



# MILWAUKEE TOURISM INFO

- Milwaukee is the largest city in the state of Wisconsin and ranks No. 31 in the U.S.
- Milwaukee is home to 12 major colleges and universities, in addition to several smaller private colleges.
- 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.
- The city's RiverWalk spans nearly 3 miles along the Milwaukee River.
- There are 191 distinct neighborhoods in Milwaukee.
- 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 Southeastern Wisconsin, with 15 county golf courses in Milwaukee County alone.
- Milwaukee has more than 130 miles of bike trails.
- Milwaukee has six professional sports teams: Bucks men's basketball team, Brewers baseball team, Admirals hockey team, Wave soccer team, Brewcity Bruisers roller derby team, and Milwaukee Aces women's basketball team.
- 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 150 locally owned restaurants in downtown Milwaukee and 10 James Beard-recognized chefs.
- 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.
- Milwaukee is the birthplace of Harley-Davidson Motor Company (1903) and home of the world's only Harley-Davidson Museum.
- The Rockwell Automation/Allen Bradley Clock Tower houses the second 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.
- There are more than 500 houses of worship in Milwaukee.
- Milwaukee's M7 area has more than 200 water technology companies.
- Milwaukee scored 100 on the Human Rights Campaign's Municipal Equality Index, an accomplishment only 77 cities out of 506 have achieved.
- Potawatomi Hotel & Casino is largest entertainment destination in the Midwest welcoming 6 million people each year.

# 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 and local taxes resulting from tourism:

**\$237 million**

## FOUR-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

