



Visitor & Convention Bureau

Wisconsin Dells Visitor & Convention Bureau
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**SNAPSHOT OF TOURISM IN WISCONSIN DELLS
 2018 Economic Impact Summary**

Background

This summary covers traveler expenditures made in the Wisconsin Dells area from January - December 2018.

	Direct Impact *		Total Impact **	
2018 Visitor Spending	\$1,202,674,037	3.3%	\$1,637,856,989	4.0%
2018 Visitor Spending by Season			Percent of Total	
• Winter (Jan-Feb & Dec 2018)	\$ 212,187,493	8.5%		17.6%
• Spring (Mar-May 2018)	\$ 257,657,197	2.1%		21.4%
• Summer (Jun-Aug 2018)	\$ 527,133,875	4.6%		43.8%
• Fall (Sep-Nov 2018)	\$ 205,695,471	-3.0%		17.1%
2018 Visitor Spending by Category				
• Lodging	\$ 426,441,186	2.8%		35.5%
• Food & Beverage	\$ 315,303,705	2.0%		26.2%
• Retail	\$ 219,395,109	3.5%		18.2%
• Recreation	\$ 153,739,106	5.2%		12.8%
• Transportation	\$ 87,794,932	7.3%		7.3%
2018 Economic Impact (Annual)	Direct Impact*		Total Impact**	
• Total jobs supported	12,788	1.8%	16,199	1.1%
• Total taxes generated 2018				
o State	\$ 46,736,741.	4.0%	\$ 62,855,362	2.3%
o Local	\$ 56,483,229	4.1%	\$ 75,718,234	3.1%
o Federal			\$ 101,267,408	1.7%

*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.