

June 2022

SNAPSHOT OF TOURISM IN WISCONSIN DELLS 2020 - 2021 Economic Impact Comparison

Background

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

Visitor Spending	2020	YOY +/-	2021	
• Direct Impact*	\$ 856,618,591	51.0%	\$1,293,374,198	
• Total Impact**	\$1,407,090,803	26.4%	\$1,778,144,638	
Visitor Spending by Season				% of Total
• Winter (Jan-Feb & Dec)	\$ 238,507,273	7.4%	\$ 256,088,091	19.8%
• Spring (Mar - May)	\$ 62,835,060	336.4%	\$ 274,195,330	21.2%
• Summer (Jun - Aug)	\$ 387,571,671	39.8%	\$ 541,923,789	41.9%
• Fall (Sep - Nov)	\$ 167,704,587	31.1%	\$ 219,873,614	17.0%
Visitor Spending by Category				
• Lodging	\$ 265,248,813	76.9%	\$ 469,175,633	36.3%
• Food & Beverage	\$ 250,198,078	43.1%	\$ 358,006,195	27.7%
• Retail	\$ 172,467,758	31.1%	\$ 226,128,423	17.5%
• Recreation	\$ 99,137,015	52.1%	\$ 150,742,381	11.7%
• Transportation	\$ 69,566,928	28.4%	\$ 89,321,565	6.9%
Total Jobs Supported				
• Direct impact*	9,730	18.6%	11,531	
• Total impact**	12,620	15.7%	14,584	
Total Direct Taxes Generated				
• State				
○ Direct impact*	\$ 31,025,105	36.8%	\$ 42,435,952	
○ Total impact**	\$ 45,380,014	26.4%	\$ 57,361,688	
• Local				
○ Direct impact*	\$ 45,242,850	26.0%	\$ 57,007,326	
○ Total impact**	\$ 63,842,937	20.5%	\$ 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.