

2024

Economic Impact of Motorcoach Group Travel in Wisconsin

Conducted by:



Prepared for:



Key Findings

Direct Spending Impacts

On behalf of the American Bus Association, Tourism Economics conducted a detailed economic impact analysis that quantifies the important role of motorcoach group travel. Motorcoach group travel represents people traveling aboard motorcoaches as organized groups, including charter, group tour and sightseeing activities, and the associated spending. It excludes scheduled service and commuter travel.

Motorcoach group travel in the State of Wisconsin recorded an estimated 451 million passenger miles in 2024, supporting significant economic impacts nationally. Direct spending by motorcoach group travelers amounted to \$1.2 billion in 2024, including spending on motorcoach transportation as well as a range of goods and services, such as accommodations and food and beverages.


$$\begin{array}{c} \textbf{\$872M} \\ + \\ \textbf{\$360M} \end{array} = \textbf{\$1.2B}$$

Day Traveler Spending

Overnight Traveler Spending

Direct Spending Impact

Total Economic Impact

The sector's direct spending impact of \$1.2 billion generated a total economic impact of \$2.8 billion in the Wisconsin economy, which supported 21,664 part-time and full-time jobs and generated \$474 million in taxes.

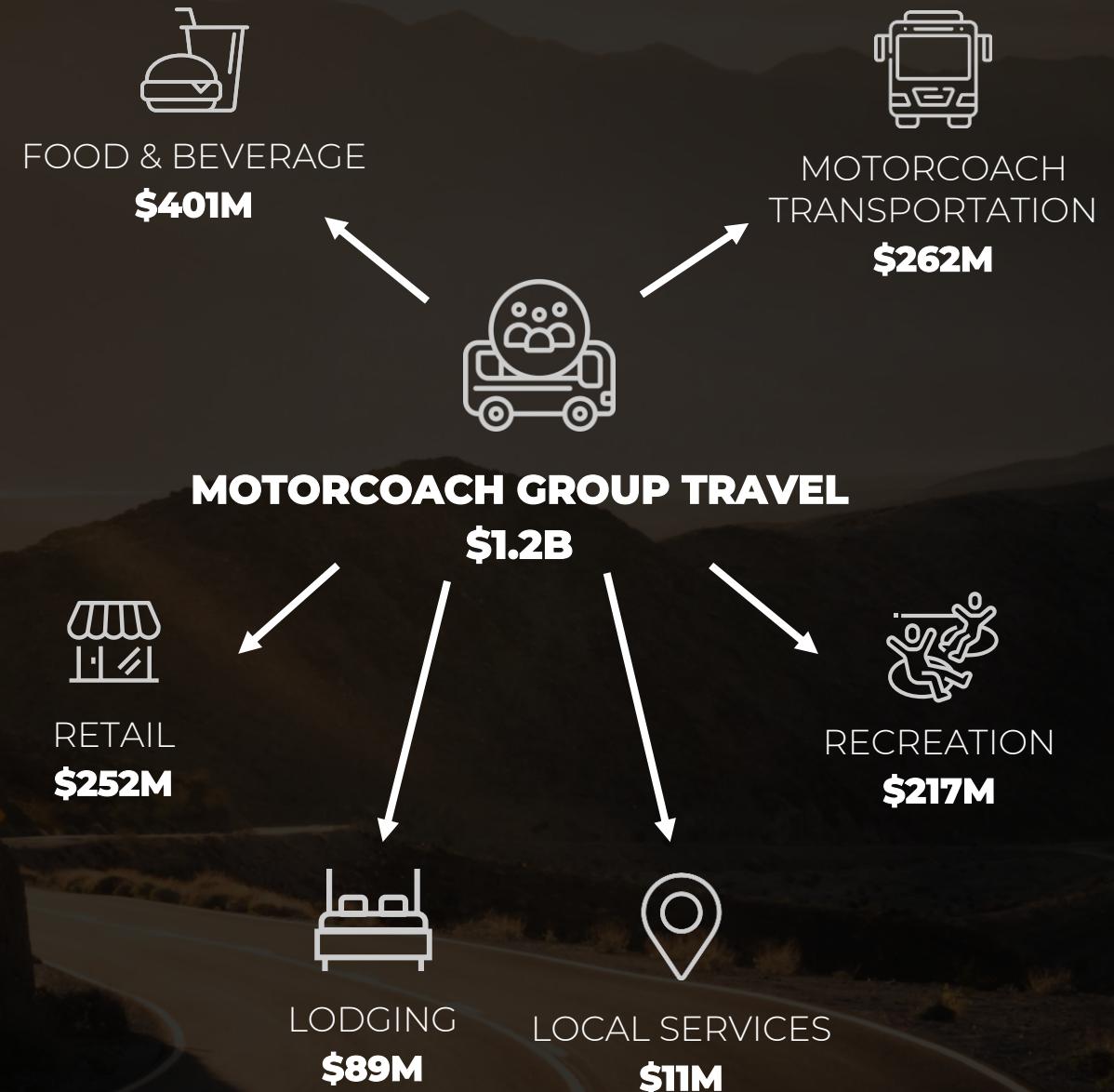


\\$2.8 BILLION

Total Economic Impact of Motorcoach

MOTORCOACH GROUP TRAVEL

DIRECT ECONOMIC FOOTPRINT ON WISCONSIN



Source: Tourism Economics

Note: totals may not sum due to rounding.

Summary Impacts

Direct Impacts

Motorcoach group travel generated \$1.2 billion in business sales, \$0.5 billion in wages and salaries, and supported over 14,400 jobs, contributing to \$0.3 billion in taxes.

Total Impacts

When considering the total impact, including indirect and induced effects, business sales surged to \$2.8 billion, wages and salaries tallied \$1.0 billion, and job creation exceeded 21,660 jobs.

Total tax revenue amounted to \$0.5 billion, demonstrating a significantly broader economic footprint.

Summary Impacts (2024)

\$ billions, jobs

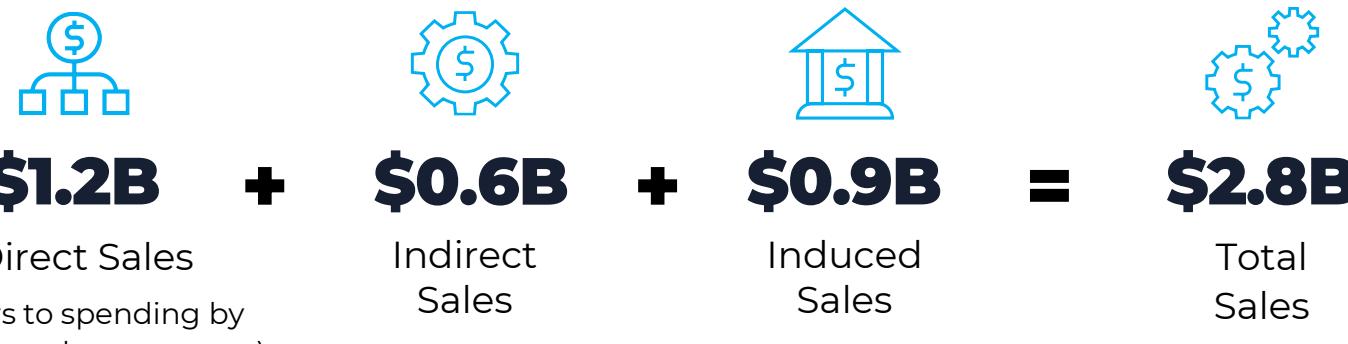
	Direct Impacts	Total Impacts
Business Sales	\$1.2	\$2.8
Wages and Salaries	\$0.5	\$1.0
Jobs	14,407	21,664
Total Taxes	\$0.3	\$0.5
State and Local	\$0.2	\$0.2
Federal	\$0.1	\$0.2

Source: Tourism Economics



Business Sales Impacts

Motorcoach group travel contributed a direct impact of \$1.2 billion in 2024. This direct impact generated nearly \$1.6 billion in indirect and induced impacts, resulting in a total economic impact of \$2.8 billion in the Wisconsin economy.



The total economic impact of **\$2.8 billion** accrued to industries across the economy.

Business Sales Impacts by Industry (2024)

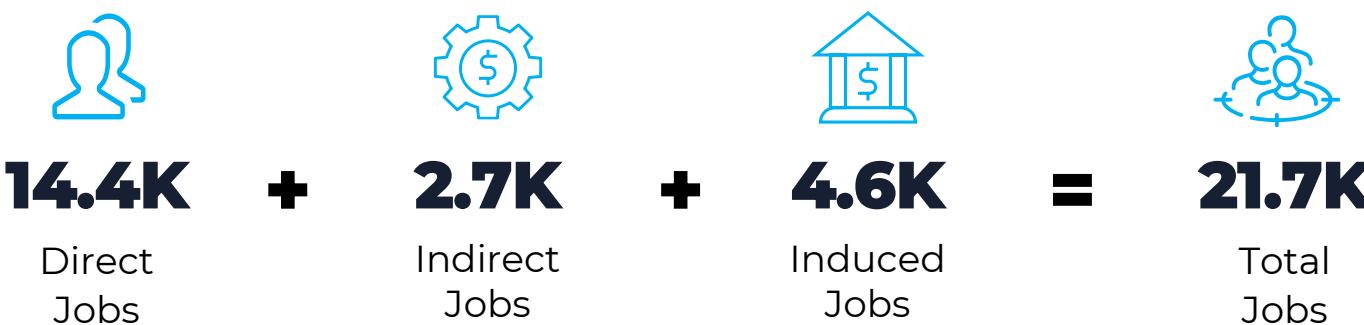
\$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total	\$1,232	\$629	\$922	\$2,783
Food & Beverage	\$401	\$19	\$60	\$480
Finance, Insurance, and Real Estate		\$174	\$262	\$436
Retail Trade	\$252	\$8	\$86	\$346
Transportation	\$273	\$27	\$30	\$330
Recreation and Entertainment	\$217	\$34	\$14	\$265
Business Services		\$172	\$78	\$250
Education and Health Care		\$4	\$183	\$187
Lodging	\$89	\$0	\$1	\$90
Communications		\$43	\$44	\$87
Wholesale Trade		\$35	\$50	\$86
Personal Services		\$29	\$44	\$72
Manufacturing		\$39	\$28	\$67
Construction and Utilities		\$32	\$24	\$56
Government		\$9	\$13	\$22
Agriculture, Fishing, Mining		\$5	\$5	\$10

Source: Tourism Economics

Employment Impacts

Motorcoach group travel sustained 14,407 direct jobs in 2024, with an additional 7,257 jobs supported from the indirect and induced impacts of group travel activity. The total employment impact reached 21,664 jobs, equivalent to 0.56% of employment in Wisconsin. Motorcoach group travel spending supported the largest number of jobs in the transportation industry (16,398).



The motorcoach group travel economy supports **1 in 178 of all jobs** in the State of Wisconsin, including **5,437 jobs** in the transportation industry.

Employment Impacts by Industry (2024)

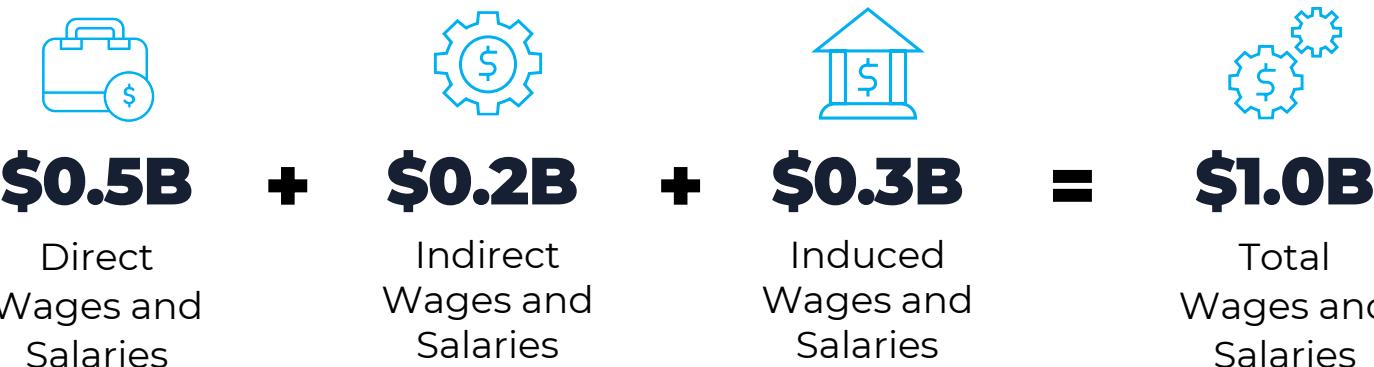
Jobs

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total	14,407	2,678	4,580	21,664
Transportation	5,032	202	204	5,437
Food and Beverage	3,784	197	559	4,540
Retail Trade	2,987	62	748	3,797
Recreation and Entertainment	1,846	262	144	2,252
Business Services		856	426	1,283
Education and Health Care		36	1,225	1,262
Finance, Insurance, and Real Estate		544	521	1,065
Lodging	759	1	7	766
Personal Services		172	374	545
Wholesale Trade		89	120	209
Communications		75	84	159
Manufacturing		80	52	132
Construction and Utilities		50	54	104
Agriculture, Fishing, Mining		30	33	63
Government		22	28	51

Source: Tourism Economics

Wages and Salaries Impacts

Motorcoach group travel generated \$0.5 billion in direct wages and salaries and a total of \$0.5 billion, including indirect and induced impacts.



Wage and Salary Impacts by Industry (2024)

\$ millions

	Direct Wages & Salaries	Indirect Wages & Salaries	Induced Wages & Salaries	Total Wages & Salaries
Total	\$539	\$191	\$286	\$1,016
Transportation	\$239	\$10	\$11	\$261
Food and Beverage	\$115	\$7	\$17	\$139
Retail Trade	\$90	\$3	\$31	\$124
Business Services		\$78	\$35	\$113
Education and Health Care		\$2	\$96	\$98
Recreation and Entertainment	\$64	\$12	\$5	\$80
Finance, Insurance, and Real Estate		\$32	\$33	\$65
Personal Services		\$14	\$20	\$34
Lodging	\$30	\$0	\$0	\$31
Wholesale Trade		\$10	\$13	\$23
Communications		\$9	\$10	\$19
Manufacturing		\$7	\$4	\$11
Construction and Utilities		\$5	\$5	\$11
Government		\$2	\$3	\$5
Agriculture, Fishing, Mining		\$1	\$2	\$3

Source: Tourism Economics



Motorcoach group travel spending drives income across industries, including **four industries with more than \$100 million** in total wages and salaries.

Tax Impacts

Motorcoach group traveler spending, visitor-supported jobs, and business sales generated nearly \$0.5 billion in total government revenues. State and local taxes alone tallied more than \$0.2 billion in 2024.

Each household in the State of Wisconsin would need to be taxed an additional \$190 to replace the motorcoach group travel-generated taxes received by state and local governments in 2024.

Tax Impacts (2024)

\$ millions

2024	
Total Tax Revenue	\$474
Federal	\$230
Personal income	\$85
Corporate	\$22
Indirect business	\$6
Social insurance	\$117
State and Local	\$244
Sales	\$133
Bed tax	\$11
Personal income	\$23
Corporate	\$11
Social insurance	\$0
Excise and fees	\$10
Property	\$57

Source: Tourism Economics



A photograph of a winding road through a forest. The trees are in full autumn colors, with shades of red, orange, and yellow. The road curves to the left, with a solid yellow line on the right side. The sky is overcast.

The total business sales generated by the motorcoach sector **increased 10% year-over-year.**

Summary Economic Impacts: Motorcoach Sector

(\$ millions and number of employees)

	2019	2023	2024
Total business sales	\$1,630	\$2,539	\$2,783
Direct business sales	\$722	\$1,124	\$1,232
Total personal income	\$394	\$593	\$1,016
Direct personal income	\$209	\$315	\$539
Total employment	\$11,655	\$13,583	\$21,664
Direct employment	\$7,751	\$9,033	\$14,407
Total taxes	\$189	\$293	\$474
Total state & local taxes	\$101	\$148	\$244
Total federal taxes	\$88	\$145	\$230
Direct taxes	\$113	\$174	\$282
Direct state & local taxes	\$68	\$100	\$165
Direct federal taxes	\$45	\$73	\$117

Source: Tourism Economics

Note: totals may not sum due to rounding.

Geographical Distribution of Motorcoach Operations

Motorcoach Operations in the State of Wisconsin

To provide a comprehensive understanding of the motorcoach industry's footprint within the State of Wisconsin, this section identifies where direct group travel spending primarily takes place, highlighting key operational hubs and areas with higher concentrations of service providers.

Specifically, the top three congressional districts with the highest concentration of operations are:

- Wisconsin's First Congressional District
- Wisconsin's Third Congressional District
- Wisconsin's Fifth Congressional District

Understanding these locations offers valuable insights into the industry's infrastructure, facilitating strategic planning for both operators and stakeholders interested in the state's motorcoach sector.

Fuel Usage

The analysis reveals that the motorcoach industry, supporting group travel across Wisconsin, collectively consumed an estimated 9.2 million gallons of fuel in 2024. This figure accounts for the operational demands of the 4,282 motorcoaches in service in Wisconsin, reflecting the miles traveled to facilitate charter, packaged tours, and sightseeing excursions.



APPENDIX

Economic Impact Methodology

Our analysis of the motorcoach group travel impact begins with direct passenger spending and operator spending/expenditures and analyzes the downstream effects of this spending on the broader economy. To determine total economic impact, we input direct spending into a model of the state economy, constructed using an IMPLAN input-output (I-O) model. The model traces the full extent of industry impacts as dollars flow through the local economy. The state results are part of broader national research.

The study defines motorcoach group travel as the activity of transporting motorcoach charter, sightseeing and packaged tour passengers, and the additional spending by these passengers during their trip, such as on accommodations, food and beverages, and entertainment. This study measures the motorcoach and other jobs in the economy supported by passenger spending, as well as wages and salaries, taxes, and total business sales.

I-O models represent a profile of an economy by measuring the relationships among industries and consumers, quantifying three levels of impact:

- 1. Direct impacts:** Motorcoach group traveler spending creates direct economic value within a discrete group of sectors (such as recreation and transportation). This supports a relative proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Each directly affected sector also purchases goods and services as inputs (e.g., food wholesalers, utilities) into production. These impacts are called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Lastly, the induced impact is generated when employees whose wages are generated either directly or indirectly by visitor spending spend those wages in the local economy. This is called the induced impact or income effect.

The Tourism Economics model calculates these three levels of impact—direct, indirect, and induced—for a broad set of indicators, including:

• Spending	• Federal Taxes
• Wages and Salaries	• State Taxes
• Employment	• Local Taxes

Economic Impact Framework



Glossary of Terms

Glossary – Spending Definitions

Term	Description
Motorcoach group transportation	<i>Includes people traveling aboard motorcoaches as organized groups, including charter, group tour and sightseeing activities, and the associated spending. It excludes scheduled service and commuter travel</i>
Lodging	<i>All accommodation businesses, including hotels, B&Bs, campgrounds, and short-term rentals. This includes food, entertainment, and other services provided by these establishments.</i>
Food and beverage	<i>Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.</i>
Recreation	<i>Includes visitors spending within the arts, entertainment and recreation sector.</i>
Retail	<i>Includes visitor spending in all retail sub-sectors within the local economy, excluding grocery stores.</i>
Local transport	<i>Ride share, taxis, limos, trains, rental cars, buses, and gasoline purchases.</i>

Glossary – Economic Impact Definitions

Term	Description
Direct Impact	<i>Impacts (business sales, jobs, income, and taxes) related to businesses where motorcoach group travelers spend dollars (e.g., recreation, transportation, lodging).</i>
Indirect Impact	<i>Impacts created from the purchase of goods and services as inputs (e.g., food wholesalers, utilities, business services) into production by the directly affected sectors (i.e., business-to-business purchases).</i>
Induced Impact	<i>Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by motorcoach group traveler activity.</i>
Total Impact	<i>The sum of the Direct Impact, Indirect Impact, and Induced Impact. It represents the comprehensive effect on business sales, jobs, income, and taxes within an economy resulting from motorcoach group traveler activity.</i>
Employment	<i>Employment is measured by the Bureau of Economic Analysis (BEA) definition, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.</i>
Wages and Salaries	<i>Labor income (wages, salaries, proprietor income and benefits) supported by visitor spending.</i>
Local Taxes	<i>City and county taxes generated by visitor spending. Includes any local sales, income, bed, usage fees, licenses and other revenue streams to local governmental authorities.</i>
State Taxes	<i>State tax revenues generated by visitor spending. Includes sales, income, corporate, usage fees and other assessments of state governments.</i>

About the Research Team

This extensive research, undertaken to provide a thorough understanding of the motorcoach industry's economic footprint, was commissioned by the American Bus Association Foundation and carried out by Tourism Economics, a division of Oxford Economics.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact.

Oxford Economics is an adviser to corporate, financial and government decision-makers and thought leaders. Our worldwide client base comprises over 2,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics in order to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics employs more than 600 full-time staff, including 350+ professional economists and analysts. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC.



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A long-exposure photograph of a highway at night, showing streaks of light from moving vehicles. The streaks are bright yellow and orange on the left, transitioning to red and purple on the right, creating a dynamic visual effect against a dark background. The horizon shows a colorful sunset or sunrise. The image serves as a background for the Tourism Economics logo.

For more information, questions on the report or other general inquiries, please reach out to the team at admin@tourismeconomics.com.