



## THE POWER OF TRAVEL

Tourism plays a significant role in Wisconsin's statewide 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.
- Since 2010, the growth of tourism activity is up nearly \$5.2 billion, a 35% increase from \$14.8 billion that year.
- Direct visitor spending in 2016 totaled \$12.3 billion statewide, an increase of 3.3% over 2015.
- Sales tax revenue growth in several key visitor spending industries continued to be strong with growth from the lodging industry surpassing 6%.
- WI visitor volume reached 107.7 million in 2016, an increase of 2.4 million over 2015.
- Since 2011, visitor spending growth has averaged 4.5% per year, an increase of \$2.4 billion.
- The tourism economy generated \$1.5 billion in state and local tax revenue, saving Wisconsin taxpayers \$650 per household.
- Tourism directly and indirectly supported 193,454 jobs in Wisconsin in 2016.
- 1-in-12.3 jobs in the state is sustained by tourism activity, 8.1% of total employment in WI.

**WISCONSIN**  
—DEPARTMENT OF TOURISM—

# THE POWER OF WISCONSIN TOURISM

## ECONOMIC IMPACT FACT SHEET

## DOOR COUNTY



Surrounded by Lake Michigan, Door County, Wisconsin is a collection of 19 communities working together to promote the region as a single destination. It has been a popular vacation retreat for more than a century and continues to provide visitors with scenic seaside experiences in the heart of the Midwest. Tourism is big business in Door County, as indicated by these facts and figures from 2016:

### VISITOR SPENDING

- Direct visitor spending in Door County totaled \$347.8 million in 2016, an increase of \$15 million (4.50%) from the \$332.8 million visitors spent in 2015.
- The eight-year growth of direct tourism spending in Door County is up \$90.7 million, an increase of 35.27% from the \$257.1 million that was spent in 2009.
- Tourism had an overall impact of \$442.8 million on Door County's economy in 2016, up \$18.5 million (4.35%) from \$424.3 million in 2015. *This total includes both direct and indirect tourism spending.*

### EMPLOYMENT

- The tourism industry supported a total of 3,178 jobs in Door County last year, an increase of 2.14% over 2015.
- Total labor income of \$75.1 million was generated for employees in Door County last year as a result of tourism spending, an increase of 6.27% over 2015.
- Almost entirely comprised of small businesses, travel and tourism related jobs in Door County 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

- Tourism in Door County generated \$37.5 million in state and local taxes in 2016, an increase of \$1.4 million (3.68%) over the \$36.1 million in state and local taxes collected in 2015.

### DID YOU KNOW...

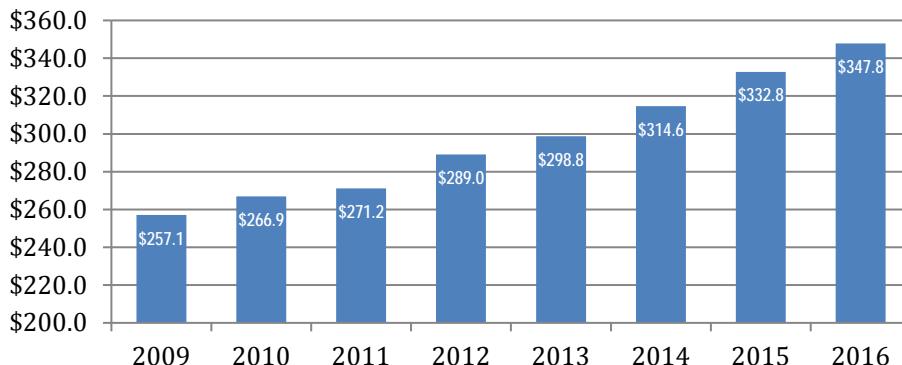
- Door County ranked 7<sup>th</sup> out of 72 counties in 2016, generating 2.83% of all direct visitor spending in Wisconsin.

Source: *Tourism Economics: The Economic Impact of Tourism in Wisconsin*



As of January 1, 2009, all 19 of Door County's municipalities were officially part of the county-wide tourism zone.

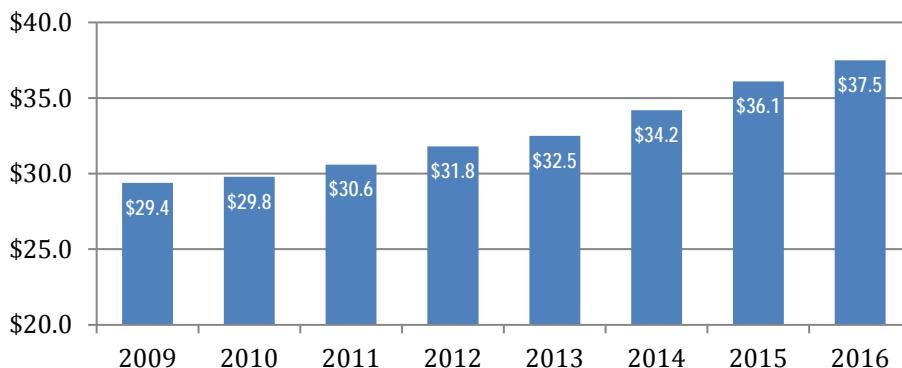
## Visitor Spending (in millions)



In 2016, visitor spending in Door County increased by \$15 million, or 4.5% over 2015.

Source: *Tourism Economics: The Economic Impact of Tourism in Wisconsin*

## State & Local Taxes (in millions)



In 2016, state and local tax revenue generated by visitor spending in Door County increased by \$1.4 million, or 3.68% over 2015.

Source: *Tourism Economics: The Economic Impact of Tourism in Wisconsin*

## Room Tax Collections (in millions)



In 2016, room tax collections in Door County were up 7.91% over 2015, and up 47.33% over the baseline year of 2009, the first year that all 19 Door County municipalities were part of the Door County Tourism Zone.

Source:  
Door County Tourism Zone Commission

The Door County Visitor Bureau is the official tourism marketing organization for Door County, whose mission is to generate incremental economic impact for the community by attracting visitors with strategies that ensure sustainable tourism.