

# MILWAUKEE TOURISM ECONOMIC IMPACT 2018



(Source: Wisconsin State Department of Tourism)

## MILWAUKEE COUNTY

Estimated business sales related to tourism:

**\$3.7 billion**

Tourism-supported full-time jobs:

**32,921**

Total state and local taxes resulting from tourism:

**\$246 million**

## FOUR-COUNTY AREA

Estimated business sales related to tourism:

**\$5.7 billion**

Tourism-supported full-time jobs:

**52,357**

Total state and local taxes resulting from tourism:

**\$372 million**

## CONVENTION SALES

- **192,186** definite room nights
- **787,649** tentative room nights secured for future years
- **\$225.4** economic impact of hotel rooms in 2018
- **\$168.1** booked for future as of year-end 2018
- **442** meetings and conventions booked for 2018-2024 as of year-end 2018
- **490,000** attendees brought to Milwaukee

## 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

