

Tourism Impacts														
Wisconsin and Counties - Alphabetical														
County	Total Economic Impact					Direct Visitor Spending			Employment			Total Labor Income		
	Millions		% Change	Millions 2019	Compared to 2019	Millions		% Change	Total		% Change	Millions		% Change
	2021	2022				2021	2022		2021	2022		2021	2022	
Wisconsin	\$20,929	\$23,655	13.0%	\$22,223	106.4%	\$12,856.3	\$14,880.1	15.7%	169,707	174,623	2.9%	\$5,798.3	\$6,525.7	12.5%
Adams County	\$223	\$240	7.7%	\$276	87.1%	\$164.5	\$177.2	7.7%	1,578	1,534	-2.8%	\$46.6	\$53.7	15.2%
Ashland County	\$60	\$65	6.8%	\$58	111.2%	\$40.0	\$42.7	6.7%	590	566	-4.1%	\$16.4	\$16.8	3.0%
Barron County	\$162	\$180	11.0%	\$161	111.5%	\$109.5	\$123.0	12.3%	1,350	1,345	-0.3%	\$40.8	\$44.8	9.9%
Bayfield County	\$84	\$89	6.7%	\$72	123.9%	\$63.0	\$67.3	6.8%	706	706	0.0%	\$14.2	\$15.6	10.2%
Brown County	\$1,097	\$1,271	15.9%	\$1,193	106.6%	\$632.5	\$764.5	20.9%	9,863	10,389	5.3%	\$494.2	\$558.7	13.1%
Buffalo County	\$26	\$28	7.7%	\$22	126.6%	\$17.4	\$18.8	7.8%	224	231	3.0%	\$5.5	\$5.6	2.2%
Burnett County	\$40	\$44	9.8%	\$39	113.2%	\$26.5	\$29.4	10.9%	373	360	-3.5%	\$8.8	\$9.0	2.3%
Calumet County	\$61	\$68	12.3%	\$65	104.8%	\$31.4	\$36.3	15.8%	584	577	-1.2%	\$17.9	\$18.6	3.7%
Chippewa County	\$159	\$174	9.5%	\$162	107.8%	\$103.8	\$114.5	10.2%	1,445	1,403	-3.0%	\$42.2	\$44.8	6.2%
Clark County	\$55	\$60	8.9%	\$57	106.0%	\$33.8	\$37.0	9.3%	347	340	-2.1%	\$7.6	\$7.9	3.8%
Columbia County	\$184	\$201	9.1%	\$204	98.5%	\$120.8	\$132.7	9.9%	1,737	1,720	-1.0%	\$49.0	\$52.9	7.9%
Crawford County	\$67	\$71	6.7%	\$65	109.7%	\$45.5	\$48.4	6.4%	661	671	1.6%	\$15.0	\$15.4	3.0%
Dane County	\$1,968	\$2,356	19.7%	\$2,324	101.4%	\$1,049.9	\$1,350.8	28.7%	16,546	17,946	8.5%	\$635.5	\$746.9	17.5%
Dodge County	\$153	\$171	11.3%	\$163	104.6%	\$82.0	\$93.2	13.7%	1,393	1,394	0.0%	\$38.2	\$40.2	5.2%
Door County	\$531	\$582	9.7%	\$478	121.8%	\$423.1	\$466.5	10.3%	3,321	3,335	0.4%	\$102.5	\$113.3	10.5%
Douglas County	\$149	\$166	10.9%	\$154	107.4%	\$103.5	\$116.0	12.1%	1,240	1,279	3.2%	\$33.7	\$36.6	8.8%
Dunn County	\$85	\$96	13.1%	\$93	102.8%	\$48.5	\$56.4	16.3%	746	750	0.6%	\$20.1	\$20.6	2.9%
Eau Claire County	\$381	\$433	13.9%	\$418	103.5%	\$229.4	\$268.9	17.2%	3,727	3,854	3.4%	\$112.9	\$127.6	13.0%
Florence County	\$9	\$10	9.0%	\$8	122.6%	\$5.7	\$6.3	11.0%	87	87	0.5%	\$1.8	\$2.1	12.6%
Fond du Lac County	\$241	\$274	13.7%	\$259	105.6%	\$137.8	\$161.8	17.4%	2,299	2,362	2.8%	\$68.7	\$74.4	8.3%
Forest County	\$22	\$24	6.5%	\$22	107.3%	\$13.8	\$14.7	6.6%	210	194	-7.3%	\$3.6	\$3.6	-1.4%
Grant County	\$95	\$108	13.8%	\$97	111.0%	\$56.9	\$66.7	17.3%	976	1,009	3.3%	\$27.4	\$29.8	8.9%
Green County	\$72	\$80	10.7%	\$81	98.7%	\$40.8	\$45.9	12.5%	675	664	-1.7%	\$20.9	\$21.7	4.2%

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	Millions		%	Millions	Compared	Millions		%	Total		%	Millions		%
	2021	2022				Change	2019		to 2019	2021		2022	Change	
Green Lake County	\$52	\$62	18.9%	\$59	105.7%	\$31.2	\$39.2	25.7%	561	582	3.6%	\$14.7	\$16.1	9.5%
Iowa County	\$67	\$74	10.8%	\$61	121.3%	\$44.7	\$50.1	12.1%	429	444	3.6%	\$12.8	\$13.6	6.5%
Iron County	\$33	\$36	6.6%	\$30	118.6%	\$24.3	\$25.9	6.8%	270	252	-6.4%	\$5.3	\$5.4	1.6%
Jackson County	\$59	\$63	6.5%	\$56	111.8%	\$39.5	\$41.8	5.9%	468	477	1.8%	\$10.5	\$11.5	9.7%
Jefferson County	\$179	\$195	8.6%	\$185	105.1%	\$105.5	\$114.8	8.8%	1,590	1,566	-1.5%	\$46.3	\$49.7	7.2%
Juneau County	\$106	\$115	8.7%	\$103	111.3%	\$75.9	\$82.7	9.0%	744	731	-1.7%	\$18.4	\$19.2	4.3%
Kenosha County	\$373	\$424	13.6%	\$391	108.5%	\$231.9	\$270.3	16.6%	3,083	3,130	1.5%	\$99.6	\$106.7	7.1%
Kewaunee County	\$43	\$48	12.6%	\$42	115.9%	\$27.7	\$31.8	14.8%	375	398	6.0%	\$6.7	\$6.8	2.2%
La Crosse County	\$433	\$489	13.1%	\$458	107.0%	\$262.6	\$304.6	16.0%	3,854	3,981	3.3%	\$126.7	\$138.4	9.2%
Lafayette County	\$23	\$27	18.7%	\$25	108.1%	\$13.7	\$17.1	25.3%	181	195	7.8%	\$3.8	\$4.0	7.0%
Langlade County	\$71	\$77	8.3%	\$73	104.8%	\$48.8	\$52.9	8.4%	441	425	-3.6%	\$12.2	\$12.3	0.8%
Lincoln County	\$96	\$103	7.4%	\$96	107.3%	\$62.9	\$67.3	7.1%	659	658	-0.1%	\$17.9	\$19.0	5.7%
Manitowoc County	\$194	\$216	11.4%	\$204	105.9%	\$112.1	\$127.3	13.5%	1,738	1,740	0.1%	\$52.4	\$55.7	6.4%
Marathon County	\$403	\$459	13.8%	\$454	101.2%	\$219.2	\$259.1	18.2%	3,474	3,483	0.3%	\$116.9	\$126.8	8.5%
Marinette County	\$232	\$249	7.0%	\$234	106.2%	\$167.0	\$178.1	6.6%	1,483	1,458	-1.7%	\$38.4	\$39.7	3.4%
Marquette County	\$38	\$41	8.0%	\$36	114.5%	\$25.4	\$27.5	8.4%	307	294	-4.3%	\$6.2	\$6.9	10.0%
Menominee County	\$5	\$5	12.1%	\$5	98.8%	\$2.5	\$3.0	16.1%	33	31	-6.5%	\$0.5	\$0.5	-2.9%
Milwaukee County	\$3,352	\$3,914	16.8%	\$3,881	100.8%	\$1,774.2	\$2,192.2	23.6%	25,097	26,673	6.3%	\$1,100.2	\$1,312.1	19.3%
Monroe County	\$146	\$148	1.1%	\$136	108.7%	\$96.9	\$95.4	-1.6%	1,063	1,019	-4.2%	\$30.5	\$34.3	12.6%
Oconto County	\$123	\$134	8.9%	\$131	102.1%	\$88.7	\$97.0	9.3%	732	761	4.0%	\$16.7	\$17.9	6.6%
Oneida County	\$332	\$362	9.1%	\$322	112.5%	\$254.3	\$278.5	9.5%	2,131	2,125	-0.3%	\$62.7	\$68.1	8.6%
Outagamie County	\$581	\$683	17.5%	\$659	103.5%	\$312.3	\$389.4	24.7%	5,207	5,498	5.6%	\$174.5	\$200.5	14.9%
Ozaukee County	\$209	\$230	9.9%	\$219	104.9%	\$107.8	\$120.1	11.4%	1,940	1,962	1.1%	\$66.3	\$71.3	7.6%
Pepin County	\$13	\$14	7.3%	\$14	99.4%	\$8.3	\$8.9	7.2%	114	116	2.3%	\$2.5	\$2.5	0.2%

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	Millions		%	Millions	Compared	Millions		%	Total		%	Millions		%
	2021	2022				Change	2019		to 2019	2021		2022	Change	
Pierce County	\$55	\$59	7.7%	\$58	102.1%	\$31.4	\$33.7	7.4%	425	423	-0.6%	\$11.6	\$12.2	5.8%
Polk County	\$140	\$156	11.3%	\$144	108.8%	\$96.3	\$108.4	12.6%	1,098	1,079	-1.7%	\$28.8	\$29.5	2.5%
Portage County	\$217	\$245	13.0%	\$241	101.5%	\$118.4	\$138.0	16.6%	1,828	1,916	4.8%	\$49.8	\$56.7	13.8%
Price County	\$33	\$36	9.6%	\$35	102.5%	\$18.0	\$20.0	11.3%	286	281	-1.8%	\$7.2	\$7.9	9.0%
Racine County	\$427	\$486	13.8%	\$478	101.7%	\$231.2	\$273.2	18.2%	3,588	3,619	0.8%	\$129.2	\$138.7	7.3%
Richland County	\$36	\$40	12.2%	\$37	107.8%	\$22.2	\$25.4	14.5%	317	321	1.4%	\$7.8	\$8.8	12.3%
Rock County	\$393	\$439	11.8%	\$430	102.2%	\$237.0	\$270.2	14.0%	3,716	3,747	0.8%	\$114.2	\$122.8	7.6%
Rusk County	\$42	\$44	3.0%	\$42	103.9%	\$28.2	\$28.5	1.1%	413	388	-6.2%	\$9.4	\$9.9	5.3%
St. Croix County	\$188	\$208	11.0%	\$198	105.5%	\$113.3	\$127.8	12.8%	1,835	1,862	1.5%	\$54.1	\$57.1	5.5%
Sauk County	\$1,779	\$1,920	7.9%	\$1,460	131.5%	\$1,485.7	\$1,603.1	7.9%	11,236	11,455	2.0%	\$278.4	\$299.4	7.6%
Sawyer County	\$131	\$141	8.0%	\$125	113.3%	\$95.9	\$103.9	8.4%	956	940	-1.6%	\$28.2	\$31.0	9.9%
Shawano County	\$98	\$111	13.0%	\$105	105.5%	\$65.4	\$75.3	15.2%	801	794	-0.8%	\$22.4	\$24.1	7.7%
Sheboygan County	\$389	\$439	12.8%	\$410	107.0%	\$229.2	\$264.9	15.6%	3,144	3,349	6.5%	\$95.9	\$108.9	13.5%
Taylor County	\$49	\$53	7.3%	\$51	104.3%	\$31.3	\$33.4	6.8%	311	325	4.3%	\$8.3	\$8.8	6.5%
Trempealeau County	\$60	\$67	12.2%	\$56	120.4%	\$34.8	\$40.0	14.9%	403	415	3.0%	\$9.0	\$9.4	4.5%
Vernon County	\$66	\$73	9.5%	\$65	111.5%	\$44.8	\$49.4	10.2%	528	506	-4.2%	\$13.3	\$13.7	2.6%
Vilas County	\$339	\$363	7.3%	\$310	117.3%	\$268.7	\$288.4	7.3%	2,162	2,109	-2.5%	\$55.6	\$59.5	6.9%
Walworth County	\$790	\$887	12.3%	\$785	113.0%	\$594.3	\$675.0	13.6%	6,847	7,057	3.1%	\$223.5	\$258.9	15.9%
Washburn County	\$48	\$53	10.1%	\$47	112.5%	\$31.0	\$34.7	11.7%	483	494	2.4%	\$13.4	\$14.3	7.0%
Washington County	\$252	\$284	12.9%	\$263	107.9%	\$129.3	\$151.1	16.8%	2,232	2,233	0.0%	\$69.7	\$73.8	5.9%
Waukesha County	\$1,420	\$1,591	12.1%	\$1,568	101.4%	\$740.1	\$852.2	15.1%	12,246	12,321	0.6%	\$439.6	\$487.3	10.9%
Waupaca County	\$146	\$160	9.3%	\$156	102.6%	\$94.7	\$104.1	9.9%	1,184	1,150	-2.9%	\$28.4	\$28.5	0.5%
Waushara County	\$110	\$120	8.5%	\$105	113.9%	\$82.6	\$89.9	8.8%	846	825	-2.5%	\$18.4	\$19.6	6.4%
Winnebago County	\$459	\$522	13.9%	\$509	102.7%	\$229.1	\$272.7	19.0%	4,040	4,177	3.4%	\$145.7	\$167.6	15.0%

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County	Total Economic Impact					Direct Visitor Spending			Employment			Total Labor Income		
	Millions		%	Millions	Compared	Millions		%	Total		%	Millions		%
	2021	2022	Change	2019	to 2019	2021	2022	Change	2021	2022	Change	2021	2022	Change
Wood County	\$173	\$198	14.2%	\$197	100.4%	\$86.1	\$103.1	19.7%	2,130	2,121	-0.4%	\$70.6	\$77.7	10.1%

**We acknowledge the critical role Wisconsin's tribes play in enriching our tourism offering and bringing in travelers to Wisconsin. Because tribal tourism data is private, the total economic impact of 1

State and Local Taxes		
Millions		%
2021	2022	Change
\$1,388.2	\$1,516.2	9.2%
\$16.4	\$16.8	2.3%
\$5.0	\$5.0	0.5%
\$10.6	\$11.1	5.0%
\$7.2	\$7.6	5.3%
\$85.8	\$96.1	12.0%
\$1.6	\$1.7	3.3%
\$2.9	\$3.0	1.0%
\$3.6	\$3.7	3.7%
\$10.1	\$10.3	1.8%
\$3.0	\$3.1	2.2%
\$15.7	\$15.7	0.4%
\$5.5	\$5.6	2.1%
\$127.6	\$154.0	20.7%
\$8.9	\$9.3	5.0%
\$42.7	\$47.8	11.8%
\$11.0	\$11.7	6.8%
\$5.6	\$6.0	6.4%
\$27.4	\$29.8	8.5%
\$0.6	\$0.6	5.4%
\$16.0	\$17.5	8.9%
\$1.7	\$1.6	-3.9%
\$6.3	\$6.8	7.9%
\$4.3	\$4.5	3.1%

State and Local Taxes			
Millions		%	
2021	2022	Change	
\$4.1	\$4.6	9.9%	
\$3.4	\$3.7	7.7%	
\$2.6	\$2.6	-1.6%	
\$4.2	\$4.3	2.3%	
\$10.8	\$11.1	2.6%	
\$7.0	\$7.1	1.9%	
\$23.3	\$25.5	9.4%	
\$2.9	\$3.2	9.3%	
\$31.7	\$34.7	9.4%	
\$1.4	\$1.6	14.1%	
\$4.1	\$4.2	2.2%	
\$5.5	\$5.6	2.9%	
\$13.2	\$14.0	5.6%	
\$25.8	\$28.0	8.4%	
\$14.4	\$14.7	1.9%	
\$2.7	\$2.7	0.9%	
\$0.3	\$0.3	0.8%	
\$188.3	\$216.6	15.0%	
\$9.8	\$9.5	-3.1%	
\$7.0	\$7.4	5.1%	
\$21.3	\$22.0	3.3%	
\$37.6	\$43.5	15.7%	
\$12.2	\$12.9	5.9%	
\$0.9	\$0.9	5.5%	

State and Local Taxes			
Millions		%	
2021	2022	Change	
\$3.3	\$3.4	2.2%	
\$8.9	\$9.2	3.0%	
\$14.0	\$15.4	10.1%	
\$2.1	\$2.2	4.4%	
\$24.3	\$26.5	8.9%	
\$2.3	\$2.4	7.2%	
\$26.8	\$28.6	6.8%	
\$2.9	\$2.8	-4.7%	
\$12.8	\$13.5	5.5%	
\$137.0	\$142.5	4.0%	
\$9.6	\$9.8	2.4%	
\$6.4	\$6.7	5.1%	
\$28.4	\$31.0	9.1%	
\$2.7	\$2.7	2.9%	
\$3.2	\$3.4	7.6%	
\$4.2	\$4.4	2.8%	
\$24.4	\$24.9	1.9%	
\$66.0	\$70.9	7.5%	
\$3.3	\$3.5	5.5%	
\$14.2	\$15.2	7.5%	
\$81.4	\$87.5	7.5%	
\$9.9	\$10.1	1.9%	
\$7.8	\$7.9	1.2%	
\$27.0	\$30.0	11.2%	

State and Local Taxes		
Millions		%
2021	2022	Change
\$11.2	\$12.1	8.4%

tribal tourism is not wholly reflected in this report.