



ECONOMIC IMPACT OF TOURISM ON BURNETT COUNTY 2002

Wisconsin Tourism Facts

The Department of Tourism spent \$10.5 million in 2002 promoting our great state as an ideal travel destination. In return:

- Travelers spent nearly \$11.7 billion in the state.
- 323,759 full-time job equivalents were generated from traveler spending.
- Employees earned \$6.6 billion in wages from travelers expenditures.
- \$778 million in local government revenues was generated due to the traveler spending.
- State government revenues attributable to this spending amounted to \$1.1 billion.
- Retail shopping was the largest single expenditure category - \$3.5 billion.
- Food expenditures totaled more than \$2.8 billion.
- More than \$3.1 billion was spent on recreation.
- 70% of the travelers were on leisure trips and spent \$8.2 billion in the state.
- Meetings and convention travelers spent \$1 billion.
- Summer is Wisconsin's top tourism season and generated \$5.4 billion between May and August.
- Winter /spring accounted for \$3.4 billion in expenditures and fall \$2.8 billion.

Burnett County, with a population of 15,674 is located within Wisconsin's Northwoods Region. Burnett County offers hundreds of miles of groomed trails for bicycling, hiking, snowmobiling, cross-country skiing and horseback riding, five golf courses and spectacular world-class sporting events, as well as scores of great fishing lakes covering more than 30,000 acres. Tourism plays a vital role in Burnett County and businesses that cater to tourism such as resorts, motels, campgrounds, B&Bs and retail stores complement the hundred miles of snowmobiling and biking trails as well as the many parks, golf courses, historic sites, and area attractions.

- Burnett County ranks 48th in the State for traveler spending.
- Travelers spent an estimated \$55 million in Burnett County in 2002.
- Summer is the biggest season and generated traveler expenditures amounting to \$27 million. Fall travelers spent \$15 million and winter/spring visitors spent \$13 million.
- It is estimated that employees earned \$34 million in wages generated from tourist spending, an increase of 1.3% from 2001.
- Traveler spending in 2002 supported 1,572 full-time equivalent jobs.
- Local revenues (property taxes, sales taxes, lodging taxes, etc.) collected as a result of travelers amounted to an estimated \$4.2 million in 2002, an increase of 3.4%.
- Travelers generated \$4 million in state revenues (lodging, sales and meal taxes, etc.).
- When this study was first initiated in 1993, travelers spent \$19 million in Burnett County. In the year 2002 travelers spent \$55 million, representing an increase of 191%.

Did you know.....

- Travelers spend \$32 million per day in Wisconsin or \$370 *per second*.
- Without the state and local government revenues generated by tourism, taxpaying Wisconsin households would face an average of \$992 *in additional taxes annually* to maintain existing government services.

Source: *The Economic Impact of Expenditures by Travelers on Wisconsin 2002*, Davidson-Peterson & Associates. Traveler definition: "Travelers are defined as Wisconsin residents and out-of-state visitors traveling for pleasure, business or a combination of reasons."