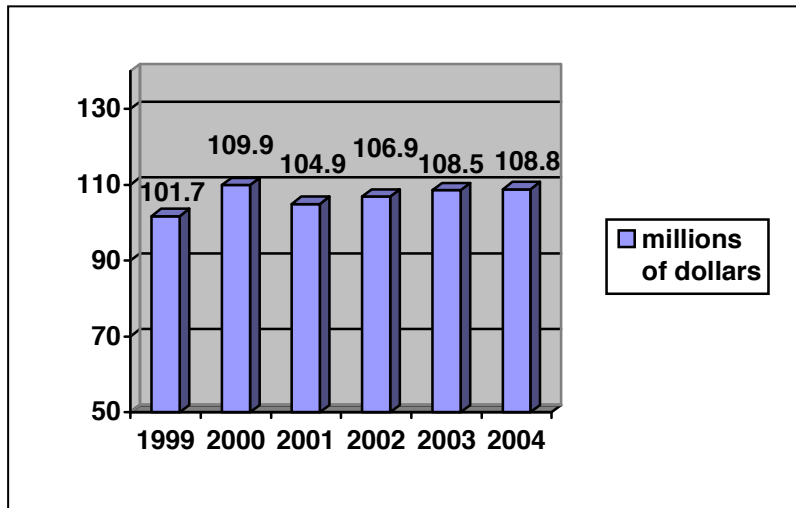


## Tourism-- a Vital Component to Wood County's Economy



### Key Facts

- In 2004, employees earned an estimated \$67/M in wages generated from tourist spending in Wood County.
- Tourism in Wood County in 2004 resulted in 2,873 full-time equivalent jobs.
- Wood County is able to accommodate up to 3500 visitors in hotels at any given time.
- Meetings and conventions hosting up to 500 people at a single facility can be held in Wood County, and multiple sites are available to accommodate larger conventions.

### Why is this Information Important?

Wood County's agriculture tourism assets include the cranberry industry, farms and dairies, and numerous festivals highlighting these unique local features. These tourism assets attract thousands of visitors every year. The paper industry and the world famous Marshfield Medical Center, two of the area's largest employers, also provide tours and educational opportunities for people throughout the state and the nation.

### Diverse Activities Draw Visitors

Sports, recreation, and cultural activities continue to draw visitors to the area as Wood County hosts numerous statewide tournaments and cultural events every year. Wood County offers several trails suitable for a variety of outdoor recreational uses including mountain biking, cross country skiing and rollerblading, in addition to being a prime golf area in the state.

The two Convention and Visitors Bureaus in Wood County work aggressively to market and promote the positive attributes of the area by inviting county residents, and those from outside the area, to enjoy and appreciate the fine things Wood County has to offer.

*Sources: Wisconsin Department of Tourism, The Economic Impact of Expenditures; Marshfield and Wisconsin Rapids Convention & Visitors Bureaus*