

# Fox Cities Visitor Spending 2014

## Summary of Key Findings

- Visitors to the Fox Cities region spent **5.65% more** in 2014 than in 2013.
- Visitor spending of **\$434 million generated nearly \$558 million in total business sales** in 2014 as tourism dollars flowed through the Fox Cities economy.
- The \$434 million in visitor spending directly supported **6,000 jobs** in Fox Cities in 2014.
- The 6,000 tourism supported employees in Fox Cities earned **\$93.6 million in wages** and benefits.
- Including indirect and induced impacts, **tourism in the Fox Cities generated \$37.3 million in state and local taxes** and \$56.4 million in Federal taxes last year.
- Spending growth was strongest on accommodations and recreation – two of the industries we consider to be the ‘core’ tourism industries for a region.
- Each household in Fox Cities would need to be taxed an additional \$580 per year to replace the tourism taxes received by state and local governments.
- Attendees who participated in sports tournaments that used paid lodging facilities during their stay in the Fox Cities spent an average of \$107.96 per person per night. Attendees stayed an average of 1.7 nights and the average immediate travel party size was 4.06. \*\*
- Attendees at meetings and conventions who used paid lodging facilities during their stay in the Fox Cities spent an average of \$125.54 per person per night. Attendees stayed an average of 3.4 nights and the average travel party size was 2.09. \*\*

Visitor Spending and Impacts Fox Cities					
County	Millions				Pch Change
	2011	2012	2013	2014	
Lodging	\$85.5	\$85.1	\$89.6	\$95.6	6.67%
Food & Beverages	\$113.4	\$114.8	\$121.5	\$128.5	5.75%
Retail	\$88.0	\$86.7	\$88.8	\$91.1	2.56%
Recreation & Entertainment	\$49.0	\$52.1	\$55.6	\$60.5	8.94%
Local Transportation	\$46.4	\$51.5	\$55.6	\$58.7	5.46%
<b>Total</b>	<b>\$382.3</b>	<b>\$390.2</b>	<b>\$411.1</b>	<b>\$434.3</b>	<b>5.65%</b>
<b>Growth Rate</b>		<b>2.05%</b>	<b>5.37%</b>	<b>5.65%</b>	

Visitor Spending by Quarter Fox Cities				
	Q1	Q2	Q3	Q4
<b>2012</b>	<b>\$93.0</b>	<b>\$96.0</b>	<b>\$118.2</b>	<b>\$92.1</b>
<b>2013</b>	<b>\$82.9</b>	<b>\$104.9</b>	<b>\$121.8</b>	<b>\$101.5</b>
<b>2014</b>	<b>\$88.4</b>	<b>\$107.3</b>	<b>\$129.1</b>	<b>\$109.5</b>
<b>% Chn</b>	<b>6.63%</b>	<b>2.32%</b>	<b>5.99%</b>	<b>7.88%</b>

Source: Tourism Economics 2014 of Visitor Spending in the 20 municipalities served by the Bureau.

\*\*Source: Study of Convention and Sports Tournament visitor spending Conducted by DTS Consulting, 2013.

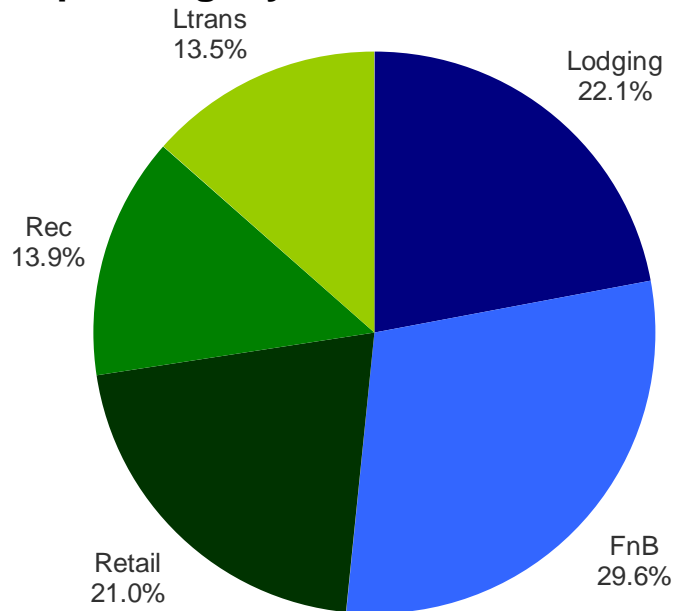


## Fox Cities Visitor Spending

by Year, Millions of \$



## Visitor Spending by Sector



Source: Tourism Economics 2014 of Visitor Spending in the 20 municipalities served by the Bureau.

\*\*Source: Study of Convention and Sports Tournament visitor spending Conducted by DTS Consulting, 2013.

