

## Wisconsin Tourism Facts

The Department of Tourism spent approximately \$10 million in 2009 promoting our great state as an ideal travel destination. In return:

- Travelers spend \$12.09 billion annually in Wisconsin.
- The travel industry is the main employer in many Wisconsin communities and in other areas provides stability and diversity, complimenting manufacturing, agriculture and knowledge-based sectors.
- Tourism supported 286,394 full-time job equivalents and \$6.72 billion in payroll in Wisconsin in 2009.
- Travel spending generated \$611 million in local government revenues and \$1.35 in state revenues.
- Many Wisconsin businesses benefit from travel spending. Nearly 60% of Wisconsin's total estimated traveler expenditures were for shopping and food in 2009.
- After food and shopping, Wisconsin travelers spent their vacation dollars on recreation (22%), lodging (13%) and transportation (8%).
- 72% of the travelers were on leisure trips and spent \$8.7 billion in the state.
- Tourism in Wisconsin is more than vacations. Meetings and conventions made up 10% of the total travel expenditures in 2009.
- Summer is Wisconsin's top tourism season, generating \$4.7 billion.
- Fall is Wisconsin's second largest season, accounting for \$2.8 billion.
- Travelers spent \$2.1 billion in the winter and \$2.5 billion in the spring.

## Juneau County

Juneau County is located within Wisconsin's Southwestern Rural Region. The county is home to two of the largest lakes in Wisconsin, Petenwell and Castle Rock Lakes. Juneau County's natural beauty brings year round pleasure to tourists and area residents alike. From sand country to hill country, from northern forests to unglaciated "driftless areas", Juneau County has beautiful and scenic landscapes. Lakes, rivers and trails are abundant supporting canoeing, kayaking, boating, hiking, biking, golfing, ATVing, bird watching and snowmobiling.

- Juneau County ranks 37 out of 72 counties in the state for traveler spending.
- Travelers spent an estimated \$91,626,758 in Juneau County in 2009, a change of -2.04% from 2008.
- Juneau County is a four-season destination. In 2009, travelers spending impacted all four seasons as follows: 14% percent of all expenditures were made in the winter, which amounted to \$12,474,196; 20% were made in the spring (\$17,969,827); 48% in the summer (\$44,023,649) and 19% in the fall (\$17,159,086).
- Traveler spending in 2009 supported 2,125 full-time equivalent jobs and \$56,715,177 in wages and salaries. The tourism industry provides work across the spectrum of employment from entry level and part-time jobs to management and executive level positions.
- Travel spending in Juneau County generated a total impact of \$4,715,642 in taxes and other fees for local government last year.
- Travelers generated \$11,230,627 in state revenues (lodging, sales, excise and meal taxes, etc.) in 2009.
- In 1996 travelers spent \$ 53,025,041 in Juneau County. In the year 2009 travelers spent \$ 91,626,758, representing an increase of almost 73%.

### Did you know...

- **From 1996 to 2009, Wisconsin has enjoyed an 81 percent increase in travel expenditures.**

**Source:** *The Economic Impact of Expenditures by Travelers on Wisconsin 2009*, Davidson-Peterson & Associates. Davidson & Peterson Associates is a national research firm with expertise in tracking and studying the economic impact of tourism. The trend line they've established for Wisconsin is accurate, in that they've used the same methodology for 20 years through thousands of face-to-face and phone interviews.