



## THE POWER OF TRAVEL

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

- Tourism had a nearly \$21.6 billion impact on the state's economy in 2018, up 4.7% from \$20.6 billion in 2017.
- Since 2011, the growth of overall tourism activity is up more than \$6.7 billion, a 45% increase from \$14.8 billion.
- Direct visitor spending in 2018 totaled \$13.3 billion statewide, an increase of 4.9% over 2017.
- Visitor spending growth in 2018 was led by spending on recreational activities, with moderate growth in the food/beverage and lodging sectors.
- Wisconsin visitor volume topped 112 million in 2018, a 19 million increase since 2010.
- The tourism economy generated \$1.6 billion in state and local tax revenue and \$1.2 billion in federal taxes. Without tourism, each Wisconsin household would pay an additional \$680 to maintain existing services.
- Tourism directly and indirectly supported 199,073 jobs in Wisconsin in 2018.
- Tourism spending supports 7.8% of all jobs in Wisconsin.



# THE POWER OF WISCONSIN TOURISM

## 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. Tourism is big business in Door County, as indicated by these facts and figures from 2018:

### VISITOR SPENDING

- Direct visitor spending in Door County totaled \$366.6 million in 2018, an increase of \$8.1 million (2.26%) from the \$358.5 million visitors spent in 2017.
- The ten-year growth of direct tourism spending in Door County is up \$109.5 million, an increase of 42.59% from the \$257.1 million that was spent in 2009.
- Tourism had an overall impact of \$469 million on Door County's economy in 2018, up \$12.3 million (2.71%) from \$456.7 million in 2017. *This total includes both direct and indirect tourism spending.*

### EMPLOYMENT

- The tourism industry supported a total of 3,237 jobs for people in Door County last year, about the same as 2017.
- Total labor income of \$81.2 million was generated for employees in Door County last year as a result of tourism spending, an increase of 2.43% over 2017.
- Almost entirely comprised of small businesses, travel and tourism related jobs in Door County 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.

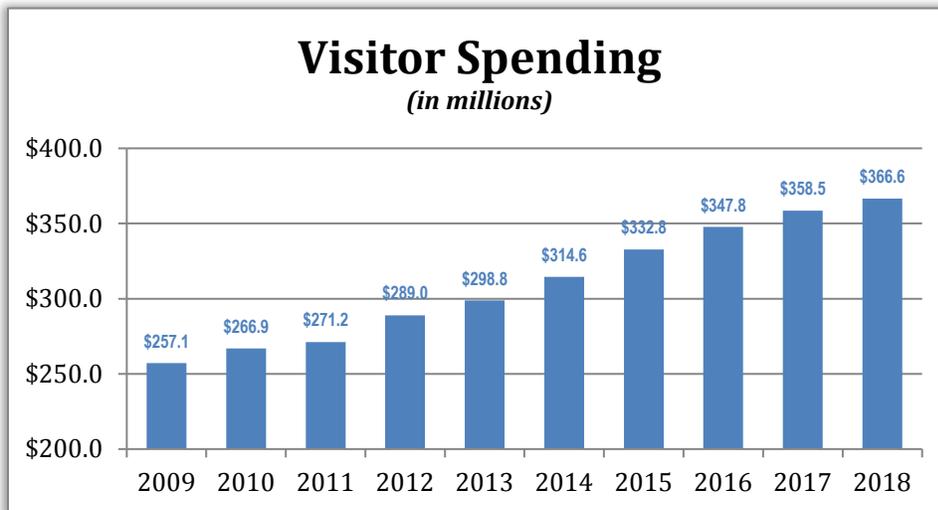
### TAX REVENUE

- Tourism in Door County generated \$38.8 million in state and local taxes in 2018, a slight increase over the \$38.7 million in state and local taxes collected in 2017.

### DID YOU KNOW...

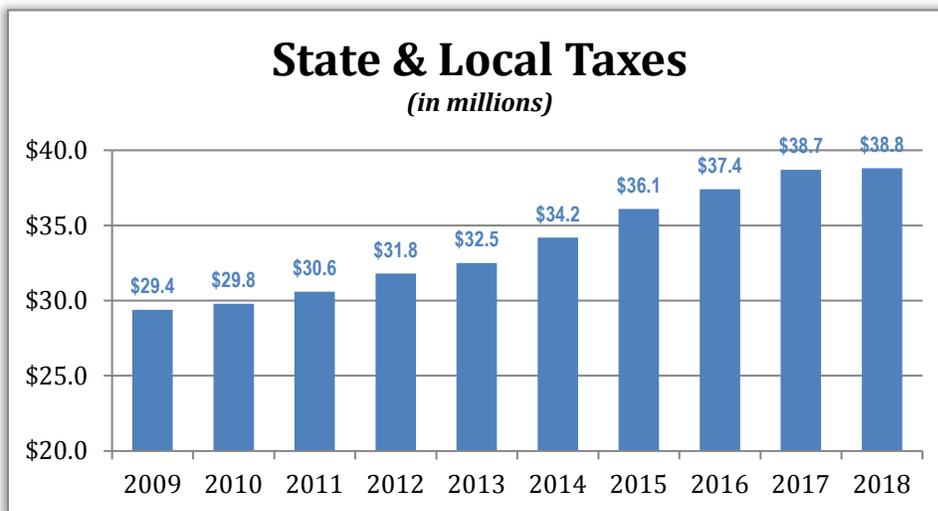
- Door County ranked 7<sup>th</sup> out of 72 counties in 2018, generating 2.75% of all direct visitor spending in Wisconsin.

Source: Tourism Economics: The Economic Impact of Tourism in Wisconsin



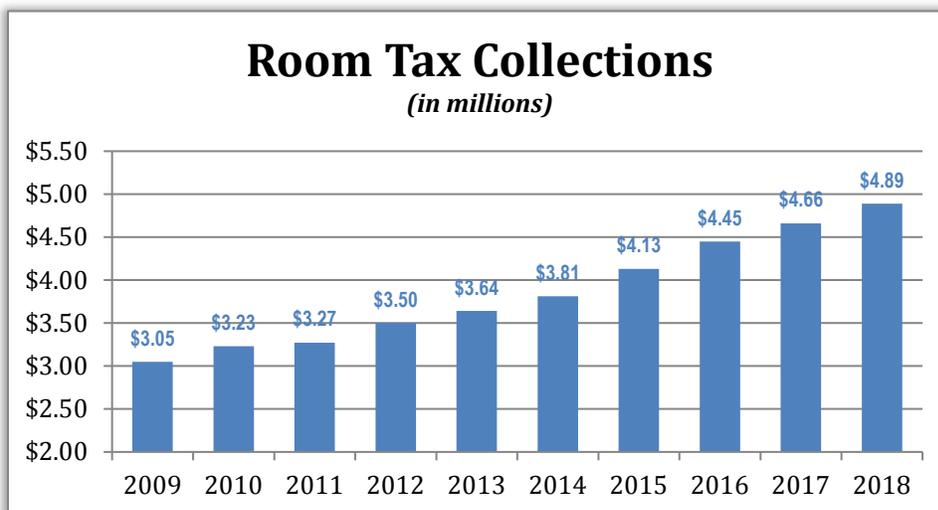
In 2018, visitor spending in Door County increased by \$8.1 million, or 2.26% over 2017. Since 2009, visitor spending is up 42.59%, an increase of \$109.5 million over 10 years.

Source: Tourism Economics: The Economic Impact of Tourism in Wisconsin



In 2018, state and local tax revenue generated by visitor spending in Door County totaled \$38.8 million, a slight increase over 2017.

Source: Tourism Economics: The Economic Impact of Tourism in Wisconsin



In 2018, room tax collections in Door County were up 4.97% over 2017, and up 60.31% 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

The Door County Visitor Bureau is the official tourism marketing organization for Door County, whose mission is to generate incremental economic impact for the community by attracting visitors with strategies that ensure sustainable tourism.