



THE POWER OF TRAVEL

Tourism plays a significant role in Wisconsin's economy and is a source of both employment and tax revenue.

- Tourism had a \$17.26 billion impact on the state's economy in 2020 in Total Business Sales.
- The tourism economy generated \$1.16 billion in state and local revenue. Without tourism, each Wisconsin household would pay over \$600 in additional taxes to maintain existing services.

BAYFIELD COUNTY TOURISM'S 2020 ECONOMIC IMPACT

Tourism plays a vital role in Bayfield County. Located at the top of Wisconsin with over 100 miles of Lake Superior shoreline, 962 inland lakes, and hundreds of miles of recreational trails, Bayfield County is home to abundant natural resources including the Apostle Islands National Lakeshore, the Chequamegon-Nicolet National Forest and the Wisconsin Lake Superior Scenic Byway.

A unique blend of wilderness and culture combined with world-class events draws travelers to the area. Local businesses rely on traveler spending and residents benefit all year long from the variety of services made possible by the seasonal influx of visitors.

TOTAL VISITOR SPENDING

- Total visitor spending in Bayfield County was \$52.5 million in 2020, a decrease of just 2.68% from 2019 despite the pandemic. This was the 2nd best performance of all counties in Wisconsin.

TOTAL BUSINESS SALES

- Total business sales in Bayfield County were \$68.1 million in 2020; a decrease of 5.28% from 2019 – not too bad compared to the statewide decrease of 22.32%.

JOBS

- 596 jobs with a total personal income of \$11.5 million were supported by visitors to Bayfield County last year.
- Tourism directly and indirectly supports 195,255 jobs in Wisconsin, and directly supports 1 in 4 jobs in Bayfield County.
- Largely comprised of small businesses, travel and hospitality jobs can't be outsourced or exported.
- The tourism industry provides work across the spectrum of employment from entry level and part-time jobs to management, executive and entrepreneurial positions.

TAX REVENUE

- Visitors to Bayfield County generated \$6.1 million in state and local taxes during 2020.
- In 2020, sales tax revenue in Bayfield County reached an all-time high and was over \$1 million for the 8th consecutive year; up 7% from 2019.