

# Economic Impact: Tourism, Income, Employment & Total Business Sales



## Tourism

New North accounts for 21% or more of the Direct Visitor Spending, Total Business Sales, Employment, Total Labor Income, and State and Local Taxes generated in Wisconsin.

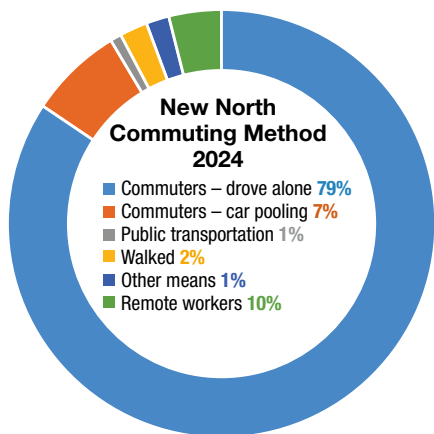
|           | Direct Visitor Spending |          |          | Total Economic Impact |          |          | Employment |           |          | Total Labor Income |         |          | State and Local Taxes |         |          |
|-----------|-------------------------|----------|----------|-----------------------|----------|----------|------------|-----------|----------|--------------------|---------|----------|-----------------------|---------|----------|
|           | Millions                |          | % Change | Millions              |          | % Change | Total      |           | % Change | Millions           |         | % Change | Millions              |         | % Change |
|           | 2023                    | 2024     |          | 2023                  | 2024     |          | 2023       | 2024      |          | 2023               | 2024    |          | 2023                  | 2024    |          |
| Wisconsin | \$15,707                | \$16,252 | 3.5%     | \$25,003              | \$25,819 | 3.3%     | \$178,045  | \$181,898 | 2.2%     | \$6,820            | \$7,016 | 2.9%     | \$1,606               | \$1,658 | 3.2%     |
| New North | \$3,299                 | \$3,439  | 4.3%     | \$5,269               | \$5,477  | 3.9%     | \$38,652   | \$39,674  | 2.6%     | \$1,515            | \$1,572 | 3.7%     | \$359                 | \$374   | 4.0%     |

Source: Wisconsin Tourism Bureau/2020 County Economic Impact Table

## Commuting

Mean travel time to work (minutes):

- New North: 21
- Minneapolis: 22
- Chicago: 32



Source: US Census Bureau, American Community Survey 2021 5-Year Estimates

## Median Household Income

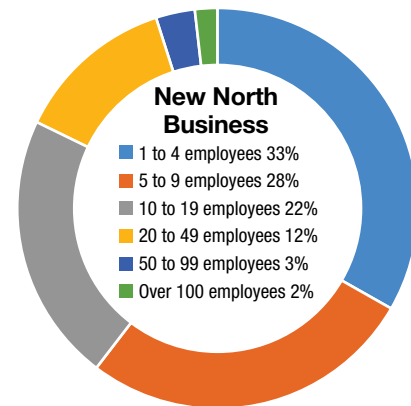
**New North: \$74,658**  
**Wisconsin: \$75,670**  
**United States: \$78,538**

Source: US Census Bureau, American Community Survey 2021 5-Year Estimates

**Cost of Living** — New North region is 19% lower than the national average and 9% lower than the state average.

Source: Sperling Best Places

## Business Size



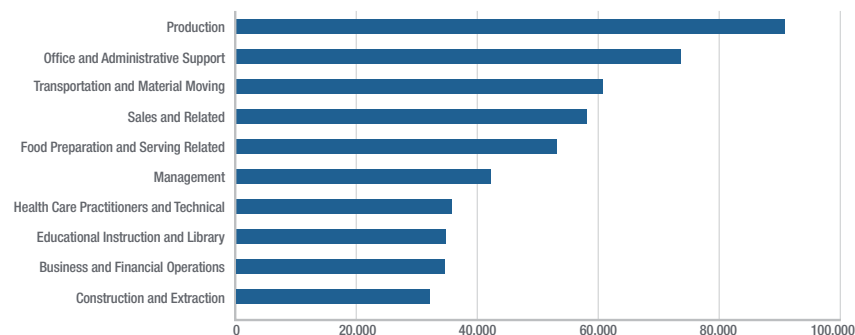
Source: Lightcast

## Unemployment

|        | United States | Wisconsin | New North |
|--------|---------------|-----------|-----------|
| 1/2025 | 4.4%          | 3.6%      | 3.2%      |
| 2/2025 | 4.5%          | 3.8%      | 3.4%      |
| 3/2025 | 4.2%          | 3.7%      | 3.3%      |
| 4/2025 | 3.9%          | 3.2%      | 3.0%      |
| 5/2025 | 4.0%          | 3.3%      | 3.1%      |
| 6/2025 | 4.4%          | 3.2%      | 2.9%      |
| 7/2025 | 4.6%          | 3.2%      | 3.0%      |
| 8/2025 | 4.5%          | 3.2%      | 3.0%      |

Sources: - U.S. Bureau of Labor Statistics, Wisconsin Department of Workforce Development, Local Area Unemployment Statistics (LAUS)

## Occupations Largest Occupations



Sources: Wisconsin Department of Tourism, Lightcast, US Census Bureau, American Community Survey 2021 5-Year Estimates

| Occupation                            | 2024 Median Hourly Earnings |
|---------------------------------------|-----------------------------|
| Production                            | \$23.84                     |
| Office & Administrative Support       | \$21.89                     |
| Transportation & Material Moving      | \$21.14                     |
| Sales & Related                       | \$17.73                     |
| Food Preparation & Serving Related    | \$14.14                     |
| Management                            | \$47.44                     |
| Health Care Practitioners & Technical | \$38.06                     |
| Educational Instruction & Library     | \$24.88                     |
| Business & Financial Operations       | \$35.00                     |
| Construction & Extraction             | \$29.66                     |