

No. 103, S.]

[Published September 10, 1959.

### CHAPTER 403

AN ACT to create 20.360 (5n) of the statutes, relating to directing the division of industrial development to conduct a survey of the tourist industry in the state during the 1959-61 biennium and making an appropriation.

*The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:*

SECTION 1. 20.360 (5n) of the statutes is created to read:

20.360 (5n) TOURIST SURVEY. On July 1, 1959, \$25,000 to the division of industrial development for conducting a tourist survey during the 1959-61 biennium.

SECTION 2. The division of industrial development is directed to conduct a survey of the Wisconsin tourist industry by compiling all the information it deems appropriate from whatever source during the 1959-61 biennium and to report its findings and recommendation to the 1961 legislature when it convenes. The division shall search for ways and means of stimulating this industry and to this end shall collect data which may provide information such as:

1. The number of people who visit the state for each recreational purpose.

2. The expenditures made by such people while in the state.
3. The recreational facilities which attract and fail to attract people.
4. The adequacy of the public and private facilities utilized by visitors.
5. The comparative efforts of Wisconsin and other states to attract new and repeating visitors.

SECTION 3. The director shall contract for services of the bureau of business research and service in the school of commerce of the university, may contract for services of any public or private organization to aid in conducting this survey and may accept any aid, financial or otherwise, from private or public sources, to effect the purposes of this study.

SECTION 4. The several state departments are authorized to assist the division in accomplishing its tourist survey and are directed to do so upon request of the division.

Approved September 3, 1959.

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