



2021 ECONOMIC IMPACT FACT SHEET

THE POWER OF WISCONSIN TOURISM

DOOR COUNTY

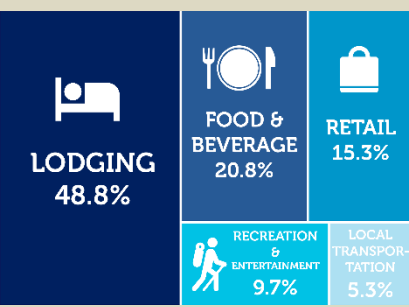


Surrounded by Lake Michigan, Door County, Wisconsin is a collection of 19 communities working together to promote the region as a single destination. It has been a popular vacation retreat for more than a century and continues to provide visitors with scenic seaside experiences in the heart of the Midwest. Coming off a global pandemic that greatly disrupted the travel industry in 2020, the tourism industry anchored an economic rebound for Door County in 2021.

THE POWER OF TRAVEL

Visitors spent \$423 million in Door County in 2021. That breaks down into the following share by key business categories:

- Lodging: \$206.6 million
- Food & Beverage: \$88.2 million
- Retail: \$64.9 million
- Recreation: \$41.1 million
- Local Transportation: \$22.3 million



Source: Tourism Economics: Economic Impact of Tourism in Door County 2021

Statewide Impact

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

- Tourism had a \$20.9 billion impact on the state's overall economy in 2021.
- Direct visitor spending in 2021 totaled \$12.9 billion statewide.
- The tourism economy generated \$1.4 billion in state and local tax revenue in 2021.
- Tourism in 2021 supported 169,707 jobs in Wisconsin.



VISITOR SPENDING

- Tourism had an overall impact of \$531 million on Door County's economy in 2021, up \$134 million (33.7%) from 2020 and up \$53 million (11%) compared to 2019. *These totals include direct, indirect and induced impacts.*
- Direct visitor spending in Door County totaled \$423 million in 2021, an increase of \$119 million (39%) over 2020, and up \$51 million (13.7%) compared to 2019.
- Visitor spending percentage breakdown, by quarter, for 2021:

Q1 (Jan-Mar) = 17%	Q3 (July-Sept) = 32%
Q2 (April-June) = 22%	Q4 (Oct-Dec) = 29%

TAX REVENUE

- Tourism in Door County generated \$42.7 million in state and local taxes in 2021, an increase of \$10.2 million (31.4%) over 2020, and up \$2.5 million (6.2%) compared to 2019.

EMPLOYMENT

- Tourism in 2021 supported a total of 3,323 jobs in Door County.
- Total labor income of \$102.5 million was generated for employees in 2021 due to tourism spending, an increase of \$22.1 million (27.5%) over 2020, and up \$17.3 million (20.3%) compared to 2019.

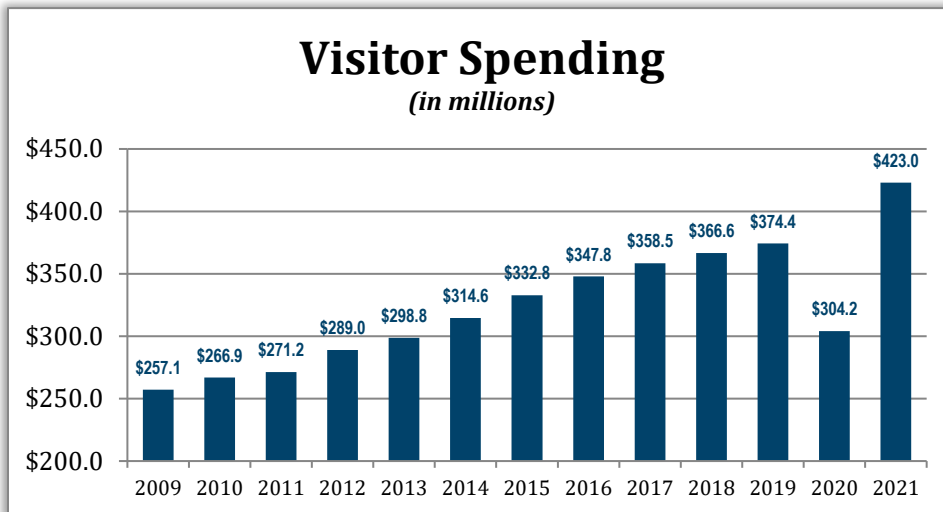
DID YOU KNOW...

- Each occupied household in Door County would need to be taxed an additional \$3,175 to replace the visitor taxes received by state and local governments in 2021.
- Door County ranked 7th out of 72 counties in 2021, generating 3.3% of all direct visitor spending in Wisconsin.

Source: Tourism Economics: Economic Impact of Tourism in Door County 2021

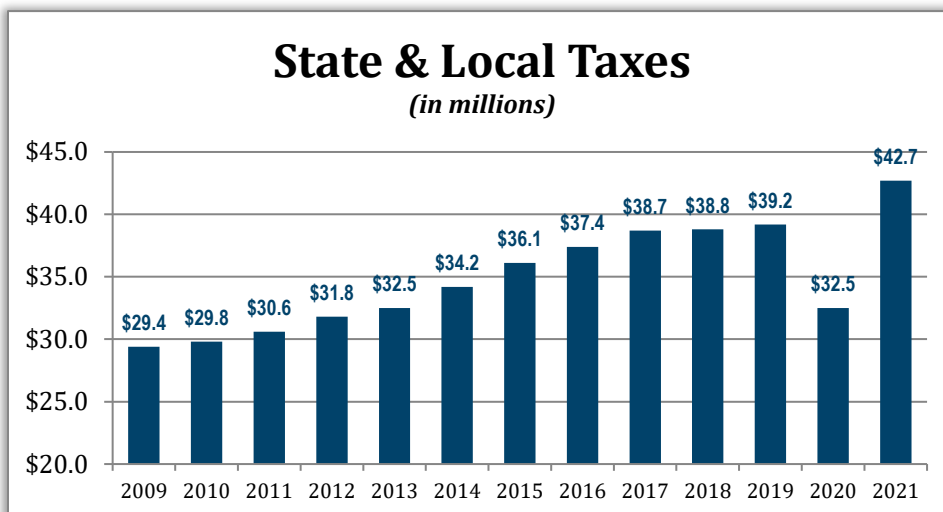
Download the complete 2021 economic impact report from Tourism Economics at bit.ly/Door2021

While the COVID-19 pandemic had a substantial impact on tourism in 2020, the strength in growth seen in key tourism and other economic indicators in 2021 show that Door County has outpaced pre-pandemic levels.



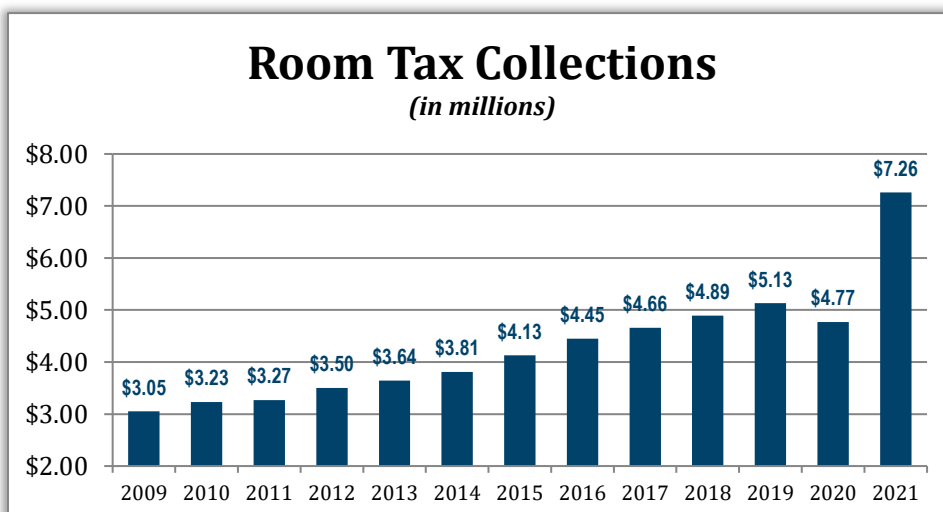
In 2021, visitor spending in Door County increased by \$119 million, a 39% increase over 2020, and up 13.7% compared to 2019.

Source: Tourism Economics: Economic Impact of Tourism in Door County 2021



In 2021, state and local tax revenue generated by visitor spending in Door County totaled \$42.7 million, a 31.2% increase over 2020, and up 6.2% compared to 2019.

Source: Tourism Economics: Economic Impact of Tourism in Door County 2021



In 2021, room tax collections in Door County were up nearly \$2.5 million, a 52.2% increase over 2020, and up 41.6% compared to 2019.

Collections were up 138% over the baseline year of 2009, the first year that all 19 Door County municipalities were part of the Door County Tourism Zone.

Source: Door County Tourism Zone Commission