2022 Marine Economy Report

Wisconsin

The marine economy is defined as those businesses whose existence depends on the oceans or Great Lakes. The economic data found here helps leaders better understand trends and consider the needs of these businesses when making decisions about the future of the coast. Six sectors make up the marine economy: marine construction, offshore mineral extraction, tourism and recreation, living resources, ship and boat building, and marine transportation.

The Big Picture
Wisconsin's Marine Economy in 2019

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Businesses</td>
<td>2,269</td>
</tr>
<tr>
<td>Employees</td>
<td>48,877</td>
</tr>
<tr>
<td>Wages</td>
<td>$1.2 billion</td>
</tr>
<tr>
<td>GDP</td>
<td>$2.7 billion</td>
</tr>
</tbody>
</table>

The Details

Largest Employment Sector: Tourism and recreation employs 74% of the state’s marine economy

Largest GDP Sector: Tourism and recreation produces 51% of the total gross domestic product (GDP) derived from the state’s marine economy

High Earners: The average wage of marine economy employees in Wisconsin is $24,346, which is lower than the state average ($50,413). Marine construction has the highest average wage per employee at $81,111.

National Ranking: Wisconsin is ranked 20 out of 30 coastal states for marine employment, and 23 out of 30 coastal states for GDP

Top County: Employment Milwaukee County, Wisconsin, is home to 33% of marine jobs in Wisconsin

Top County: GDP Milwaukee County, Wisconsin, produces 27% of the marine economy’s gross domestic product in Wisconsin

Wisconsin's Marine Economy

A Decade of Change (2009-2019)

16% Businesses
Wisconsin had an increase of 312 marine businesses, which was an increase of 16% over the past decade.

25% Employees
Wisconsin had an increase of 9,708 marine jobs, an increase of 25% over the past decade.

5% Average Wages
On average, an employee working in Wisconsin's marine economy made $24,346 in 2019, compared to an average wage of $23,119 in 2009. The marine economy average wage in Wisconsin had an increase of 5%.

27% Gross Domestic Product
The value of Wisconsin's marine economy had an increase of 27% over the past decade. Changes in GDP can be driven by volatility of the price of resources.