



Press Release

Contact: Amy Wilson, Tourism and Planning Director
Phone: (920) 457-9491
Email: amy@sheboygan.org

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City of Sheboygan Hits Highest Room Tax Collections in History

Sheboygan, WI— After receiving the final tally of 2014 room tax collected from tourists to the city, the Sheboygan Tourism Board announced a record-breaking year. For 2014, total collected room tax increased by about 10% compared to 2013, with total collections topping more than \$600,600, registering the largest percentage increase in room tax revenue ever realized by the city of Sheboygan.

Sheboygan room tax revenue has shown consistent growth since 2011. Over the four-year period, room tax increases have reached a cumulative total of 49% for the city of Sheboygan. Historically, the fourth quarter has been a weaker period for tourism expenditures. However, between 2013 and 2014, fourth quarter room tax increased by more than 15%. “Working with hotel patterns, market trends and considering variables we can’t control, such as weather, we’ve collaborated to push the marketing mix into specific times during the shoulder seasons,” explained Amy Wilson, Sheboygan County Chamber Tourism and Planning Director.

Room tax is collected from tourists who stay overnight in Sheboygan lodging facilities, such as hotels and bed and breakfasts, and 70% of total room tax collections create the city’s tourism marketing and development budget. “Additional room tax dollars allows us to increase promotion for Sheboygan, resulting in even more dollars spent by tourists to the area. This benefits everyone, and it’s local businesses’ commitment to customer that’s been crucial to creating and leveraging this momentum,” stated Chad Pelishek, Chairperson of the Sheboygan Tourism Board.

Eight percent room tax is collected from tourists who book rooms in the city’s lodging facilities with the exception of Blue Harbor Resort and Spa, where room tax is applied to the bonds for the development of the conference center.

The Sheboygan County Chamber projects similar results for 2015. With the 2015 PGA Championship, a full racing schedule at Road America, annual festivals throughout the city, a new summer concert series hosted by the John Michael Kohler Arts Center and lake recreation on the rise, the hotels will be virtually sold out all summer. Fall of 2015 brings world-class sailing events and Oktoberfest celebrations to the city, as well as the return of Blue Harbor’s Craft Beer Festival. “Along with all of the amazing sites and recreational opportunities, events and festivals keep Sheboygan moving as a desired destination in the off season,” explained Amy Wilson.

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