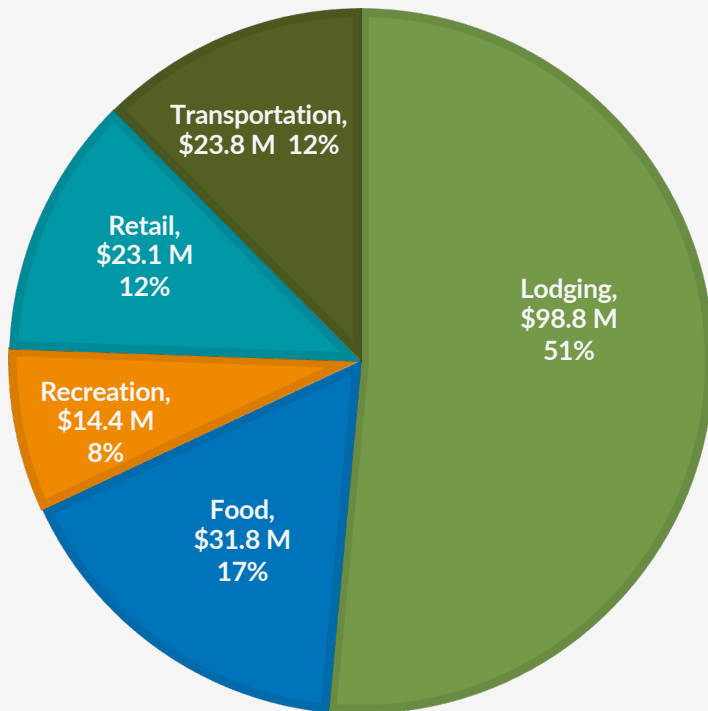


VALUE OF TOURISM TO MASON COUNTY (2023)

DIRECT VISITOR SPENDING \$192 M

■ Lodging ■ Food ■ Recreation ■ Retail ■ Transportation



- Direct Visitor Spending: **\$192 M** (+3.9%)
 - Lodging \$98.8 M
 - Food / Beverage: \$31.8 M
 - Recreation: \$14.4 M
 - Retail: \$23.1 M
 - Transportation: \$23.8 M
- Direct State/Local Taxes Generated: **\$12.5 M**
- Visits: **1,195,000** (+1.3%)
- Direct Employment: **693**
 - Represents 3.3% of all county employment
- Direct Labor Income: **\$36.5 M**

Source: Tourism Economics for SWT