



GREATER **FOX**  
CITIES  
APPLETON WI

2024  
Tourism Impact



# Who We Serve



# Economic Impact of Tourism in the Fox Cities 2024



**\$603.2M**

Direct Visitor  
Spending



**\$787.6M**

Total  
Economic  
Impact



**6,945**

Total  
Jobs  
Supported



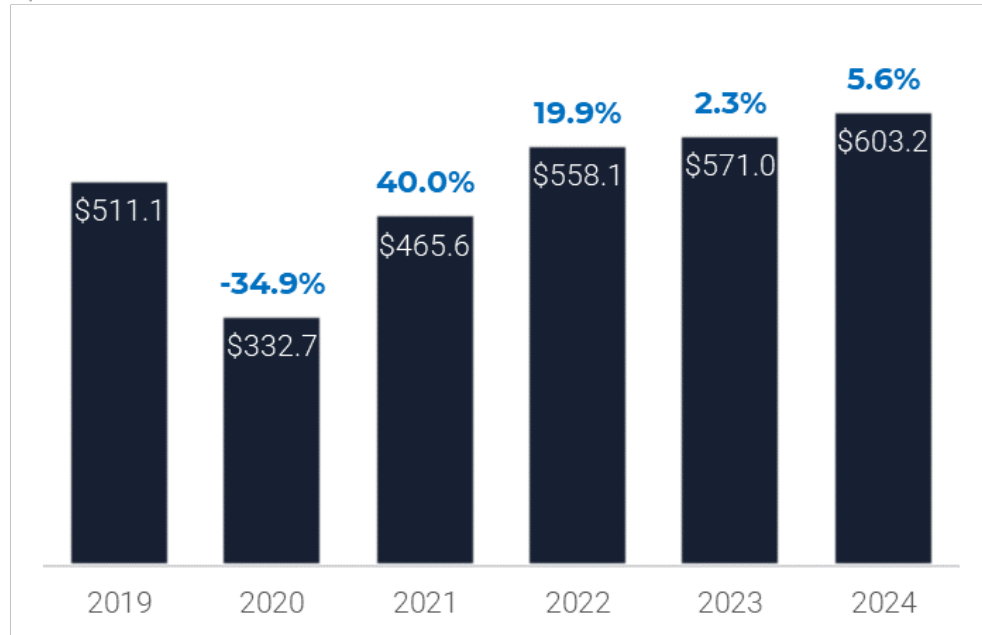
**\$66.7M**

State & Local  
Taxes  
Generated

# Direct Visitor Spending

## Fox Cities Direct Visitor Spending

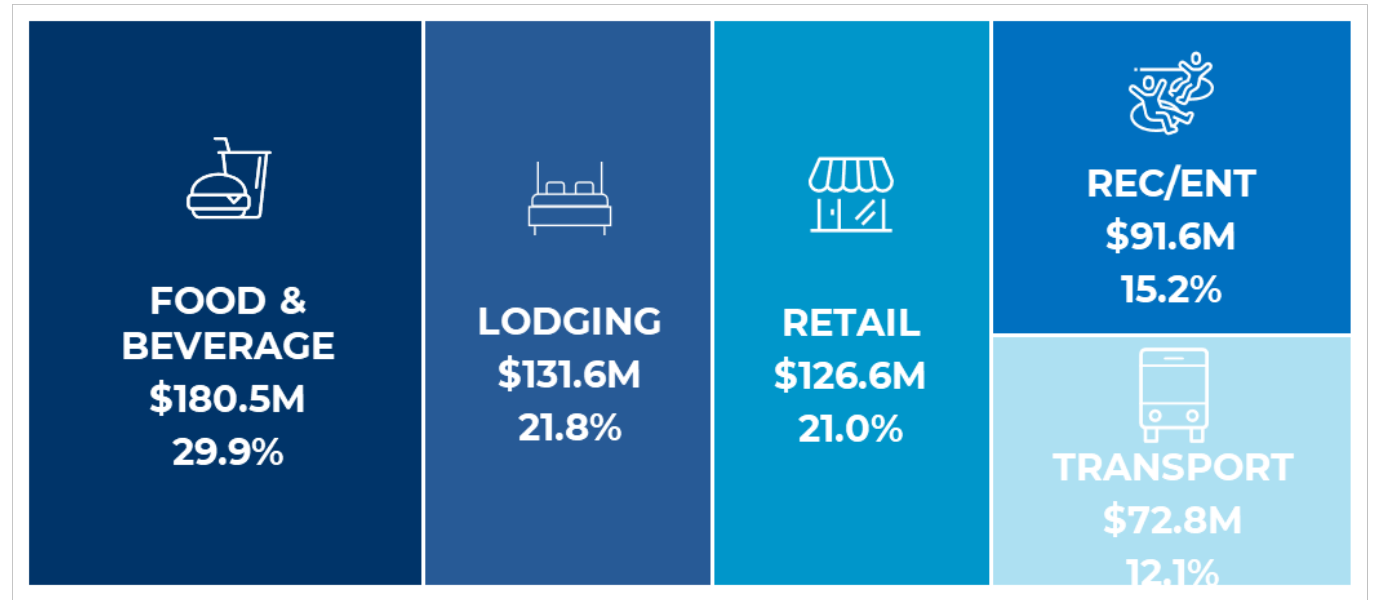
\$ millions



Source: Tourism Economics



# Visitor Spending by Category



## Fox Cities Direct Visitor Spending

\$ millions

	2019	2020	2021	2022	2023	2024	2024 Growth
<b>Total visitor spending</b>	<b>\$511.1</b>	<b>\$332.7</b>	<b>\$465.6</b>	<b>\$558.1</b>	<b>\$571.0</b>	<b>\$603.2</b>	<b>5.6%</b>
Food & beverage	\$155.7	\$105.5	\$143.2	\$165.3	\$171.5	\$180.5	5.3%
Lodging	\$116.4	\$50.0	\$91.1	\$122.5	\$122.4	\$131.6	7.5%
Retail	\$105.5	\$85.5	\$106.8	\$119.1	\$120.8	\$126.6	4.8%
Rec/Entertainment	\$73.7	\$48.2	\$68.6	\$82.6	\$86.6	\$91.6	5.8%
Transportation	\$59.8	\$43.4	\$55.9	\$68.6	\$69.6	\$72.8	4.6%

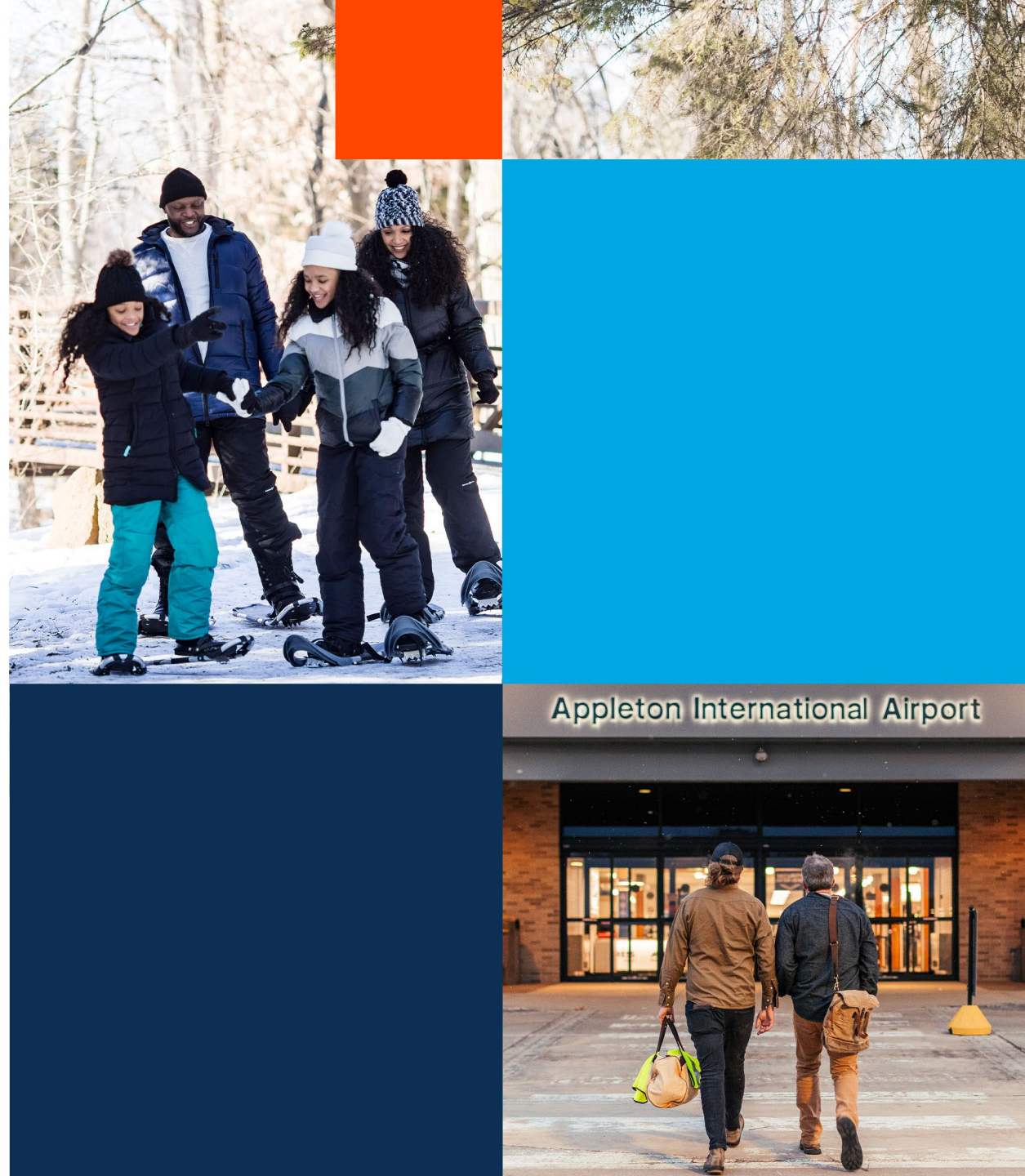
Source: Tourism Economics

Note: Lodging includes all accommodation types, and transportation includes both ground and air transportation.



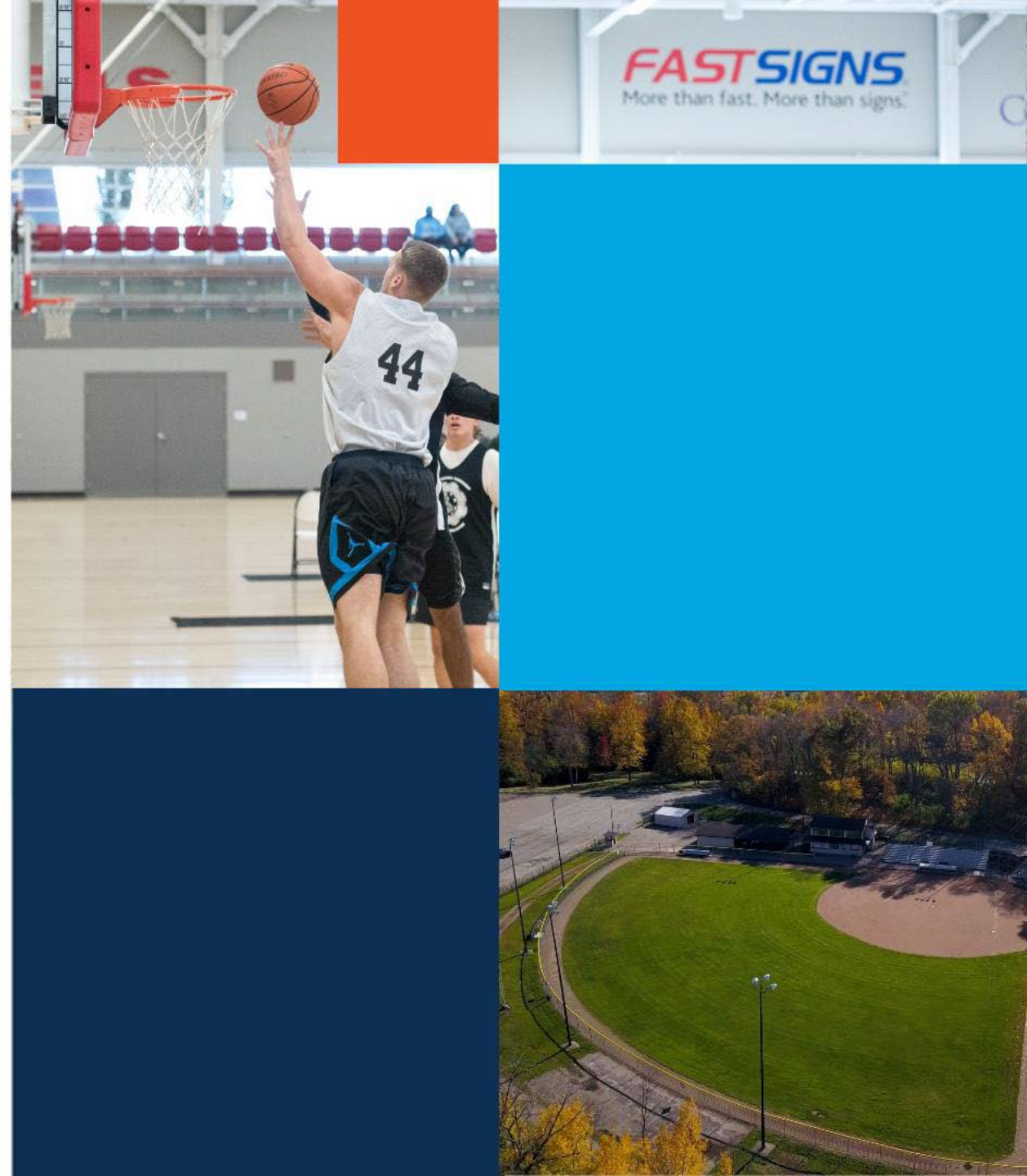
# Tourism = Quality of Life

- Each household in Fox Cities would need to be taxed an additional \$633 per year to replace the tourism taxes received by state and local governments.



# Fox Cities Sports Development

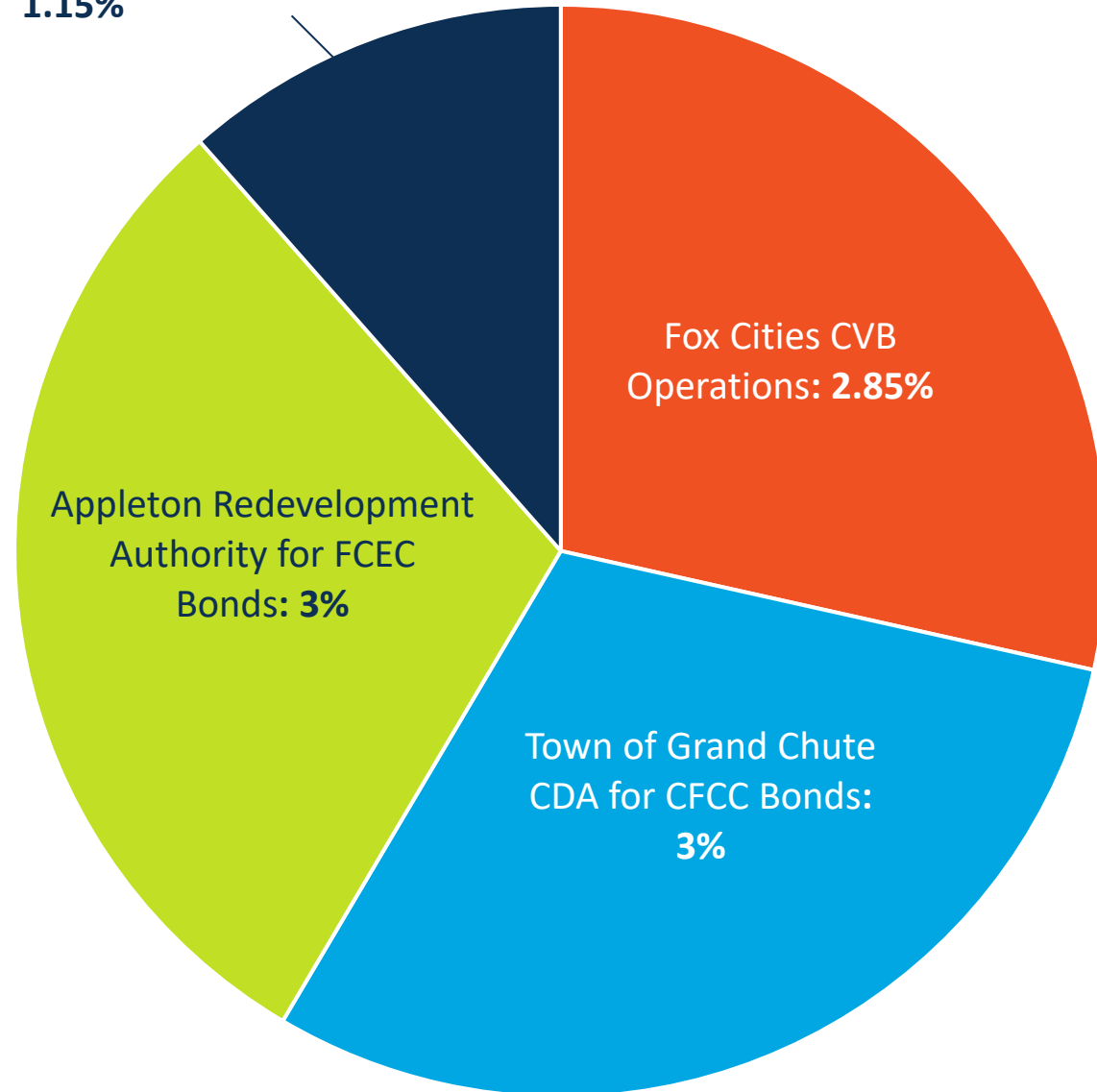
- 501c3
- Separate but “aligned” organization with the CVB
- Common Board to CVB



# Fox Cities Room Tax Allocations

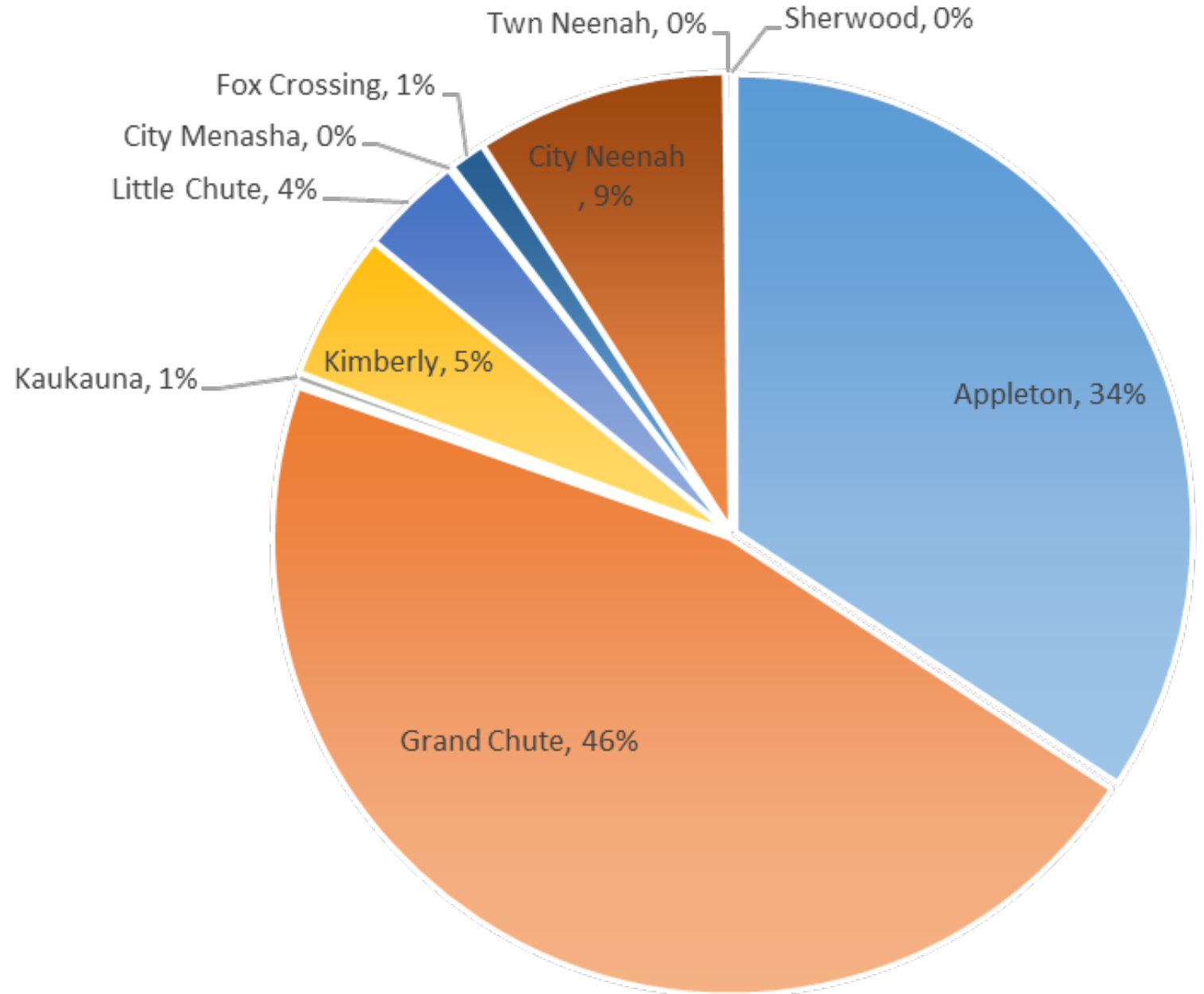
Total = 10% Tax

Retained by Municipalities:  
1.15%





# Fox Cities Room Tax Generation



# Recent Room Tax Funded Projects

	Fox Cities Exhibition Center	Community First Champion Center
Cost	\$31 million	\$30 million
Opened	January 2018	November 2019
Building Owned By	City of Appleton	Town of Grand Chute
Operated By	Hilton Appleton Paper Valley	Fox Cities Sports Development
Annual Economic Impact (est.)	\$6 million	\$8 million
FCCVB Role	Sales/marketing support	Administrator Sales/marketing support





# Fox Cities Exhibition Center 2024 Year in Review\*

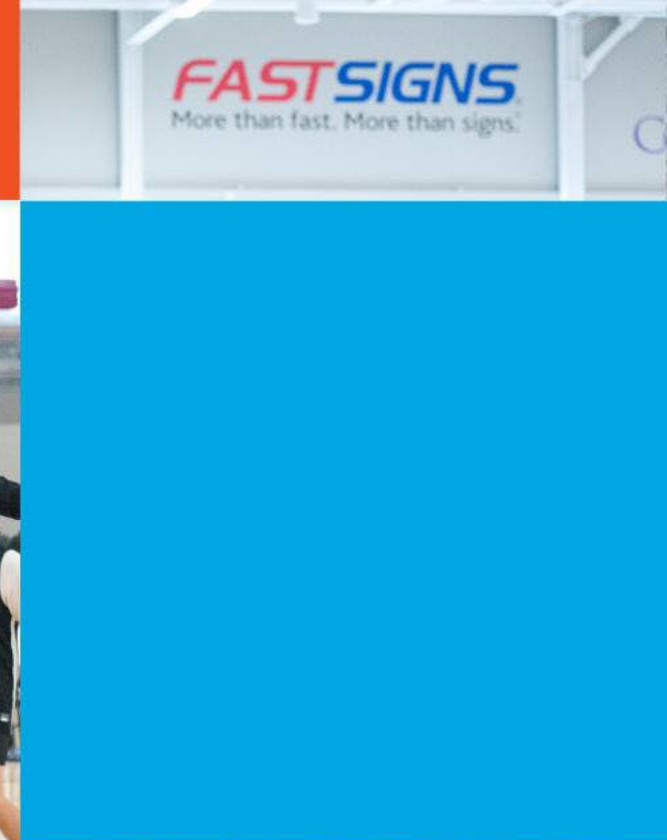
- 51 Groups/ Functions
- 56,272 total attendance
- 8,702 hotel room nights

*\*Information provided by Hilton Appleton Paper Valley Hotel*




# Community First Champion Center 2024 in Review

- 74 tournaments that generated more than \$6,256,640 million in direct visitor spending at businesses in the Fox Cities
  - 48,180 Athletes
  - 82,400 Spectators
- Tournaments and games took place on 50 of 52 weekends
- Roughly 98% of the participants are 18 years old or younger
- “Home Teams” = NHM Hockey, Valley Figure Skating, Lawrence University Women’s Hockey
- Local Impact
  - 8,062 Practice hours
  - 59,000 Practice participants
  - 128 Sports camps





# Thank you!

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M-F 8:00 AM-4:30 PM

