

June 2023

SNAPSHOT OF TOURISM IN WISCONSIN DELLS 2021 - 2022 Economic Impact Comparison

Background

This summary covers traveler expenditures made in the Wisconsin Dells area from January - December 2022.

Visitor Spending	2021	YOY +/-	2022	
• Direct Impact*	\$1,293,374,198	6.1%	\$1,371,649,473	
• Total Impact**	\$1,778,144,638	10.2%	\$1,959,089,842	
Direct Visitor Spending by Season				% of Total
• Winter (Jan-Feb & Dec)	\$ 256,088,091	13.9%	\$ 291,788,125	21.3%
• Spring (Mar - May)	\$ 274,195,330	5.1%	\$ 288,307,525	21.0%
• Summer (Jun - Aug)	\$ 541,923,789	2.4%	\$ 555,067,058	40.5%
• Fall (Sep - Nov)	\$ 219,873,614	7.6%	\$ 236,486,765	17.2%
Direct Visitor Spending by Category				
• Lodging	\$ 469,175,633	2.1%	\$ 479,102,403	34.9%
• Food & Beverage	\$ 358,006,195	7.1%	\$ 383,562,776	28.0%
• Retail	\$ 226,128,423	1.2%	\$ 228,793,285	16.7%
• Recreation	\$ 150,742,381	15.7%	\$ 174,414,378	12.7%
• Transportation	\$ 89,321,565	18.4%	\$ 105,776,632	7.7%
Total Jobs Supported				
• Direct Impact*	11,531	1.3%	11,681	
• Total Impact**	14,584	1.2%	14,763	
Total Direct Taxes Generated				
• State				
○ Direct Impact*	\$ 42,435,952	5.1%	\$ 44,589,616	
○ Total Impact**	\$ 57,361,688	5.5%	\$ 60,492,030	
• Local				
○ Direct Impact*	\$ 57,007,326	3.2%	\$ 58,857,603	
○ Total Impact**	\$ 76,928,749	4.0%	\$ 80,034,977	
• Federal				
○ Total Impact**	\$ 106,478,256	10.3%	\$ 117,397,437	

* **Direct Impact:** Visitors' expenditures on recreation, lodging, food/beverage, retail, and transportation.

Indirect Impact: The flow of visitors' expenditures as traced to food wholesalers, farmers, utilities, marketing, publishing, and so on.

Induced Impact: The benefits to the economy as tourism employees spend their wages in the local economy, generating additional output, jobs, taxes, and wages.

****Total Impact:** Direct Impact + Indirect Impact + Induced Impact.

Research completed by Tourism Economics, an Oxford Economics company located in Philadelphia, PA. The research model used is an Input-Output (IO) IMPLAN model that profiles an economy by measuring the relationship among industries and consumers.