

Tourism Matters to Wisconsin



ECONOMIC IMPACT: 2019

\$22.2 BILLION
Total Business Sales



202,000+
Full-time & Part-time Jobs

\$1.6 BILLION State & Local Taxes



\$13.7 BILLION
In Tourism Spending



1 IN 18
Jobs Sustained By Tourism

\$1.3 BILLION
Federal Taxes



113 MILLION
Visitors to Wisconsin

\$687

Amount each Wisconsin household would need to pay to maintain the current level of government services generated by tourism.



COUNTY SNAPSHOT

TOTAL BUSINESS SALES

Total business sales in Washburn County were \$47.1 million in 2019.

JOBS

527 jobs with a total personal income of \$11.8 million were supported by visitors to Washburn County last year.

TAX REVENUE

Visitors to Washburn County generated \$3.7 million in state and local taxes during 2019.

Impacts of State Tourism Advertising

\$8 TO \$1 **\$95 TO \$1**

Tax Revenue Per Promotional Spend

Visitor Spending Per Promotional Spend