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Fox Cities Visitor Spending Increases to \$493 million

Continuing a now 9-year run of increased visitor spending

Fox Cities, WI. – The good news continues to come for visitor spending in the Fox Cities. In 2018, visitors to the area spent \$493 million, an increase of 4.9%, or \$23 million, over 2017 numbers. The study estimates that this spending directly supported 5,756 jobs in the tourism industry, with those employees earning \$109 million in wages and benefits.

"This significant increase in visitor spending is a direct result of our investments in tourism infrastructure", commented Pam Seidl, Executive Director of the Fox Cities Convention & Visitors Bureau. "It's also a great indicator of potential future growth as we look to the continued ramp up of the Fox Cities Exhibition Center and opening of the Community First Champion Center - Fox Cities."

Visitor spending growth was led by dollars spent on recreational activities, as well as food and beverages. Retail shopping rebounded, growing 5.1% in 2018. The research indicated each household in Fox Cities would need to be taxed an additional \$965 per year to replace the tourism taxes received by state and local governments.

The visitor spending figures are part of a statewide economic impact study conducted by Tourism Economics, an Oxford Economics Company.

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About the Bureau

The Fox Cities Convention & Visitors Bureau is an economic development organization that strengthens the Fox Cities by attracting visitors in the convention, sports and leisure markets through sales, marketing and destination development.

Visitor spending in the Fox Cities totaled \$493 million in 2018. The Fox Cities Convention & Visitors Bureau estimates that this direct spending created 5,756 jobs, with those employees earning \$109 million in wages and benefits.

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