



DANE COUNTY REGIONAL AIRPORT ECONOMIC IMPACT REPORT

PREPARED BY:



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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

On behalf of the Dane County Regional Airport, Tourism Economics conducted a detailed economic impact analysis that quantifies the airport's important role in the local economy. The Dane County Regional Airport generated the following economic impacts:

The total economic impact of the Dane County Regional Airport was nearly \$2.6 billion.

This measure represents business sales that correspond to activity supported by the airport in the region.

The airport supported 10,176 jobs in 2024

including airport operations, roles with tenant companies at the airport, jobs supported by visitor spending, and supported sectors such as supply chain effects.

The airport generated \$1.7 billion of direct business sales, supporting \$425.3 million of wages and 5,512 jobs.

This mostly represents operations at the airport, with some additional spending by passengers in the area. This direct activity generates additional impacts as the airport and tenants make purchases from other businesses, and as employees spend wages.



Economic Impacts, 2024

Dane County airport region
(\$ amounts in millions)

Airport activity

Total passengers	2,347,990
Total takeoffs and landings	92,971

Total impacts

Business sales	\$2.6 billion
Wages and salaries	\$730 million
Jobs	10,176
Total taxes	\$491 million

Direct impacts

Business sales	\$1.7 billion
Wages and salaries	\$425 million
Jobs	5,512
Total taxes	\$383 million

Source: Tourism Economics, Bureau of Transportation Statistics, Dane County Regional Airport

02

INTRODUCTION

INTRODUCTION

The Dane County Regional Airport (“Dane County airport”) is a major economic driver in the region. The airport completed a renovation in 2023, adding six new gates and completing modernization efforts, and passengers to the airport are on pace to set a record high in 2025. As the Dane County airport prepares for continued growth, measuring the economic impact supports a better understanding of its important role in regional economic activity.

Dane County airport engaged Tourism Economics to conduct an economic impact analysis, including airport operations and visitor spending. This analysis focuses on airport-related jobs and spending, drawing linkages to local jobs, business purchases, and tax revenue. There are other valuable airport benefits, such as connectivity benefits for business travelers visiting regional companies and residents traveling outbound for business or leisure, which are not specifically quantified.

Economic impacts were assessed for the region including Dane County and the seven neighboring counties (Sauk, Columbia, Dodge, Jefferson, Rock, Green, and Iowa), referred to as the “Dane County airport region”. This region represents the study area with the strongest connection between local businesses and airport impacts.





METHODS

We estimated the direct activity generated by the Dane County airport through two main channels:



AIRPORT OPERATIONS & TENANTS

- › The airport operations and tenants component includes air transportation activity (including activity by the airport, airlines, general aviation, and tenants) and activities that support air transportation (including air traffic controllers and hangar rentals, for example).
- › Airport capital expenditures were analyzed as a typical annual run-rate of investment, considering spending during recent years, and are included in our estimate of airport operations.

The amount of direct business sales related to airport operations and tenants totaled \$1.6 billion.

VISITOR SPENDING

- › The visitor spending component consists of spending by air passengers visiting the Dane County airport region. This includes spending on lodging, retail, recreation, food and beverage, and local transportation.

We estimate \$128.4 million of spending, with the typical visitor to the area spending \$219.

- › This represents spending off-site, in other words not at the airport itself, and includes travelers visiting the area for various purposes, such as business, leisure, and visiting friends and relatives.

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ECONOMIC IMPACT

DIRECT ECONOMIC IMPACTS

The following table summarizes the direct economic impacts as described in the introduction. Key takeaways include:



The direct economic impact of the Dane County airport, including airport operations, tenants, and visitor spending, reached nearly \$1.7 billion.

Airport operations and tenants made up more than 92% of this impact.



The Dane County airport supported a total of 5,512 direct jobs with \$425.3 million in wages and salaries.

This includes airport business employees as well as visitor economy employees, such as at restaurants.



Airport operations and tenants generated \$367.4 million of total taxes, including \$152.5 million of state and local taxes. Additional visitor spending generated \$15.8 million of total taxes.

Direct Economic Impacts, 2024

Dane County airport region
(\$ amounts in millions)

	Airport operations and tenants	Visitor Spending	Total
Business sales	\$1,565.2	\$128.4	\$1,693.6
Wages and salaries	\$389.6	\$35.6	\$425.3
Jobs	4,509	1,004	5,512
GDP	\$762.9	\$64.2	\$827.0
Total taxes	\$367.4	\$15.8	\$383.3
Local taxes	\$152.5	\$4.5	\$156.9
State taxes	\$128.3	\$4.3	\$132.6
Federal taxes	\$86.7	\$7.0	\$93.7

TOTAL ECONOMIC IMPACTS

Our analysis of the economic impact of the Dane County airport begins with spending on airport operations and tourism, but it also considers the downstream effects into the local economy.

To determine the total economic impact in the Dane County airport region, we input airport operations and visitor spending into a customized input-output model based on IMPLAN, a widely recognized regional impact modeling system. The model calculates three distinct types of impact: direct, indirect, and induced.

The impacts on business sales, jobs, wages, and taxes are calculated for all three levels of impact.

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› Direct Impacts

Airports create direct economic value within a discrete group of sectors (e.g., transportation, recreation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.

02

› Indirect Impacts

Each directly affected sector also purchases goods and services as inputs (e.g., food wholesalers, utilities) into production. These impacts are called indirect impacts.

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› Induced Impacts

Lastly, the induced impact is generated when employees whose wages are generated either directly or indirectly by activities at the airport or visitors to the region spend those wages in the local economy.

Our modeling approach is particularly effective because it calculates these three levels of impact – direct, indirect, and induced – for a broad set of indicators, including spending, wages, employment, and taxes.

Direct Impacts

Economic activity measured by airport-related business sales



AIR
TRANSPORTATION



ENTERTAINMENT



FOOD &
BEVERAGE



LOCAL
TRANSPORTATION



LODGING



RETAIL

Indirect Impacts

Purchases of inputs from Suppliers' own supply chains



SUPPLY CHAIN
EFFECTS



B2B GOODS
& SERVICES

Induced Impacts

Consumer spending out of employees' wages



INCOME
EFFECTS



HOUSEHOLD
CONSUMPTION

Total Impacts

Direct, indirect, and induced impacts



SALES



GDP



JOBS



INCOME



TAXES



The total economic impact of the Dane County airport was nearly \$2.6 billion.

Airport operations made up 92% of the total impact, with \$2.4 billion of business sales.



For every \$1 of direct business sales, \$1.52 of total impact was generated.



Airport operations and tenants supported \$671.2 million in wages and 8,809 in jobs

while visitor spending supported \$59.2 million in wages and 1,366 jobs.

TOTAL ECONOMIC IMPACTS

We used a customized model to determine the total economic impact. This includes direct impacts from airport operations and visitor spending, indirect impacts as airport businesses make purchases to support operations, and induced impacts as airport and tourism sector employees spend wages in the local economy.



The total tax impact of the Dane County airport was **\$491.2 million**, including **\$337.7 million** of state and local taxes.

Total Economic Impacts, 2024

Dane County airport region
(\$ amounts in millions)

	Airport operations & tenants	Visitor Spending	Total
Business sales	\$2,370.6	\$203.2	\$2,573.8
Wages and salaries	\$671.2	\$59.2	\$730.4
Jobs	8,809	1,366	10,176
GDP	\$1,239.1	\$107.6	\$1,346.8
Total taxes	\$467.4	\$23.9	\$491.2
Local taxes	\$173.8	\$6.1	\$179.9
State taxes	\$151.6	\$6.2	\$157.8
Federal taxes	\$141.9	\$11.6	\$153.6

Source: Tourism Economics

IMPACTS BY INDUSTRY

Airport impacts reach widely, with almost \$1 billion of impacts occurring in other business sectors in the region, outside of the transportation and warehousing sector that contains airport operations. For example, as supply chain impacts affect sectors such as real estate, finance and insurance and professional services.

Military operations represent approximately one-fifth of the airport impact, supporting over 1,000 direct jobs and contributing over \$550 million in total economic impact. These impacts, which are part of airport operations and tenants in this analysis, are categorized within transportation and warehousing.

Business Sales Impact By Industry, 2024

Dane County airport region

(\$ amounts in millions)

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total	\$1,693.6	\$464.4	\$372.1	\$2,530.2
Agriculture, forestry, fish, and hunting (11)	\$0	\$0	\$1	\$1
Mining (21)	\$0	\$2	\$0	\$2
Utilities (22)	\$0	\$7	\$8	\$16
Construction (23)	\$20	\$8	\$3	\$32
Manufacturing (31–33)	\$0	\$12	\$5	\$17
Wholesale trade (42)	\$0	\$26	\$20	\$46
Retail trade (44–45)	\$12	\$2	\$39	\$53
Transportation and warehousing (48–49)	\$1,551	\$59	\$8	\$1,618
Information (51)	\$0	\$32	\$22	\$55
Finance and insurance (52)	\$0	\$45	\$42	\$87
Real estate and rental (53)	\$2	\$75	\$72	\$149
Professional, sci., tech. services (54)	\$0	\$23	\$14	\$38
Management of companies (55)	\$0	\$36	\$6	\$41
Administrative, support, waste mgt, (56)	\$0	\$37	\$8	\$45
Educational services (61)	\$0	\$2	\$4	\$6
Health care and social assistance (62)	\$0	\$0	\$60	\$60
Arts, entertainment and recreation (71)	\$15	\$2	\$6	\$24
Accommodation and food serviced (72)	\$93	\$63	\$26	\$182
Other services (except public admin.) (81)	\$0	\$9	\$22	\$31
Government enterprises (9A)	\$0	\$24	\$5	\$29
Administrative government (9B)	\$0	\$0	\$0	\$0

Source: Tourism Economics

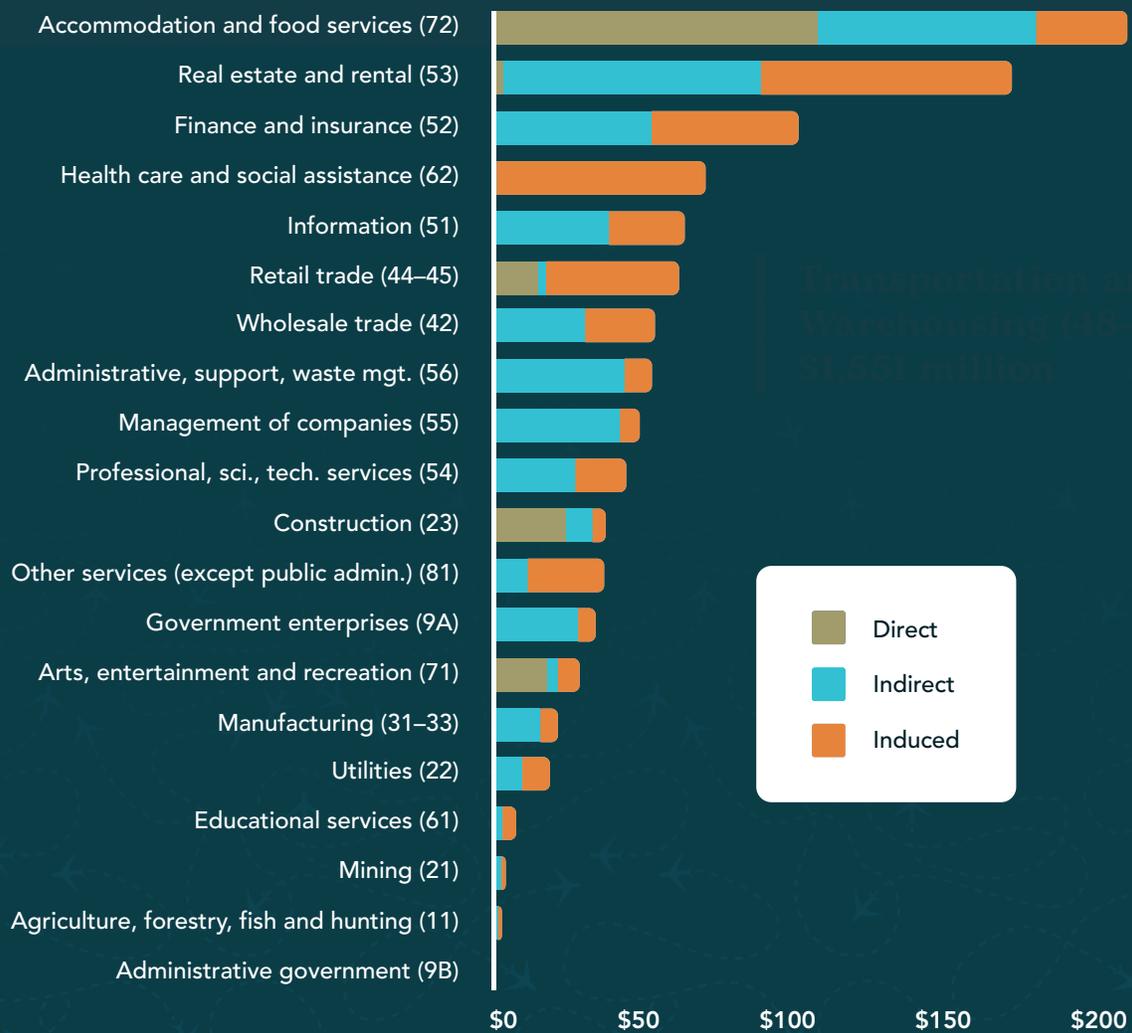


IMPACTS BY INDUSTRY

Business Sales Impact By Industry, 2024

Dane County airport region

(\$ amounts in millions)



Source: Tourism Economics

Note: Graph excludes transportation and warehousing (48-49)

04

APPENDIX

DATA SOURCES

DANE COUNTY REGIONAL AIRPORT

- › Airport revenue and expenditures

TOURISM ECONOMICS

- › International arrivals data for visitors to Wisconsin

OXFORD ECONOMICS

- › Economic data for Wisconsin

FEDERAL AVIATION ADMINISTRATION AND BUREAU OF TRANSPORTATION STATISTICS

- › Passenger and airline data for Dane County Regional Airport

IMPLAN

- › Economic impact modeling software

LONGWOODS INTERNATIONAL

- › Visitor spending data for Wisconsin

OAG

- › Ticket revenue data



APPENDIX

Study Definitions

Airport Operations and Tenants	Includes activities at the airport, airport tenants, and support activities for air transportation, including air traffic control and air hangar rental.
Visitor Spending	Spending in the local economy by Dane County airport passengers. Visitors could be coming to the Dane County airport region for various purposes, such as business, leisure, and visiting friends and relatives. Spending includes offsite purchases on lodging, retail, recreation, food and beverage, and local transportation.

Economic Impact Definitions

Direct Impact	Impacts (business sales, jobs, income, and taxes) related to businesses activity at the airport, including by tenants, plus spending by visitors to the area using the airport.
Indirect Impact	Impacts created from the purchase of goods and services as inputs (e.g., food wholesalers, utilities, business services) into production by the directly affected sectors (i.e., business-to-business purchases).
Induced Impact	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by airport activity.
Employment	Direct airport operations and tenant employment is estimated through survey data collected by the Dane County airport, including estimates to include activity not covered by survey responses. Direct visitor spending employment is estimated through a customized model. Employment refers to the average annual number of full- and part-time jobs.
Wages and Salary	Compensation (wages, salaries, proprietor income and benefits) supported by airport activities.
Gross Domestic Product (GDP)	Business sales net of intermediate (supply chain) purchases.
Local Taxes	City and county taxes generated by airport-related activity. Includes any local sales, income, bed, usage fees, licenses and other revenue streams to local governmental authorities.
State Taxes	State tax revenues supported by airport-related activity. Includes sales, income, corporate, usage fees and other assessments of state governments.

ABOUT THE RESEARCH TEAM



**TOURISM
ECONOMICS**

AN OXFORD ECONOMICS COMPANY

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics in order to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics employs 600 full-time staff, including 300 professional economists and analysts. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC.

