



INVESTING IN TOURISM MARKETING = MORE STATE AND LOCAL REVENUE

TFW requests a \$3 million annual increase (\$6 million over the biennium) for the Department of Tourism's marketing budget.

- The Department's funding has remained flat for the last eight years and it is not enough to keep pace with the competitor states like Michigan (\$35 million), and Illinois (\$30 million) which all have tourism budgets at least twice as large as Wisconsin's (\$15.5 million). As a point of comparison, direct visitor spending in Michigan in 2017 was \$24.7 billion compared to Wisconsin's \$12.7 billion in direct visitor spending.
- While the number of visitors to Wisconsin is increasing, it has been doing so at a slower pace each year since 2014. Between 2014 and 2015, there was a 3% growth in visitors to Wisconsin. Between 2017 and 2018, the increase was only 1.9%.
- Effective tourism promotional spending results in more visitor spending, more jobs, and more state and local tax revenue. A Department of Tourism study estimated that for every \$1 spent on tourism advertising, \$7 was returned to state and local governments.
- In 2018, travelers spent an estimated \$13.3 billion in Wisconsin, a 5 percent increase from 2017. The overall economic impact of tourism on Wisconsin is \$21.6 billion, generating 199,000 jobs and \$1.6 billion in state and local taxes.

An increased promotional funding commitment will continue to protect and create jobs and generate more revenue for state and local governments.