

2023 Tourism Impacts														
Wisconsin and Counties - Alphabetical														
	Total Economic Impact			Direct Visitor Spending			Employment			Total Labor Income			State and Local	
	Millions		% Change	Millions		% Change	Total		% Change	Millions		% Change	Millions	
County	2022	2023		2022	2023		2022	2023		2022	2023		2022	2023
Wisconsin	\$23,731	\$25,003	5.4%	\$14,956.2	\$15,707.0	5.0%	174,623	178,045	2.0%	\$6,525.7	\$6,820.2	4.5%	\$1,518.0	\$1,605.8
Adams County	\$241	\$250	4.0%	\$178.0	\$183.9	3.3%	1,534	1,586	3.4%	\$53.7	\$57.7	7.5%	\$16.8	\$17.9
Ashland County	\$65	\$66	1.0%	\$43.0	\$42.5	-1.1%	566	549	-3.0%	\$16.8	\$17.2	2.4%	\$5.0	\$5.0
Barron County	\$180	\$187	3.5%	\$123.4	\$126.5	2.5%	1,346	1,362	1.2%	\$44.8	\$46.0	2.7%	\$11.1	\$11.6
Bayfield County	\$90	\$93	3.5%	\$67.8	\$69.8	2.8%	706	701	-0.7%	\$15.6	\$16.5	5.3%	\$7.6	\$7.8
Brown County	\$1,275	\$1,335	4.7%	\$768.1	\$798.2	3.9%	10,397	10,676	2.7%	\$558.7	\$572.7	2.5%	\$96.2	\$100.5
Buffalo County	\$28	\$29	0.9%	\$18.9	\$18.7	-1.3%	231	222	-3.8%	\$5.6	\$5.6	-0.9%	\$1.7	\$1.7
Burnett County	\$44	\$47	5.0%	\$29.6	\$31.0	4.6%	360	364	1.2%	\$9.0	\$9.5	4.7%	\$3.0	\$3.1
Calumet County	\$68	\$74	7.8%	\$36.4	\$39.7	9.2%	577	617	7.0%	\$18.6	\$19.8	6.7%	\$3.7	\$4.1
Chippewa County	\$175	\$184	5.5%	\$114.9	\$121.0	5.2%	1,403	1,403	0.0%	\$44.8	\$45.9	2.3%	\$10.3	\$11.0
Clark County	\$60	\$64	5.9%	\$37.0	\$39.2	5.7%	340	346	1.7%	\$7.9	\$8.0	0.8%	\$3.1	\$3.3
Columbia County	\$201	\$211	5.2%	\$133.0	\$139.5	4.8%	1,717	1,702	-0.9%	\$52.9	\$55.2	4.4%	\$15.7	\$16.1
Crawford County	\$71	\$73	2.0%	\$48.7	\$48.9	0.4%	673	658	-2.1%	\$15.5	\$15.7	1.8%	\$5.6	\$5.6
Dane County	\$2,363	\$2,561	8.4%	\$1,358.1	\$1,493.0	9.9%	17,955	18,811	4.8%	\$746.9	\$795.2	6.5%	\$154.2	\$170.5
Dodge County	\$171	\$181	5.6%	\$93.4	\$98.3	5.2%	1,394	1,406	0.9%	\$40.2	\$41.5	3.2%	\$9.4	\$9.8
Door County	\$587	\$620	5.7%	\$470.7	\$497.0	5.6%	3,331	3,444	3.4%	\$113.3	\$121.6	7.3%	\$47.8	\$51.0
Douglas County	\$166	\$178	7.4%	\$116.4	\$125.6	7.9%	1,279	1,324	3.5%	\$36.6	\$38.4	4.8%	\$11.7	\$12.7
Dunn County	\$96	\$101	5.5%	\$56.7	\$59.6	5.1%	751	792	5.5%	\$20.7	\$21.6	4.6%	\$6.0	\$6.5
Eau Claire County	\$434	\$459	5.6%	\$270.1	\$284.5	5.4%	3,851	3,893	1.1%	\$127.6	\$133.1	4.3%	\$29.8	\$31.4
Florence County	\$10	\$11	5.0%	\$6.3	\$6.7	5.4%	87	91	3.8%	\$2.1	\$2.1	0.9%	\$0.6	\$0.6
Fond du Lac County	\$274	\$283	3.0%	\$162.5	\$164.4	1.2%	2,363	2,361	-0.1%	\$74.4	\$76.7	3.1%	\$17.5	\$17.8

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	2022	2023		2022	2023		2022	2023		2022	2023		2022	2023
Forest County	\$24	\$25	5.8%	\$14.8	\$15.7	6.4%	195	192	-1.4%	\$3.6	\$3.7	4.1%	\$1.6	\$1.7
Grant County	\$108	\$112	3.5%	\$67.0	\$68.3	2.1%	1,008	995	-1.3%	\$29.8	\$29.4	-1.5%	\$6.8	\$7.0
Green County	\$80	\$83	4.1%	\$46.0	\$47.3	2.8%	664	663	-0.1%	\$21.7	\$22.0	1.4%	\$4.5	\$4.7
Green Lake County	\$62	\$69	10.1%	\$39.5	\$44.3	12.2%	582	611	5.0%	\$16.1	\$17.8	10.2%	\$4.6	\$5.1
Iowa County	\$74	\$77	4.5%	\$50.5	\$52.5	4.0%	444	445	0.2%	\$13.6	\$13.5	-0.8%	\$3.7	\$3.9
Iron County	\$36	\$37	2.6%	\$26.1	\$26.6	1.8%	253	260	3.1%	\$5.4	\$5.9	8.8%	\$2.6	\$2.7
Jackson County	\$63	\$66	5.5%	\$42.0	\$44.2	5.2%	477	478	0.2%	\$11.5	\$11.8	2.2%	\$4.3	\$4.4
Jefferson County	\$195	\$207	6.3%	\$115.1	\$122.5	6.4%	1,567	1,575	0.5%	\$49.7	\$51.3	3.3%	\$11.1	\$11.2
Juneau County	\$115	\$119	3.3%	\$83.1	\$85.0	2.4%	731	722	-1.2%	\$19.2	\$20.0	4.2%	\$7.1	\$7.4
Kenosha County	\$425	\$434	2.2%	\$271.0	\$271.8	0.3%	3,132	3,111	-0.7%	\$106.7	\$106.8	0.1%	\$25.5	\$26.1
Kewaunee County	\$48	\$52	6.5%	\$31.9	\$34.0	6.7%	398	405	1.7%	\$6.8	\$7.2	4.6%	\$3.2	\$3.4
La Crosse County	\$491	\$502	2.3%	\$306.2	\$307.3	0.4%	3,980	3,931	-1.2%	\$138.2	\$141.6	2.4%	\$34.8	\$35.3
Lafayette County	\$27	\$29	5.5%	\$17.2	\$18.1	5.2%	195	208	6.7%	\$4.0	\$4.4	9.9%	\$1.6	\$1.8
Langlade County	\$77	\$82	7.0%	\$52.9	\$56.8	7.3%	425	425	0.0%	\$12.3	\$12.6	2.3%	\$4.2	\$4.4
Lincoln County	\$103	\$109	6.0%	\$67.5	\$71.5	6.0%	658	665	1.1%	\$19.0	\$19.2	1.4%	\$5.6	\$6.0
Manitowoc County	\$217	\$226	4.2%	\$127.8	\$131.6	3.0%	1,742	1,723	-1.1%	\$55.8	\$57.2	2.5%	\$14.0	\$14.3
Marathon County	\$460	\$490	6.4%	\$260.2	\$277.8	6.7%	3,480	3,574	2.7%	\$126.8	\$131.7	3.9%	\$28.0	\$29.8
Marinette County	\$249	\$263	5.5%	\$178.4	\$188.0	5.4%	1,458	1,471	0.9%	\$39.7	\$41.0	3.2%	\$14.7	\$15.4
Marquette County	\$41	\$42	3.0%	\$27.7	\$28.2	1.9%	294	296	0.9%	\$6.9	\$7.5	9.0%	\$2.7	\$2.8
Menominee County	\$5	\$6	10.3%	\$3.0	\$3.4	13.3%	43	43	-1.1%	\$0.6	\$0.6	-1.7%	\$0.3	\$0.4
Milwaukee County	\$3,922	\$4,167	6.2%	\$2,200.6	\$2,342.3	6.4%	26,677	27,226	2.1%	\$1,311.9	\$1,356.7	3.4%	\$216.7	\$231.1

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	2022	2023		2022	2023		2022	2023		2022	2023		2022	2023
Monroe County	\$148	\$165	11.2%	\$96.0	\$109.0	13.5%	1,018	1,078	5.9%	\$34.3	\$35.0	2.1%	\$9.6	\$10.7
Oconto County	\$134	\$140	4.4%	\$97.1	\$100.8	3.9%	762	783	2.9%	\$17.9	\$18.7	4.7%	\$7.3	\$7.9
Oneida County	\$363	\$381	4.8%	\$279.4	\$291.9	4.5%	2,124	2,144	0.9%	\$68.0	\$72.1	6.0%	\$22.0	\$23.6
Outagamie County	\$685	\$724	5.8%	\$391.5	\$413.9	5.7%	5,496	5,664	3.1%	\$200.5	\$212.6	6.0%	\$43.5	\$46.0
Ozaukee County	\$230	\$240	4.2%	\$120.6	\$124.0	2.8%	1,961	1,955	-0.3%	\$71.3	\$73.5	3.0%	\$12.9	\$13.2
Pepin County	\$14	\$15	5.1%	\$8.9	\$9.3	4.5%	116	120	3.3%	\$2.5	\$2.6	6.3%	\$0.9	\$1.0
Pierce County	\$59	\$63	7.8%	\$33.8	\$36.8	8.9%	423	428	1.1%	\$12.2	\$12.3	0.6%	\$3.4	\$3.6
Polk County	\$156	\$167	6.8%	\$108.6	\$116.3	7.1%	1,079	1,108	2.7%	\$29.5	\$30.1	1.9%	\$9.2	\$9.9
Portage County	\$246	\$258	5.2%	\$138.7	\$145.1	4.6%	1,914	1,964	2.6%	\$56.7	\$60.3	6.5%	\$15.4	\$16.3
Price County	\$36	\$37	4.0%	\$20.1	\$20.6	2.6%	281	277	-1.3%	\$7.9	\$8.3	5.2%	\$2.2	\$2.2
Racine County	\$487	\$525	7.7%	\$274.1	\$298.7	9.0%	3,619	3,656	1.0%	\$138.7	\$143.8	3.7%	\$26.5	\$28.1
Richland County	\$40	\$43	6.3%	\$25.5	\$27.2	6.6%	321	322	0.2%	\$8.8	\$8.9	1.7%	\$2.4	\$2.6
Rock County	\$440	\$456	3.6%	\$271.3	\$277.2	2.2%	3,747	3,726	-0.6%	\$122.8	\$127.2	3.6%	\$28.7	\$29.4
Rusk County	\$44	\$46	4.6%	\$28.6	\$29.8	4.0%	386	379	-1.6%	\$10.1	\$10.5	4.0%	\$2.8	\$2.9
St. Croix County	\$209	\$219	5.0%	\$128.4	\$134.1	4.4%	1,864	1,878	0.7%	\$57.1	\$59.6	4.3%	\$13.5	\$14.1
Sauk County	\$1,936	\$1,964	1.4%	\$1,618.3	\$1,628.1	0.6%	11,430	11,803	3.3%	\$299.4	\$329.1	9.9%	\$142.8	\$149.5
Sawyer County	\$142	\$150	5.3%	\$104.7	\$110.1	5.1%	941	948	0.7%	\$31.0	\$33.9	9.2%	\$9.8	\$10.4
Shawano County	\$111	\$114	2.7%	\$75.5	\$76.5	1.3%	795	797	0.3%	\$24.1	\$24.6	2.2%	\$6.7	\$7.0
Sheboygan County	\$440	\$465	5.7%	\$266.4	\$281.1	5.5%	3,351	3,378	0.8%	\$108.9	\$110.4	1.4%	\$31.0	\$32.5
Taylor County	\$53	\$55	4.1%	\$33.4	\$34.4	3.0%	324	331	1.9%	\$8.8	\$9.6	8.8%	\$2.7	\$2.9
Trempealeau County	\$68	\$70	4.1%	\$40.2	\$41.4	2.9%	415	423	2.0%	\$9.4	\$9.7	3.3%	\$3.4	\$3.6

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	Millions		% Change	Millions		% Change	Total		% Change	Millions		% Change	Millions	
County	2022	2023		2022	2023		2022	2023		2022	2023		2022	2023
Vernon County	\$73	\$73	0.9%	\$49.5	\$48.9	-1.3%	506	507	0.3%	\$13.7	\$14.0	2.4%	\$4.4	\$4.4
Vilas County	\$365	\$380	4.2%	\$289.8	\$300.8	3.8%	2,111	2,138	1.3%	\$59.6	\$64.9	8.9%	\$24.9	\$26.1
Walworth County	\$892	\$954	6.9%	\$680.1	\$728.3	7.1%	7,062	7,193	1.8%	\$258.9	\$273.4	5.6%	\$71.1	\$75.4
Washburn County	\$53	\$57	7.1%	\$34.8	\$37.5	7.6%	494	497	0.7%	\$14.3	\$15.2	6.4%	\$3.5	\$3.7
Washington County	\$284	\$296	4.1%	\$151.5	\$155.4	2.6%	2,231	2,222	-0.4%	\$73.8	\$75.0	1.7%	\$15.2	\$15.7
Waukesha County	\$1,594	\$1,685	5.7%	\$855.5	\$903.1	5.6%	12,322	12,584	2.1%	\$487.3	\$516.4	6.0%	\$87.5	\$93.1
Waupaca County	\$160	\$167	4.5%	\$104.5	\$108.5	3.8%	1,150	1,138	-1.1%	\$28.5	\$28.6	0.2%	\$10.1	\$10.4
Waushara County	\$120	\$126	5.1%	\$90.2	\$94.5	4.8%	825	859	4.2%	\$19.6	\$21.2	8.0%	\$7.9	\$8.5
Winnebago County	\$524	\$553	5.5%	\$274.0	\$288.0	5.1%	4,175	4,296	2.9%	\$167.6	\$175.3	4.6%	\$30.1	\$31.9
Wood County	\$198	\$211	6.6%	\$103.6	\$110.8	7.0%	2,118	2,120	0.1%	\$77.7	\$81.7	5.1%	\$12.1	\$12.6

Taxes
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Taxes
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