

2023 ECONOMIC IMPACT OF TOURISM ON WISCONSIN AND THE EAU CLAIRE AREA

VISITOR SPENDING

State of Wisconsin

\$15,707 Million (Direct Spending)
\$25,003 Million (Total Economic Impact)

Tri-County Chippewa Valley

\$465.1 Million (Direct Spending)
\$744 Million (Total Economic Impact)

Eau Claire County

\$284.5 Million (Direct Spending)
\$459 Million (Total Economic Impact)

Chippewa County

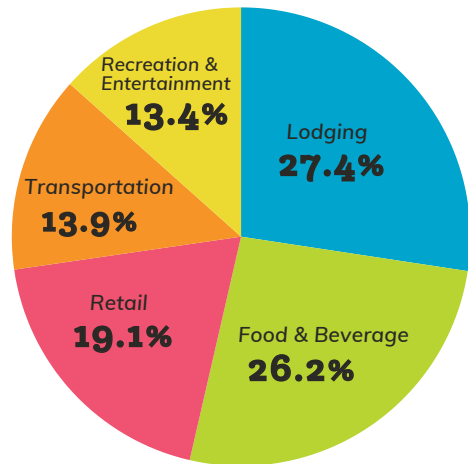
\$121 Million (Direct Spending)
\$184 Million (Total Economic Impact)

Dunn County

\$59.6 Million (Direct Spending)
\$101 Million (Total Economic Impact)

HOW THE VISITOR DOLLAR IS SHARED IN THE STATE OF WISCONSIN

- Lodging (\$4,305 Million)
- Transportation (\$2,180 Million)
- Food & Beverages (\$4,120 Million)
- Recreation & Entertainment (\$2,108 Million)
- Retail (\$2,994 Million)



JOBS FROM TOURISM

In 2023, tourism spending directly supported 3,893 full-time equivalent travel industry jobs and generated \$133.1 million in wages and salaries in Eau Claire County.

In 2023, tourism spending directly supported 6,088 full-time equivalent travel industry jobs and generated \$200.6 million in wages and salaries in the Chippewa Valley.

REVENUE GENERATED

In 2023, travel spending in Eau Claire County generated a total impact of \$31.4 million in local and state government revenue.

In 2023, travel spending in the Chippewa Valley generated a total impact of \$48.9 million in local and state government revenue.

HISTORICAL DIRECT VISITOR SPENDING

<u>Year</u>	<u>Eau Claire</u>	<u>Chippewa</u>	<u>Dunn</u>	<u>Chippewa Valley</u>	<u>Wisconsin</u>
<u>2022</u>	\$270.1 Mil	\$114.9 Mil	\$56.7 Mil	\$441.7Mil	\$14,956.2 Mil
<u>2023</u>	\$284.5 Mil	\$121 Mil	\$59.6 Mil	\$465.1 Mil	\$15,707 Mil
<u>% Change</u>	5.4%	5.2%	5.1%	5.3%	5%