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The Power of Tourism

Janesville's Tourism Promise

For people seeking year-round outdoor activities and events in Southern Wisconsin, in a small-town atmosphere, Janesville provides the most easily accessible, diverse and rewarding opportunities, where visitors feel a sense of achievement, enrichment and escape. **Janesville is all about year-round outdoor fun.**

JACVB Vision Statement

Janesville will be recognized as a destination in which visitors can easily experience a sense of achievement, enrichment and escape.

JANESVILLE  AREA
Convention & Visitors Bureau

Janesville 2019

Janesville, Wisconsin's Great Outside, is located in south-central Wisconsin in Rock County. Tourism plays a vital role in Janesville and businesses that cater to tourism such as hotels, attractions, gas stations, campgrounds, and retail stores.

2019 SPENDING & JOBS

- Visitors to Janesville spent \$147.4 million – up 1.6%
- Visitors to Rock County spent \$263.6 million – up 4.92%
- Visitor activity in Janesville sustained a total of 1,219 jobs, with income surpassing \$30 million
- 4,343 jobs with a total personal income of \$109 million were supported by visitors to Rock County

2019 TAX REVENUE

- Visitors to Rock County generated \$31.1 million in state & local taxes
- Tourism in Janesville generated \$14.4 million in state and local taxes and \$7.7 million in federal taxes

2019 SPENDING BY SECTOR

- The retail sector in Janesville received \$41.4 million from visitors
- Travelers in Janesville spent more than \$39.4 million on food & beverages and \$25.4 million in the lodging sector last year
- Traveler spending in recreation totaled over \$31.4 million from visitors to Janesville
- Among key Janesville industries, spending growth was strongest in retail and food & beverage sectors


JANESVILLE
Wisconsin's Great Outside