

## SNAPSHOT OF TOURISM IN WISCONSIN DELLS 2019 - 2021 Economic Impact Comparison

### Background

This summary covers traveler expenditures made in the Wisconsin Dells area from January - December 2021.

Visitor Spending	2019	YOY +/-	2021	
• Direct Impact*	\$1,208,731,551	7.0%	\$1,293,374,198	
• Total Impact**	\$1,664,888,324	6.8%	\$1,778,144,638	
<b>Visitor Spending by Season</b>				<b>% of Total</b>
• Winter (Jan-Feb & Dec)	\$ 210,808,976	21.5%	\$ 256,088,091	19.8%
• Spring (Mar - May)	\$ 261,716,155	4.8%	\$ 274,195,330	21.2%
• Summer (Jun - Aug)	\$ 535,927,680	1.1%	\$ 541,923,789	41.9%
• Fall (Sep - Nov)	\$ 200,278,741	9.8%	\$ 219,873,614	17.0%
<b>Visitor Spending by Category</b>				
• Lodging	\$ 429,609,599	9.2%	\$ 469,175,633	36.3%
• Food & Beverage	\$ 321,598,312	11.3%	\$ 358,006,195	27.7%
• Retail	\$ 218,284,148	3.6%	\$ 226,128,423	17.5%
• Recreation	\$ 154,455,705	-2.4%	\$ 150,742,381	11.7%
• Transportation	\$ 84,783,788	5.4%	\$ 89,321,565	6.9%
<b>Total Jobs Supported</b>				
• Direct impact*	12,993	-11.3%	11,531	
• Total impact**	16,391	-11.0%	14,584	
<b>Total Direct Taxes Generated</b>				
• State				
○ Direct impact*	\$ 46,445,662	-8.6%	\$ 42,435,952	
○ Total impact**	\$ 62,463,895	-8.2%	\$ 57,361,688	
• Local				
○ Direct impact*	\$ 53,543,712	6.5%	\$ 57,007,326	
○ Total impact**	\$ 71,702,421	7.3%	\$ 76,928,749	

\*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.