

TOURISM MATTERS TO WISCONSIN

ECONOMIC IMPACT: 2018

\$21.6 BILLION

TOTAL BUSINESS SALES



199,000+

FULL- AND PART-TIME JOBS



1 IN 13

JOBS SUSTAINED BY TOURISM

\$1.6 BILLION

IN STATE & LOCAL TAXES



\$1.2 BILLION

IN FEDERAL TAXES

112 MILLION

VISITORS



\$13.3 BILLION

IN TOURISM SPENDING



\$680

HOW MUCH EACH WISCONSIN HOUSEHOLD WOULD NEED TO PAY TO MAINTAIN THE CURRENT LEVEL OF GOVERNMENT SERVICES GENERATED BY TOURISM

COUNTY SNAPSHOT:

TOTAL BUSINESS SALES

Total business sales in Columbia County was \$203.2 million in 2018. A 4.74% increase from 2017.

JOBS

1,948 jobs with a total personal income of \$42.5 millions were supported by visitors to Columbia County last year.

TAX REVENUE

Visitors to Columbia County generated \$16.3 million in state and local taxes during 2018.

In 2018, Columbia County saw a 4.86% increase in direct visitor spending.

IMPACTS OF STATE TOURISM ADVERTISING

\$7 TO \$1

TAX REVENUE PER PROMOTIONAL SPEND

\$89 TO \$1

VISITOR SPENDING PER PROMOTIONAL SPEND