

MILWAUKEE TOURISM ECONOMIC IMPACT



(Source: Wisconsin State Department of Tourism)

MILWAUKEE COUNTY

Estimated business sales related to tourism:

\$3.88 billion

Tourism-supported full-time jobs:

33,461

Total state and local taxes resulting from tourism:

\$260 million

FOUR-COUNTY AREA

Estimated business sales related to tourism:

\$5.9 billion

Tourism-supported full-time jobs:

53,238

Total state and local taxes resulting from tourism:

\$388.8 million

CONVENTION SALES

- **58,431** definite room nights
- **\$28.5 million** economic impact of hotel rooms in 2020
- **442** meetings and conventions booked for future years as of year-end 2020
- **123,207** attendees brought to Milwaukee in 2019

TAXES

Hotel Room Tax Rate:

- City room tax: 7.0%
- County room tax: 3%
- Wisconsin sales tax: 5.0%
- County sales tax: .5%
- **TOTAL: 15%**

The WCD receives all city and county room taxes.

FOOD & BEVERAGE

TOTAL TAX RATE = 6%

- Wisconsin sales tax: 5.0%
- County sales tax: .5%
- Wisconsin Center: .5%
- **TOTAL: 6%**

CAR RENTAL TAX

- Convention Center: 3.0%
- WI Rental Vehicle Fee: 5.6%
- 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

IMPORTANCE OF TOURISM

- The Greater Milwaukee area represents 26 percent of the state of Wisconsin's tourism economy
- Without tourism, each Milwaukee County household would need to pay an additional \$687 in taxes
- Milwaukee County's \$2.1 billion in direct visitor spending would fund eight expansions of the Wisconsin Center





MILWAUKEE FUN FACTS

GREAT PLACE ON A GREAT LAKE

- Milwaukee is the largest city in the state of Wisconsin and ranks No. 31 in the U.S.
- Milwaukee is home to over 150 state and county parks and home to about 1,400 acres of beaches.
- There are 75 public and private golf courses in Southeast Wisconsin, 15 in Milwaukee County alone.
- Milwaukee has more than 130 miles of bike trails.

MILWAUKEE ARTS AND CULTURE

- There are 17 museums in downtown Milwaukee and 27 museums including the surrounding counties.
- There are 25 theaters within city limits, a little over 30 in the Greater Milwaukee area.
- There are 170 locally owned restaurants in downtown Milwaukee and 10 James Beard-recognized chefs.
- Potawatomi Hotel & Casino is the largest entertainment destination in the Midwest welcoming 6 million people each year.

WHERE THE FEARED DEER ROAM

- Milwaukee has eight professional sports teams: Bucks men's 22NBA basketball, Brewers MLB baseball, Admirals NHL hockey, Wave soccer, Brewcity Bruisers roller derby, Milwaukee Aces women's basketball team, Milwaukee Milkmen men's baseball, and Milwaukee Torrent men's soccer.

BREW CITY

- Milwaukee is nicknamed Brew City because of its rich brewing history.
- Some also refer to Milwaukee as "The City that Beer Built."

CITY OF NEIGHBORHOODS

- There are 191 distinct neighborhoods in Milwaukee.
- Milwaukee scored 100 on the Human Rights Campaign's Municipal Equality Index, an accomplishment only 77 cities out of 506 have achieved.

CITY OF FESTIVALS

- Milwaukee is home to more than 50 festivals including a variety of ethnic and street festivals, and Summerfest, the world's largest outdoor music festival.
- Many festivals are celebrated in Henry W. Maier Festival Park, the 75-acre permanent grounds on Milwaukee's lakefront.

HOME BASE OF HARLEY-DAVIDSON

- Milwaukee is the birthplace of Harley-Davidson Motor Company founded in 1903.
- The city is also home of the world's only Harley-Davidson Museum.

FLYING ART MUSEUM ON THE WATER

- The Milwaukee Art Museum is located on the shores of Lake Michigan.
- Atop the museum are the Santiago Calatrava-designed Burke Brise Soleil "wings".
- Those wings open when the museum opens, closes when the museum closes, and flap at noon.
- The Milwaukee Art Museum has four floors of over 40 galleries housing a rich collection of over 30,000 artworks.

AMERICA'S FRESH COAST

- Milwaukee is located on Lake Michigan, the largest lake in the United States and the second largest Great Lake with 22,300 square miles of fresh water.
- Milwaukee's M7 area has more than 200 water technology companies.
- The city is located at the confluence of three rivers and Lake Michigan.
- The city's RiverWalk spans nearly 3 miles along the Milwaukee River.

CITY OF STEEPLES

- There are more than 1,000 houses of worship in Milwaukee, some of which reach into the city's skyline.

CITY UNDER THE POLISH MOON

- The Rockwell Automation/Allen Bradley Clock Tower houses the second largest four-faced clock in the world (larger than Big Ben in London).
- The clock is lovingly referred to as Milwaukee's "Polish Moon" in honor of its location in a former Polish neighborhood.

COLLEGE TOWN

- Milwaukee is home to 12 major colleges and universities, in addition to several smaller private colleges.

