



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 billion impact on the state's economy in 2016, up \$700 million or 3.5% from \$19.3 billion in 2015.
- The total six-year growth of tourism activity is up more than \$5.2 billion, a 35% increase from \$14.8 billion in 2010.
- Visitor growth topped 107.7 million in 2016, a six-year increase of 15.2 million.
- International travel in 2016 was up \$100 million over 2015.
- The tourism economy generated \$1.5 billion in state and local revenue saving Wisconsin taxpayers \$650 per household.
- The tourism economy supports 35% of all recreation jobs and 23% of all food & beverage jobs in Wisconsin.

BAYFIELD COUNTY

Tourism plays a vital role in Bayfield County. Located at the top of Wisconsin with over 100 miles of Lake Superior shoreline, 962 inland lakes, and hundreds of miles of recreational trails, Bayfield County is home to abundant natural resources including the Apostle Islands National Lakeshore, the Chequamegon-Nicolet National Forest and the Wisconsin Lake Superior Scenic Byway.

A unique blend of wilderness and culture combined with world-class events draws travelers to the area. Local businesses rely on traveler spending and residents benefit all year long from the variety of services made possible by the seasonal influx of visitors.

TOTAL VISITOR SPENDING

- Total visitor spending in Bayfield County was \$46.5 million in 2016, an increase of 2.84% from 2015.

TOTAL BUSINESS SALES

- Total business sales in Bayfield County was \$62.6 million in 2016, an increase of 3.15% from 2015.

JOBS

- 606 jobs with a total personal income of \$11.6 million were supported by visitors to Bayfield County last year.
- Tourism directly and indirectly supports 193,5000 jobs in Wisconsin, and one in five jobs in Bayfield County.
- Largely comprised of small businesses, travel and hospitality jobs 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 Bayfield County generated \$5.9 million in state and local taxes during 2016.
- Sales tax revenue was over \$1 million in 2016 for the 4th consecutive year.