



Visitor & Convention Bureau

Wisconsin Dells Visitor & Convention Bureau
 PO Box 338
 Lake Delton, WI 53940
 (800) 223-3557
 www.wisdells.com

June 2026

**SNAPSHOT OF TOURISM IN WISCONSIN DELLS
 2025 - 2024 Economic Impact Comparison**

This summary covers traveler expenditures made in the Wisconsin Dells area from January - December 2025.

Visitor Spending	<u>2025</u>		<u>2024</u>	<u>YOY</u>
Direct Impact*	\$1,445,574,390		\$1,421,765,631	1.7%
Total Impact**	\$2,076,603,307		\$2,046,354,599	1.5%
Direct Visitor Spending by Season				
		% of Total		
Winter (Jan, Feb, Dec)	\$300,952,179	20.8%	\$288,355,809	4.4%
Spring (Mar - May)	\$308,650,302	21.4%	\$296,390,782	4.1%
Summer (Jun - Aug)	\$595,869,258	41.2%	\$591,073,729	0.8%
Fall (Sep - Nov)	\$240,102,651	16.6%	\$245,945,311	-2.4%
Direct Visitor Spending by Category				
Lodging	\$487,279,905	33.7%	\$480,816,464	1.3%
Food & Beverage	\$418,046,808	28.9%	\$409,678,186	2.0%
Retail	\$233,840,825	16.2%	\$231,220,016	1.1%
Recreation	\$193,701,703	13.4%	\$189,150,482	2.4%
Transportation	\$112,705,150	7.8%	\$110,900,483	1.6%
Total Jobs Supported				
Direct Impact*	12,153		12,102	0.4%
Total Impact**	15,274		15,218	0.4%
Total Direct Taxes Generated				
State Direct Impact*	\$48,371,602		\$47,608,395	1.6%
State Total Impact**	\$65,651,636		\$64,728,932	1.4%
Local Direct Impact*	\$63,740,141		\$63,000,890	1.2%
Local Total Impact**	\$86,640,186		\$85,732,470	1.1%
Federal Total Impact**	\$127,527,126		\$125,878,313	1.3%

* **Direct Impact:** Visitors' expenditures on recreation, lodging, food/beverage, retail, and transportation.

Indirect Impact: The flow of visitors' expenditures as traced to food wholesalers, farmers, utilities, marketing, publishing, and so on.

Induced Impact: The benefits to the economy as tourism employees spend their wages in the local economy, generating additional output, jobs, taxes, and wages.

****Total Impact:** Indirect Impact + Induced Impact.

Research completed by Tourism Economics, an Oxford Economics company located in Philadelphia, PA. The research model used is an Input-Output (IO) IMPLAN model that profiles an economy by measuring the relationship among industries and consumers.