



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 \$20.6 billion impact on the state's economy in 2017, up \$631 million, or 3.2% from \$20 billion in 2016.
- Since 2011, the growth of tourism activity is up more than \$5.8 billion, a nearly 40% increase from \$14.8 billion.
- Direct visitor spending in 2017 totaled \$12.7 billion statewide, an increase of \$390 million, or 3.2%, over 2016.
- Visitor spending growth in 2017 was led by spending on recreational activities, with strong growth in the food and beverage and lodging sectors.
- WI visitor volume topped 110 million in 2017, a seven-year increase of 17.5 million.
- The tourism economy generated \$1.5 billion in state and local tax revenue and \$1.2 billion in federal taxes. Without tourism, each Wisconsin household would pay an additional \$660 to maintain existing services.
- Tourism directly and indirectly supported 195,255 jobs in Wisconsin in 2017.
- Tourism spending supports 7.7% of all jobs in Wisconsin.

WISCONSIN
— DEPARTMENT OF TOURISM —

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 2017:

VISITOR SPENDING

- Direct visitor spending in Door County totaled \$358.7 million in 2017, an increase of \$10.9 million (3.14%) from the \$347.8 million visitors spent in 2016.
- The nine-year growth of direct tourism spending in Door County is up \$101.6 million, an increase of 39.5% from the \$257.1 million that was spent in 2009.
- Tourism had an overall impact of \$456.9 million on Door County's economy in 2017, up \$14.1 million (3.18%) from \$442.8 million in 2016. *This total includes both direct and indirect tourism spending.*

EMPLOYMENT

- The tourism industry supported a total of 3,225 jobs in Door County last year, an increase of 1.5% over 2016.
- Total labor income of \$78.5 million was generated for employees in Door County last year as a result of tourism spending, an increase of 4.37% over 2016.
- 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.

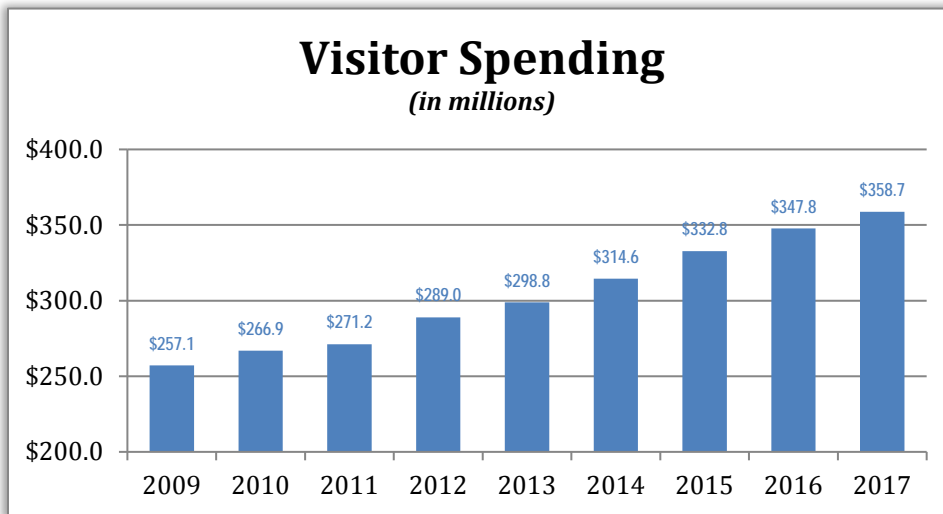
TAX REVENUE

- Tourism in Door County generated \$38.5 million in state and local taxes in 2017, an increase of \$1.1 million (2.95%) over the \$37.4 million in state and local taxes collected in 2016.

DID YOU KNOW...

- Door County ranked 7th out of 72 counties in 2017, generating 2.82% of all direct visitor spending in Wisconsin.

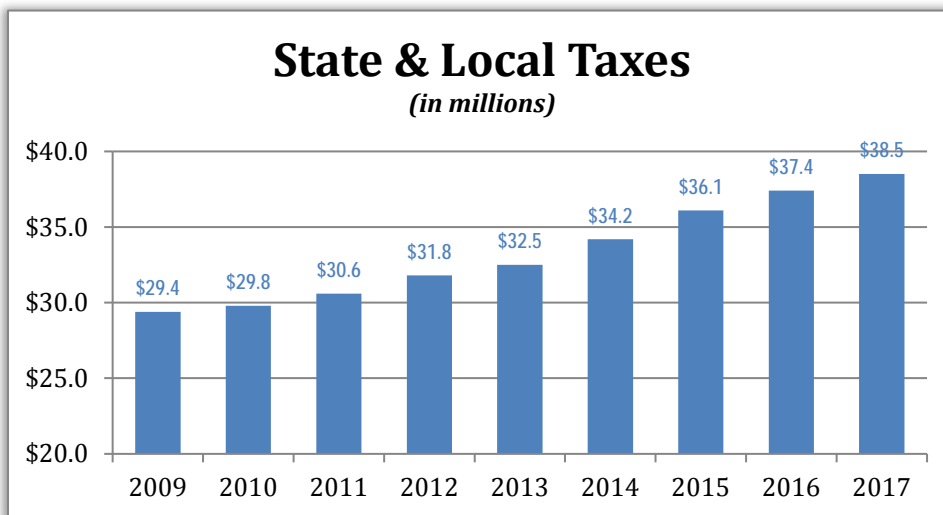
Source: Tourism Economics: The Economic Impact of Tourism in Wisconsin



In 2017, visitor spending in Door County increased by \$10.9 million, or 3.14% over 2016.

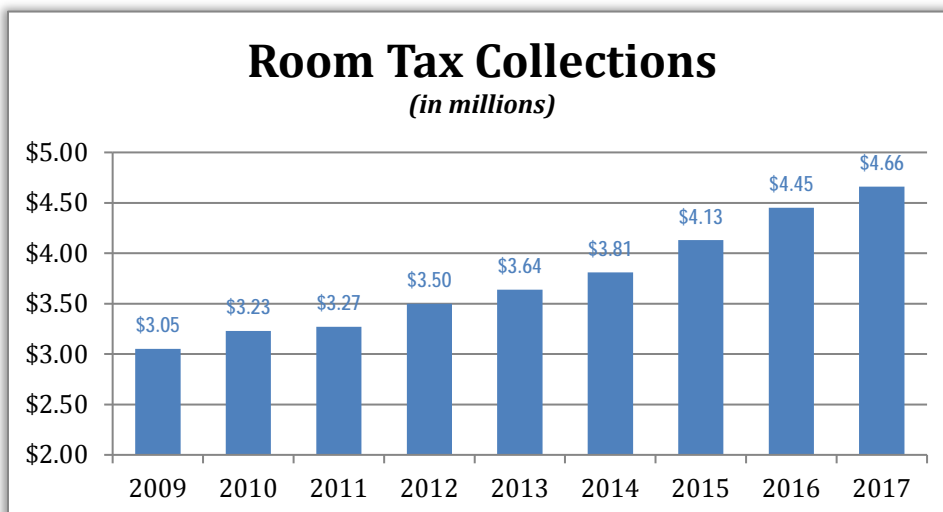
Since 2009, visitor spending is up 39.5%, an increase of \$101.6 million over 9 years.

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



In 2017, state and local tax revenue generated by visitor spending in Door County increased by \$1.1 million, or 2.95% over 2016.

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



In 2017, room tax collections in Door County were up 4.52% over 2016, and up 52.72% 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.