

# Community Impact of Tourism in the Fox Cities

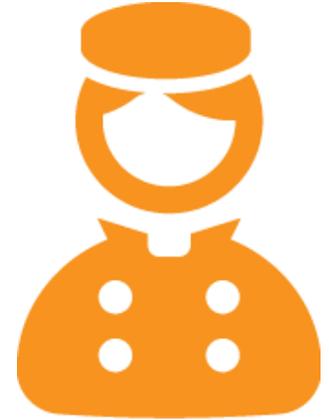
**Pam Seidl**  
**Executive Director**  
**Fox Cities Convention & Visitors Bureau**



# Tourism = Jobs

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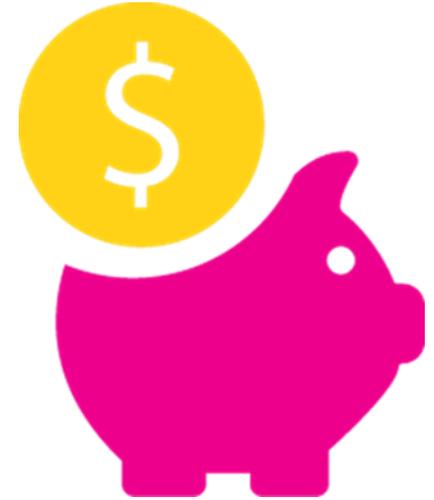
- 4185 jobs were directly supported by tourism in 2020.
- The number of jobs directly supported by tourism fell by 1,666 jobs, a decline of 28.5%.



# Tourism = Revenue

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- Each household in Fox Cities would need to be taxed an additional \$715 per year to replace the tourism taxes received by state and local governments.



# Visitor Spending in the Fox Cities

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2019 → \$511 Million



2020 → \$333 Million

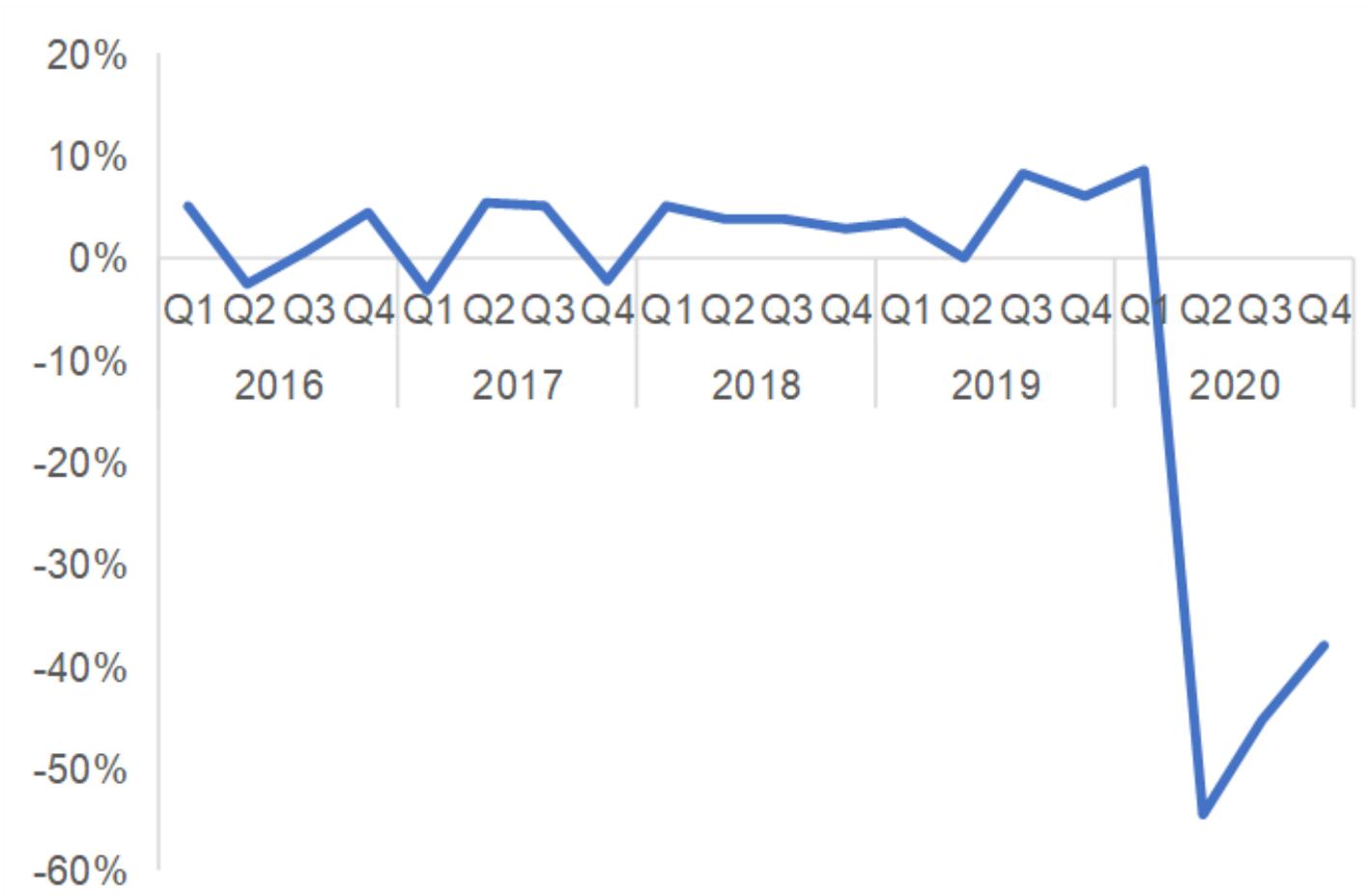
# Visitor Spending Through the Years

	2016	2017	2018	2019	2020	2020 Growth	2016-2020 CAGR
<b>Total visitor spending</b>	<b>\$463.2</b>	<b>\$470.4</b>	<b>\$493.3</b>	<b>\$511.1</b>	<b>\$332.5</b>	<b>-34.9%</b>	<b>-8.0%</b>
Lodging*	\$106.6	\$106.6	\$109.8	\$116.4	\$49.9	-57.1%	-17.3%
Food & beverages	\$136.6	\$142.3	\$150.0	\$155.8	\$105.4	-32.3%	-6.3%
Retail	\$98.4	\$97.8	\$102.8	\$105.5	\$85.6	-18.9%	-3.4%
Recreation	\$64.4	\$64.8	\$70.0	\$73.7	\$48.2	-34.6%	-7.0%
Transportation**	\$57.3	\$58.9	\$60.8	\$59.7	\$43.4	-27.3%	-6.7%

\* Lodging includes 2nd home spending

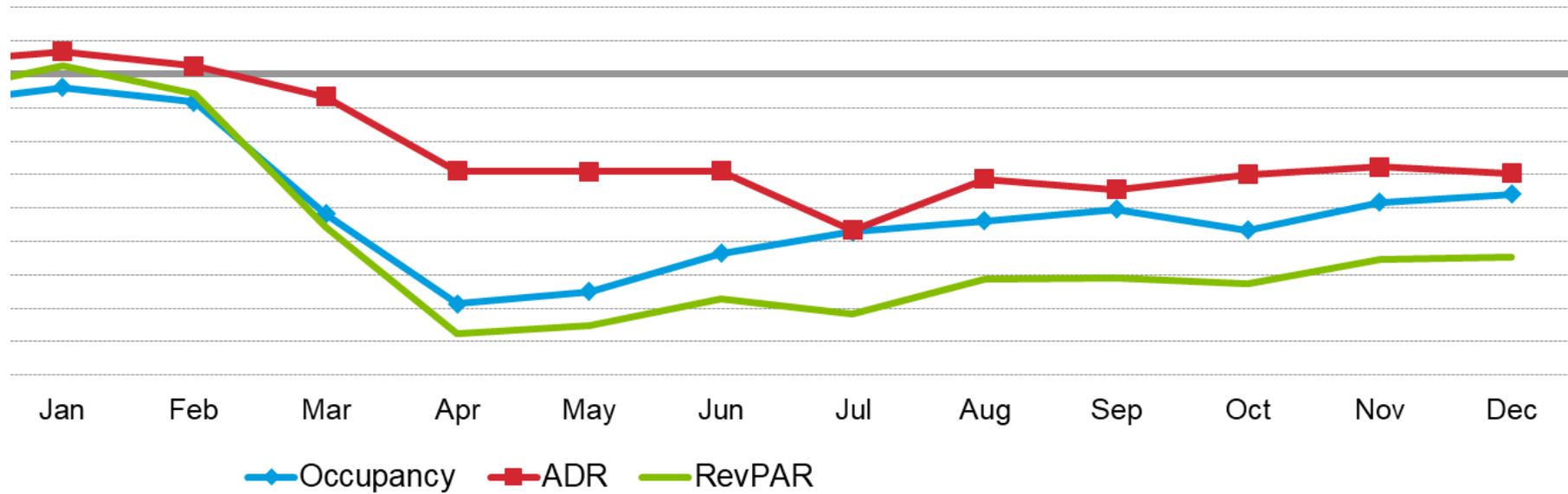
\*\* Transportation includes all types of ground transportation

# Year Over Year Growth in Visitor Spending

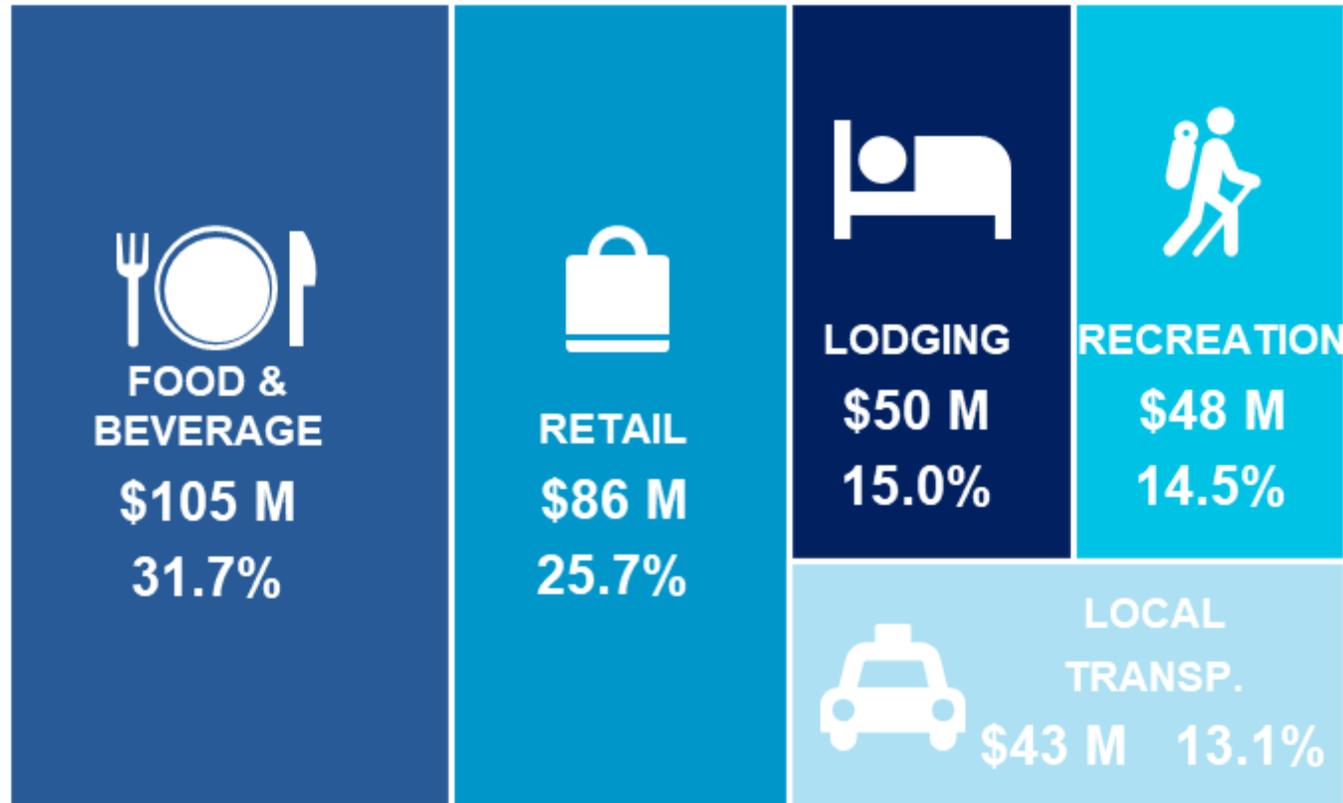


# 2020 Hotel Occupancy

## Monthly Percent Change

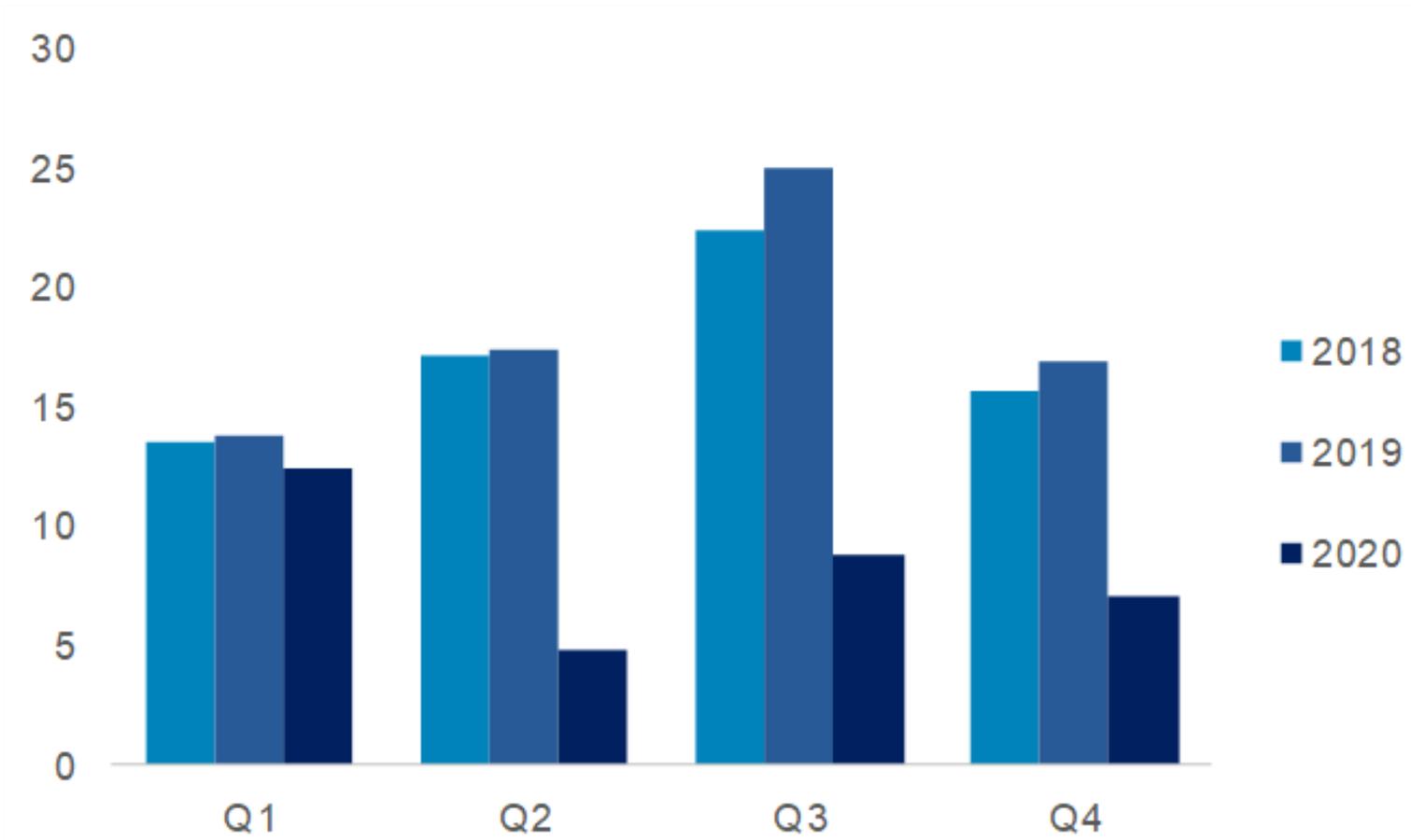


# Visitor Spending by Category (2020)

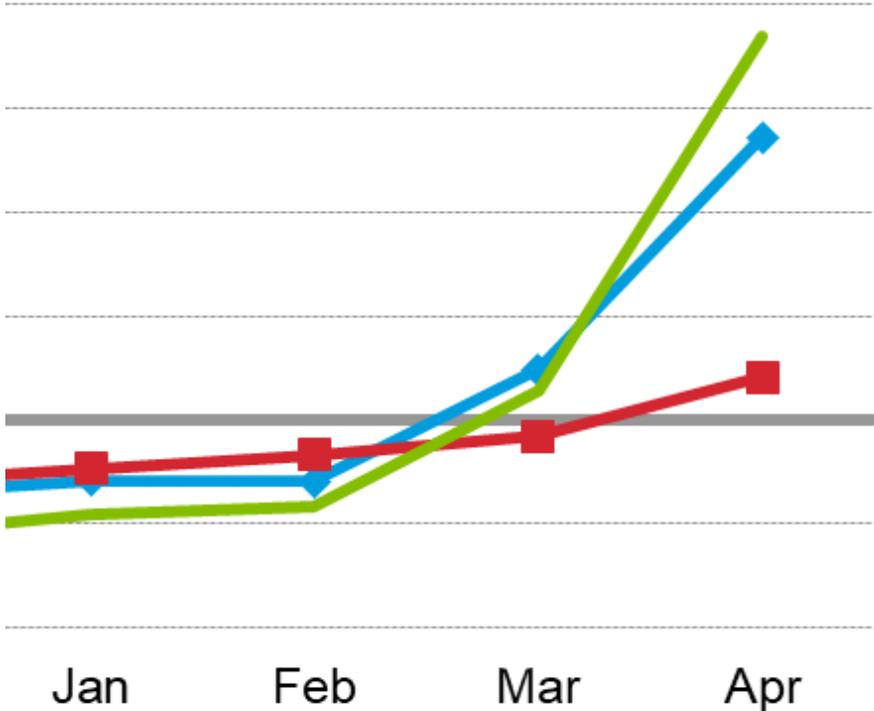


Source: Tourism Economics

# Seasonality of Visitor Spending



# The Recovery Has Started... 2021 Hotel Occupancy



# Thank You

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