

SNAPSHOT OF TOURISM IN WISCONSIN DELLS 2012 Economic Impact Summary

Background

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

2012 Visitor Spending	Direct Impact *		Total Impact **	
	\$ 927,005,226	↑6%	\$ 1,245,100,000	
2012 Visitor Spending by Season			Percent of Total	
• Winter (Jan/Feb & Dec 2012)	\$ 159,444,899	↑9.8%	17.2 %	
• Spring (Mar-May 2012)	\$ 194,671,097	↑7.0%	21.0%	
• Summer (Jun-Aug 2012)	\$ 413,444,331	↑4.3%	44.6%	
• Fall (Sep-Nov 2012)	\$ 160,371,904	↑6.0%	17.3%	
2012 Visitor Spending by Category				
• Lodging	\$ 317,269,222	↑6.0%	36.3%	
• Food & Beverage	\$ 232,610,845	↑5.9%	26.6%	
• Retail	\$ 184,550,669	↑2.5%	21.1%	
• Recreation	\$ 116,013,983	↑6.2%	13.3%	
• Transportation	\$ 76,560,508	↑14.9%	8.8%	
2012 Economic Impact (Annual)	Direct Impact*		Total Impact**	
• Total jobs supported	11,845	↑1.8%	15,288	
• Total taxes generated				
○ State	\$ 38,365,055	↑2.9%	\$ 51,466,533	↑2.7%
○ Local	\$ 45,656,149	↑3.3%	\$ 61,313,963	↑3.2%
○ Federal			\$ 85,500,000	↑2.8%

*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.