## WISCONSIN



#### **ECONOMIC IMPACT OF TRAVEL**

YEAR	TRAVEL SPENDING	STATE AND LOCAL TAX RECEIPTS	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING
2023	\$15.7 Billion	\$986 Million	113,400	11
2022	\$15.0 Billion	\$950 Million	110,600	11
2021	\$12.9 Billion	\$864 Million	104,800	11
2020	\$9.8 Billion	\$731 Million	95,100	11
2019	\$13.7 Billion	\$1.0 Billion	127,400	6

## WHEN THE TRAVEL INDUSTRY THRIVES, AMERICA THRIVES.



\$2.9 TRILLION in Economic Output

2.5% of National GDP

In 2024, TRAVEL SUPPORTED

15 MILLION +
American Workers & Directly Employed

8 MILLION ------

With More Than

1 MILLION

Job Openings In Early 2025

Strengthened
Communities Through
\$89 BILLION
in State and Local Tax Revenue



Each segment of travel plays an essential role in **boosting our economy**, contributing billions in travel spending.

DOMESTIC LEISURE
\$876 BILLION
(101% RECOVERED\*)

TOTAL BUSINESS

\$312 BILLION

\*\*\* INTERNATIONAL INBOUND

\$181 BILLION

(83% RECOVERED\*)

- (85% RECOVERED\*)

TRANSIENT \$186 BILLION (87% RECOVERED\*)

MEETINGS & EVENTS
\$126 BILLION
(82% RECOVERED\*)

Travel is one of our largest

EXPORTS,
bigger than steel, aircraft or cars.



# **WISCONSIN**



## **ECONOMIC IMPACT OF TRAVEL**

### **CONGRESSIONAL DISTRICT DATA**

DISTRICT	TRAVEL SPENDING	STATE AND LOCAL TAX RECEIPTS	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING
WI - 1	\$1.7 Billion	\$109 Million	14,000	8
WI - 2	\$2.1 Billion	\$132 Million	15,000	12
WI - 3	\$1.3 Billion	\$90 Million	12,600	8
WI - 4	\$2.9 Billion	\$171 Million	14,200	11
WI - 5	\$1.6 Billion	\$107 Million	14,400	13
WI - 6	\$1.6 Billion	\$107 Million	14,100	6
WI - 7	\$1.4 Billion	\$93 Million	11,900	7
WI - 8	\$3.0 Billion	\$178 Million	17,200	10

