

Wisconsin Dells Economic Impact

	2010	% of Total	2011 (pub 7/12)	% of Total	% Chg	2011 (pub 5/13)	% of Total	% Chg	2012	% of Total	% Chg	2013	% of Total	% Chg
Visitor Spending - Direct	\$ 812,191,086		\$ 874,729,800		7.7%	\$ 874,729,800		7.7%	\$ 927,005,226		6.0%	\$ 963,594,252		3.9%
By Seasons - Direct														
Winter (Jan/Feb & Dec)	\$ 135,935,822	16.7%	\$ 145,129,029	16.6%	6.8%	\$ 145,205,147	16.6%	6.8%	\$ 158,123,160	17.1%	8.9%	\$ 158,296,747	16.4%	0.1%
Spring (Mar-May)	\$ 164,487,042	20.3%	\$ 186,531,549	21.3%	13.4%	\$ 181,943,798	20.8%	10.6%	\$ 197,410,440	21.3%	8.5%	\$ 222,236,965	23.1%	12.6%
Summer (Jun-Aug)	\$ 393,858,433	48.5%	\$ 429,156,998	49.1%	9.0%	\$ 396,252,599	45.3%	0.6%	\$ 412,306,469	44.5%	4.1%	\$ 419,421,141	43.5%	1.7%
Fall (Sep-Nov)	\$ 117,909,790	14.5%	\$ 113,912,224	13.0%	-3.4%	\$ 151,328,255	17.3%	28.3%	\$ 159,165,157	17.2%	5.2%	\$ 163,639,399	17.0%	2.8%
		100.0%		100.0%			100.0%			100.0%			100.0%	
By Quarters - Direct														
Q1 - Jan- Mar	\$ 170,729,861					\$ 189,000,000	21.6%	10.7%	\$ 196,639,067	21.2%	4.0%	\$ 208,647,191	21.7%	6.1%
Q2 - Apr - Jun	\$ 187,524,886					\$ 203,000,000	23.2%	8.3%	\$ 224,726,708	24.2%	10.7%	\$ 232,336,092	24.1%	3.4%
Q3 - Jul - Sep	\$ 311,212,494					\$ 334,300,000	38.2%	7.4%	\$ 349,432,401	37.7%	4.5%	\$ 358,948,407	37.3%	2.7%
Q4 - Oct - Dec	\$ 142,723,846					\$ 148,400,000	17.0%	4.0%	\$ 156,195,153	16.8%	5.3%	\$ 163,662,562	17.0%	4.8%
							100.0%			100.0%			100.0%	
Total Business Impact	\$ 1,091,600,000		\$ 1,175,700,000		7.7%	\$ 1,175,700,000		7.7%	\$ 1,245,100,000		5.9%	\$ 1,323,085,785		6.3%
EMPLOYMENT														
Tourism Employment - Direct	11,655	77%	11,638	77%	-0.1%	11,638	77%	-0.1%	11,845	77%	1.8%	12,001	78%	1.3%
Tourism Employment - indirect/induced	3,388	23%	3,403	23%	0.4%	3,403	23%	0.4%	3,443	23%	1.2%	3,482	22%	1.1%
Tourism Employment - Total	15,043		15,041		0.0%	15,041		0.0%	15,288		1.6%	15,483		1.3%
By Category/Expenditure														
Lodging	\$ 273,740,778	33.7%	\$ 299,210,558	34.2%	9.3%	\$ 299,210,558	34.2%	9.3%	\$ 317,269,222	34.2%	6.0%	\$ 327,338,260	34.0%	3.2%
Food & Bev	\$ 204,047,796	25.1%	\$ 219,691,880	25.1%	7.7%	\$ 219,691,880	25.1%	7.7%	\$ 232,610,845	25.1%	5.9%	\$ 249,146,356	25.9%	7.1%
Retail	\$ 170,154,692	21.0%	\$ 179,999,505	20.6%	5.8%	\$ 179,999,505	20.6%	5.8%	\$ 184,550,669	19.9%	2.5%	\$ 190,421,582	19.8%	3.2%
Recreation	\$ 104,230,874	12.8%	\$ 109,208,577	12.5%	4.8%	\$ 109,208,577	12.5%	4.8%	\$ 116,013,983	12.5%	6.2%	\$ 116,740,571	12.1%	0.6%
Transportation	\$ 60,016,946	7.4%	\$ 66,619,281	7.6%	11.0%	\$ 66,619,281	7.6%	11.0%	\$ 76,560,508	8.3%	14.9%	\$ 79,947,483	8.3%	4.4%
		100.0%		100.0%			100.0%			100.0%			100.0%	
Taxes Generated by Tourism														
State - Direct	\$ 34,616,179	45.2%	\$ 37,281,625	45.8%	7.7%	\$ 37,281,625	45.8%	7.7%	\$ 38,365,055	45.7%	2.9%	\$ 40,381,274	46.5%	5.3%
Local - Direct	\$ 41,887,504	54.8%	\$ 44,192,803	54.2%	5.5%	\$ 44,192,803	54.2%	5.5%	\$ 45,656,149	54.3%	3.3%	\$ 46,486,530	53.5%	1.8%
TOTAL DIRECT	\$ 76,503,683	100.0%	\$ 81,474,428		6.5%	\$ 81,474,428		6.5%	\$ 84,021,203		3.1%	\$ 86,867,804		3.4%
State Total - Direct/Indirect/Induced	\$ 46,525,711	45.2%	\$ 50,108,191	45.8%	7.7%	\$ 50,108,191	45.8%	7.7%	\$ 51,466,533	45.7%	2.7%	\$ 54,189,884	46.4%	5.3%
Local Total - Direct/Indirect/Induced	\$ 56,298,701	54.8%	\$ 59,397,127	54.2%	5.5%	\$ 59,397,127	54.2%	5.5%	\$ 61,313,963	54.4%	3.2%	\$ 62,569,140	53.6%	2.0%
SUB-TOTAL STATE & LOCAL - TOTAL	\$ 102,824,412	58.0%	\$ 109,505,318	56.8%	6.5%	\$ 109,505,318	56.8%	6.5%	\$ 112,700,000	56.9%	2.9%	\$ 116,759,024	57.3%	3.6%
Federal - Total	\$ 74,450,000	42.0%	\$ 83,180,000	43.2%	11.7%	\$ 83,180,000	43.2%	11.7%	\$ 85,500,000	43.1%	2.8%	\$ 87,007,589	42.7%	1.8%
TOTAL DIRECT/INDIRECT/INDUCED	\$ 177,274,412		\$ 192,685,318		8.7%	\$ 192,685,318		8.7%	\$ 198,200,000		2.9%	\$ 203,766,613		2.8%
State of Wisconsin														
		WD Share		WD Share			WD Share			WD Share			WD Share	
Visitor Spending - Direct	\$ 9,198,700,000	8.8%	\$ 9,899,200,000	8.8%	7.6%	\$ 9,899,200,000	8.8%	7.6%	\$ 10,395,400,000	8.9%	5.0%	\$ 10,845,581,750	8.9%	4.3%
Visitor Spending + Indirect/Induced	\$ 15,004,600,000	7.3%	\$ 16,022,600,000	7.3%	6.8%	\$ 16,022,600,000	7.3%	6.8%	\$ 16,794,000,000	7.4%	4.8%	\$ 17,523,203,735	7.6%	4.3%
Employment - Direct	128,324	9.1%	128,541	9.1%	0.2%	128,541	9.1%	0.2%	130,388	9.1%	1.4%	131,484	9.1%	0.8%
Employment + Indirect/Induced	180,608	8.3%	181,320	8.3%	0.4%	181,320	8.3%	0.4%	183,786	8.3%	1.4%	185,495	8.3%	0.9%
Taxes - State & Local + Indirect/Induced	\$ 1,202,100,000	8.6%	\$ 1,269,800,000	8.6%	5.6%	\$ 1,269,800,000	8.6%	5.6%	\$ 1,312,400,000	8.6%	3.4%	\$ 1,349,532,049	8.7%	2.8%
Taxes - Federal + Indirect/Induced	\$ 917,600,000	8.1%	\$ 944,500,000	8.8%	2.9%	\$ 944,500,000	8.8%	2.9%	\$ 976,900,000	8.8%	3.4%	\$ 799,883,968	10.9%	-18.1%

Direct numbers from TE

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