

East Central ITBEC

Recent Projects List

Discover Wisconsin Show: <https://discoverwisconsin.com/blog/videos/the-endless-shores-of-wisconsin-lake-winnebago/>

Print Publications:

- Wisconsin Travel Guide
- Calumet County visitors guide
- Fond du Lac visitors guide
- Oshkosh visitors guide
- Road America
- Insight on Business
- Badger Sportsman
- Billboard advertising
- Harley-Davidson Anniversary Guide/Map
- Farm Fresh Atlas
- Fishing Guide
- Cruising the Lake map
- Fun in Wisconsin
- Holyland brochure

Digital Promotion Campaigns:

- Facebook advertising
- Endless Shores Website
- Chicago area digital promotion campaign
- Southeast Wisconsin digital promotion campaign
- Email blasts
- Spotify campaign

Others:

- Expansion of Media Library
- Strategic planning session
- "Taste of the Lakes" tour

Tourism – By the Numbers

In 2022, Wisconsin's tourism industry recorded record economic impact. In 2022, Wisconsin tourism generated \$23.7 billion in total economic impact, surpassing the previous record of \$22.2 billion set in 2019.

Statewide Numbers:

Total economic impact: \$23.7 billion
Jobs sustained by tourism: 1 in 21; 174K+ full-time and part-time jobs
Visits to Wisconsin: 111.1 million
State and local taxes: \$1.5 billion
Federal taxes: \$1.3 billion
By household: \$620

Calumet County:

Total economic impact: \$68 million
Direct visitor spending: \$36.3 million
Employment: 577
Total labor income: \$18.6 million
State and local taxes: \$3.7 million

Fond du Lac County:

Total economic impact: \$274 million
Direct visitor spending: \$161.8 million
Employment: 2,362
Total labor income: \$74.4 million
State and local taxes: \$17.5 million

Winnebago County:

Total economic impact: \$522 million
Direct visitor spending: \$272.7 million
Employment: 4,177
Total labor income: \$167.6 million
State and local taxes: \$30 million