



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

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 \$47.7 million in 2017, an increase of 2.55% from 2016.

TOTAL BUSINESS SALES

- Total business sales in Bayfield County was \$64.3million in 2017, an increase of 2.63% from 2016.

JOBS

- 603 jobs with a total personal income of \$11.5 million were supported by visitors to Bayfield County last year.
- Tourism directly and indirectly supports 195,255 jobs in Wisconsin, and 1 in 5 jobs in Bayfield County.
- 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 Bayfield County generated \$6.0 million in state and local taxes during 2017.
- In 2017, sales tax revenue reached an all-time high and was over \$1 million for the 5th consecutive year.