



## Wisconsin Tourism Jumpstarting an Economic Opportunity and Creating Jobs

### Support for Governor Walker's Proposal for Increased Tourism Promotion

The Tourism Federation of Wisconsin supports Governor Walker's proposal to increase the Department of Tourism's tourism marketing budget by \$1.2 million in fiscal year 2011 and an additional \$2.3 million in fiscal year 2012. In a tough economy, Wisconsin is working to keep and create new jobs. Study after study has proven that effective tourism promotion spending results in more traveler spending, more jobs, and more state and local tax revenue. An increased [promotional funding commitment](#) will help Wisconsin's economy. It will protect and create jobs and generate more revenue for state and local governments. It will help Wisconsin build upon tourism's \$12 billion a year economic impact.

### Tourism Promotion = Strong ROI for Wisconsin

- The Department of Tourism's summer and fall 2010 advertising campaign generated a 7:1 return on investment in state and local tax dollars.\*
- The 7:1 ROI equates to \$11.6 million in state and local taxes that can be used for education, health care, public safety and more. Without tourism promotion, these dollars would not have come to the state.\*
- In 2009, travelers spent an estimated \$12 billion in Wisconsin, an 8% decline from 2008. This led to a loss of nearly 24,000 jobs and \$166 million in state and local tax revenue.\*\* Also in 2009, the State cut the Department of Tourism's budget by 14 percent.

### Wisconsin Losing Ground to Other States

- In 2009, Michigan spent \$30 million on the popular Pure Michigan campaign and will spend about \$25 million per the new Governor's budget.
- In 2008, Illinois spent more than \$48 million on tourism promotion and is expected to spend about \$30 million this fiscal year despite budget problems. Minnesota is expected increase its advertising budget by nearly \$3 million next fiscal year.
- In the past few years, Wisconsin has reduced its tourism promotion funding to less than \$10 million while other states are outspending us. The state's economy has not reaped the benefits that a robust and growing tourism industry can and does yield.

***Increased investment in tourism promotion will create jobs, grow the economy and generate new tax revenue.***

\*Source: WI Dept. of Tourism/Longwoods International

\*\* Source: WI Dept. of Tourism/Davidson-Peterson Associates