

SNAPSHOT OF TOURISM IN WISCONSIN DELLS 2019 - 2020 Economic Impact Comparison

Background

This summary covers traveler expenditures made in the Wisconsin Dells area from January - December 2020.

Visitor Spending	2019	YOY +/-	2020	
• Direct Impact*	\$1,208,731,551	-29.1%	\$ 856,618,591	
• Total Impact**	\$1,664,888,324	-15.5%	\$1,407,090,803	
Visitor Spending by Season				% of Total
• Winter (Jan-Feb & Dec)	\$ 210,808,976	13.1%	\$ 238,507,273	27.8%
• Spring (Mar - May)	\$ 261,716,155	-76.0%	\$ 62,835,060	7.3%
• Summer (Jun - Aug)	\$ 535,927,680	-27.7%	\$ 387,571,671	45.2%
• Fall (Sep - Nov)	\$ 200,278,741	-16.3%	\$ 167,704,587	19.6%
Visitor Spending by Category				
• Lodging	\$ 429,609,599	-38.3%	\$ 265,248,813	31.0%
• Food & Beverage	\$ 321,598,312	-22.2%	\$ 250,198,078	29.2%
• Retail	\$ 218,284,148	-21.0%	\$ 172,467,758	20.1%
• Recreation	\$ 154,455,705	-35.8%	\$ 99,137,015	11.6%
• Transportation	\$ 84,783,788	-17.9%	\$ 69,566,928	8.1%
Total Jobs Supported				
• Direct impact*	12,993	-25.1%	9,730	
• Total impact**	16,391	-23.0%	12,620	
Total Direct Taxes Generated				
• State				
○ Direct impact*	\$ 46,445,662	-33.2%	\$ 31,025,105	
○ Total impact**	\$ 62,463,895	-27.4%	\$ 45,380,014	
• Local				
○ Direct impact*	\$ 53,543,712	-15.5%	\$ 45,242,850	
○ Total impact**	\$ 71,702,421	-11.0%	\$ 63,842,937	
• Federal				
○ Total impact**	\$ 104,636,584	-17.9%	\$ 85,944,901	

*Travelers create direct economic value within a discreet group of sectors (e.g. recreation, lodging, etc.). This supports a relative proportion of jobs, wages, taxes and GDP within each sector.

**Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts. Lastly, the induced impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the state economy. These two impacts added to the direct impact result in the total impact.

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.