



For immediate release

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Tourism Spending in the Fox Cities Increased in 2008

Visitors Spent \$403.28 million, a 4.4% increase

[Fox Cities] – Visitor spending in the Fox Cities grew 4.4% to just more than \$403 million in 2008. The Fox Cities Convention & Visitors Bureau estimates that this direct spending created 6,203 jobs and \$112.77 million in income for Fox Cities Residents. “This is the first time visitor spending in the Fox Cities has topped \$4 million,” commented Al Schaefer, chair of the Bureau’s Board of Directors, “It’s exciting to see this industry continue to grow our local economy.” The figures are from a statewide economic impact study conducted by Davidson-Peterson Associates of Maine.

“The Bureau’s work during 2008 in our key markets of conventions, sports tournaments, and our Wisconsin’s Shopping Place brand is helping attract more visitor spending to the area,” said Lynn Peters, executive director of the Bureau.

Despite spring rains, a summer of high gas prices, and a plummeting economy that affected the last quarter, spending by travelers statewide still posted a gain of 2.7% in 2008. Statewide total traveler spending exceeded \$13 billion which translates into \$7.3 billion in resident income and \$2.13 billion in taxes and other fees to state and local governments.

“Even as our nation contended with an unprecedented economic crisis and severe weather in 2008, Wisconsin’s \$13 billion tourism industry remained one of the core strengths of the state’s economy,” said Tourism Secretary Kelli A. Trumble. “This is a testament to the power of travel and its impact on our state’s economy, generating jobs, wages and tax revenues for the state. It also proves what we’ve always known – that our tourism industry provides a vacation experience so valued by our visitors that it is not something that they are willing to part with easily.”

The Fox Cities Convention & Visitors Bureau is an economic development organization that strengthens the Fox Cities by attracting visitors in the convention, sports and leisure markets through sales, marketing and destination development.

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