

**SNAPSHOT OF TOURISM IN WISCONSIN DELLS
2011 - 2012 Economic Impact Comparison**

Background

This summary covers traveler expenditures made in the Wisconsin Dells area from January - December 2012.

	2011	2012
Visitor Spending	\$ 874,729,800	\$927,005,226
Visitor Spending by Season		
• Winter (Dec & Jan - Feb)	\$ 145,205,147	\$159,444,000
• Spring (Mar - May)	\$ 181,943,798	\$194,671,097
• Summer (Jun - Aug)	\$ 396,252,599	\$413,442,331
• Fall (Sep - Nov)	\$ 151,328,255	\$160,371,904
Visitor Spending by Category		
• Lodging	\$ 299,210,558	\$317,269,222
• Food & Beverage	\$ 219,691,880	\$232,610,845
• Retail	\$ 179,999,505	\$184,550,669
• Recreation	\$ 109,208,577	\$116,013,983
• Transportation	\$ 66,619,281	\$ 76,560,508
Economic Impact (Annual)		
• Total direct jobs supported	11,638	11,845
• Total direct taxes generated		
○ State	\$ 37,281,625	\$ 38,365,055
○ Local	\$ 44,192,803	\$ 45,656,149

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.