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.

- 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.

- Travel spending directly supported 126,500 jobs, and was the state’s 6th largest sector in terms of employment.
- 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.

### 2022 National Data

<table>
<thead>
<tr>
<th>YEAR</th>
<th>TRAVEL SPENDING</th>
<th>STATE AND LOCAL TAX RECEIPTS</th>
<th>JOBS</th>
<th>TRAVEL INDUSTRY EMPLOYMENT RANKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$13.4 Billion</td>
<td>$1.0 Billion</td>
<td>126,500</td>
<td>6</td>
</tr>
<tr>
<td>2020</td>
<td>$9.6 Billion</td>
<td>$729 Million</td>
<td>94,400</td>
<td>11</td>
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<tr>
<td>2021</td>
<td>$12.6 Billion</td>
<td>$866 Million</td>
<td>104,100</td>
<td>11</td>
</tr>
<tr>
<td>2022*</td>
<td>$14.3 Billion</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SOURCE: U.S. Travel Association and Tourism Economics

*Preliminary

When the travel industry thrives, America thrives.

- $1.2 trillion in travel spending
- Produces $2.6 trillion in economic output

However, in 2022, travel’s surplus declined to just $3 billion from a peak of $86 billion in 2015

- The travel industry directly employs 8 million American workers
- Travel spending alleviates an average of $1,270 in taxes per U.S. household
- But still has nearly 2 million job openings as of early 2023

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

- **Domestic Leisure**: $837 billion (99% recovered**)
- **Domestic Business**: $234 billion (74% recovered**)
- **International Inbound**: $116 billion (55% recovered**)

**Percent recovered is adjusted for inflation**