



MILWAUKEE TOURISM INFO

- Milwaukee is the largest city in the state of Wisconsin and ranks #31 in the U.S..
- Milwaukee is home to 12 major colleges and universities, in addition to several smaller private colleges.
- Milwaukee is home to over 150 state and county parks.
- Milwaukee is located on Lake Michigan, the second largest of the five Great Lakes with 22,300 square miles of fresh water.
- The Milwaukee RiverWalk spans nearly 3 miles along the Milwaukee River.
- There are 75 public and private golf courses in Southeastern Wisconsin, with 15 county golf courses in Milwaukee County alone.
- Milwaukee has more than 130 miles of bike trails.
- There are 17 museums in downtown Milwaukee and 25 museums including the surrounding counties.
- There are 25 theaters within city limits, a little over 30 in the Greater Milwaukee area.
- There are locally owned 150 restaurants in downtown Milwaukee.
- Milwaukee is home to more than 30 seasonal festivals, including Summerfest, the world's largest outdoor music festival, and a variety of ethnic and street festivals. Most are celebrated in the 75-acre permanent lakefront Henry W. Maier Festival Park.
- Milwaukee is the birth place of Harley-Davidson (1903) and home of the world's only Harley-Davidson Museum.
- The Rockwell Automation/Allen Bradley Clock tower houses the 2nd largest four-faced clock in the world (larger than Big Ben in London). It's lovingly referred to as Milwaukee's "Polish Moon" in honor of its location in a former Polish neighborhood.
- Milwaukee is nicknamed Cream City because of its distinctive cream-colored brick and Brew City because of its rich brewing history.

MILWAUKEE TOURISM ECONOMIC IMPACT 2017



(Source: Wisconsin State Department of Tourism)

MILWAUKEE COUNTY

Estimated business sales related to tourism:

\$3.5 billion

Tourism-supported full-time jobs:

32,150

Total state & local taxes resulting from tourism:

\$237 million

4-COUNTY AREA

Estimated business sales related to tourism:

\$5.4 billion

Tourism-supported full-time jobs:

51,200

Total state & local taxes resulting from tourism:

\$360 million

ROI 2017

- **200,209** convention room nights booked for 2016 and future years
- **761,480** tentative room nights generated
- **236,475** actualized group room nights in 2017, representing \$192.3 million in economic impact

TAXES

Hotel Room Tax Rate:

- City room tax: 7.0%
- County room tax: 2.5%
- Wisconsin sales tax: 5.0%
- County sales tax: .5%
- Stadium tax: .1%
- **TOTAL: 15.1%**

The WCD receives all city and county room taxes.

FOOD & BEVERAGE

TOTAL TAX RATE = 6.1%

- Wisconsin sales tax: 5.0%
- County sales tax: .5%
- Stadium tax: .1%
- Wisconsin Center: .5%
- **TOTAL: 6.1%**

CAR RENTAL TAX

- State/County/Stadium sales tax: 5.6%
- Convention Center: 3.0%
- WI Rental Vehicle Fee: 5.0%
- Concession Recovery Fee: 11% (airport only)
- Facility Fee: \$1.00 per rental
- Title/License/Reg Recovery Fee: determined by rental car companies
- Energy Fee: determined by rental car companies

