

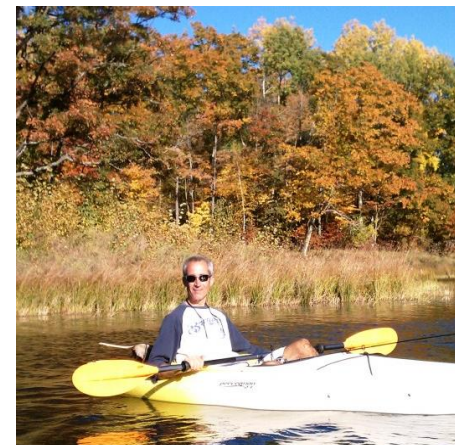
Appendices

1. WISCONSIN WETLANDS STRATEGY
2. POPULATION ATTRIBUTES AND PROJECTIONS
3. PLACES OPEN TO THE PUBLIC FOR NATURE-BASED RECREATION
4. RECREATION OPPORTUNITIES, TRENDS AND NEEDS, BY REGION
5. TOURISM ECONOMIC IMPACT, BY COUNTY



The following Appendices are available online at the Wisconsin DNR website (dnr.wi.gov):

6. OUTSIDE IN WISCONSIN: RESULTS OF THE 2016 SCORP RECREATION PARTICIPATION SURVEY
7. PUBLIC LANDS VISITOR SURVEY: A METHODOLOGICAL COMPARISON PILOT PROJECT
8. RECREATION OPPORTUNITIES ANALYSIS REPORT
9. 2018 GRANT PROGRAM GUIDANCE FOR LWCF AND OTHER GRANTS
10. RECREATION GRANTS AND GUIDELINES FOR THE DEVELOPMENT OF LOCAL RECREATION PLANS



Appendix 5:

TOURISM ECONOMIC IMPACT, BY COUNTY

Table 18: Tourism economic impact, by county

County	Direct Visitor Spending				Total Business Sales				Employment				Total Labor Income				State and Local Taxes			
	Millions			%	Millions			%	Total			%	Millions			%	Millions			%
	2015	2016	2017	2015-2017 Change	2015	2016	2017	2015-2017 Change	2015	2016	2017	2015-2017 Change	2015	2016	2017	2015-2017 Change	2015	2016	2017	2015-2017 Change
Adams	\$212	\$209	\$197	-7.0%	\$265	\$264	\$254	-4.1%	2,365	2,300	2,121	-10.3%	\$50	\$50	\$48	-4.4%	\$25	\$24	\$23	-8.1%
Ashland	\$34	\$35	\$35	1.6%	\$52	\$53	\$54	3.5%	575	571	561	-2.4%	\$13	\$13	\$13	0.7%	\$5	\$5	\$5	-0.7%
Barron	\$97	\$97	\$102	5.5%	\$145	\$146	\$154	6.1%	1,434	1,433	1,470	2.5%	\$32	\$34	\$35	9.5%	\$11	\$11	\$11	4.0%
Bayfield	\$45	\$47	\$48	5.5%	\$61	\$63	\$64	5.9%	598	606	603	0.8%	\$11	\$12	\$11	2.6%	\$6	\$6	\$6	3.6%
Brown	\$614	\$638	\$671	9.3%	\$1,023	\$1,063	\$1,110	8.5%	11,302	11,588	11,877	5.1%	\$416	\$429	\$448	7.5%	\$87	\$91	\$95	8.5%
Buffalo	\$11	\$11	\$12	4.4%	\$19	\$19	\$20	5.6%	194	190	189	-2.3%	\$4	\$4	\$4	0.8%	\$1	\$1	\$1	0.7%
Burnett	\$23	\$24	\$24	3.5%	\$35	\$36	\$36	4.7%	369	372	367	-0.6%	\$7	\$7	\$7	3.9%	\$3	\$3	\$3	2.1%
Calumet	\$30	\$31	\$32	6.4%	\$57	\$60	\$61	6.8%	657	667	673	2.5%	\$14	\$15	\$15	6.5%	\$4	\$4	\$4	3.9%
Chippewa	\$84	\$89	\$98	17.2%	\$136	\$143	\$154	13.4%	1,332	1,377	1,459	9.5%	\$31	\$34	\$35	12.2%	\$9	\$10	\$11	14.2%
Clark	\$28	\$29	\$28	-1.5%	\$49	\$51	\$50	2.3%	354	359	346	-2.0%	\$7	\$7	\$7	-1.3%	\$3	\$3	\$3	-2.5%
Columbia	\$126	\$133	\$133	5.9%	\$183	\$192	\$194	6.4%	1,768	1,894	1,926	8.9%	\$37	\$42	\$42	13.8%	\$15	\$16	\$16	8.3%
Crawford	\$44	\$43	\$44	-0.3%	\$63	\$63	\$64	2.0%	712	701	688	-3.4%	\$12	\$12	\$12	-0.1%	\$6	\$6	\$6	-2.6%
Dane	\$1,154	\$1,214	\$1,247	8.0%	\$1,984	\$2,074	\$2,136	7.7%	21,013	21,654	21,918	4.3%	\$593	\$635	\$654	10.2%	\$149	\$156	\$159	6.8%
Dodge	\$79	\$81	\$81	2.1%	\$147	\$152	\$154	4.5%	1,478	1,519	1,521	2.9%	\$34	\$34	\$34	1.6%	\$9	\$10	\$10	2.8%
Door	\$333	\$348	\$359	7.8%	\$424	\$443	\$457	7.7%	3,111	3,178	3,225	3.7%	\$71	\$75	\$79	11.1%	\$36	\$37	\$39	6.7%
Douglas	\$89	\$90	\$95	6.6%	\$130	\$133	\$139	6.8%	1,263	1,239	1,251	-0.9%	\$27	\$27	\$28	4.0%	\$10	\$10	\$11	2.8%
Dunn	\$47	\$45	\$46	-2.0%	\$81	\$81	\$82	1.9%	858	849	837	-2.5%	\$18	\$18	\$18	3.9%	\$6	\$6	\$6	-2.9%
Eau Claire	\$216	\$228	\$257	19.0%	\$353	\$371	\$404	14.4%	4,152	4,299	4,578	10.3%	\$95	\$103	\$107	13.2%	\$28	\$29	\$32	15.1%
Florence	\$5	\$5	\$6	16.8%	\$7	\$8	\$8	13.5%	91	89	95	3.9%	\$2	\$2	\$2	-0.7%	\$1	\$1	\$1	9.0%
Fond du Lac	\$132	\$141	\$147	11.1%	\$227	\$240	\$249	9.5%	2,572	2,653	2,698	4.9%	\$59	\$62	\$65	10.2%	\$17	\$18	\$18	8.2%
Forest	\$13	\$14	\$14	5.3%	\$20	\$21	\$21	6.0%	219	223	220	0.6%	\$3	\$3	\$3	3.7%	\$2	\$2	\$2	3.4%
Grant	\$43	\$44	\$44	1.7%	\$80	\$82	\$83	4.2%	887	884	863	-2.7%	\$21	\$21	\$21	1.7%	\$5	\$5	\$5	-0.6%
Green	\$39	\$41	\$45	13.2%	\$69	\$73	\$77	10.7%	764	773	786	2.9%	\$18	\$19	\$19	6.4%	\$5	\$5	\$5	8.0%
Green Lake	\$38	\$38	\$39	3.6%	\$57	\$59	\$60	4.8%	777	749	736	-5.3%	\$16	\$17	\$16	0.3%	\$6	\$6	\$6	-1.8%
Iowa	\$35	\$35	\$36	4.2%	\$55	\$56	\$57	5.3%	434	428	423	-2.3%	\$11	\$11	\$11	-1.3%	\$3	\$3	\$3	2.2%
Iron	\$19	\$20	\$20	7.3%	\$26	\$27	\$28	7.3%	252	254	252	0.0%	\$5	\$5	\$5	1.4%	\$2	\$2	\$2	3.3%
Jackson	\$39	\$35	\$38	-0.8%	\$57	\$54	\$58	1.8%	575	541	554	-3.6%	\$10	\$10	\$10	5.1%	\$5	\$4	\$5	-4.6%
Jefferson	\$91	\$94	\$95	5.4%	\$160	\$166	\$169	6.2%	1,646	1,683	1,681	2.2%	\$39	\$41	\$41	5.9%	\$11	\$11	\$11	4.1%
Juneau	\$68	\$71	\$73	6.9%	\$95	\$100	\$102	7.0%	743	768	797	7.3%	\$14	\$15	\$15	13.6%	\$7	\$7	\$8	7.3%
Kenosha	\$197	\$209	\$214	8.6%	\$327	\$345	\$353	8.1%	3,158	3,249	3,286	4.1%	\$81	\$84	\$85	5.4%	\$22	\$23	\$24	6.7%
Kewaunee	\$17	\$18	\$20	14.6%	\$32	\$33	\$36	11.3%	276	280	311	12.6%	\$5	\$5	\$5	11.8%	\$2	\$2	\$2	13.0%
La Crosse	\$236	\$248	\$264	11.7%	\$388	\$406	\$426	10.0%	4,123	4,274	4,387	6.4%	\$99	\$106	\$110	10.8%	\$30	\$32	\$33	9.5%
Lafayette	\$12	\$12	\$13	12.4%	\$21	\$22	\$23	10.2%	190	197	233	22.8%	\$3	\$3	\$3	17.5%	\$1	\$1	\$2	17.4%
Langlade	\$47	\$46	\$48	0.6%	\$68	\$68	\$70	2.7%	503	495	494	-1.8%	\$11	\$11	\$11	5.5%	\$5	\$5	\$5	-0.9%
Lincoln	\$53	\$54	\$55	3.2%	\$84	\$85	\$88	4.7%	700	701	708	1.1%	\$15	\$15	\$16	7.7%	\$6	\$6	\$6	2.1%
Manitowoc	\$115	\$112	\$113	-1.7%	\$192	\$192	\$196	1.9%	2,093	2,051	2,033	-2.9%	\$45	\$47	\$47	3.1%	\$15	\$15	\$15	-3.4%

Table 18: Tourism economic impact, by county (continued)

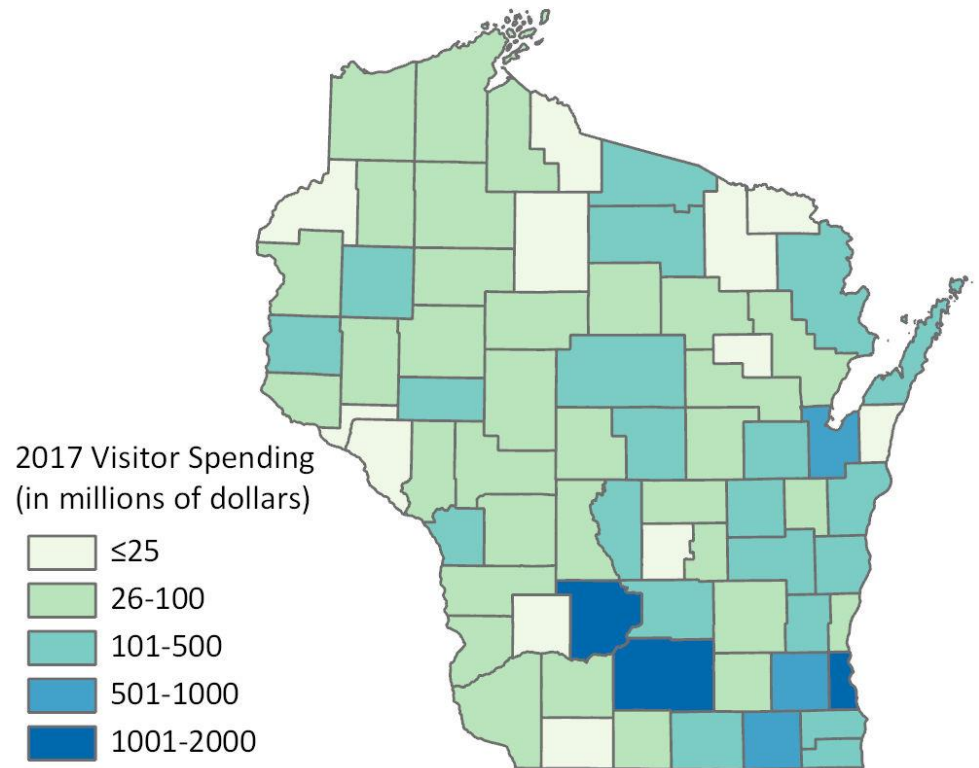
County	Direct Visitor Spending				Total Business Sales				Employment				Total Labor Income				State and Local Taxes			
	Millions			%	Millions			%	Total			%	Millions			%	Millions			%
	2015	2016	2017	2015-2017 Change	2015	2016	2017	2015-2017 Change	2015	2016	2017	2015-2017 Change	2015	2016	2017	2015-2017 Change	2015	2016	2017	2015-2017 Change
Marathon	\$236	\$235	\$238	0.9%	\$404	\$410	\$418	3.5%	4,172	4,141	4,110	-1.5%	\$101	\$102	\$104	2.9%	\$30	\$29	\$30	-0.1%
Marinette	\$154	\$153	\$153	-0.8%	\$215	\$217	\$219	1.5%	1,633	1,591	1,558	-4.6%	\$31	\$31	\$32	1.5%	\$16	\$15	\$15	-3.4%
Marquette	\$21	\$22	\$23	6.6%	\$32	\$33	\$34	6.9%	288	291	295	2.4%	\$5	\$5	\$5	4.5%	\$3	\$3	\$3	4.9%
Menominee	\$3	\$3	\$3	5.2%	\$5	\$5	\$5	6.2%	48	49	49	2.1%	\$1	\$1	\$1	7.7%	\$0	\$0	\$0	3.2%
Milwaukee	\$1,858	\$1,931	\$1,991	7.1%	\$3,313	\$3,441	\$3,551	7.2%	31,346	31,894	32,141	2.5%	\$1,077	\$1,106	\$1,121	4.1%	\$225	\$232	\$237	5.3%
Monroe	\$82	\$77	\$80	-2.0%	\$125	\$122	\$127	1.2%	1,213	1,148	1,147	-5.5%	\$25	\$26	\$26	3.5%	\$10	\$10	\$10	-4.6%
Oconto	\$84	\$84	\$87	4.0%	\$116	\$118	\$122	4.9%	871	886	903	3.7%	\$16	\$16	\$16	5.7%	\$8	\$8	\$9	2.9%
Oneida	\$216	\$222	\$230	6.5%	\$286	\$294	\$305	6.7%	2,141	2,173	2,208	3.2%	\$48	\$50	\$52	7.7%	\$21	\$22	\$22	4.7%
Outagamie	\$335	\$339	\$348	3.8%	\$580	\$594	\$611	5.2%	6,420	6,433	6,395	-0.4%	\$163	\$167	\$164	0.9%	\$43	\$43	\$43	1.2%
Ozaukee	\$92	\$97	\$98	5.7%	\$186	\$194	\$198	6.5%	2,014	2,067	2,047	1.6%	\$55	\$59	\$58	6.0%	\$12	\$12	\$12	3.9%
Pepin	\$6	\$6	\$7	12.8%	\$11	\$11	\$12	10.5%	103	104	109	6.5%	\$2	\$2	\$2	9.0%	\$1	\$1	\$1	9.7%
Pierce	\$25	\$26	\$29	15.3%	\$48	\$50	\$53	11.5%	422	421	436	3.4%	\$9	\$9	\$9	9.6%	\$3	\$3	\$3	8.6%
Polk	\$82	\$84	\$87	6.4%	\$124	\$127	\$132	6.7%	1,060	1,070	1,098	3.6%	\$21	\$23	\$23	7.0%	\$9	\$9	\$9	4.9%
Portage	\$120	\$125	\$128	7.2%	\$211	\$219	\$226	7.2%	2,154	2,216	2,234	3.7%	\$45	\$48	\$49	9.5%	\$16	\$16	\$16	5.1%
Price	\$19	\$18	\$19	1.5%	\$31	\$31	\$32	3.9%	322	313	309	-3.8%	\$6	\$6	\$6	-5.5%	\$2	\$2	\$2	-3.0%
Racine	\$232	\$229	\$237	1.9%	\$420	\$424	\$438	4.3%	4,090	4,012	4,025	-1.6%	\$109	\$110	\$112	3.2%	\$27	\$27	\$27	-0.3%
Richland	\$19	\$20	\$20	3.0%	\$32	\$33	\$34	4.8%	320	317	312	-2.4%	\$7	\$7	\$7	-1.7%	\$2	\$2	\$2	0.0%
Rock	\$221	\$235	\$245	11.0%	\$364	\$384	\$398	9.5%	3,891	4,053	4,146	6.6%	\$90	\$96	\$96	6.9%	\$27	\$28	\$29	9.1%
Rusk	\$27	\$27	\$27	2.0%	\$40	\$40	\$41	3.7%	417	411	411	-1.4%	\$8	\$8	\$8	0.4%	\$3	\$3	\$3	-0.4%
St. Croix	\$100	\$106	\$111	11.0%	\$167	\$176	\$183	9.5%	1,829	1,909	1,954	6.9%	\$41	\$44	\$45	9.2%	\$13	\$13	\$14	9.3%
Sauk	\$1,005	\$1,048	\$1,087	8.1%	\$1,277	\$1,330	\$1,377	7.9%	10,932	11,000	11,093	1.5%	\$232	\$242	\$241	3.9%	\$118	\$121	\$124	5.1%
Sawyer	\$86	\$88	\$92	7.5%	\$114	\$118	\$122	7.5%	969	990	1,006	3.7%	\$21	\$22	\$23	9.1%	\$10	\$10	\$11	5.8%
Shawano	\$62	\$65	\$67	8.3%	\$93	\$98	\$101	8.0%	878	904	929	5.8%	\$18	\$19	\$20	9.2%	\$7	\$7	\$8	7.0%
Sheboygan	\$215	\$224	\$223	3.9%	\$359	\$373	\$377	5.2%	3,453	3,516	3,500	1.4%	\$78	\$82	\$84	6.7%	\$27	\$28	\$28	3.2%
Taylor	\$26	\$27	\$28	5.5%	\$44	\$45	\$47	6.2%	356	356	358	0.7%	\$7	\$7	\$7	3.2%	\$3	\$3	\$3	3.0%
Trempealeau	\$25	\$25	\$26	2.5%	\$50	\$51	\$52	4.8%	381	385	384	0.8%	\$8	\$8	\$8	4.8%	\$3	\$3	\$3	2.0%
Vernon	\$35	\$36	\$36	5.3%	\$55	\$57	\$58	6.1%	488	503	505	3.4%	\$11	\$11	\$11	3.8%	\$4	\$4	\$4	4.2%
Vilas	\$212	\$213	\$219	3.3%	\$271	\$274	\$283	4.1%	1,962	1,940	1,961	-0.1%	\$41	\$42	\$44	8.6%	\$22	\$22	\$22	2.0%
Walworth	\$510	\$529	\$544	6.8%	\$682	\$708	\$729	6.9%	6,865	6,936	6,938	1.1%	\$169	\$179	\$180	6.2%	\$64	\$65	\$66	4.0%
Washburn	\$28	\$30	\$31	8.2%	\$42	\$44	\$46	7.9%	495	513	528	6.7%	\$10	\$11	\$12	12.6%	\$4	\$4	\$4	8.3%
Washington	\$115	\$118	\$120	4.0%	\$229	\$236	\$241	5.6%	2,374	2,397	2,414	1.6%	\$59	\$61	\$62	5.4%	\$14	\$14	\$14	2.8%
Waukesha	\$722	\$743	\$776	7.6%	\$1,342	\$1,387	\$1,442	7.4%	14,290	14,361	14,575	2.0%	\$398	\$409	\$421	5.7%	\$90	\$92	\$95	4.5%
Waupaca	\$90	\$89	\$94	4.5%	\$139	\$140	\$146	5.5%	1,304	1,276	1,284	-1.5%	\$25	\$24	\$25	0.6%	\$11	\$11	\$11	0.8%
Waushara	\$70	\$73	\$74	5.2%	\$96	\$99	\$101	5.8%	874	895	897	2.6%	\$14	\$15	\$15	5.4%	\$8	\$8	\$8	4.0%
Winnebago	\$234	\$243	\$241	3.0%	\$447	\$464	\$469	5.0%	4,827	4,879	4,806	-0.4%	\$128	\$134	\$132	3.2%	\$30	\$31	\$31	1.4%
Wood	\$88	\$91	\$93	5.7%	\$171	\$178	\$182	6.5%	2,184	2,228	2,226	1.9%	\$60	\$64	\$63	4.7%	\$11	\$12	\$12	4.3%
Wisconsin	\$11,919	\$12,311	\$12,701	6.6%	\$19,292	\$19,968	\$20,607	6.8%	190,717	193,454	195,255	2.4%	\$5,066	\$5,274	\$5,368	6.0%	\$1,469	\$1,506	\$1,537	4.6%

Source: <http://industry.travelwisconsin.com/research/economic-impact>



Photo: Jim Ziegler

Map of direct visitor spending in 2017, by county



Data Source: Wisconsin Department of Tourism, 2018