

**SNAPSHOT OF TOURISM IN WISCONSIN DELLS
2022 - 2023 Economic Impact Comparison**

Background

This summary covers traveler expenditures made in the Wisconsin Dells area from January - December 2023.

Visitor Spending	2022	YOY +/-	2023	
• Direct Impact*	\$1,371,649,473	2.4%	\$1,404,115,546	
• Total Impact**	\$1,959,089,842	3.2%	\$2,022,579,068	
Direct Visitor Spending by Season				% of Total
• Winter (Jan-Feb & Dec)	\$ 291,788,125	6.0%	\$ 309,355,057	22.0%
• Spring (Mar - May)	\$ 288,307,525	5.3%	\$ 303,712,739	21.6%
• Summer (Jun - Aug)	\$ 555,067,058	0.9%	\$ 560,178,578	40.0%
• Fall (Sep - Nov)	\$ 236,486,765	-2.4%	\$ 230,869,172	16.4%
Direct Visitor Spending by Category				
• Lodging	\$ 479,102,403	0.9%	\$ 483,179,447	34.4%
• Food & Beverage	\$ 383,562,776	4.3%	\$ 400,115,196	28.5%
• Retail	\$ 228,793,285	-0.3%	\$ 228,001,857	16.2%
• Recreation	\$ 174,414,378	5.5%	\$ 184,032,219	13.1%
• Transportation	\$ 105,776,632	2.8%	\$ 108,786,828	7.8%
Total Jobs Supported				
• Direct impact*	11,681	3.1%	12,040	
• Total impact**	14,763	2.5%	15,125	
Total Direct Taxes Generated				
• State				
○ Direct impact*	\$ 44,589,616	5.8%	\$ 47,187,873	
○ Total impact**	\$ 60,492,030	6.0%	\$ 64,125,487	
• Local				
○ Direct impact*	\$ 58,857,603	6.7%	\$ 62,796,042	
○ Total impact**	\$ 80,034,977	6.7%	\$ 85,390,494	
• Federal				
Total impact**	\$117,397,437	6.4%	\$124,967,215	

* **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:** 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.