

TRAVEL
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THE POWER OF
WISCONSIN TOURISM



THE POWER OF TRAVEL

Tourism plays a significant role in Wisconsin's economy and is a source of both employment and tax revenue.

- Tourism had a \$20.6 billion impact on the state's economy in 2017, up \$631 million, or 3.2% from \$20 billion in 2016.
- The total seven-year growth of tourism activity is up more than \$5.8 billion, a nearly 40% increase from \$14.8 billion.
- Visitor growth topped 110 million in 2017, a seven-year increase of 17.5 million.
- The tourism economy generated \$1.5 billion in state and local revenue and \$1.2 billion in federal taxes. Without tourism, each Wisconsin household would pay an additional \$660 to maintain existing services.
- Tourism directly and indirectly supports 195,255 jobs in Wisconsin, a seven-year addition of more than 23,255 jobs to the state's total employment, an increase of 13.5%.

Sources:
Longwoods International: Tourism Advertising
Evaluation and Image Study

Tourism Economics: The Economic Impact of
Tourism in Wisconsin

COLUMBIA COUNTY

The outdoors comes alive in Columbia County. Come explore our 11,000 acres of lakes, 16,000 acres of public hunting and wildlife land, 49 miles of trout streams, 27 boat landings and 3,000 campsites. Columbia County is conveniently located in south-central Wisconsin. The County is just a short drive from metropolitan areas: Madison is less than an hour's drive; Milwaukee and Rockford, less than two hours, and Chicago less than four.

Year-round recreation and opportunities for relaxation are all available in Columbia County. Come for the golf, biking, canoeing, boating and fishing. Come to visit the National Scenic Ice Age Trail, Wisconsin Dells, The Wisconsin River and Lake Wisconsin. Enjoy snowmobiling, skiing and ice fishing. Experience Columbia County's variety of accommodations including everything from full-service resorts to intimate bed and breakfast inns.

TOTAL BUSINESS SALES

- Total business sales in Columbia County was \$194.2 million in 2017, an increase of .99% from 2016.

JOBS

- 1926 jobs with a total personal income of \$42.4 million were supported by visitors to Columbia County last year.
- Tourism directly and indirectly supports 195,255 jobs in Wisconsin, a seven-year addition of more than 23,255 jobs to the state's total employment.
- Largely comprised of small businesses, travel and hospitality jobs that can't be outsourced or exported.
- The tourism industry provides work across the spectrum of employment from entry level and part-time jobs to management, executive and entrepreneurial positions.

TAX REVENUE

- Visitors to Columbia County generated \$15.9 million in state and local taxes during 2017.