

Travel will power our economic recovery. Why travel matters to

WISCONSIN

STATE	SPENDING	PAYROLL	JOBS	TRAVEL INDUSTRY EMPLOYMENT RANKING	TAX RECEIPTS
2019	\$13.4 Billion	\$3.9 Billion	126,455	6	\$1.9 Billion
2020	▼ -41%				▼ -34%

In **Wisconsin**, as our attractions, hotels, restaurants and more were unable to welcome visitors, our once thriving travel and tourism industry was no longer the significant economic driver it had been.

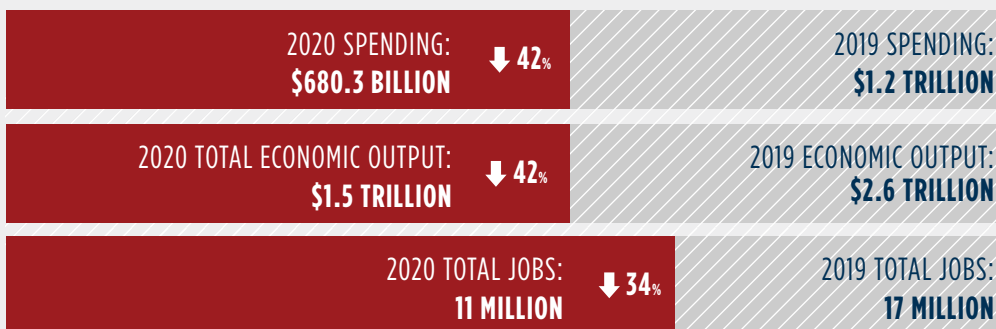
In 2019:

- Domestic and international travelers spent **\$13.4 billion** exploring our state
- For every **\$1 million** spent in Wisconsin by domestic and international travelers, **9.5 jobs are created**
- The **126,455 travel-supported jobs** represented **5.0% of Wisconsin's total private industry employment**, without which our **unemployment rate of 3.3%** would have been **8.2% of the labor force**
- Travel spending generated **\$1.9 billion to federal, state and local governments**, which help fund jobs and public programs such as police, firefighters, teachers, road projects and convention centers

Wisconsin experienced severe losses in 2020.

- Spending by domestic and international travelers **declined by 41%**, shuttering many local businesses and putting our residents out of work
- Due to the decline in spending, **federal, state and local tax receipts declined by 34%**, jeopardizing jobs and public programs—which we need more than ever as we work toward recovery

FROM COAST-TO-COAST, THE COVID-19 PANDEMIC HAS DECIMATED THE NATIONAL TRAVEL INDUSTRY.



Travel will refuel our economy, rebuild our workforce, and reconnect Americans.

Support **TRAVEL** • Support **RECOVERY** • Support **JOBS**