



North Central Wisconsin ITBEC

North Central Wisconsin Tourism Partnership

Who We Are

- Partnership of ten counties and its tourism partners that combine resources to:
 - Promote regional tourism
 - Collaborate on opportunities to market the region's resources and tourist destinations
 - Develop public/private partnerships to expand tourism opportunities within member counties
 - Participate in educational programming and information sharing (networking) related to tourism promotion and other related economic development initiatives

The Counties of the North Central Tourism Partnership

- Florence
- Forest
- Langlade
- Lincoln
- Marinette
- Oconto
- Oneida
- Portage
- Shawano
- Wood

History

- Started in 1997
- Second ITBEC created
- Initially focused on international trade and economic development
- Current focus on tourism promotion

Why ITBEC?

- Importance of regional partnerships
 - Visitors don't know county lines
 - Greater buying power
 - Allows a county to participate in promotional activities that a county could not afford to purchase on its own

New Beginnings

- New name – North Central Tourism Partnership
- New bylaws
- New energy
- New projects

Projects

- Green Bay Sports Show
- Website
- Fam Tour
 - 2022 tour highlighted Shawano, Langlade, Portage, Marinette, Oconto and Wood counties
 - 2023 tour highlighted Lincoln and Oneida counties
- Co-op Partnerships
 - Facebook and Instagram
 - Travel guides

Why Tourism is a Great Investment

- Economic impacts of tourism (add stats for region)
- 2022 numbers – released in June

Why Tourism is a Great Investment

- 2022 Economic Impact of Tourism
 - Combined totals for NC ITBEC Counties
 - Record breaking \$1.5 billion in total economic impact through tourism activity
 - 10% increase over 2021
 - 6% increase over 2019 which was the previous record setting year
 - 10,572 full and part-time employees
 - Statewide, 1 in 21 jobs are sustained through tourism
 - \$90.5 million in state and local tax revenue
 - Statewide, \$620 per household

TOURISM IMPACT IN WISCONSIN



**\$23.7
BILLION**

Total economic impact



**\$1.5
BILLION**

State & local taxes



174K

Full & part-time jobs

*Tourism Economics 2022

TRAVEL
WISCONSIN

TOURISM IMPACT IN NORTH CENTRAL WI TOURISM PARTNERSHIP COUNTIES



**\$1.5
BILLION**

Total economic impact



**\$90
MILLIO
N**

State & local taxes



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Full & part-time jobs

*Tourism Economics 2022

TRAVEL
WISCONSIN

Why Tourism is a Great Investment

- 2022 Economic Impact of Tourism

2022 Economic Impact of Tourism in NC WI Tourism Partnership Counties (in millions)

	Total Economic Impact	Total Jobs	State & Local Tax Revenues
Florence County	\$10	87	\$0.6
Forest County	\$24	194	\$1.6
Langlade County	\$77	425	\$4.2
Lincoln County	\$103	658	\$5.6
Marinette County	\$249	1,458	\$14.7
Menominee County	\$5	31	\$0.3
Oconto County	\$134	761	\$7.4
Oneida County	\$362	2,125	\$22.0
Portage County	\$245	1,916	\$15.4
Shawano County	\$111	794	\$6.7
Wood County	\$198	2,121	\$12.1
Total for NC WI Counties	\$1,518	10,572	\$90.5
Wisconsin	\$23,655	174,623	\$1,516.2

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