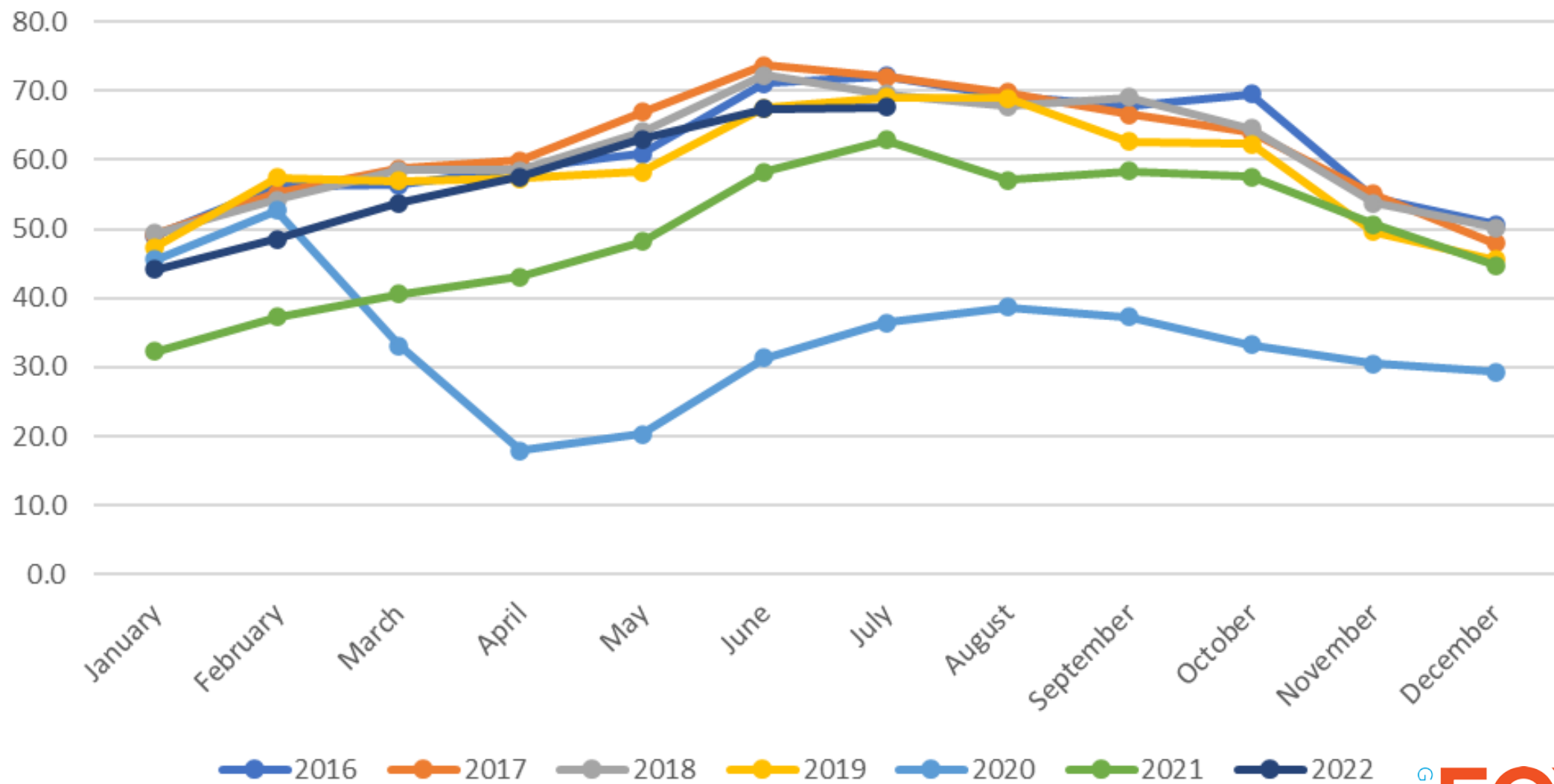
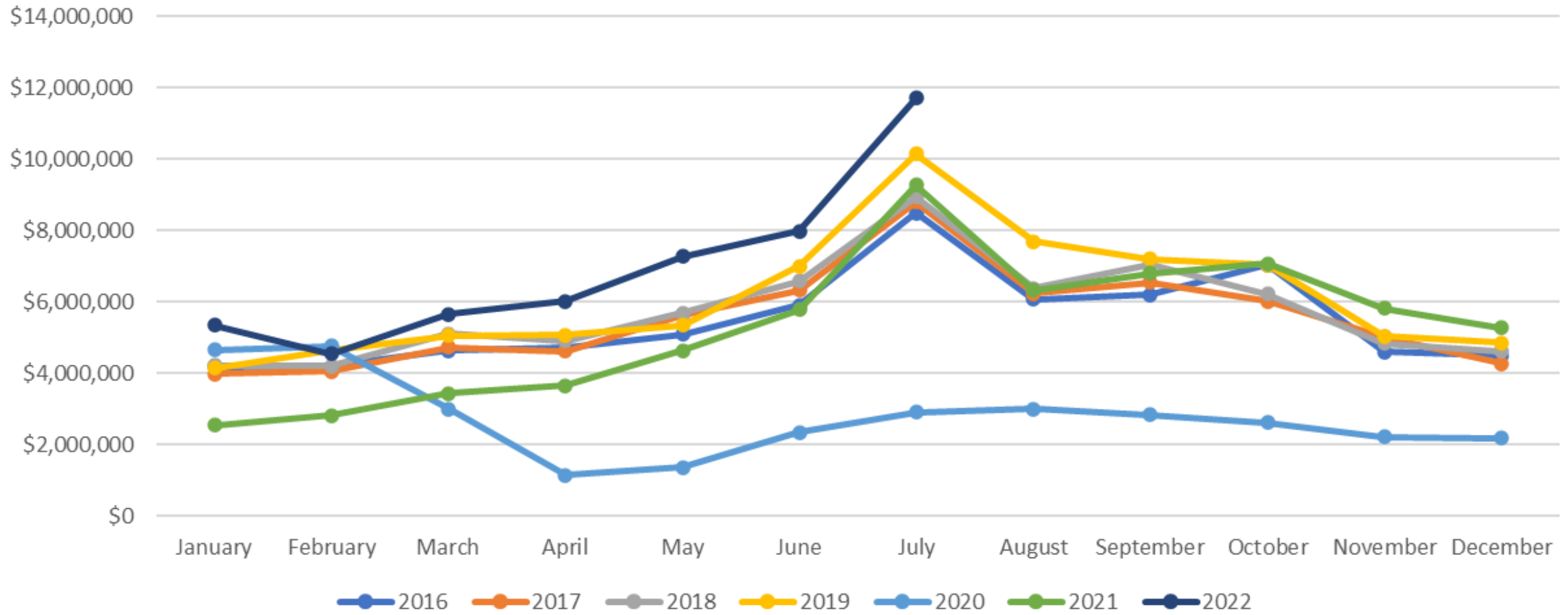


Fox Cities Hotel Occupancy

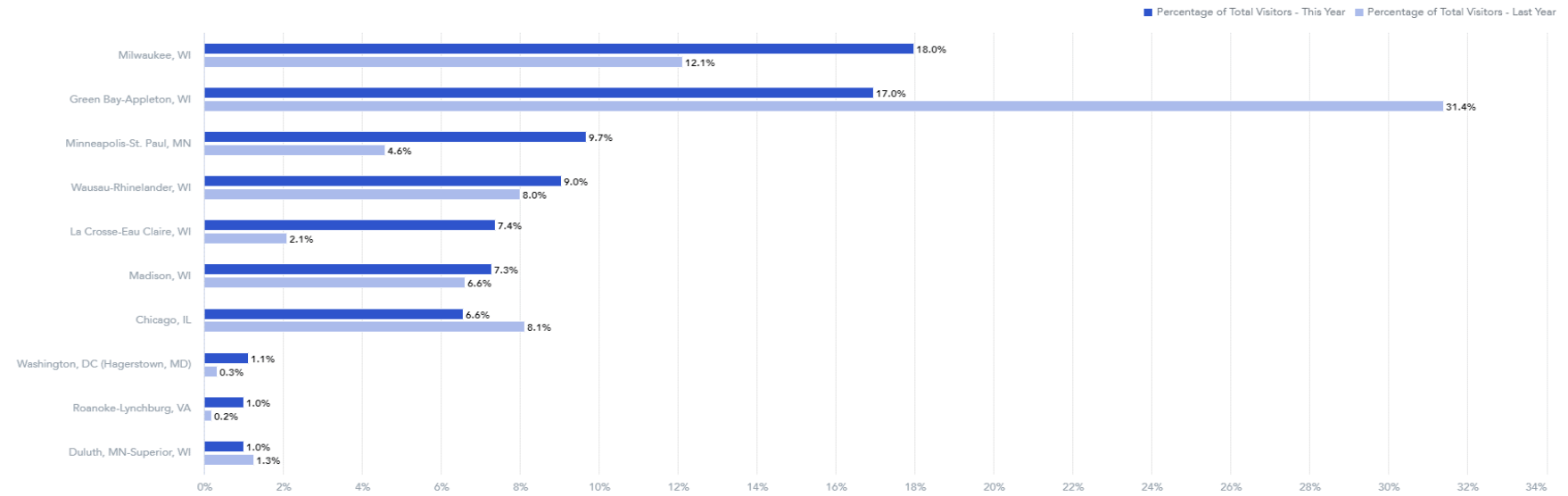


Fox Cities Room Revenue



FCEC Visitor Origin Traffic - YTD 2022 vs. 2021

Location - Top 10 Origin Markets Percent YOY



[Export](#)

Source = Zartico

Fox Cities Visitor Spending 2021 Summary of Key Findings

- Visitor spending increased by 40% in 2021 with growth in lodging and recreational/ entertainment spending supporting overall growth.
- Visitor spending has rebounded to 2015 levels, after falling to levels not seen since 2009 in 2020.
- Spending on lodging grew more than 80%, increasing by \$41 million. Lodging spending rebounded to 78% of pre-pandemic levels.
- Recreational spending jumped 42% to nearly \$69 million in 2021, reaching 93% of pre-pandemic levels.
- Fox Cities saw all major spending sectors grow 25% or more in 2021.
- Retail shopping spending by visitors grew by more than \$20 million in 2021, surpassing pre-pandemic levels.
- Visitor spending directly supported **4,650 jobs** with resident **income of \$117 million**.
- Visitor activity supports **\$55 million in state and local governmental revenues**.

Fox Cities visitor spending
Amounts in \$ millions

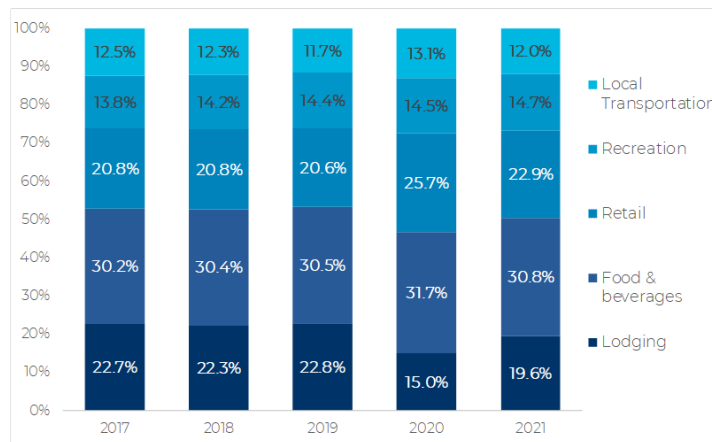


Fox Cities quarterly visitor spending, 2018-2021
Amounts in millions of \$, 2019 & 2021 values



Visitor Spending Shares in Fox Cities, 2017-2021

By category, %



Source: Tourism Economics