

Travel will power our economic recovery. Why travel matters to

WISCONSIN

STATE	SPENDING	PAYROLL	JOB	TRAVEL INDUSTRY EMPLOYMENT RANKING
2019	\$13.4 Billion	\$3.9 Billion	126,455	6
2020	▼ -28%	▼ -16%	▼ -25%	▼ 11
2021	▼ 14% Below 2019 Levels			

Prior to the COVID-19 pandemic, the thriving travel and tourism industry was a significant economic driver in **WISCONSIN**. In 2019:

- Domestic and international travelers spent **\$13.4 billion** while visiting.
- For every **\$1 million** spent in Wisconsin by domestic and international travelers, **9.5 jobs were created**.
- Travel spending directly supported **126,455 jobs**, making the travel industry the state's **6th largest workforce**, representing **5.0%** of our state's total private sector employment.
- Travel spending generated **\$1.9 billion in taxes to state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers.

In 2020 and 2021, the COVID-19 pandemic led to historic declines in travel to **WISCONSIN** and caused severe economic harm to our attractions, hotels, restaurants and more.

- Spending by domestic and international travelers **declined 28% in 2020**, shuttering many local businesses and putting our residents out of work. **Spending remained 14% below 2019 levels in 2021**.
- **Travel employment fell by 25% in 2020** and travel's share of total private industry employment fell from **5.0% to 4.0%**.

SOURCE: U.S. Travel Association, Tourism Economics

TRAVEL REMAINS THE HARDEST-HIT INDUSTRY, WITH AN UNEVEN RECOVERY ACROSS ALL SECTORS.

