

# 2010 Traveler Expenditures Up in St. Croix County

## *Expenditures also Up in the St. Croix Valley and 10-County Region*

2010 traveler spending in St. Croix County increased 2.18% to an estimated \$103.96 million according to an annual study released May 6th by the Wisconsin Department of Tourism. Statewide, travelers spent \$12.303 billion in 2010 for a 1-year increase of 1.75%. Increases in traveler and tourist spending stopped a decline from 2008-2009 that reflected a weak economy.

Traveler expenditures supported almost 2,500 full-time jobs in St. Croix County during 2010; up almost 100 jobs from the 2009 study (+4.07% increase). Across the state, an estimated 291,966 jobs are supported by traveler expenditures for an increase of 5,570 jobs from 2009 (+1.94% increase).

In the St. Croix Valley of Polk, St. Croix, and Pierce counties, 2010 traveler expenditures were estimated at \$207.89 million compared to \$204.21 million in 2009 (+1.80% increase). Expenditures in Polk County increased 1.84% to \$71.491 million and Pierce reported a gain of 0.55% to \$32.442 million. The St. Croix Valley is set against the backdrop of the 13-county Twin Cities metro area and 3.25 million residents. St. Croix and Pierce are included in the 13-county metro area. Most travelers to the St. Croix Valley enjoy day trips but return to their homes without incurring expenses on lodging.

“Tourism is an important activity for the communities and businesses in St. Croix County and the region,” said William Rubin, executive director of St. Croix Economic Development Corporation. “The uptick in 2010 demonstrates that families directed a portion of their discretionary income to festivals, excursions, and lodging.”

Traveler spending in the 10-county region of west central and northwest Wisconsin accounts for just over \$714 million and an estimated 17,589 full-time jobs. Traveler spending in the 10-county region reflects an increase of just 0.54% which is below the statewide increase of 1.75%. The \$714 million in spending from travelers in 2010 is about 5.8% of the state’s total.

Milwaukee is the state’s top county for traveler spending in 2010 with \$1.645 billion in receipts. Dane and Sauk counties also topped the \$1 billion in traveler spending last year with \$1.187 and \$1.038 billion respectively.

Tourism is one of Wisconsin’s top three industries along with manufacturing and agriculture. In addition to the 291,966 jobs, traveler spending returned \$1.369 billion in tax revenue to the state (+1.5% from 2009) and \$621.84 million to local governments (+1.76%), and provided \$6.85 billion in resident income (+1.93%).

County	2010 Traveler Expenditures	Change 2009-2010	2010 Full-Time Equivalent Jobs	Local Revenue
Eau Claire	\$175,403,115	+0.61%	4,137	\$9,075,290
St. Croix	\$103,960,990	+2.18%	2,454	\$5,378,901
Barron	\$98,374,659	-5.33%	3,039	\$4,885,000
Chippewa	\$96,405,814	+2.53%	2,272	\$4,987,999
Polk	\$70,490,745	+1.84%	1,685	\$3,698,903
Dunn	\$51,261,446	+4.72%	1,210	\$2,652,246
Clark	\$39,358,263	+2.98%	930	\$2,036,381
Rusk	\$37,008,280	-0.88%	874	\$1,914,792
Pierce	\$32,442,394	+0.55%	767	\$1,678,557
Pepin	\$9,360,903	+1.37%	221	\$484,328
10-County Region	\$714,066,609	+0.54%	17,589	\$36,792,397
Wisconsin	\$12,303,015,785	+1.75%	291,966	\$621,838,000

Source: Wisconsin Department of Tourism (Davidson-Peterson Associates) and St. Croix EDC

Note: The 10 counties of west central and northwest Wisconsin comprise Momentum West, a regional marketing and economic development organization