

.....The Power of.....

WISCONSIN TOURISM

Economic Impact Fact Sheet

THE POWER OF TRAVEL

Tourism plays a significant role in Wisconsin's economy and is a source of both employment and tax revenue.

- 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 recent history.
- 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.
- For every \$1 the Department spent on summer and fall advertising in 2014, \$6 was returned to the state in additional tax revenue.

Sources:
Longwoods International: *Tourism Advertising Evaluation and Image Study*

Tourism Economics: The Economic Impact of Tourism in Wisconsin



Waupaca County

TOTAL BUSINESS SALES

- Total business sales in Waupaca County was \$134 million in 2014, an increase of 6.5% from 2013.

JOBS

- 1,303 jobs with a total personal income of \$23.9 million were supported by visitors to Waupaca County last year.
- Tourism directly and indirectly supports 187,643 jobs in Wisconsin, adding more than 6,200 jobs to the state's total employment since 2011.
- Largely comprised of small businesses, travel and hospitality jobs can't be outsourced or exported.
- The tourism industry provides work across the spectrum of employment from entry level and part-time jobs to management, executive and entrepreneurial positions.

TAX REVENUE

- Visitors to Waupaca County generated \$10.5 million in state and local taxes during 2014.