACT



\$1.8B

DAY TRAVELER SPENDING

\$510M

OVERNIGHT TRAVELER
SPENDING

SUPPORTS ↓



32,819

TOTAL
JOBS



\$1.7B

TOTAL PERSONAL
INCOME



\$5.0B

TOTAL BUSINESS
SALES



\$439M

TOTAL STATE
& LOCAL TAXES



\$410M

TOTAL FEDERAL
TAXES



\$2.9 BILLION

TOTAL MOTORCOACH GROUP TRAVEL ECONOMIC
IMPACT

DIRECT SPENDING IMPACTS OF MOTORCOACH GROUP TRAVEL IN WISCONSIN



18,850
TOTAL
JOBS



\$953M
TOTAL PERSONAL
INCOME



\$2.9B
TOTAL BUSINESS
SALES



\$253M
TOTAL STATE
& LOCAL TAXES



\$227M
TOTAL FEDERAL
TAXES



\$2.2 BILLION

TOTAL MOTORCOACH SCHEDULED SERVICE ECONOMIC
IMPACT

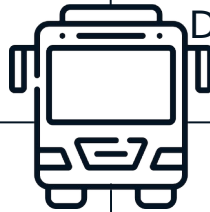
DIRECT SPENDING IMPACTS OF SCHEDULED SERVICE IN WISCONSIN

826M

PASSENGER MILES

\$988M

DIRECT SPENDING IMPACT



\$865M

DAY TRAVELER SPENDING

\$122M

OVERNIGHT TRAVELER
SPENDING

SUPPORTS ↓



13,969

TOTAL
JOBS



\$751M

TOTAL PERSONAL
INCOME



\$2.2B

TOTAL BUSINESS
SALES



\$186M

TOTAL STATE
& LOCAL TAXES



\$183M

TOTAL FEDERAL
TAXES