

Just

FIX IT

or Just Ignore it?

The Consequences of Doing Nothing



According to a 2016 AAA survey, 70% of summer travelers worry about poor road conditions or being stuck in traffic.

FACT

There's nothing FUN about potholes and delays.

As summer is winding down, let's not forget the essential link between tourism and transportation.

Each year, the Wisconsin Department of Tourism spends millions of dollars promoting all the FUN to be had in Wisconsin to potential visitors in surrounding states. And this makes sense as tourism is big business in Wisconsin.

The Legislative Fiscal Bureau estimates that direct traveler spending may account for 4% of the state's GDP. This direct spending generates \$20 billion in economic impact as it flows through the Wisconsin economy.

Despite travel rebounding after the recession, tourism leaders are concerned that the state's infrastructure may hold the industry back.

"I am very concerned about tourism taking a serious hit as travelers change their habits because other options might have fewer travel constraints. None of this would even be necessary if the Governor and lawmakers could agree on a long-term funding solution to address our transportation needs," said Tom Diehl, president of the Association of Wisconsin Tourism Attractions (AWTA).

Ignoring our transportation infrastructure doesn't seem to be a good way to welcome people to Wisconsin and encourage them to stay awhile. Because there really isn't anything FUN about lousy roads.