

TRAVEL FUELS OUR ECONOMY. WHY TRAVEL IS **ESSENTIAL** TO

# WISCONSIN

YEAR	TRAVEL SPENDING	STATE AND LOCAL TAX RECEIPTS	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$13.4 Billion	\$1.0 Billion	126,500	6
2020	\$9.6 Billion	\$729 Million	94,400	11
2021	\$12.6 Billion	\$866 Million	104,100	11
2022*	\$14.3 Billion			

SOURCE: U.S. Travel Association and Tourism Economics  
\*Preliminary

Travel plays an essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities and inspiring new businesses, and it is indispensable to our nation's global competitiveness.

Travel is a significant economic driver for **Wisconsin**—and matters to our communities, jobs and public funding.

IN 2022

- Domestic and international travelers spent an estimated **\$14.3 billion while visiting Wisconsin**.
- Travel spending was 7.4% above 2019 levels and 14.2% above 2021.

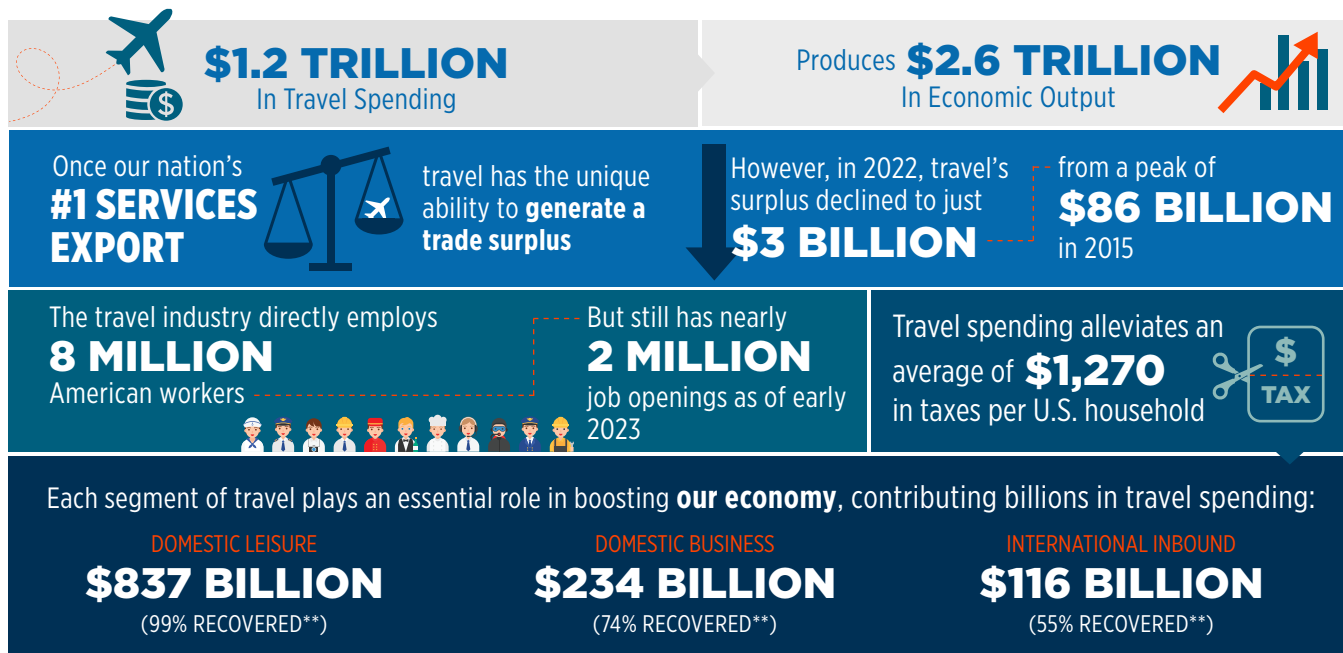
The travel industry **fuels businesses, jobs and investment beyond travel**—creating a ripple effect within our communities, including **Wisconsin**.

IN 2019

- Travel spending directly **supported 126,500 jobs**, and was the **state's 6<sup>th</sup> largest sector in terms of employment**.
- Travel spending **generated \$1.0 billion in taxes to state and local governments**.
- Rather than taxing constituents, travel brings money into our communities, which helps fund public programs such as police, firefighters, teachers, road improvements and community revitalization projects.

## WHEN THE TRAVEL INDUSTRY THRIVES, AMERICA THRIVES.

2022 NATIONAL DATA



\*\*Percent recovered is adjusted for inflation