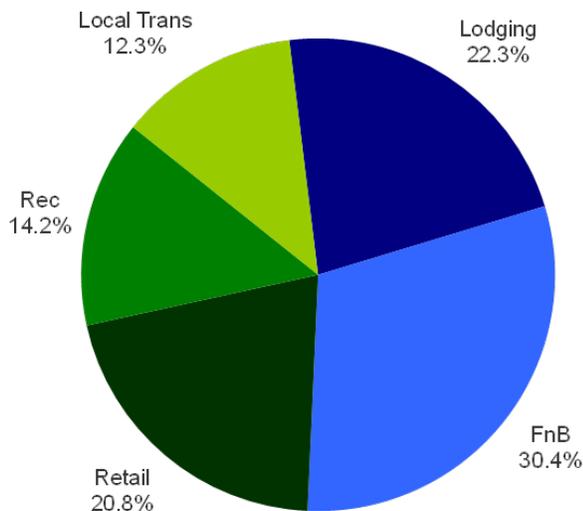


Fox Cities Visitor Spending 2018 Summary of Key Findings

- **Visitor spending in the Fox Cities** accelerated in 2018, increasing 4.9% to **\$493 million**.
- This visitor spending generated another \$154 million in business sales for a total impact of \$650 million in sales for businesses in Fox Cities.
- A total of **5,756 jobs, with income of \$108.9 million, were directly sustained by visitors to Fox Cities**.
- State and local governments benefitted by collecting \$60.5 million in tax revenue coming from visitor activity in Fox Cities.
- **\$21.3 million in revenue accrued to local Fox Cities governments** due to visitor activity in the region.
- Each household in Fox Cities would need to be taxed an additional \$965 per year to replace the tourism taxes received by state and local governments.

Visitor Spending and Impacts					
Fox Cities					
County	Millions				Pch Change
	2015	2016	2017	2018	
Lodging	\$103.3	\$106.6	\$106.6	\$109.8	2.99%
Food & Beverages	\$133.7	\$136.6	\$142.3	\$150.0	5.44%
Retail	\$96.9	\$98.4	\$97.8	\$102.8	5.10%
Recreation & Entmt.	\$62.9	\$64.4	\$64.8	\$70.0	7.97%
Local Transportation	\$59.2	\$57.3	\$58.9	\$60.8	3.17%
Total	\$455.9	\$463.2	\$470.4	\$493.3	4.88%
Growth Rate		1.61%	1.55%	4.88%	

Visitor Spending by Sector



Fox Cities Visitor Spending

