



## THE POWER OF TRAVEL

Tourism plays a significant role in Wisconsin's economy and is a source of both employment and tax revenue.

- Tourism had a \$16.8 billion impact on the state's economy in 2012, up 5% from \$16 billion in 2011.
- For every \$1 the Department spent on summer and fall advertising in 2012, \$6 was returned to the state in additional tax revenue.
- Wisconsin had nearly 97 million visits from travelers in 2012 up a third year in a row.
- Visitors generated \$1.3 billion in state and local taxes in 2012, saving Wisconsin taxpayers nearly \$575 per household.
- 1 in every 13 jobs in the state is sustained by tourism activity.
- Every time 250 cars cross the state line into Wisconsin for a visit, it equals one job supported and \$7,000 in tax revenue.

### Sources:

Longwoods International: *Tourism Advertising Evaluation and Image Study*

Tourism Economics: *The Economic Impact of Tourism in Wisconsin*

**WISCONSIN**  
— DEPARTMENT OF TOURISM —

# THE POWER OF WISCONSIN TOURISM

## ECONOMIC IMPACT FACT SHEET

### Juneau County

Juneau County is located within Wisconsin's Southwestern Rural Region. The county is home to two of the largest lakes in Wisconsin: Petenwell and Castle Rock Lakes. Juneau County's natural beauty brings year round pleasure to tourists and area residents alike. From sand country to hill country, from northern forests to unglaciated "driftless areas", Juneau County has beautiful and scenic landscapes. Lakes, rivers and trails are abundant supporting canoeing, kayaking, boating, hiking, biking, golfing, ATVing, bird watching and snowmobiling.

### VISITOR SPENDING

- Visitor spending in Juneau County was \$55.5 million in 2012, a change of 7.89% from 2011.

### JOBS

- 680 jobs with a total personal income of \$12 million were supported by visitors to Juneau County last year.
- Visitor spending sustained approximately 1 in 13 of all jobs in the state.
- Largely comprised of small businesses, travel and hospitality jobs can't be outsourced or exported.
- The tourism industry provides work across the spectrum of employment from entry level and part-time jobs to management, executive and entrepreneurial positions.

### TAX REVENUE

- Visitors to Juneau County generated \$6.1 million in state and local taxes during 2012.