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.