



Wisconsin Dells Visitor & Convention Bureau  
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## SNAPSHOT OF TOURISM IN WISCONSIN DELLS 2012 - 2013 Economic Impact Comparison

### Background

This summary covers traveler expenditures made in the Wisconsin Dells area from January - December 2013.

	<b>2012</b>	<b>2013</b>
<b>Visitor Spending</b>	\$ 927,005,226	\$963,594,252
<b>Visitor Spending by Season</b>		
• Winter (Dec & Jan - Feb)	\$ 158,123,160	\$158,296,747
• Spring (Mar - May)	\$ 197,410,440	\$222,236,965
• Summer (Jun - Aug)	\$ 412,306,469	\$419,421,141
• Fall (Sep - Nov)	\$ 159,165,157	\$163,639,399
<b>Visitor Spending by Category</b>		
• Lodging	\$ 317,269,222	\$327,338,260
• Food & Beverage	\$ 232,610,845	\$249,146,356
• Retail	\$ 184,550,669	\$190,421,582
• Recreation	\$ 116,013,983	\$116,740,571
• Transportation	\$ 76,560,508	\$ 79,947,483
<b>Economic Impact (Annual)</b>		
• Total business impact	\$1,245,100,000	\$1,323,085,785
• Total direct jobs supported	11,845	12,001
• Total direct taxes generated		
○ State	\$ 38,365,055	\$ 40,381,274
○ Local	\$ 45,656,149	\$ 46,486,530

Research completed by  
Tourism Economics, an Oxford Economics company located in Philadelphia, PA  
dedicated to providing high value, robust and relevant analyses of the tourism sector that reflects the  
dynamics of local and global economics. The research model used is an Input-Output (IO) IMPLAN model  
that profiles an economy by measuring the relationship among industries and consumers.