

**SNAPSHOT OF TOURISM IN WISCONSIN DELLS
2024 - 2023 Economic Impact Comparison**

This summary covers traveler expenditures made in the Wisconsin Dells area from January - December 2024.

Visitor Spending	2024		2023	YOY +/-
Direct Impact*	\$1,421,765,631		\$1,404,115,546	1.3%
Total Impact**	\$2,046,354,599		\$2,022,579,068	1.2%
Direct Visitor Spending by Season				
		% of Total		
Winter (Jan, Feb, Dec)	\$288,355,809	20.3%	\$309,355,057	-6.8%
Spring (Mar - May)	\$296,390,782	20.8%	\$303,712,739	-2.4%
Summer (Jun - Aug)	\$591,073,729	41.6%	\$560,178,578	5.5%
Fall (Sep - Nov)	\$245,945,311	17.3%	\$230,869,172	6.5%
Direct Visitor Spending by Category				
Lodging	\$480,816,464	33.8%	\$483,179,447	-0.5%
Food & Beverage	\$409,678,186	28.8%	\$400,115,196	2.4%
Retail	\$231,220,016	16.3%	\$228,001,857	1.4%
Recreation	\$189,150,482	13.3%	\$184,032,219	2.8%
Transportation	\$110,900,483	7.8%	\$108,786,828	1.9%
Total Jobs Supported				
Direct Impact*	12,102		12,040	0.5%
Total Impact**	15,218		15,125	0.6%
Total Direct Taxes Generated				
State Direct Impact*	\$47,608,395		\$47,187,873	0.9%
State Total Impact**	\$64,728,932		\$64,125,487	0.9%
Local Direct Impact*	\$63,000,890		\$62,796,042	0.3%
Local Total Impact**	\$85,732,470		\$85,390,494	0.4%
Federal Total Impact**	\$125,878,313		\$124,967,215	0.7%

* **Direct Impact:** Visitors' expenditures on recreation, lodging, food/beverage, retail, and transportation.

Indirect Impact: The flow of visitors' expenditures as traced to food wholesalers, farmers, utilities, marketing, publishing, and so on.

Induced Impact: The benefits to the economy as tourism employees spend their wages in the local economy, generating additional output, jobs, taxes, and wages.

****Total Impact:** Indirect Impact + Induced Impact.

Research completed by Tourism Economics, an Oxford Economics company located in Philadelphia, PA. The research model used is an Input-Output (IO) IMPLAN model that profiles an economy by measuring the relationship among industries and consumers.