



Door County Tourism 2008 Economic Impact Fact Sheet

DOOR COUNTY TOURISM FACTS

The Door County Visitor Bureau spent over \$2 million in 2008 to promote the county as an ideal travel destination. In return:

- Travelers spent a total of \$483.9 million in Door County in 2008, an increase of nearly 20% over 2007.
- Shopping expenditures totaled \$139.16 million and represented the largest segment of tourism spending in the county at 28%.
- Food expenditures totaled \$118.62 million and represented 25% of all tourism spending.
- Recreation expenditures totaled \$104.56 million and represented 22% of all tourism spending.
- Lodging expenditures totaled \$80.8 million and represented 17% of all tourism spending.
- Transportation expenditures totaled \$40.71 million and represented 8% of all tourism spending.
- 92.48% of traveler expenditures in 2008 were spent by visitors here for leisure purposes. 6.15% was spent during business trips, and 1.37% was spent during meetings and conventions.



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 over a century and continues to provide visitors with scenic seaside experiences in the heart of the Midwest. Tourism is big business in Door County, as indicated by these facts and figures from 2008:

- Tourism in Door County generated an estimated \$483.9 million in visitor spending.
- Door County is a four-season travel destination. A seasonal breakdown of tourism spending from 2008 showed the following:
 - 1) Summer (June-Aug): \$250.3 million in expenditures, or 52% of total.
 - 2) Fall (Sept-Nov): \$121.8 million in expenditures, or 25% of total.
 - 3) Spring (March-May): \$76.2 million in expenditures, or 16% of total.
 - 4) Winter (Dec-Feb): \$35.5 million in expenditures, or 7% of total.
- Employees earned an estimated \$179.2 million in wages and proprietary income generated from tourism spending in Door County.
- Tourism spending supported 8,471 full-time equivalent local jobs.
- Local governments revenues collected as a result of tourism spending amounted to an estimated \$21.9 million.
- Tourism spending generated \$43.9 million in estimated state revenues.
- In 1993, tourism in Door County generated an estimated \$166 million in traveler spending. In 2008, tourism spending in Door County generated an estimated \$484 million, representing an increase of 191%.

Did you know...

- 92% of all tourism spending in Door County during 2008 was done by visitors who stayed overnight.
- Door County ranked 6th out of 72 counties for traveler spending in 2008, generating 3.7% of all traveler expenditures in Wisconsin.
- Statewide, direct tourism expenditures totaled an estimated \$13.1 billion in 2008 making tourism Wisconsin's third largest industry.

Source: *The Economic Impact of Expenditures by Travelers on Door County, 2008*. Davidson-Peterson Associates.

Traveler definition: "A traveler is anyone who visits an area (for 30 consecutive days or less) while traveling outside of his or her normal routine and spends money."