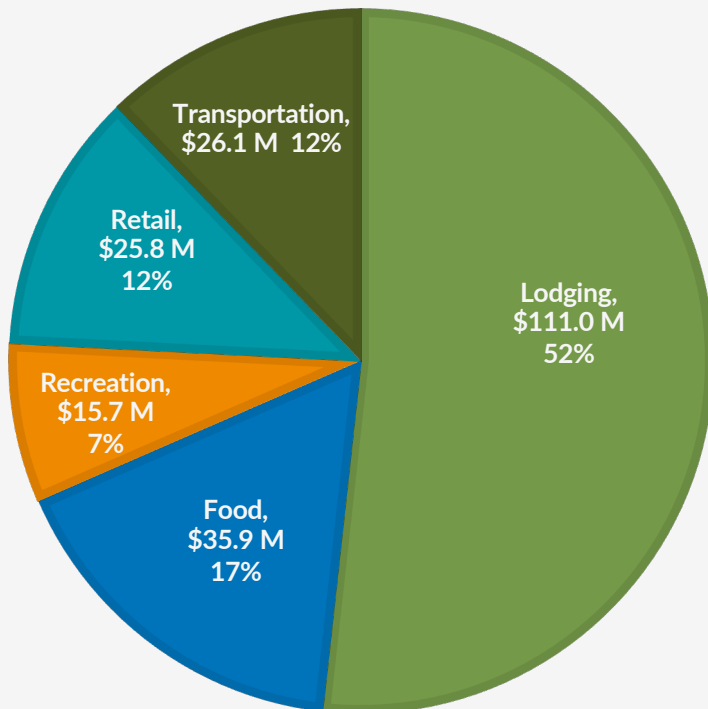


VALUE OF TOURISM TO MASON COUNTY (2025)

DIRECT VISITOR SPENDING \$214.5 M

■ Lodging ■ Food ■ Recreation ■ Retail ■ Transportation



- Direct Visitor Spending: **\$214.5 M** (+5.7% y-o-y)
 - Lodging \$111 M
 - Food / Beverage: \$35.9 M
 - Recreation: \$15.7 M
 - Retail: \$25.8 M
 - Transportation: \$26.1 M
- Direct State/Local Taxes Generated: **\$14 M**
- Visits: **1,280,345** (+4.2% y-o-y)
- Direct Employment: **697**
 - Represents 3.08% of all county employment
- Direct Labor Income: **\$37.1 M**

Source: Tourism Economics for SWT