**2022 Economic Impact Talking Points**

**GOAL:** Our goal for announcing these numbers is to show stakeholders and the media the value of Wisconsin tourism’s record-breaking 2022 and celebrate the role the Wisconsin Department of Tourism and our tourism partners throughout the state played in that success.

**2022 IN A WORD: RECORD-BREAKING**

**TOPLINE MESSAGE:** Wisconsin tourism’s economic impact in 2022 was record-breaking.

**SECONDARY:** Tourism’s $23.7 billion total economic impact was fueled by record-setting overnight visitation.

**2022 ECONOMIC IMPACT BY THE NUMBERS:**

* The total economic impact of tourism in Wisconsin was **$23.7 billion.**
  + *Tourism’s economic impact broke 2019’s previous record of $22.2 billion total economic impact*
* Tourism supported **174,600** full and part-time jobs across diverse sectors of the industry.
* Wisconsin hosted **111.1 million visits.**
* **Wisconsin visitors generated $1.5 billion** in state and local taxes.
* Each Wisconsin household would need to pay **$620** to maintain the current level of government services generated by tourism.

**REASONS FOR RECORD-BREAKING YEAR:**

* In 2022, all 72 counties experienced an increase in total tourism economic impact compared to 2021.
* Wisconsin reported a record number of overnight trips in 2022; overnight visitors spend nearly three times as much as a day visitor.
  + *If asked, 2022 had:*
  + *45.4 million overnight visits (up from 39.9 million in 2021 and 42.8 million in 2019)*
  + *$219 per visitor spending for overnight trips compared to $75 per visitor spending for day trips*
* Lodging demand grew 13% over 2021 and 4% over 2019, and lodging revenue increased 25% over 2021 and 17% over 2019.
* Marketing works – a growing state and federal budget helped showcase Wisconsin as the perfect place to make travel memories.
  + *Insert any success stories from your local marketing*
* Wisconsin is a four-season destination and we’ve seen strong growth year-over-year in each season.

**Anecdotal Stories:**

* EAA broke a record in total attendance at 650,000 visitors.
* The Port of Milwaukee broke a record with over 13,000 cruise visitors on eight different ships.
* Farm Technology Days had to turn people away from their 4,000-person concert.

**TELL YOUR LOCAL SUCCESS STORIES**

*Insert your own story of how your community broke records and contributed to the state’s overall success.*

* X county’s record-breaking total economic impact helped lead Wisconsin to a record-breaking year

*Even if total economic impact was not record-breaking for your county, highlight any areas that were record-breaking (ex. foot traffic in your visitor center, attendance at an event or festival, record # of Old Fashioned sales, etc.)*

* X county’s total economic impact growth helped the state have a record-breaking year

**OPPORTUNITIES FOR GROWTH**

* While we celebrate tourism’s record-breaking year, the sky is the limit for tourism’s impact on our economy and we continue our work to help all sectors of tourism continue to grow.

**Why lead with total economic impact, aka total business sales?**

* Total economic impact takes into consideration the full impact of the tourism dollar as it circulates through our economy. Leading with any number other than total economic impact undervalues the importance of your efforts and the whole of Wisconsin’s economy.

**What is the difference between direct visitor spending and total business sales?**

* + Direct visitor spending is spending by visitors to a destination within tourism-related sectors (e.g. recreation, retail, food and beverage, transportation, lodging).
  + Total business sales or total economic impact combines direct visitor spending with indirect and induced impacts.
  + **Direct Impacts + Indirect Impacts + Induced Impacts = Total Economic Impact $**
  + Direct impacts include things like retail, entertainment, food and beverage, transportation and lodging that visitors purchase.
  + Indirect impacts are purchases businesses make from suppliers and the goods and services they need to run their business.
* Induced impacts is new spending generated by employees in the tourism industry – their spending is impacted by their wages.
  + The total of these direct, indirect and induced impacts add up to the total economic impact of tourism.

**TRIBAL TOURISM**

* Due to tribal sovereignty rights, the total economic impact of tribal tourism is not wholly reflected in the Tourism Economics report. Publicly available data indicates that tribal gaming generated nearly $2 billion in revenue in 2022. As access to the raw data is not publicly available, we are not able to confirm how much of this revenue is generated by visitors as defined in this report.
* Wisconsin’s tribes play a critical role in enriching our tourism offerings and bringing travelers to Wisconsin.

**PIVOTS**

*Inflation/gas prices/economy/worker shortage*

**DO NOT:** Repeat the question and frame your answer from the perspective of gas prices, economy, inflation, worker shortage, etc.

**Do:** Pivot to positive travel sentiment.

* Our data shows that Wisconsin’s record-breaking year was fueled by so much more than factors in our economy that are outside of our control.
* 2022’s record-breaking economic impact shows that all things being equal, travelers are choosing Wisconsin over our competitors
  + Wisconsin outpaced the national average last year for travel spending growth when compared to 2019 according to preliminary data. We didn’t just beat the national average; we beat every single one of our neighboring states!
    - * Source: U.S. Travel Association and Tourism Economics
* Travelers are still prioritizing travel. Research shows travel sentiment remains high. 91% of Americans plan to travel in the next six months.
  + Source: Longwoods International Travel Sentiment Study, Wave 73

*Pandemic/COVID*

**DO NOT:** Repeat the words “pandemic, recession, COVID, etc.

**Do:** Pivot to our positive economic impact in general.

* 2022’s record-breaking economic impact shows the sky is the limit.
* We saw growth from all 72 counties in 2022, which is a credit to the statewide marketing strategy as well as our local efforts and we will continue to work to uplift all sectors of our industry in every corner of the state.
  + - The growth achieved in Wisconsin’s tourism industry is something we should be incredibly proud of.
    - We bounced back faster than any of our neighboring states, so it’s better to be a tourism business here than across the border.
      * Source: U.S. Travel Association and Tourism Economics

*Jobs/Worker Shortage*

* 2022’s record-breaking economic impact shows the sky is the limit and it shows tourism businesses are figuring it out.
* All things being equal, Wisconsin tourism businesses continue to provide world-class hospitality and that’s helped us have such a strong year.
* This challenge is bigger than our industry alone. Wisconsin hospitality is as welcoming as ever and continues to be an incredible place to make memories.

*Politics/Budget*

* We had a record-breaking year in 2022 because we are laser-focused on driving economic impact and uplifting our state and local economies.
  + Tourism isn’t red or blue, it’s green. We are focused on economic impact.