



## THE POWER OF TRAVEL

Visitors spent \$304.2 million in Door County in 2020. That breaks down into the following share by key business categories:

Lodging: \$134 million

Food & Beverage: \$66.9 million

Retail: \$55.3 million

Recreation: \$30.9 million

Local Transportation: \$17.4 million

<p>LODGING \$134 M 44.0%</p>	<p>FOOD &amp; BEVERAGE \$66.9 M 22.0%</p>	<p>RETAIL \$55.3 M 18.2%</p>
<p>RECREATION \$30.9 M 10.2%</p>		<p>LOCAL TRANSP. \$17.4 M 5.7%</p>

Source: Tourism Economics: Economic Impact of Tourism in Door County 2020

## Statewide Impact

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

- Direct visitor spending in 2020 totaled \$9.8 billion statewide.
- Tourism had a \$17.3 billion impact on the state's overall economy in 2020.
- The tourism economy generated \$1.2 billion in state and local tax revenue in 2020.
- Tourism in 2020 supported 157,332 jobs in Wisconsin.

**WISCONSIN**  
— DEPARTMENT OF TOURISM —

# THE POWER OF WISCONSIN TOURISM

## 2020 ECONOMIC IMPACT FACT SHEET

## 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. Despite a global pandemic that greatly disrupted the travel industry in 2020, tourism remained a resilient keystone in Door County's economy.

### VISITOR SPENDING

- Direct visitor spending in Door County totaled \$304.2 million in 2020.
- Tourism had an overall impact of \$396.9 million on Door County's economy in 2020. *This includes both direct and indirect spending.*

### TAX REVENUE

- Tourism generated \$32.5 million in state and local taxes in 2020.
- Room tax generated nearly \$4.8 million in 2020, with \$1.4 million (30%) of that going back to municipal governments in the county.

### EMPLOYMENT

- Tourism in 2020 supported a total of 2,743 jobs in Door County.
- Total labor income of \$80.4 million was generated for employees in 2020 as a result of tourism spending.
- The tourism industry provides work across the spectrum of employment from entry level and part-time jobs to management, executive and entrepreneurial positions.
- Almost entirely comprised of small businesses, travel and tourism related jobs in Door County can't be outsourced or exported.

### DID YOU KNOW...

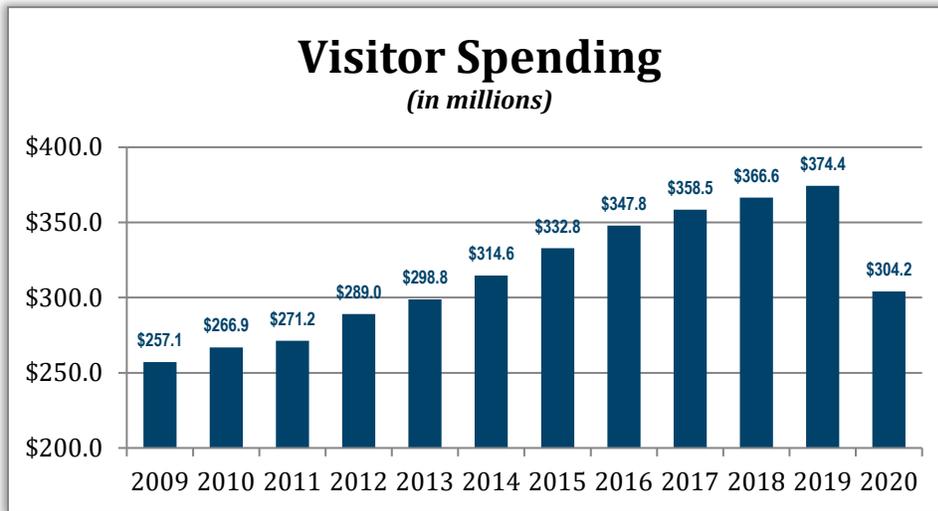
Door County ranked 7<sup>th</sup> out of 72 counties in 2020, generating 3.1% of all direct visitor spending in Wisconsin.

Source: Tourism Economics: Economic Impact of Tourism in Door County 2020

**2020 Door County Tourism Economic Impact Report**  
View/download the complete report from Tourism Economics at [bit.ly/Door2020](https://bit.ly/Door2020)

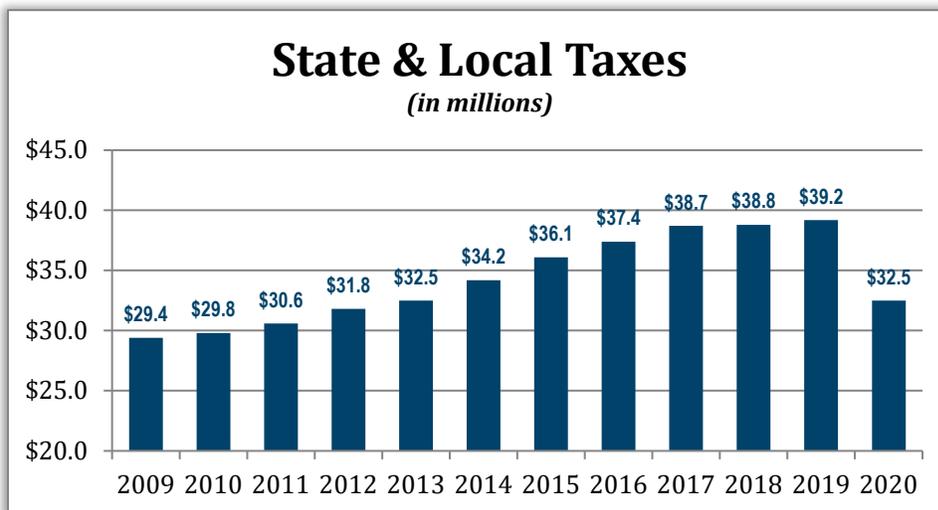


**The COVID-19 pandemic had a substantial impact on tourism across the globe in 2020, including in Door County. But the prospects for a strong rebound in 2021 look promising and optimism heading into the season is high.**



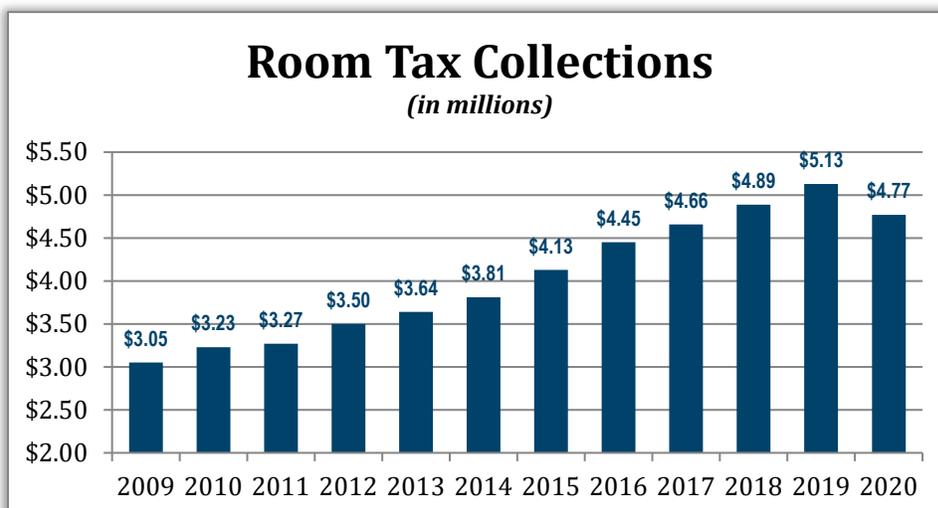
In 2020, visitor spending in Door County decreased by \$70.2 million, an 18.8% decline over 2019.

*Source: Tourism Economics: Economic Impact of Tourism in Door County 2020*



In 2020, state and local tax revenue generated by visitor spending in Door County totaled \$32.5 million, a 17.1% decrease over 2019.

*Source: Tourism Economics: Economic Impact of Tourism in Door County 2020*



In 2020, room tax collections in Door County were down 7% over 2019.

Collections were still up 56% 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*