



Visitor & Convention Bureau

Wisconsin Dells Visitor & Convention Bureau
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**SNAPSHOT OF TOURISM IN WISCONSIN DELLS
 2016 Economic Impact Summary**

Background

This summary covers traveler expenditures made in the Wisconsin Dells area from January - December 2016.

	Direct Impact *		Total Impact **	
2016 Visitor Spending	\$1,134,560,300	4.4%	\$1,521,698,428	4.2%

2016 Visitor Spending by Season

			Percent of Total
• Winter (Jan-Feb & Dec 2016)	\$ 189,716,088	1.6%	16.7%
• Spring (Mar-May 2016)	\$ 241,932,061	-3.4%	21.3%
• Summer (Jun-Aug 2016)	\$ 499,822,364	3.9%	44.1%
• Fall (Sep-Nov 2016)	\$ 203,089,787	20.3%	17.9%

2016 Visitor Spending by Category

• Lodging	\$ 406,716,063	7.8%	37.4%
• Food & Beverage	\$ 299,504,090	5.0%	27.5%
• Retail	\$ 212,888,468	1.4%	19.6%
• Recreation	\$ 135,604,730	3.2%	12.5%
• Transportation	\$ 79,846,950	4.1%	7.3%

2016 Economic Impact (Annual)

	Direct Impact*		Total Impact**	
• Total jobs supported	12,436	1.2%	15,898	1.4%
• Total taxes generated				
o State	\$ 44,980,277	4.9%	\$ 60,384,129	4.8%
o Local	\$ 54,250,646	1.8%	\$ 72,991,195	1.7%
o Federal			\$ 97,732,945	4.4%

*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.