



America's hotels: strengthening the economy in every state.

WISCONSIN Lodging Industry: 2009 State Overview

Wisconsin's hotels are an important segment of the state's economy. 9.1 percent of all jobs in the state are directly or indirectly related to the lodging industry, with hotels, motels, resorts, or lodges generating **\$899 million in tax revenue for state and local governments**.

Our industry reaches far beyond just providing our guests with comfortable rooms or convenient meeting spaces—we are interlinked with many other industries, such as transportation, restaurants, agriculture, manufacturing, and recreation, **supporting \$21.2 billion in total sales throughout the state**.

ECONOMIC FACTS for Wisconsin

Jobs

34,458 lodging jobs in 2008

\$951.7 million in employee wages

Sales

In 2008, the lodging industry had **\$1.5 billion** in direct sales in Wisconsin

Locations

In 2008, there were **1,137 lodging properties** in Wisconsin comprising **80,333 hotel rooms**

Sources: Figures are derived from industry statistical research, 2005 Quiet Good Survey, U.S. Bureau of Labor Statistics, Small Business Administration, and U.S. Census Bureau data.

AMERICA'S Lodging and Travel Industry by the Numbers

4.4 MILLION PEOPLE

Average number of guests each night in all combined U.S. hotels

2.0 MILLION JOBS

Directly employed by the American lodging industry

48,062

Lodging properties in the U.S.

4,476,191

Guestrooms in U.S. lodging properties

\$139.4 BILLION

Total sales revenue in 2007

15.1 MILLION JOBS

Created or supported in all U.S. industries through lodging's presence

\$1.6 TRILLION

U.S. economic revenue generated throughout the national economic chain by the lodging and hospitality industry, which equates to 11% of national GDP

\$240 BILLION

Spending by business travelers in 2007

\$34 BILLION

Tax revenue generated each year by business travel for federal, state, local governments

97%

Percentage of hotel properties donating to local community charities

\$815 MILLION

Total yearly value of rooms, food, services, or cash charitable donations by U.S. lodging industry

