



THE POWER OF TRAVEL

Visitors spent \$304.2 million in Door County in 2020. That breaks down into the following share by key business categories:






Lodging: \$134 million

Food & Beverage: \$66.9 million

Retail: \$55.3 million

Recreation: \$30.9 million

Local Transportation: \$17.4 million

 <p>LODGING \$134 M 44.0%</p>	 <p>FOOD & BEVERAGE \$66.9 M 22.0%</p>	 <p>RETAIL \$55.3 M 18.2%</p>
 <p>RECREATION \$30.9 M 10.2%</p>		 <p>LOCAL TRANSP. \$17.4 M 5.7%</p>

Source: Tourism Economics: Economic Impact of Tourism in Door County 2020

Statewide Impact

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

- Direct visitor spending in 2020 totaled \$9.8 billion statewide.
- Tourism had a \$17.3 billion impact on the state's overall economy in 2020.
- The tourism economy generated \$1.2 billion in state and local tax revenue in 2020.
- Tourism in 2020 supported 157,332 jobs in Wisconsin.

WISCONSIN
— DEPARTMENT OF TOURISM —

THE POWER OF WISCONSIN TOURISM

2020 ECONOMIC IMPACT FACT SHEET

DOOR COUNTY



Surrounded by Lake Michigan, Door County, Wisconsin is a collection of 19 communities working together to promote the region as a single destination. It has been a popular vacation retreat for more than a century and continues to provide visitors with scenic seaside experiences in the heart of the Midwest. Despite a global pandemic that greatly disrupted the travel industry in 2020, tourism remained a resilient keystone in Door County's economy.

VISITOR SPENDING

- Direct visitor spending in Door County totaled \$304.2 million in 2020.
- Tourism had an overall impact of \$396.9 million on Door County's economy in 2020. *This includes both direct and indirect spending.*

TAX REVENUE

- Tourism generated \$32.5 million in state and local taxes in 2020.
- Room tax generated nearly \$4.8 million in 2020, with \$1.4 million (30%) of that going back to municipal governments in the county.

EMPLOYMENT

- Tourism in 2020 supported a total of 2,743 jobs in Door County.
- Total labor income of \$80.4 million was generated for employees in 2020 as a result of tourism spending.
- The tourism industry provides work across the spectrum of employment from entry level and part-time jobs to management, executive and entrepreneurial positions.
- Almost entirely comprised of small businesses, travel and tourism related jobs in Door County can't be outsourced or exported.

DID YOU KNOW...

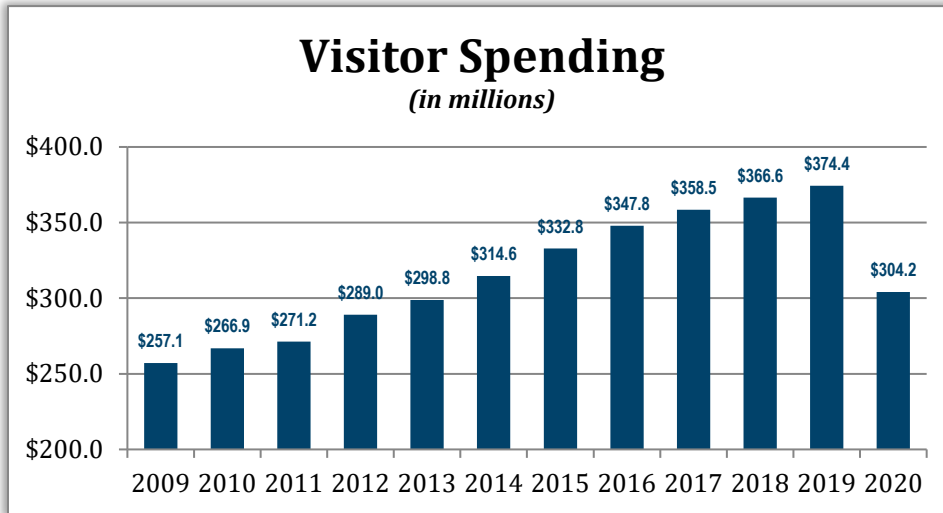
Door County ranked 7th out of 72 counties in 2020, generating 3.1% of all direct visitor spending in Wisconsin.

Source: Tourism Economics: Economic Impact of Tourism in Door County 2020

2020 Door County Tourism Economic Impact Report
View/download the complete report from Tourism Economics at bit.ly/Door2020

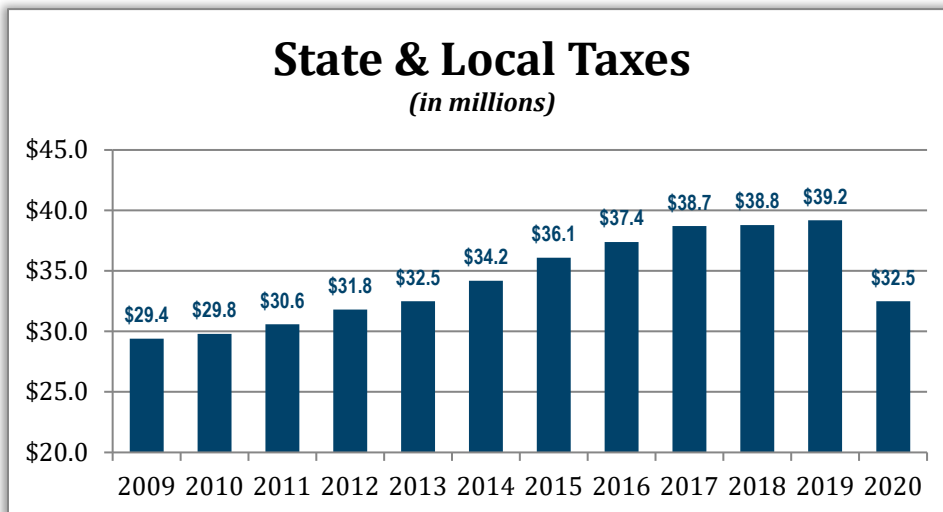


The COVID-19 pandemic had a substantial impact on tourism across the globe in 2020, including in Door County. But the prospects for a strong rebound in 2021 look promising and optimism heading into the season is high.



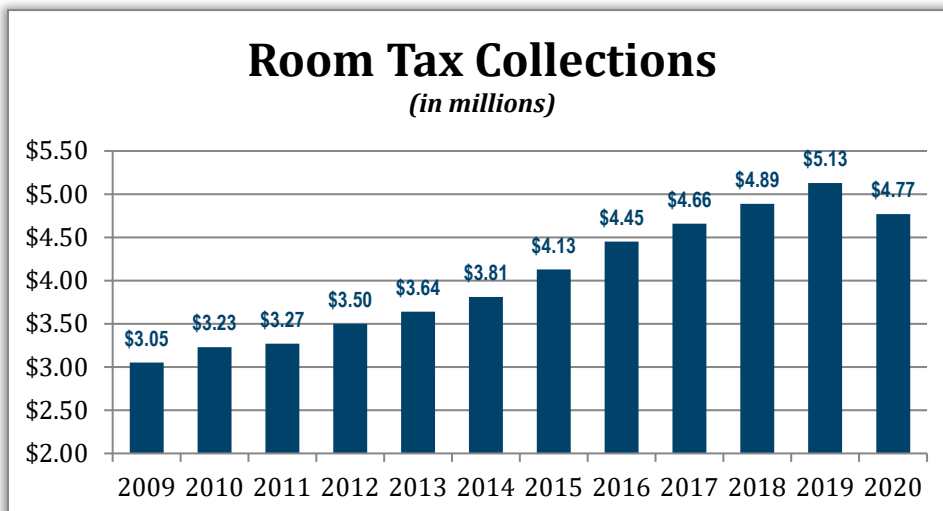
In 2020, visitor spending in Door County decreased by \$70.2 million, an 18.8% decline over 2019.

Source: Tourism Economics: Economic Impact of Tourism in Door County 2020



In 2020, state and local tax revenue generated by visitor spending in Door County totaled \$32.5 million, a 17.1% decrease over 2019.

Source: Tourism Economics: Economic Impact of Tourism in Door County 2020



In 2020, room tax collections in Door County were down 7% over 2019.

Collections were still up 56% over the baseline year of 2009, the first year that all 19 Door County municipalities were part of the Door County Tourism Zone.

Source: Door County Tourism Zone Commission