



2023 ECONOMIC IMPACT FACT SHEET

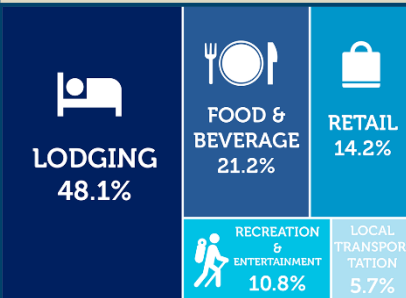
THE POWER OF WISCONSIN TOURISM

DOOR COUNTY

THE POWER OF TRAVEL

Visitors spent \$497 million in Door County in 2023. That breaks down into the following share by key business categories:

- Lodging: \$238.9 million
- Food & Beverage: \$105.5 million
- Retail: \$70.5 million
- Recreation: \$53.6 million
- Local Transportation: \$28.5 million



Source: Tourism Economics: Economic Impact of Tourism in Door County 2023

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 \$25 billion impact on the state's overall economy in 2023.
- Direct visitor spending in 2023 totaled \$15.7 billion statewide.
- The tourism economy generated \$1.6 billion in state and local tax revenue in 2023.
- Tourism in 2023 supported 178,045 jobs in Wisconsin.



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.

VISITOR SPENDING

- Tourism had an overall impact of \$620 million on Door County's economy in 2023, up \$33 million (5.7%) over 2022. *This total includes direct, indirect and induced impacts from tourism spending.*
- Direct visitor spending in Door County totaled \$497 million in 2023, an increase of \$26 million (5.6%) over 2022.
- Visitor spending percentage breakdown, by quarter, for 2023:

Q1 (Jan-Mar) = 21%	Q3 (July-Sept) = 31%
Q2 (April-June) = 23%	Q4 (Oct-Dec) = 25%

TAX REVENUE

- Tourism in Door County generated \$51 million in state and local taxes in 2023, an increase of \$3.2 million (6.6%) over 2022.

EMPLOYMENT

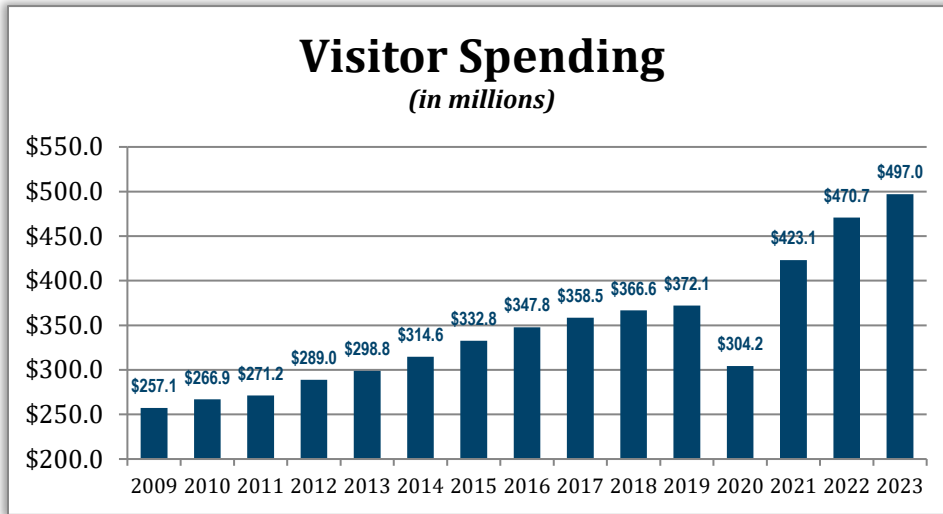
- Tourism in 2023 supported a total of 3,444 jobs in Door County.
- Total labor income of \$121.6 million was generated for employees in 2023 because of tourism spending, an increase of \$8.3 million (7.3%) over 2022.

DID YOU KNOW...

- Each household in Door County would need to be taxed an additional \$2,130 to replace the visitor taxes received by state and local governments in 2023.
- The \$497 million in visitor spending means that \$1.4 million was spent every day by visitors to Door County in 2023.
- Door County ranked 7th out of 72 counties in 2023, generating 3.16% of all visitor spending in Wisconsin.

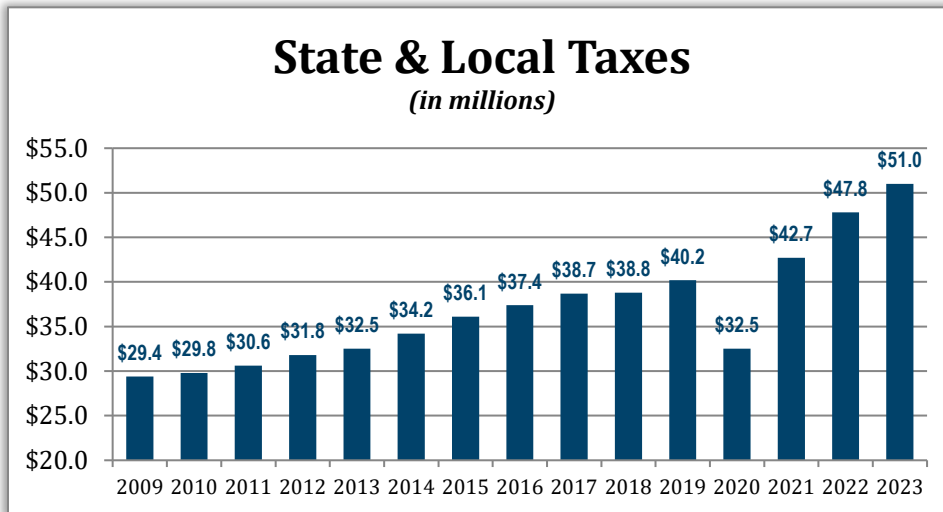
Source: Tourism Economics: Economic Impact of Tourism in Door County 2023

Download the complete 2023 economic impact report from Tourism Economics at bit.ly/DoCo2023



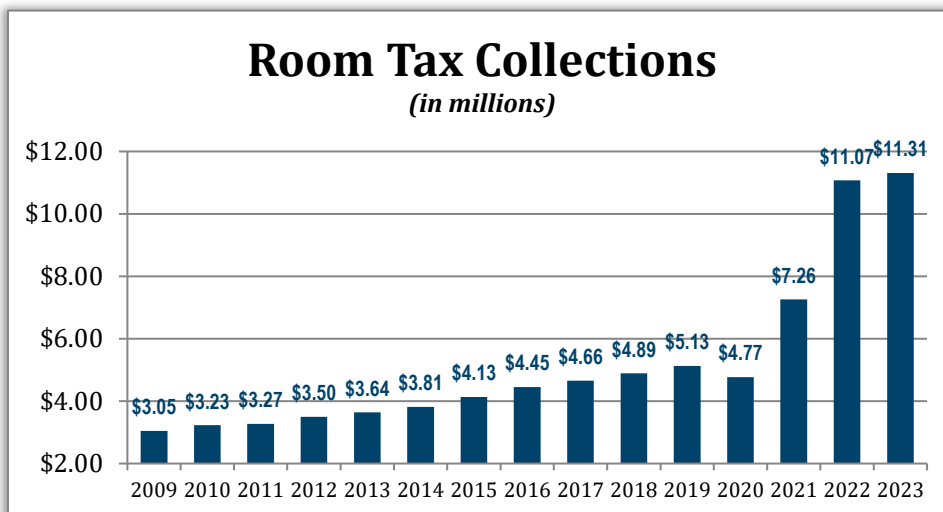
In 2023, visitor spending in Door County increased by \$26 million, a 5.6% increase over 2022.

Source: Tourism Economics: Economic Impact of Tourism in Door County 2023



In 2023, state and local tax revenue generated by visitor spending in Door County totaled \$51 million, a 6.6% increase over 2022.

Source: Tourism Economics: Economic Impact of Tourism in Door County 2023



In 2023, room tax collections in Door County were up \$240,000, a 2.16% increase over 2022.

Note: the room tax rate from 2009-2021 was 5.5%. The room tax rate increased to 8% on January 1, 2022.

Source: Door County Tourism Zone Commission

View this [flow chart PDF](#) to see where room tax goes in Door County.