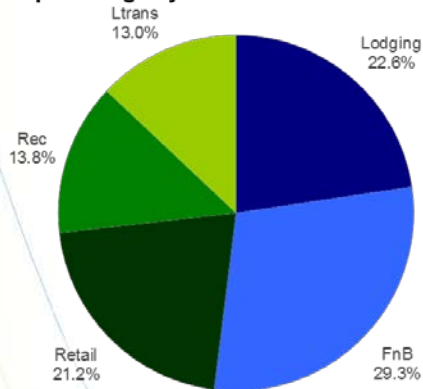


Fox Cities Visitor Spending 2015 Summary of Key Findings

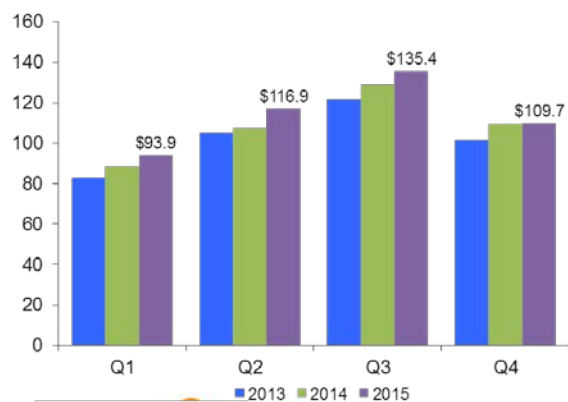
- Visitors to the Fox Cities region spent **5% more** in 2015 than in 2014.
- Visitor spending in the Fox Cities has grown an average of more than 5% year-over-year for the past three years.
- Visitor spending of **\$456 million generated nearly \$590 million in total business sales.**
- The \$56 million in visitor spending directly supported **5,661 jobs** in Fox Cities in 2015.
- Employees in these jobs earned **\$99 million in wages** and benefits.
- Including indirect and induced impacts, **tourism in the Fox Cities generated 57.8 million in state and local taxes** last year.
- **\$21 million in revenue accrued to local Fox Cities governments** due to visitor activity in the region.
- Spending growth was strongest on accommodations and food and beverage.
- **Each household in Fox Cities would need to be taxed an additional \$940 per year to replace the tourism taxes received by state and local governments.**

Visitor Spending and Impacts Fox Cities						
County	Millions					Pch Change
	2011	2012	2013	2014	2015	
Lodging	\$85.5	\$85.1	\$89.6	\$95.6	\$103.3	8.05%
Food & Beverages	\$113.4	\$114.8	\$121.4	\$128.5	\$133.7	4.07%
Retail	\$88.0	\$86.7	\$88.8	\$91.1	\$96.9	6.32%
Recreation & Entertainment	\$49.0	\$52.1	\$55.5	\$60.5	\$62.9	3.92%
Local Transportation	\$46.4	\$51.5	\$55.6	\$58.7	\$59.2	0.84%
Total	\$382.3	\$390.2	\$411.0	\$434.3	\$455.9	4.96%
Growth Rate		2.05%	5.35%	5.67%	4.96%	

Visitor Spending by Sector



Fox Cities Visitor Spending
\$ Millions



Source: Tourism Economics 2015 of Visitor Spending in the 20 municipalities served by the Fox Cities Convention & Visitors Bureau.

