



Exposed: The Potential Impact of COVID-19 on the Tourism & Service Economy

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Industries in the Tourism and Service Economy Initially Impacted by COVID-19 Related Closures

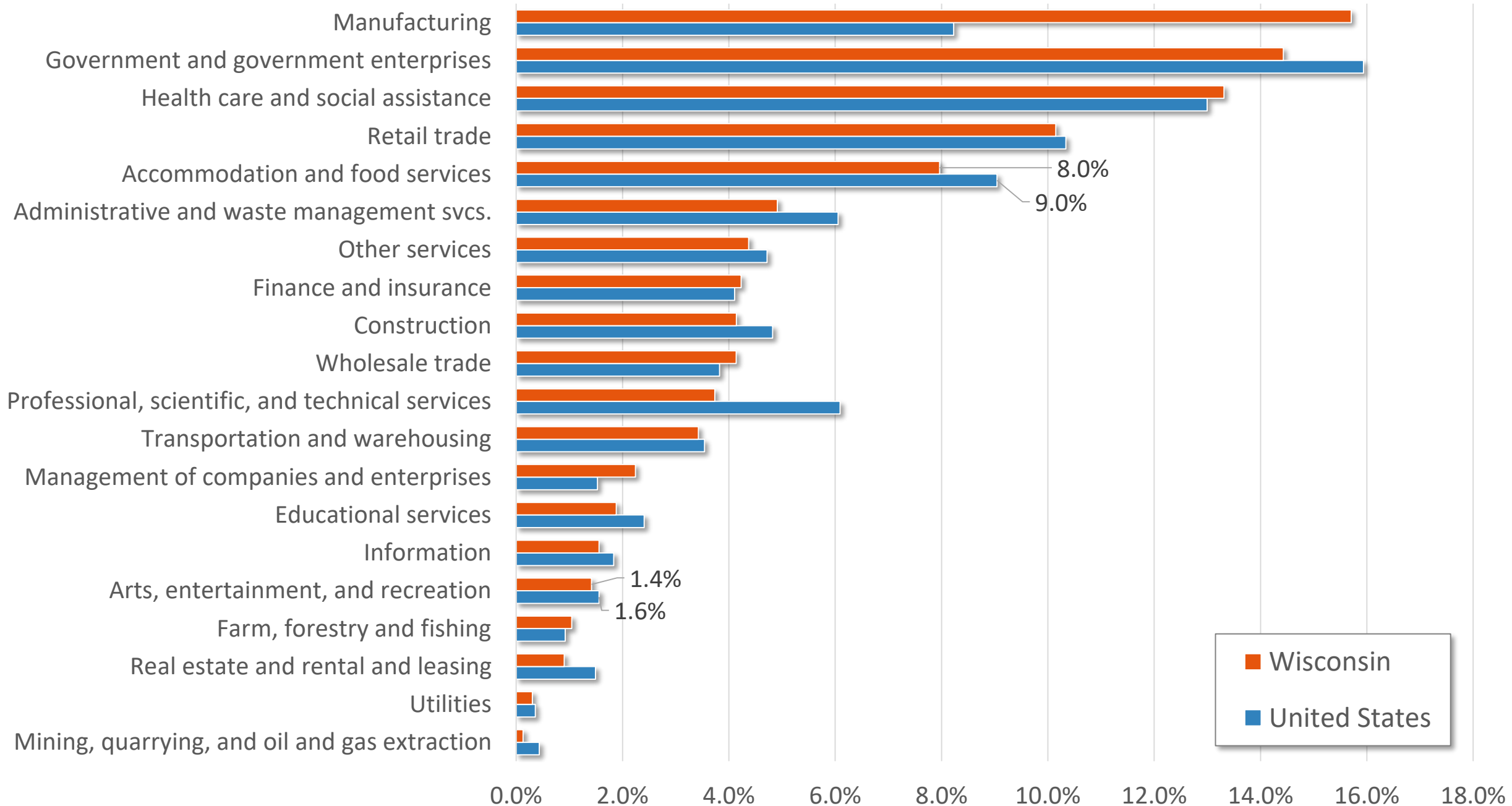
Arts, Entertainment and Recreation (NAICS 71)

- **Performing Arts, Spectator Sports, and Related Industries (10,639 employees)**
 - Spectator Sports
 - Promoters, Agents and Managers
 - Independent Artists, Writers and Performers
- **Museums, Historical Sites, and Similar Institutions (2,821 employees)**
 - Museums and Historical Sites, Zoos, Botanical Gardens
- **Amusement, Gambling, and Recreation Industries (37,289 employees)**
 - Casinos (except Casino Hotels)
 - Golf Courses, ski resorts and marinas
 - Health Clubs
 - Bowling Centers

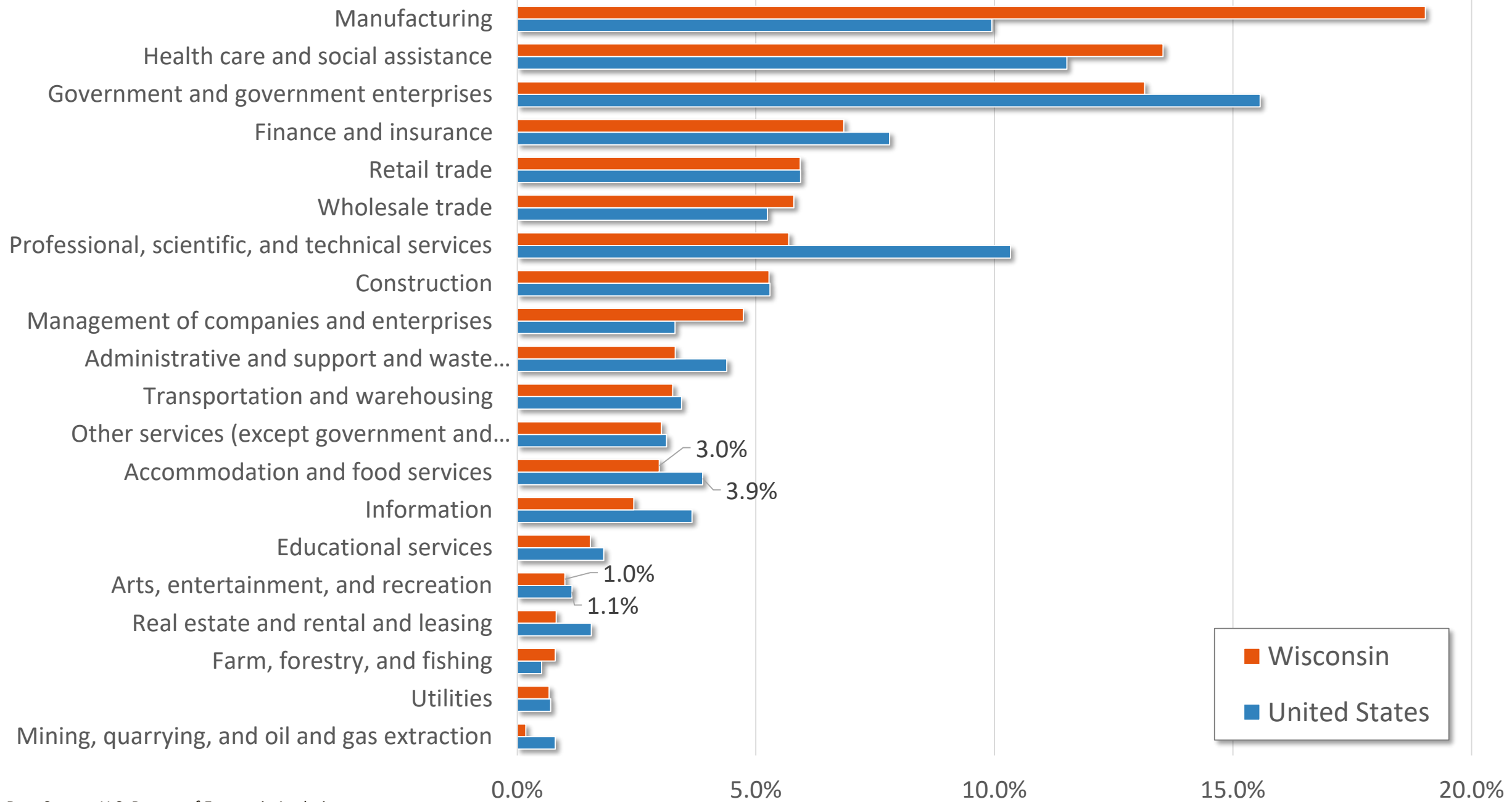
Accommodation and Food Service (NAICS 72)

- **Accommodations (33,378 employees)**
 - Hotels (including Casino Hotels)
 - Bed and Breakfasts
 - RV Parks
- **Food Services and Drinking Places (208,592 employees)**
 - Full Service and Limited Service Restaurants
 - Caterers
 - Bars and Drinking Establishments

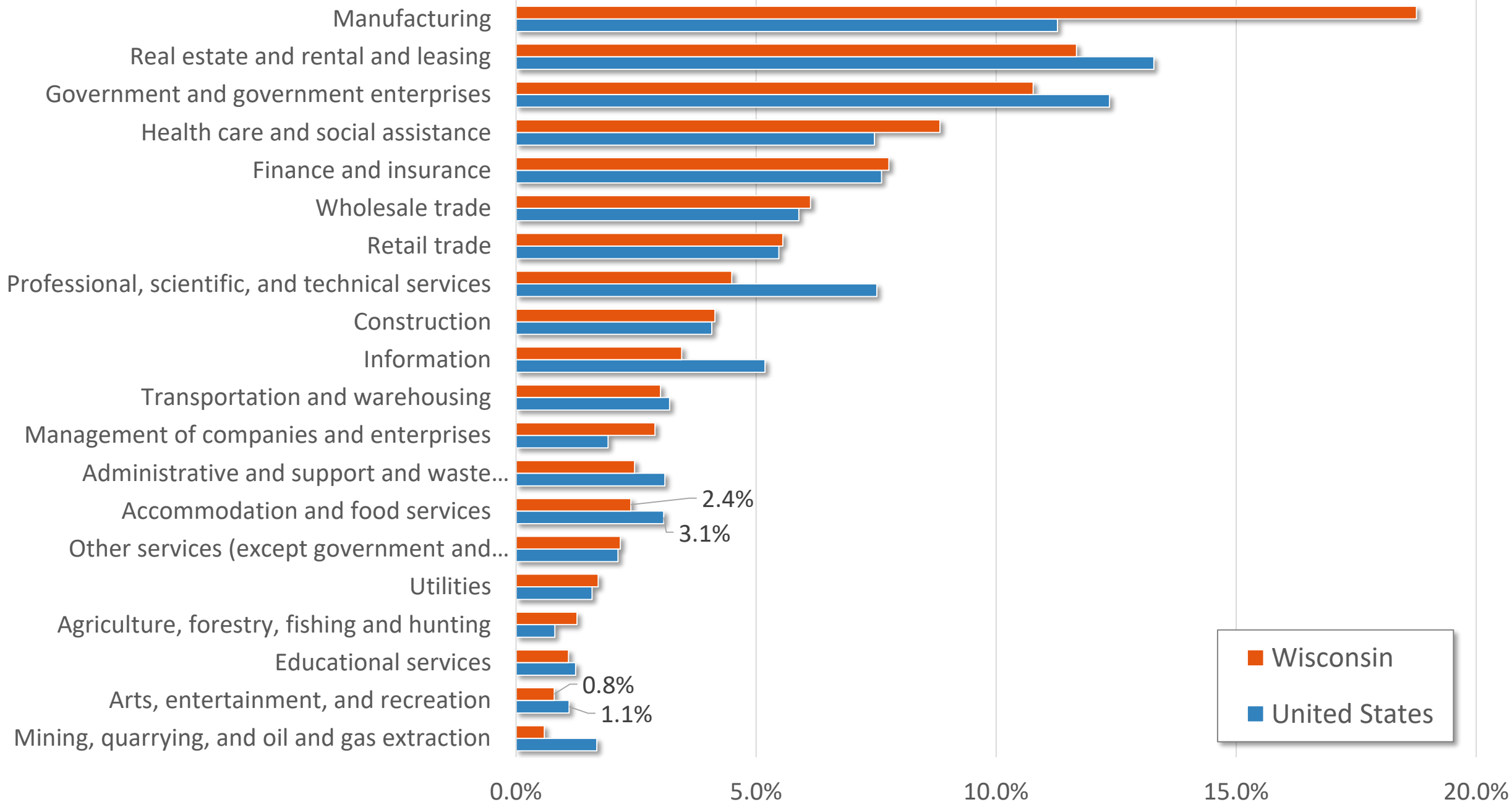
Share of Total Employment by Industry Sector (2018)



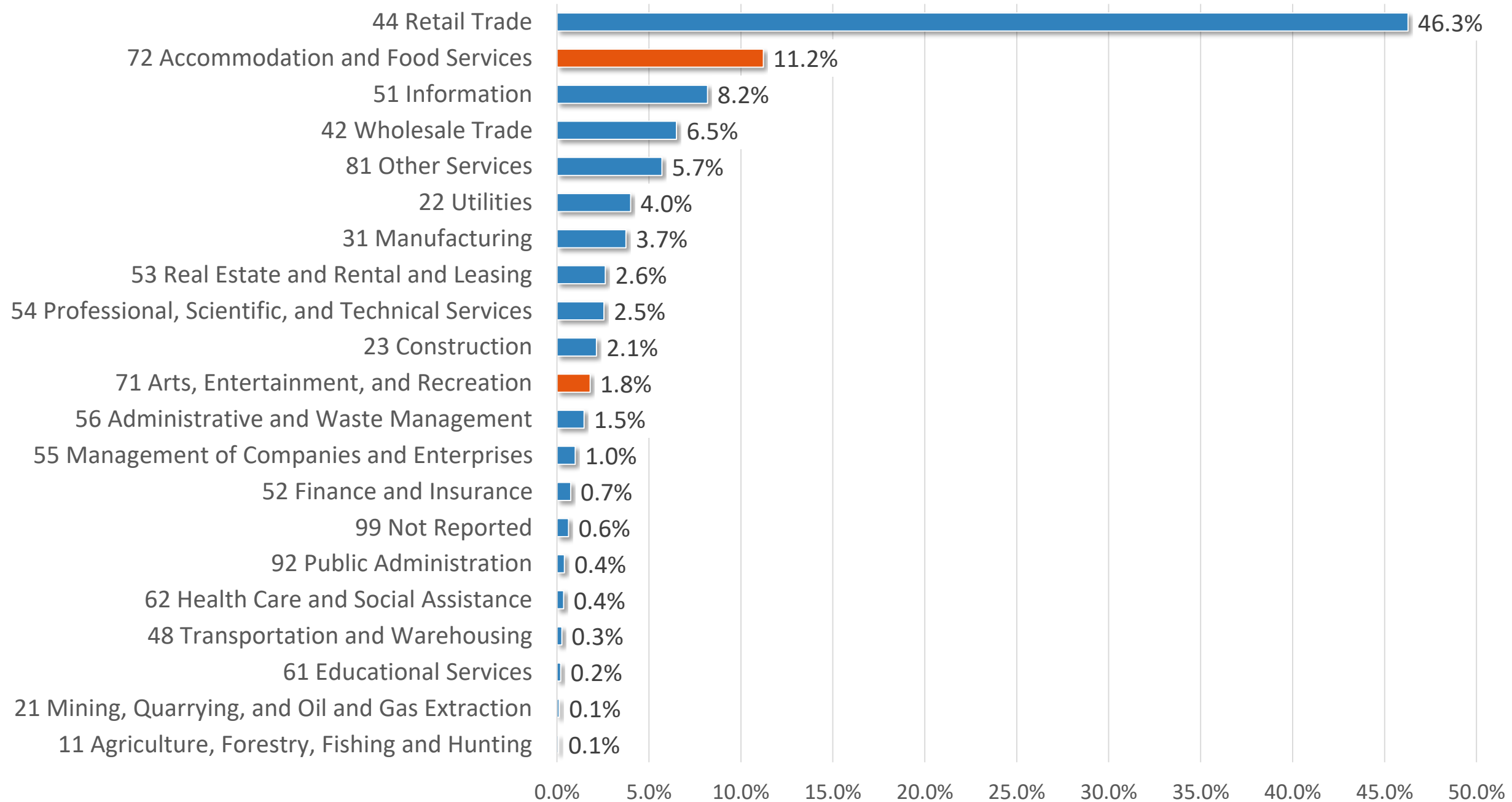
Share of Total Salaries and Wages by Industry Sector (2018)



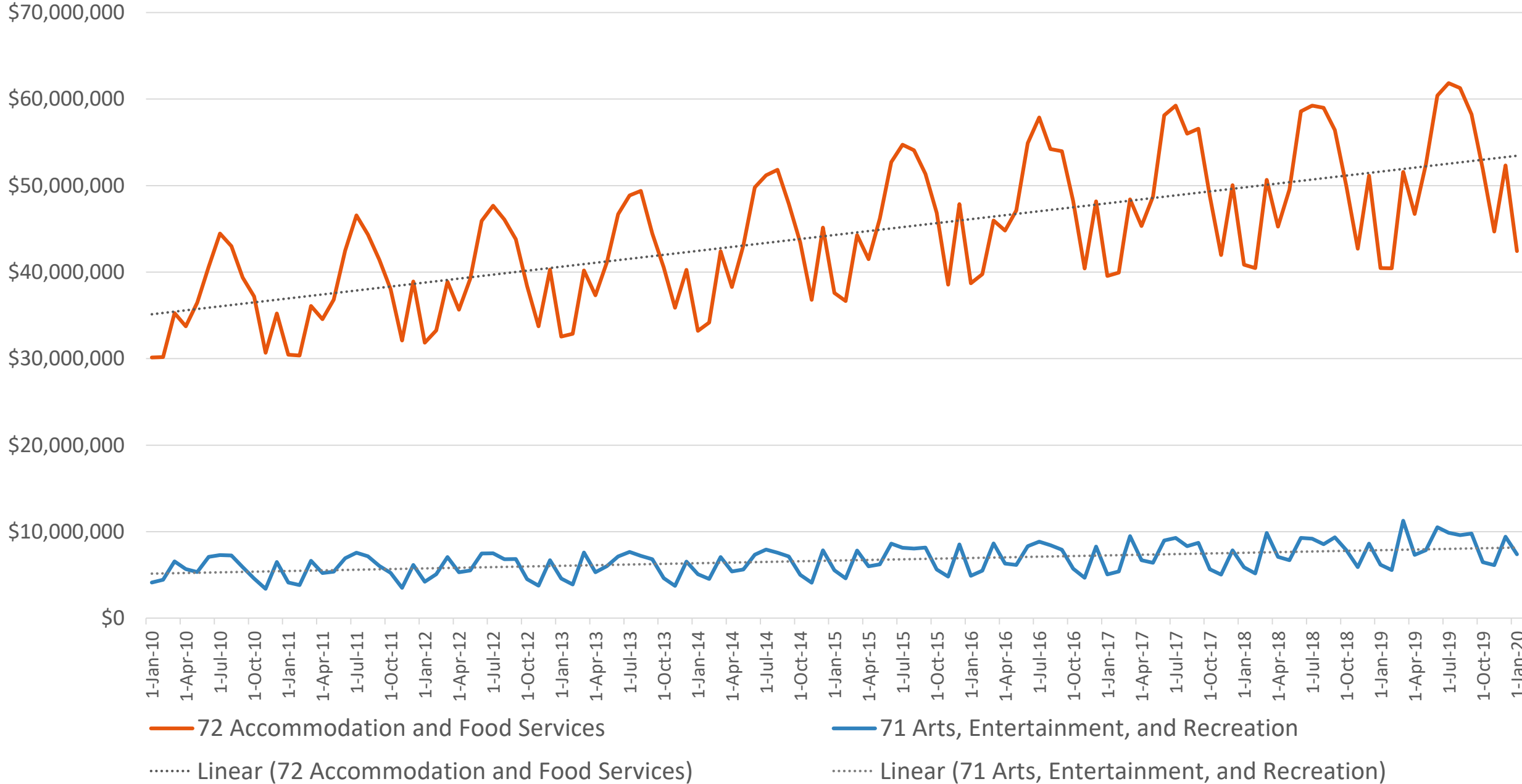
Share of Total Gross Domestic Product by Industry Sector (2018)



Share of Wisconsin Sales and Use Tax (2019)

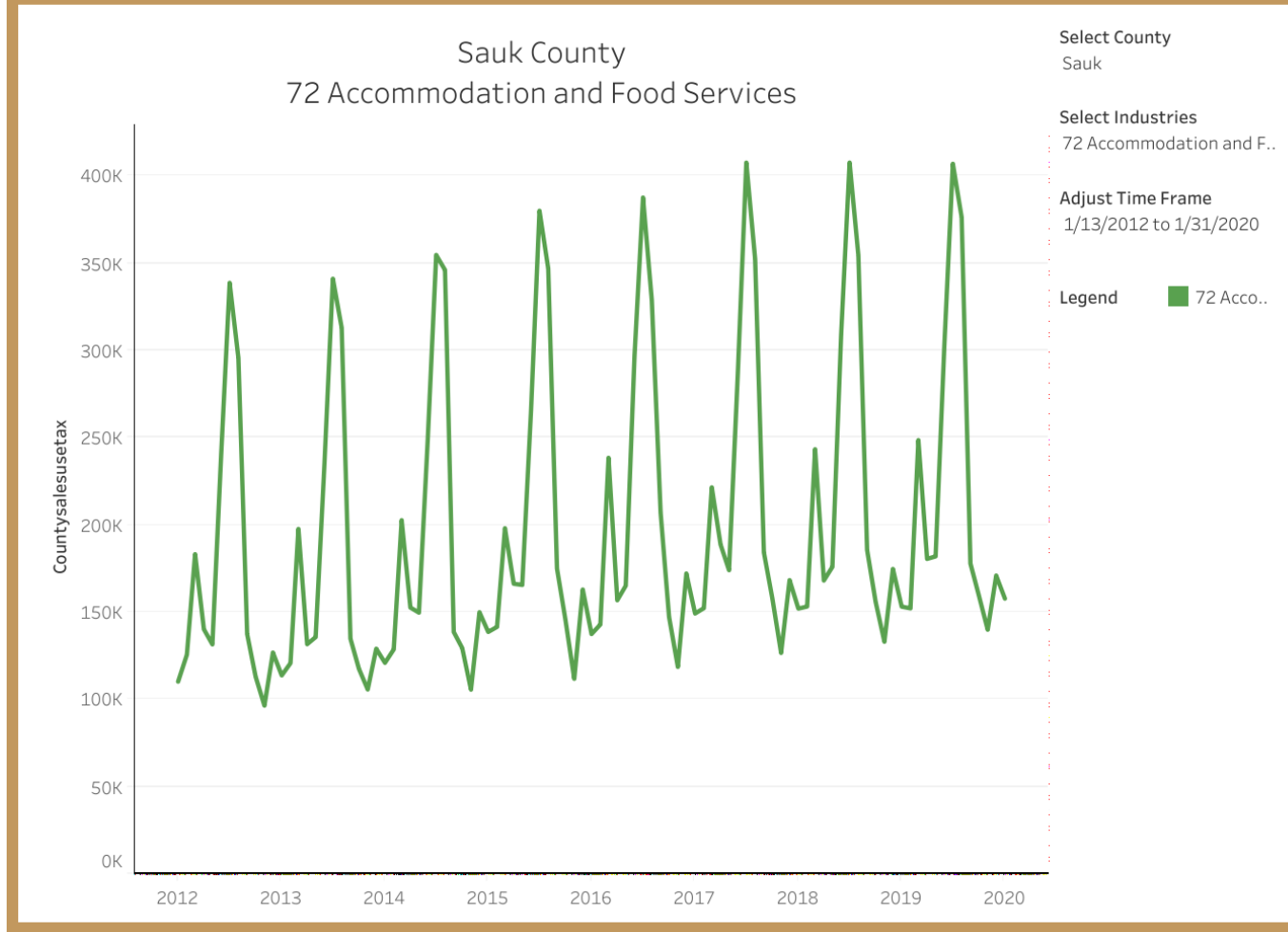


State of Wisconsin Sales Tax Collections – 2010 to 2020

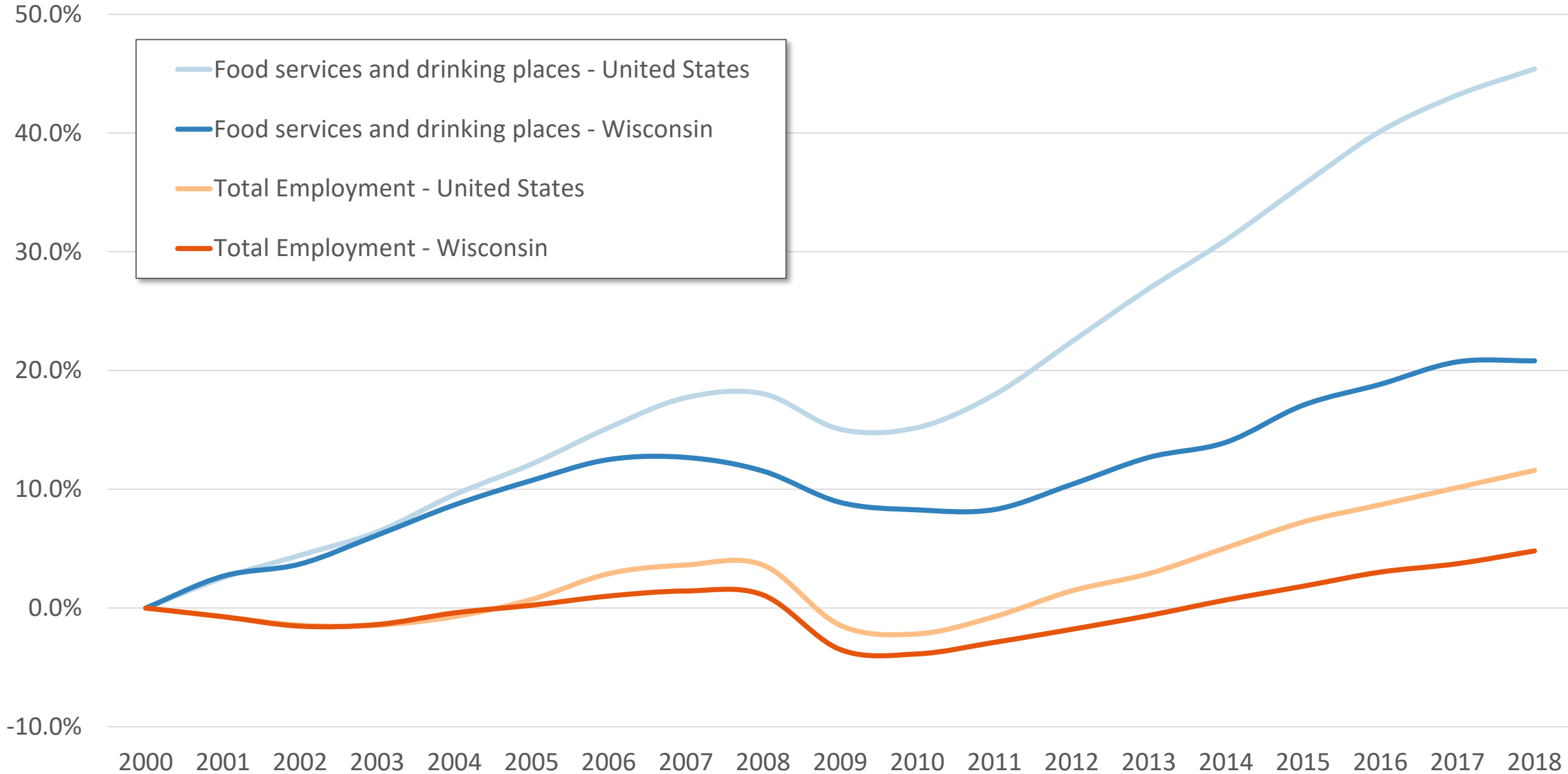


NOTE: 2020 Data Available Through January | Data Revised on a Monthly Basis

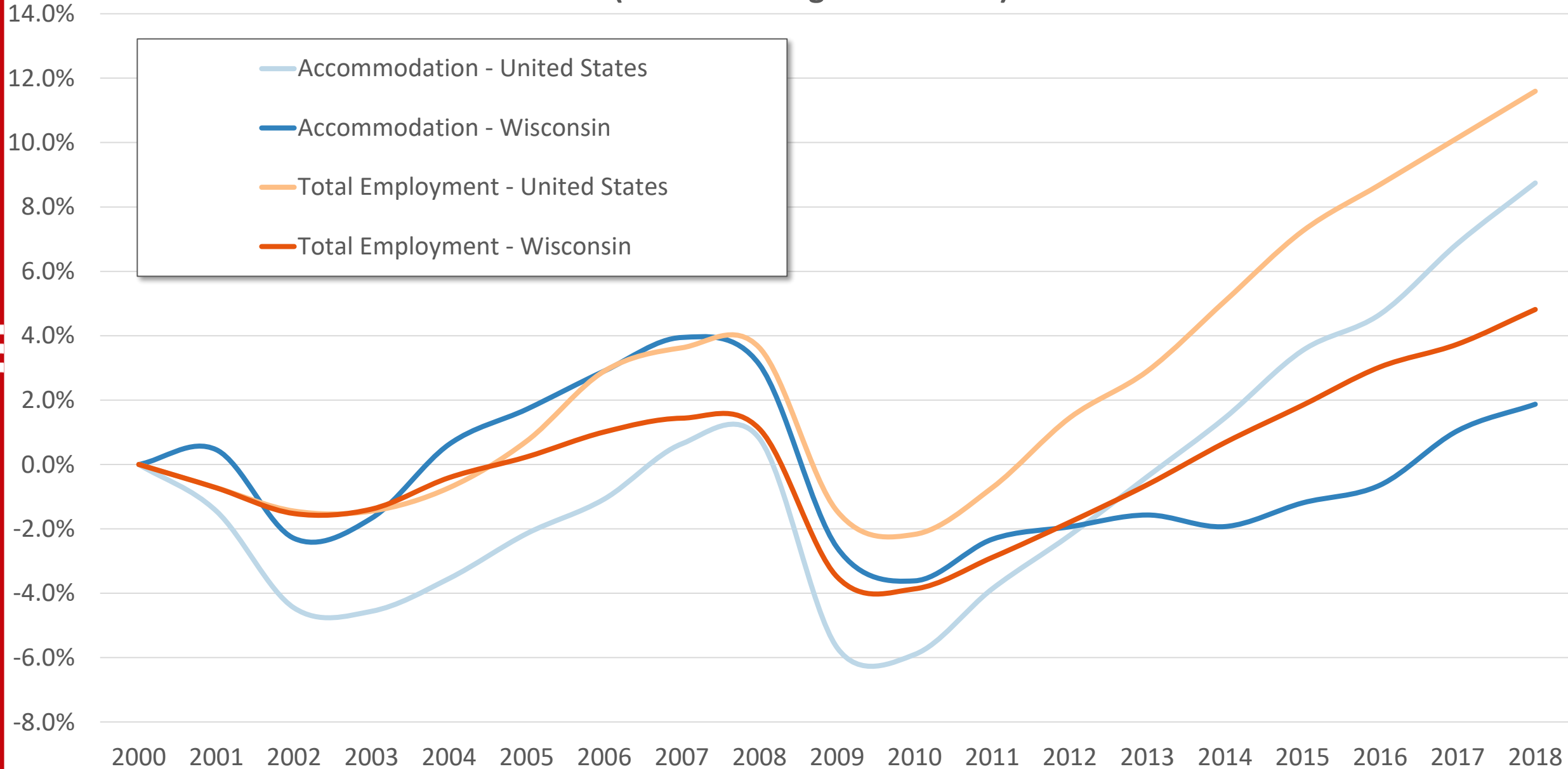
- State: Sales Tax by Industry
- State: Compare Multiple Industries Over Time
- County: Compare Multiple Industries within a County
- County: Compare an Industry Across Multiple Counties
- County: Tabular Data



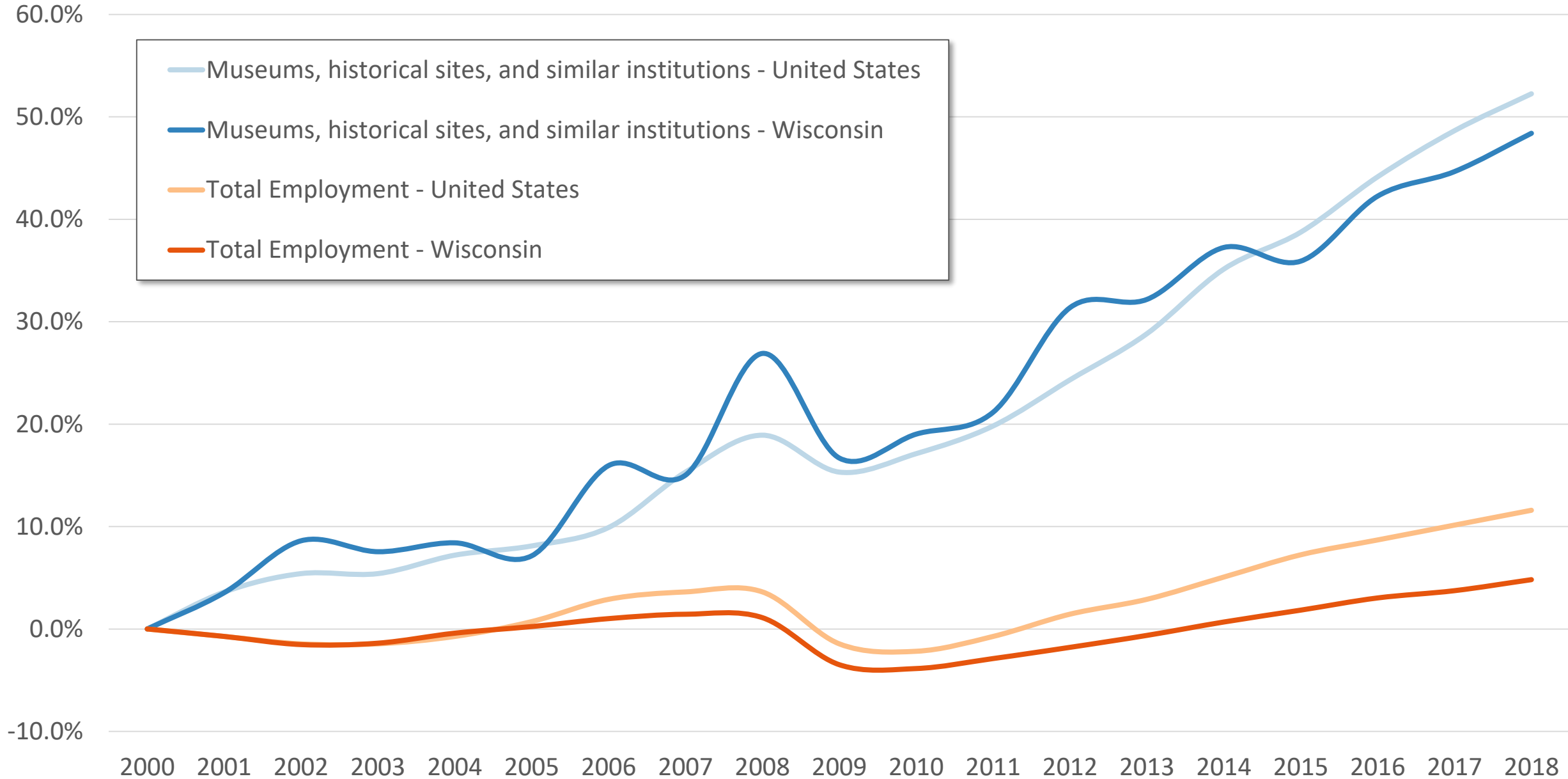
Food Services and Drinking Places Employment 2000 to 2018 (Percent Change Since 2000)



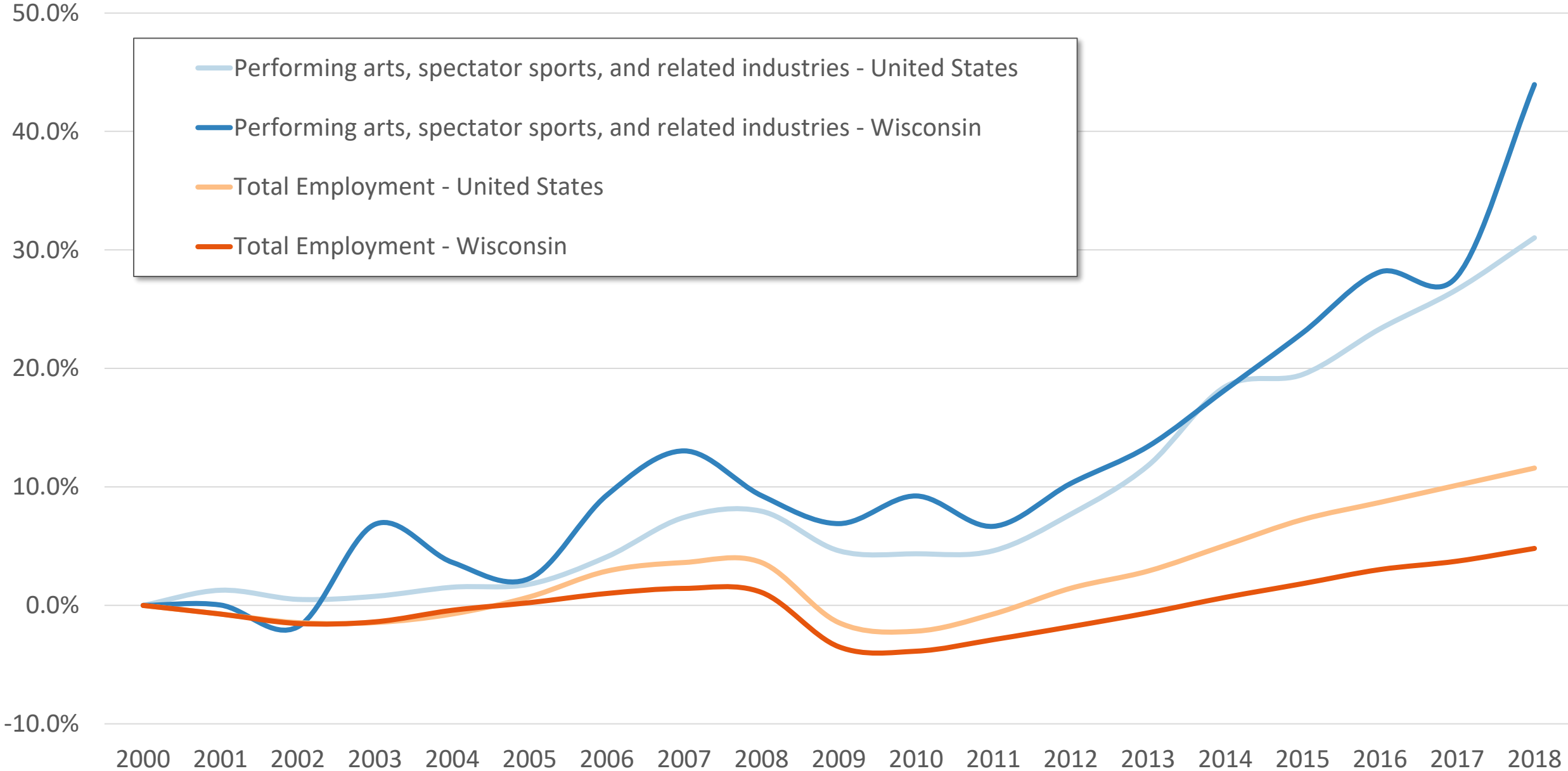
Accommodations Employment 2000 to 2018 (Percent Change Since 2000)



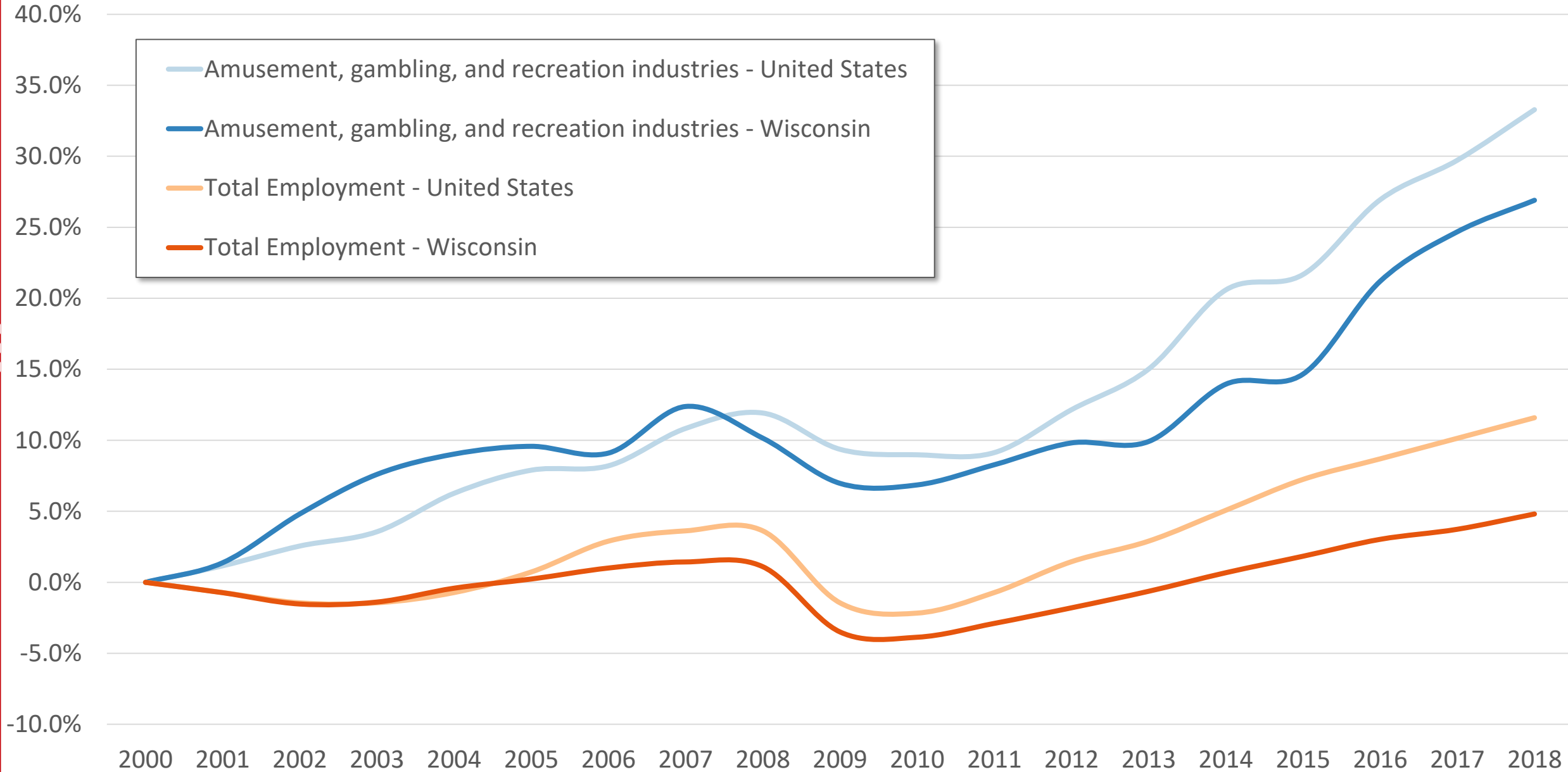
Museums, Historical Sites, and Similar Institutions Employment 2000 to 2018 (Percent Change Since 2000)



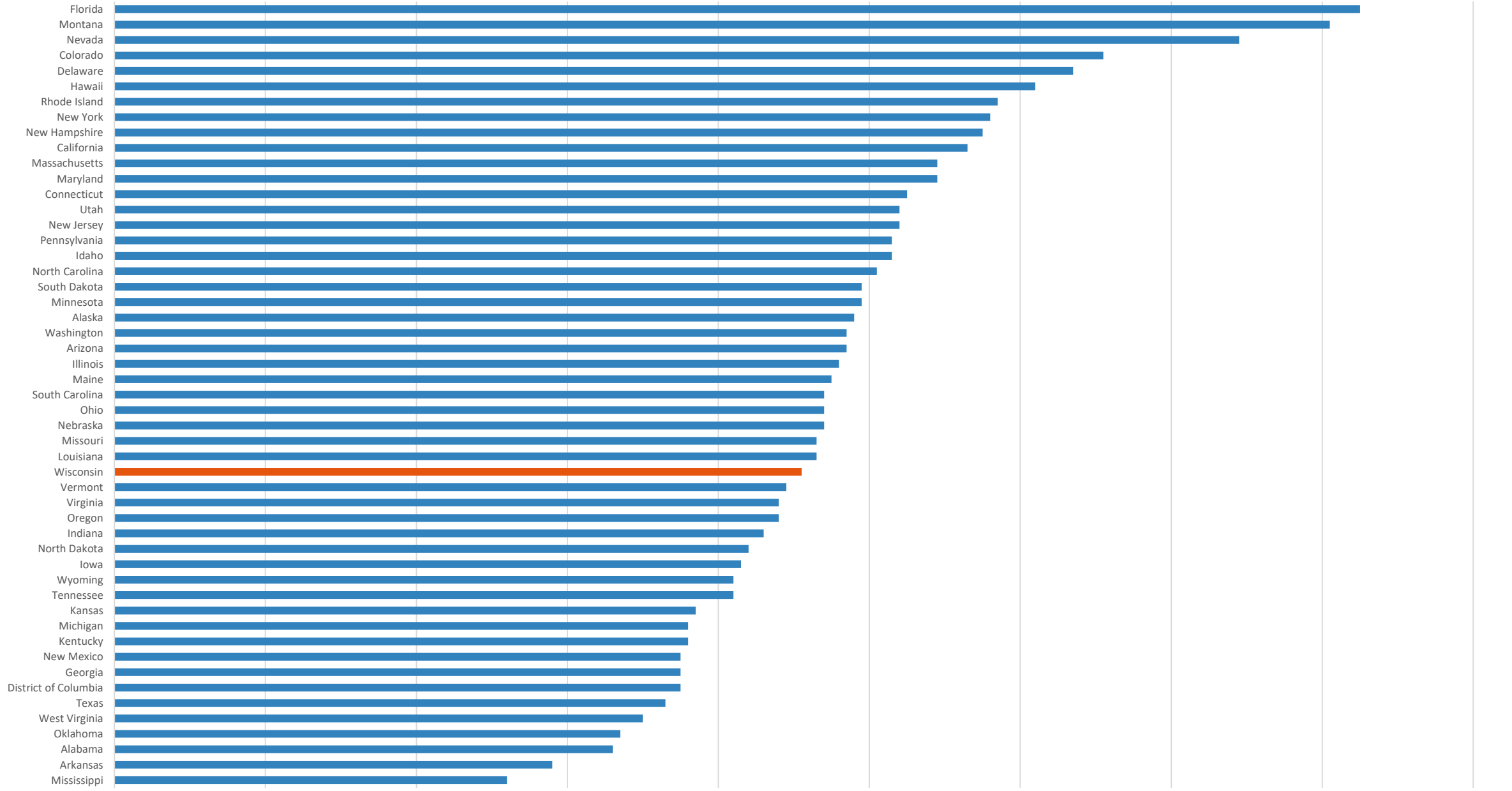
Performing Arts, Spectator Sports, and Related Industries Employment 2000 to 2018 (Percent Change Since 2000)



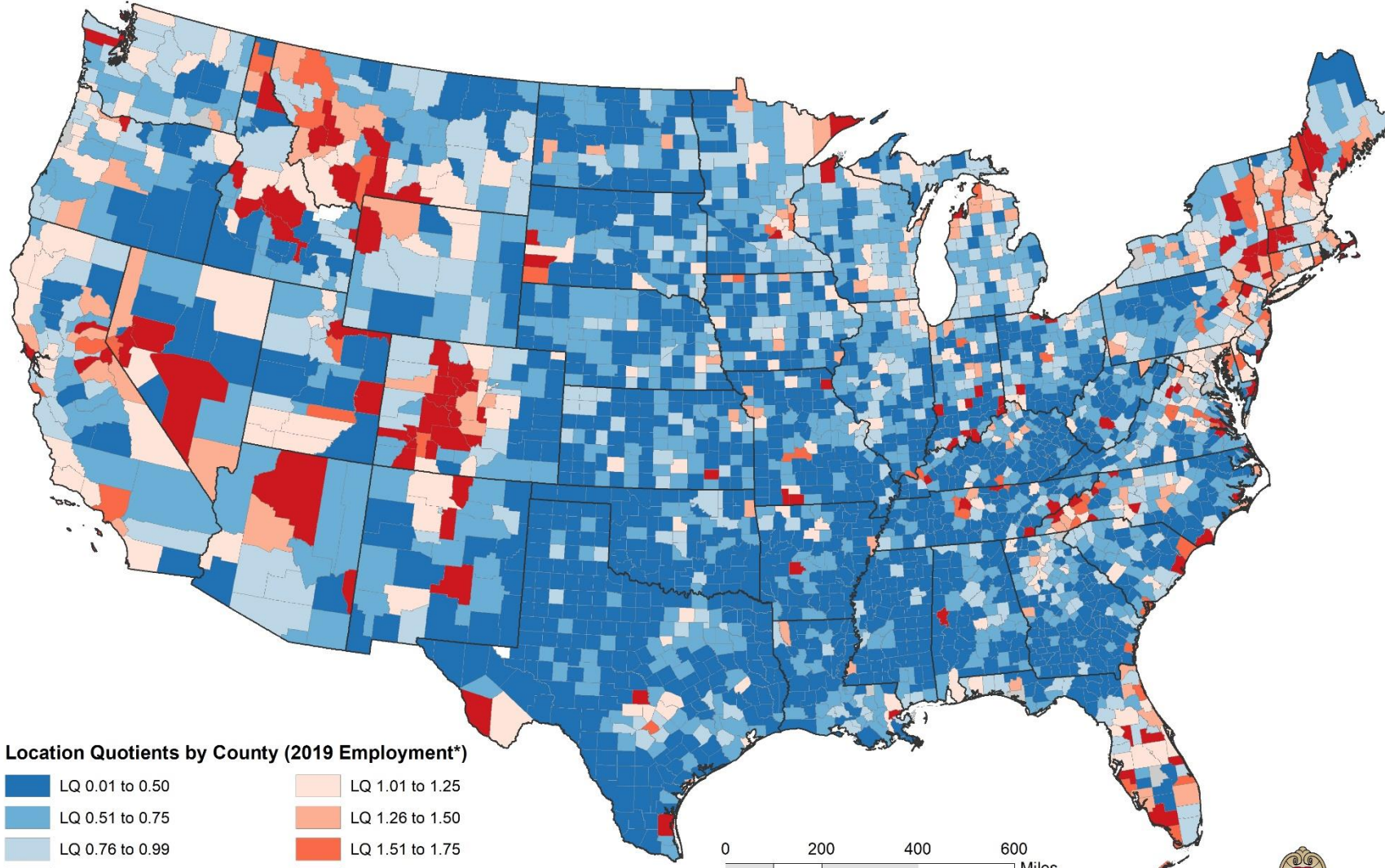
Amusement, Gambling, and Recreation Industries Employment 2000 to 2018 (Percent Change Since 2000)



Arts, Entertainment and Recreation Employment Location Quotients (2018)



NAICS 71 - Arts, Entertainment and Recreation Industry Concentrations (County Location Quotients based on 2019 Employment Levels)



*Due to disclosure requirements, some employment values were estimated.

**Maximum Location Quotient is 7.05

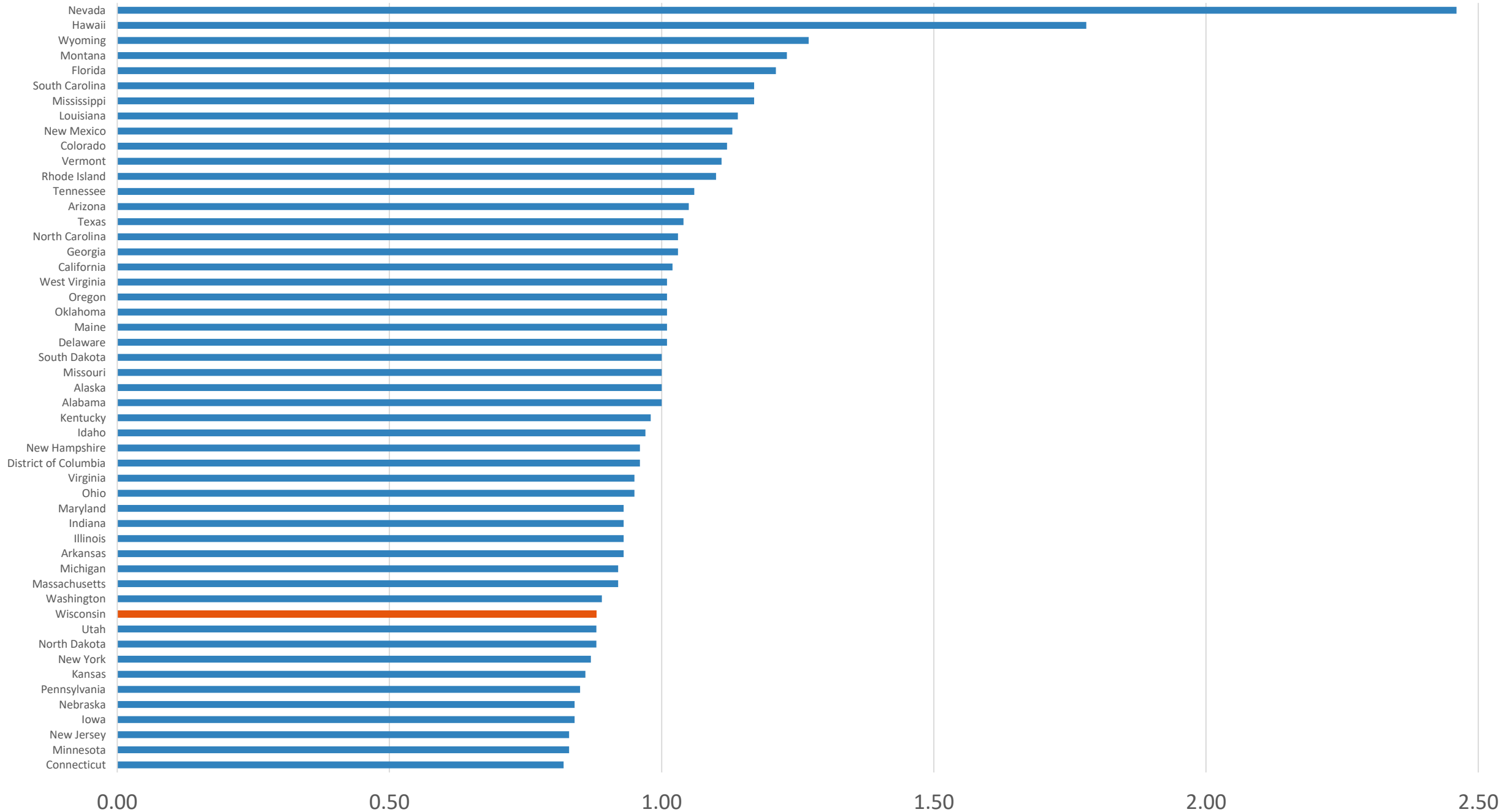
Source: Woods and Poole

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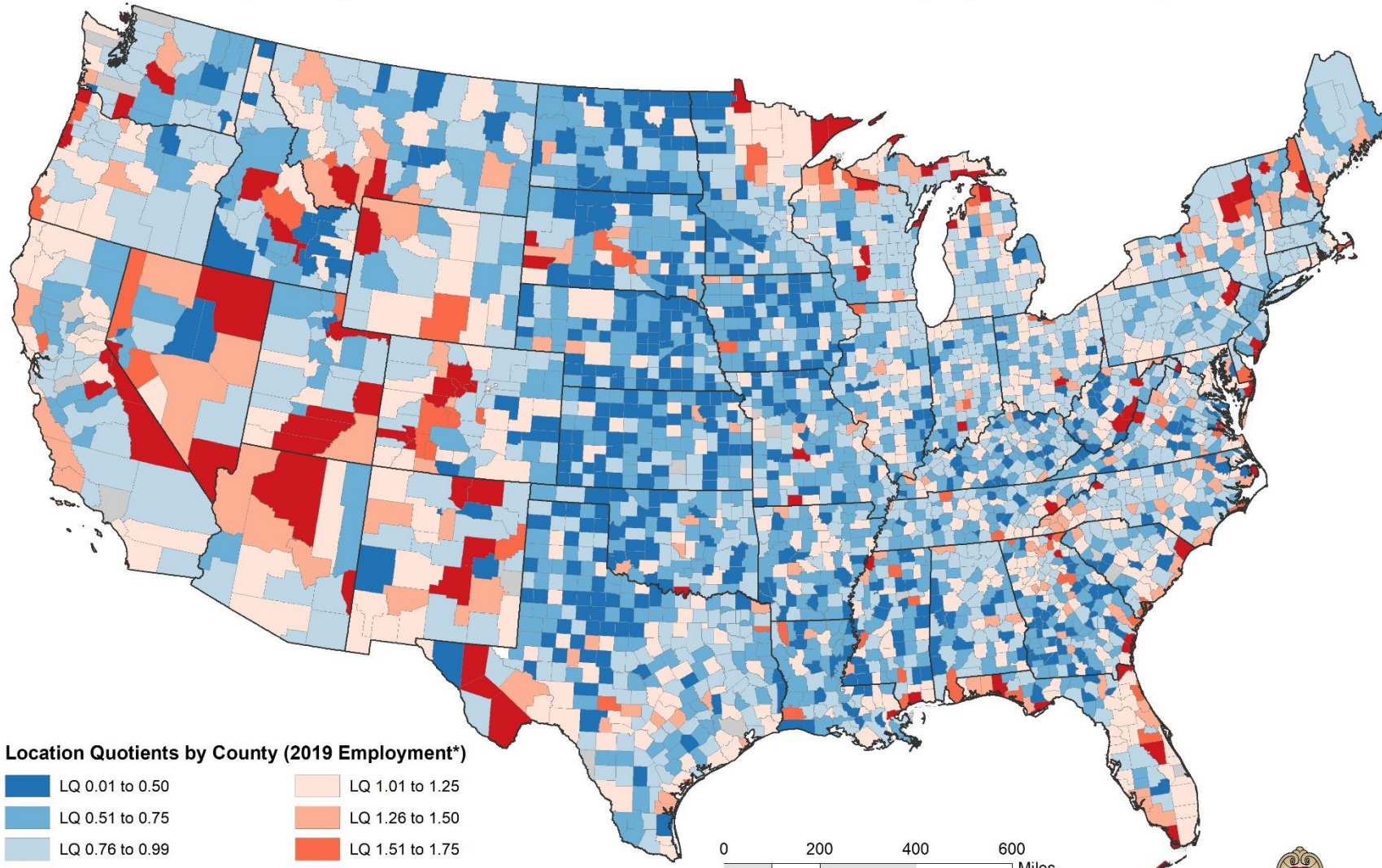


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Accommodations and Food Services Employment Location Quotients (2018)



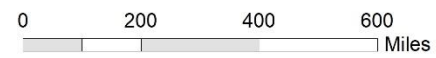
NAICS 72 - Accommodation and Food Services Industry Concentrations (County Location Quotients based on 2019 Employment Levels)



Location Quotients by County (2019 Employment*)

■ LQ 0.01 to 0.50	■ LQ 1.01 to 1.25
■ LQ 0.51 to 0.75	■ LQ 1.26 to 1.50
■ LQ 0.76 to 0.99	■ LQ 1.51 to 1.75
■ LQ = 1.00	■ LQ 1.76 or More**
 No Employees in Category	 State Border

*Due to disclosure requirements, some employment values were estimated.
 **Maximum Location Quotient is 7.05

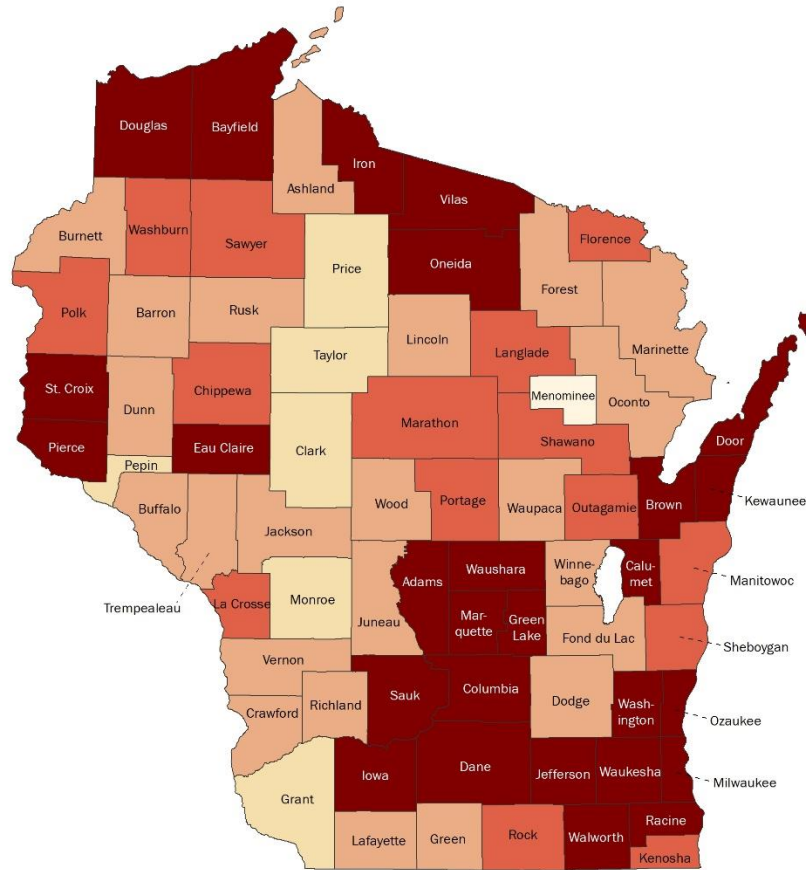


Source: Woods and Poole
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Arts, Entertainment and Recreation Employment by County (2019)

Share of Total County Employment

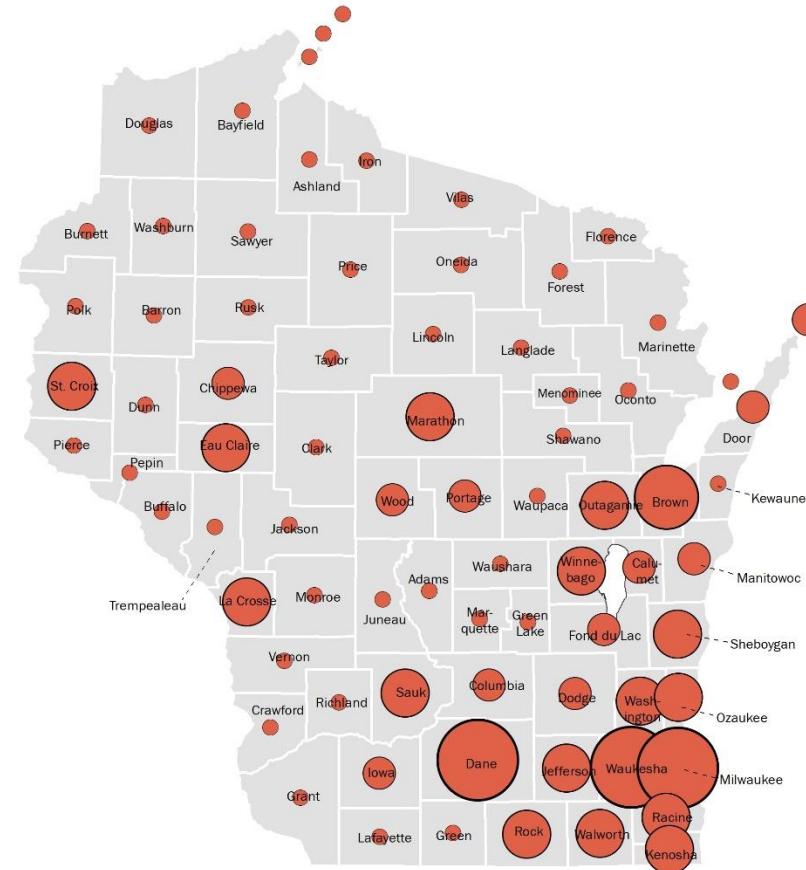


Share of Total Employment

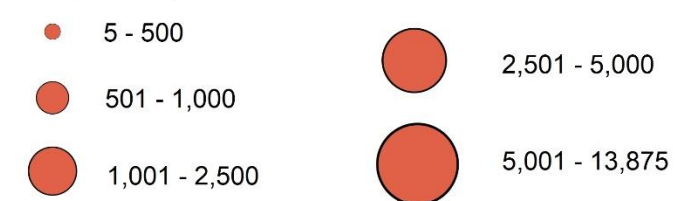


Data Source: Woods and Poole

Total County Employment

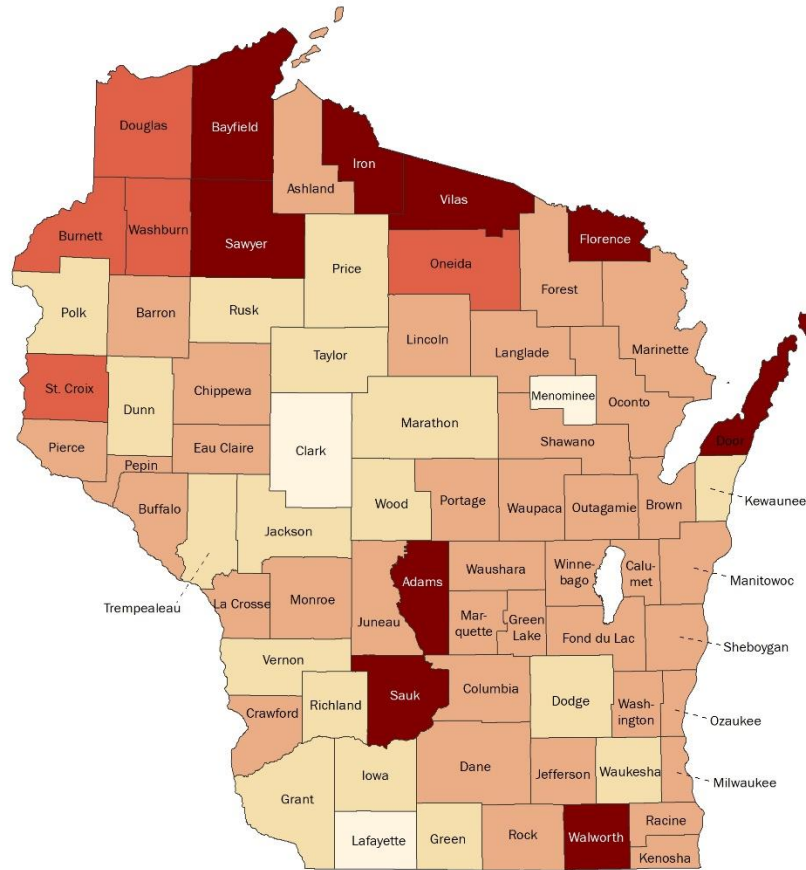


Total Employment

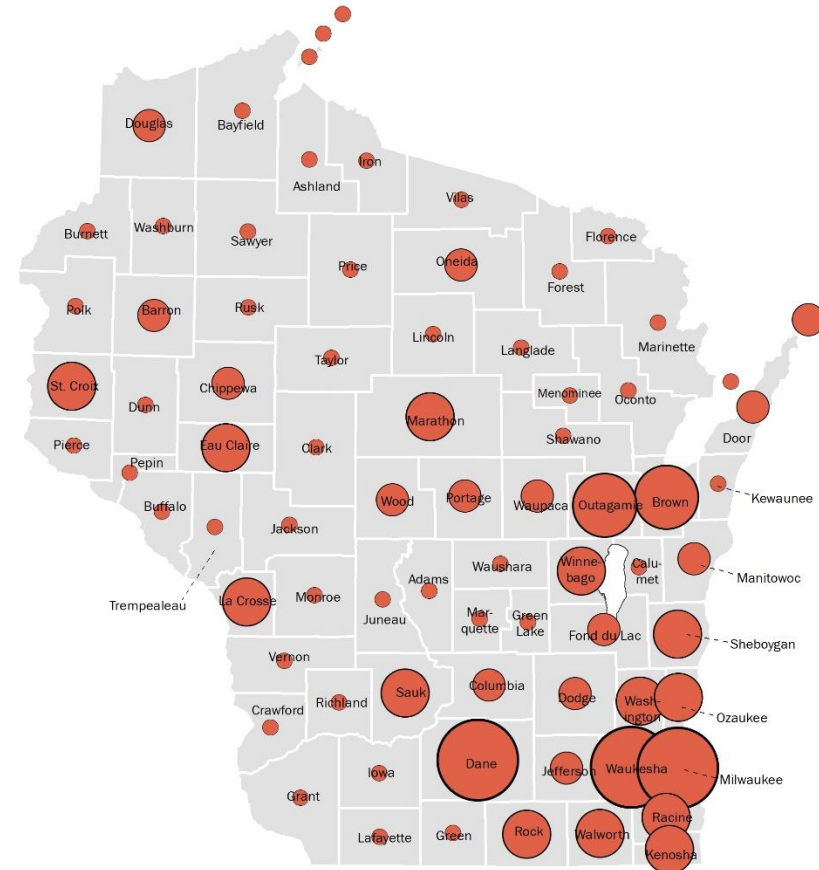


Accommodation and Food Service Employment by County (2019)

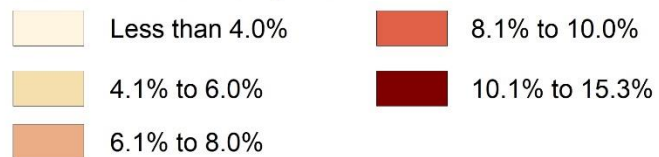
Share of Total County Employment



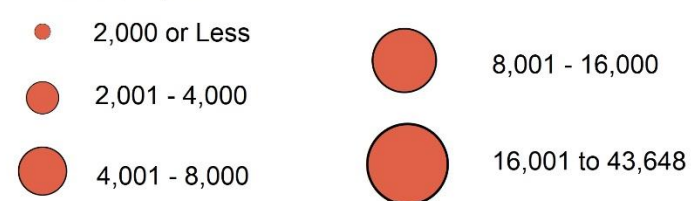
Total County Employment



Share of Total Employment



Total Employment



Data Source: Woods and Poole

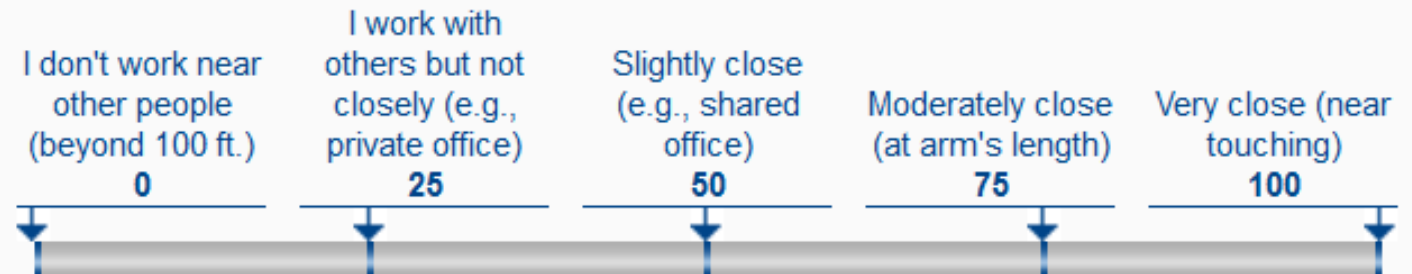
Occupations in the Tourism and Service Economy



O*NET OnLine

Work Context — Physical Proximity [Save Table \(XLS/CSV\)](#)

To what extent does this job require the worker to perform job tasks in close physical proximity to other people?



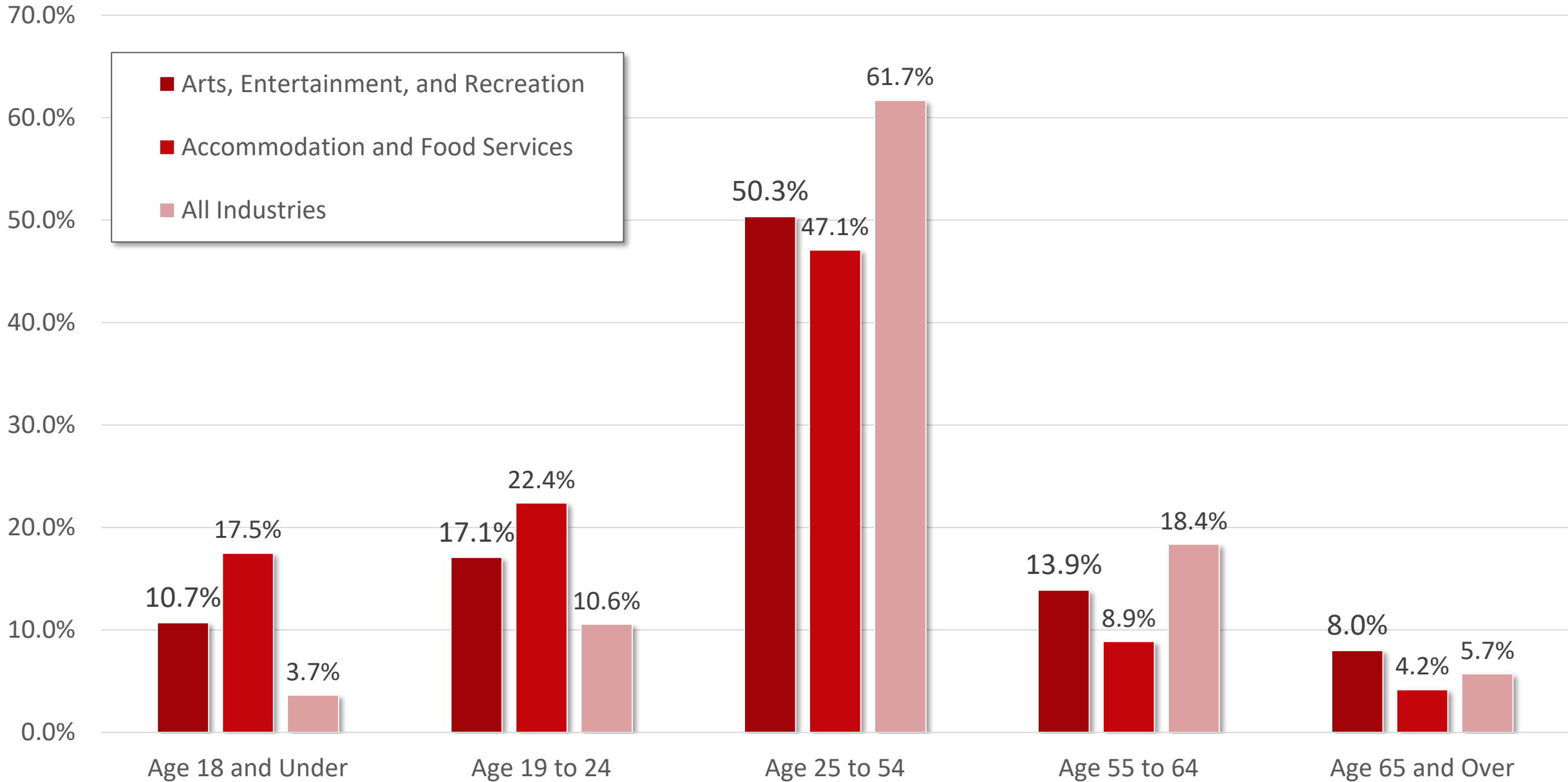
Top 15 Occupations by Total Employment – Arts, Entertainment, and Recreation

Occupation	Total Employees	Annual Average Wage	Physical Proximity
Amusement and Recreation Attendants	3,590	\$21,440	84
Exercise Trainers and Group Fitness Instructors	3,450	\$37,290	83
Bartenders	2,760	\$21,910	79
Landscaping and Groundskeeping Workers	2,320	\$26,620	76
Coaches and Scouts	1,840	\$27,140	74
Waiters and Waitresses	1,600	\$20,130	78
Receptionists and Information Clerks	1,550	\$25,110	52
Ushers, Lobby Attendants, and Ticket Takers	1,250	\$23,810	82
Security Guards	1,180	\$29,620	68
Recreation Workers	1,140	\$33,940	72
Retail Salespersons	1,070	\$24,530	69
Customer Service Representatives	1,060	\$27,470	58
Fast Food and Counter Workers	970	\$20,140	73
Maintenance and Repair Workers, General	950	\$35,990	69
First-Line Supervisors of Personal Service & Entertainment Workers	940	\$42,020	87

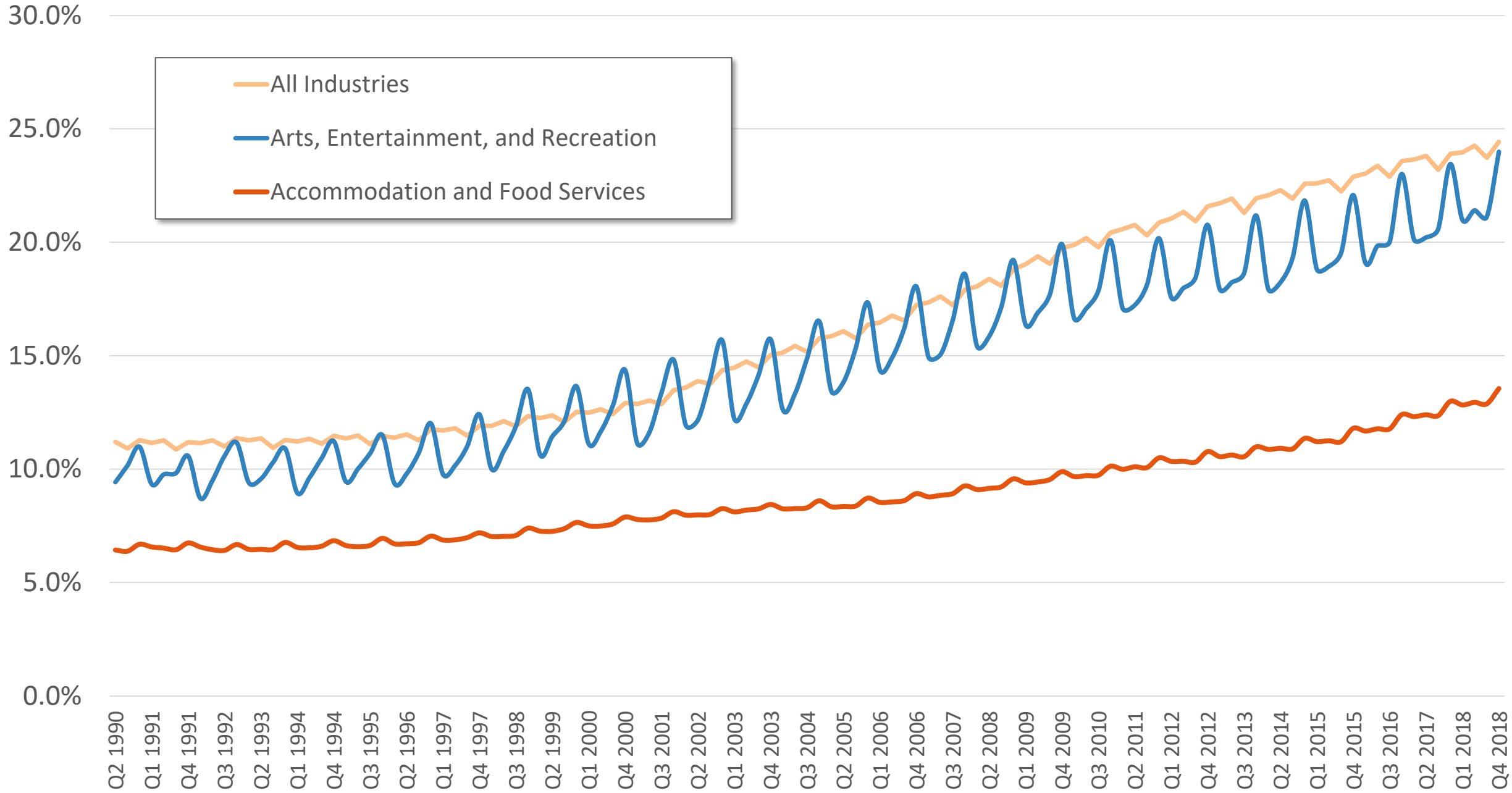
Top 15 Occupations by Total Employment – Accommodation and Food Services

Occupation	Total Employees	Annual Average Wage	Physical Proximity
Fast Food and Counter Workers	60,410	\$20,520	73
Waiters and Waitresses	37,420	\$22,890	78
Cooks, Restaurant	22,230	\$26,390	81
Bartenders	21,960	\$22,760	79
First-Line Supervisors of Food Preparation and Serving Workers	15,590	\$32,040	95
Dishwashers	8,750	\$20,310	63
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	8,080	\$20,440	79
Maids and Housekeeping Cleaners	7,780	\$23,420	42
Food Preparation Workers	7,050	\$21,750	69
Cashiers	5,670	\$21,570	75
Hotel, Motel, and Resort Desk Clerks	4,920	\$24,430	64
Dining Room and Cafeteria Attendants and Bartender Helpers	4,770	\$20,060	82
Cooks, Fast Food	4,520	\$23,790	65
Driver/Sales Workers	3,260	\$22,170	77
Food Service Managers	3,110	\$48,200	78

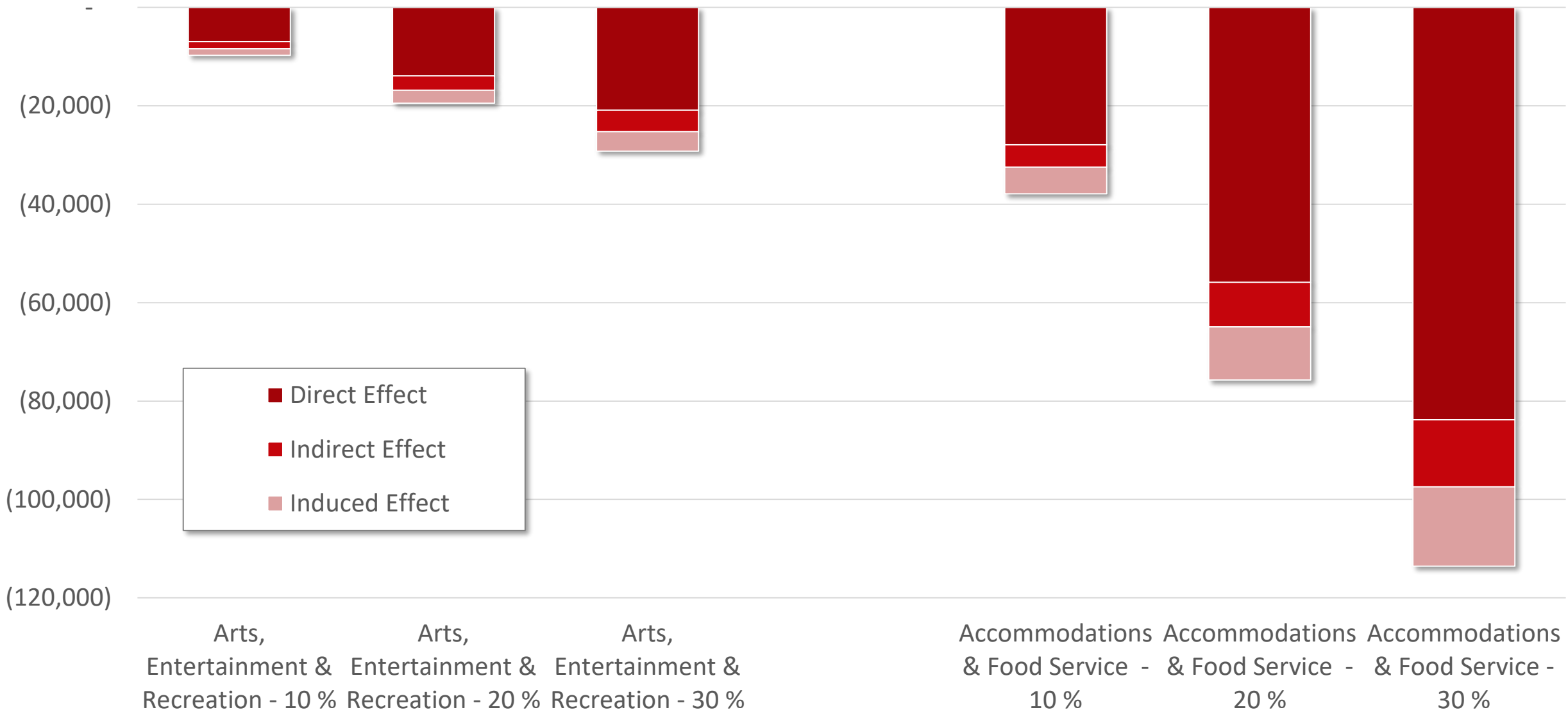
Share of Average Annual Employment by Age Group (2018)



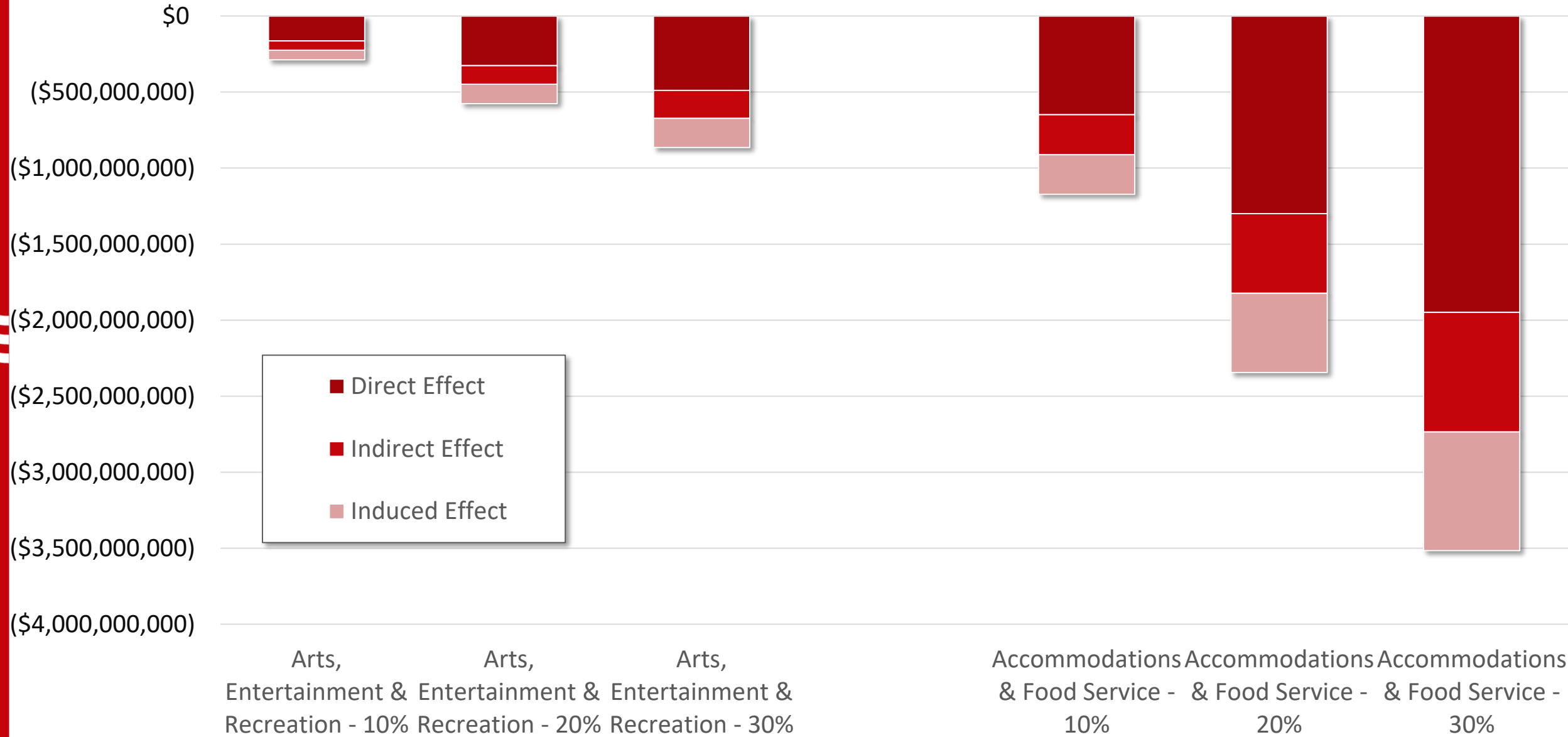
Employees Age 55 and Over as a Share of Total Employment



Estimated Declines in Employment with Losses of 10%, 20% and 30% of Revenue



Estimated Declines in Labor Income with Losses of 10%, 20% and 30% of Revenue

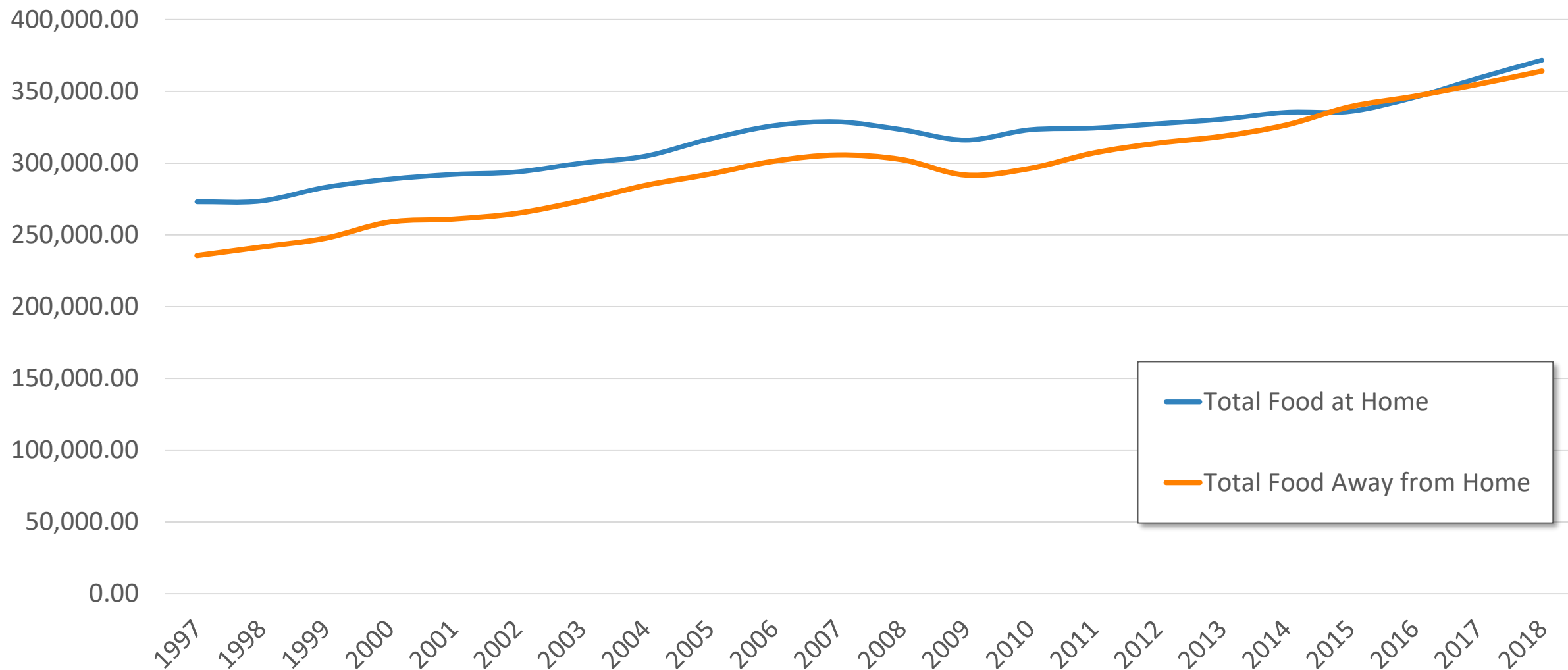


Estimated Demand for Goods and Services – Accommodations and Food Service

Category	Gross Inputs	Regional Inputs
Other real estate	\$1,268,900,000	\$920,500,000
Management of companies and enterprises	\$1,115,300,000	\$1,063,000,000
Advertising, public relations, and related services	\$620,200,000	\$351,100,000
Electric power transmission and distribution	\$408,000,000	\$293,100,000
Accommodations and food service	\$258,900,000	\$203,200,000
Accounting, tax preparation, bookkeeping, and payroll services	\$200,900,000	\$120,000,000
Wholesale - Other nondurable goods merchant wholesalers	\$169,600,000	\$145,100,000
Employment services	\$158,200,000	\$138,100,000
Animal, except poultry, slaughtering	\$152,100,000	\$32,300,000
Breweries	\$131,800,000	\$49,300,000
Cheese manufacturing	\$127,000,000	\$73,700,000
Wholesale - Grocery and related product wholesalers	\$126,400,000	\$87,400,000
Bottled and canned soft drinks & water	\$120,600,000	\$36,200,000
Poultry processing	\$108,100,000	\$26,900,000
Securities and commodity contracts intermediation and brokerage	\$107,300,000	\$76,500,000

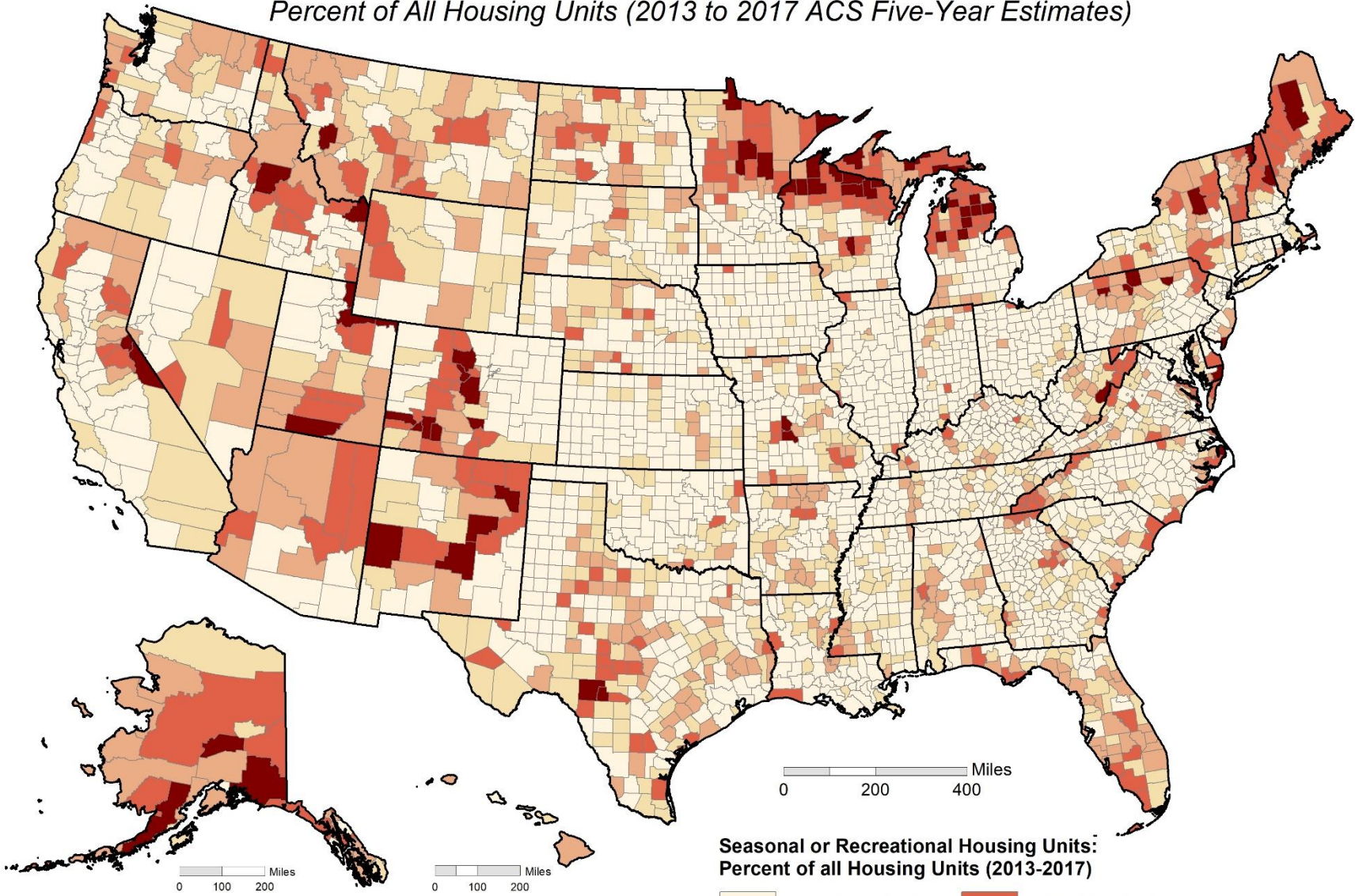
What About Net Impacts? – Shifts in Demand, Shifts from Taxable to Non-Taxable Sales, etc.

U.S. Expenditures on Food at Home and Food Away from Home (Constant \$)
(\$ Millions without Taxes or Tips)



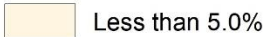


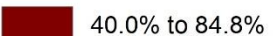
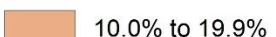
Housing Units for Seasonal, Recreational or Occasional Use by County

Percent of All Housing Units (2013 to 2017 ACS Five-Year Estimates)



Data Source: U.S. Census Bureau 2013-2017 American Community Survey. Numbers are subject to a margin of error. Housing units for seasonal, recreational, or occasional use are vacant units used or intended for use only in certain seasons or for weekends or other occasional use throughout the year. Seasonal units include those used for summer or winter sports or recreation, such as beach cottages and hunting cabins. Seasonal units also may include quarters for such workers as herders and loggers. Interval ownership units, sometimes called shared-ownership or time-sharing condominiums, are included here.

**Seasonal or Recreational Housing Units:
Percent of all Housing Units (2013-2017)**

 Less than 5.0%	 20.0% to 39.9%
 5.0% to 9.9%	 40.0% to 84.8%
 10.0% to 19.9%	





What are our Next Steps?

Contact Information

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