Tourism Economics

THE ECONOMIC IMPACT OF TOURISM 2024

VISIT Lake Geneva

Wisconsin

DIRECT VISITOR SPENDING

$16.3 Billion

+3.5% or $546 Million

Wisconsin

FISCAL IMPACTS

Local and state taxes generated from visitor spending in Wisconsin reached **$1.7 Billion**, an increase of 3.2%.

Each household in Wisconsin would need to be taxed an additional **$678** to replace the visitor taxes generated in 2024.

Wisconsin

EMPLOYMENT

LABOR INCOME

181,898 total jobs were attributed to tourism in Wisconsin in 2024, one in every 21 jobs in the state.

Total tourism-generated labor income totaled **$7 Billion** 2024 (+ $196 million or 2.9%)

Walworth County

DIRECT VISITOR SPENDING

$762.7 Million

+4.7% or $34.4 Million

TOTAL IMPACT = $997 Million

(Direct + Indirect + Induced Spending)

Walworth County

FISCAL IMPACTS

Local and state taxes generated from visitor spending in Walworth County reached **$78.6** Million, an increase of 4.3%

Walworth County

EMPLOYMENT

LABOR INCOME

7,494 jobs were attributed to tourism in Walworth County in 2024 (+301 jobs or 4.2%)

Workers in Walworth County's tourism sector earned a record **$282.4 Million** in 2024 (+ $9 million or 3.3%)

Lake Geneva Region

DIRECT VISITOR SPENDING

$548.9 Million

+4.1% or $21.6 Million

$1.5 Million a Day!

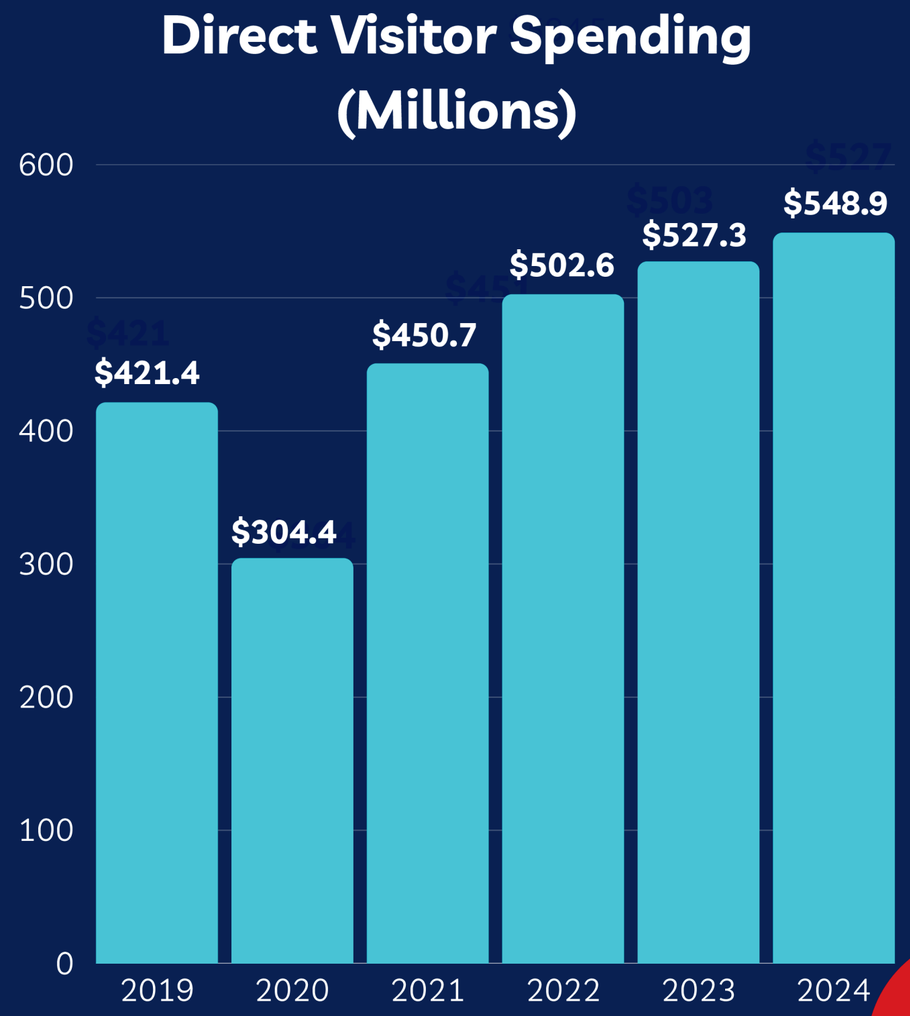
TOTAL IMPACT = $700.9 Million

(Direct + Indirect + Induced Spending)

Lake Geneva Region

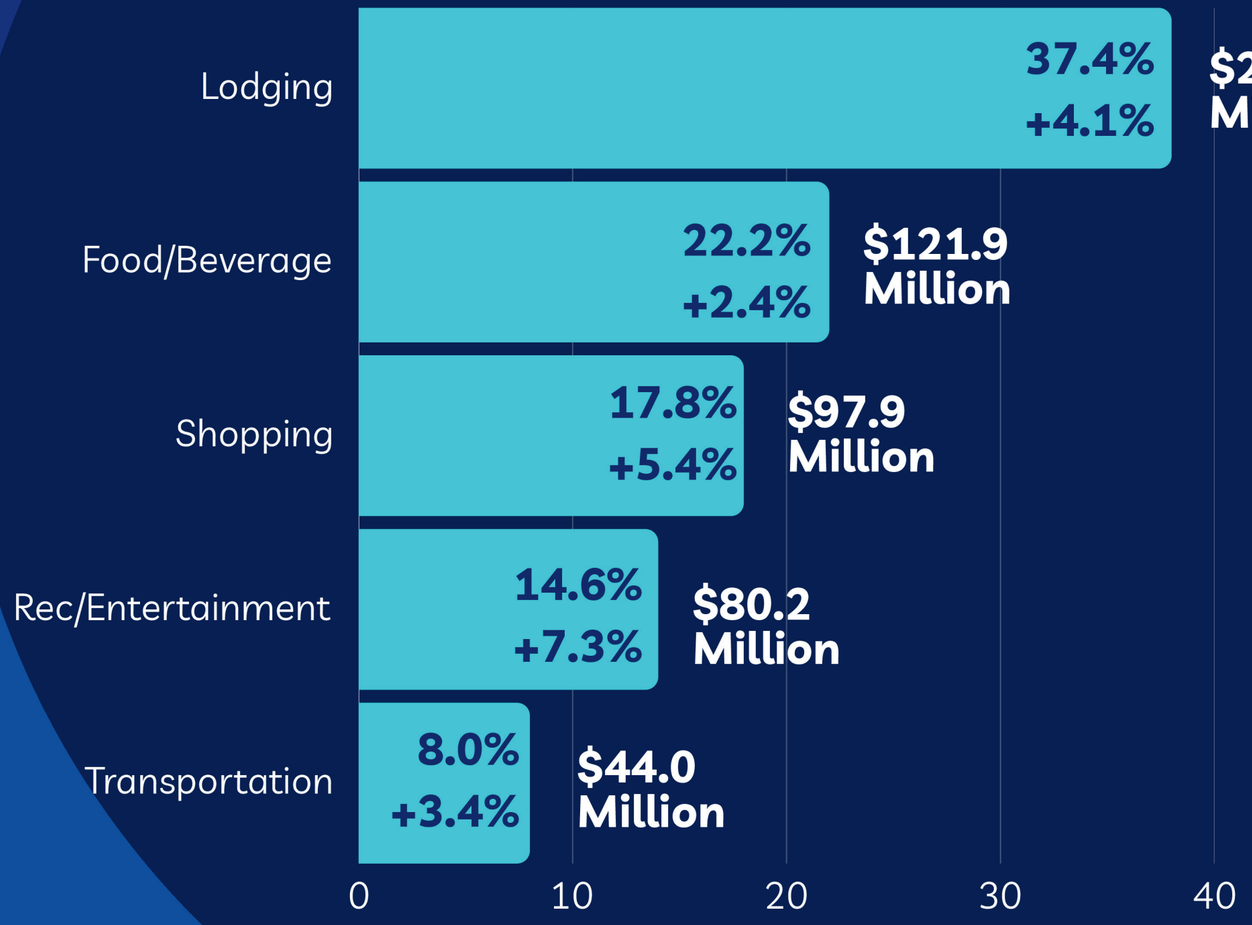
DIRECT VISITOR SPENDING TREND

- Since 2019, direct visitor spending has increased **30%** or **$125.5 Million.**
- The Lake Geneva Region represented **72%** of all direct visitor spending in Walworth County in 2024.



Lake Geneva Region

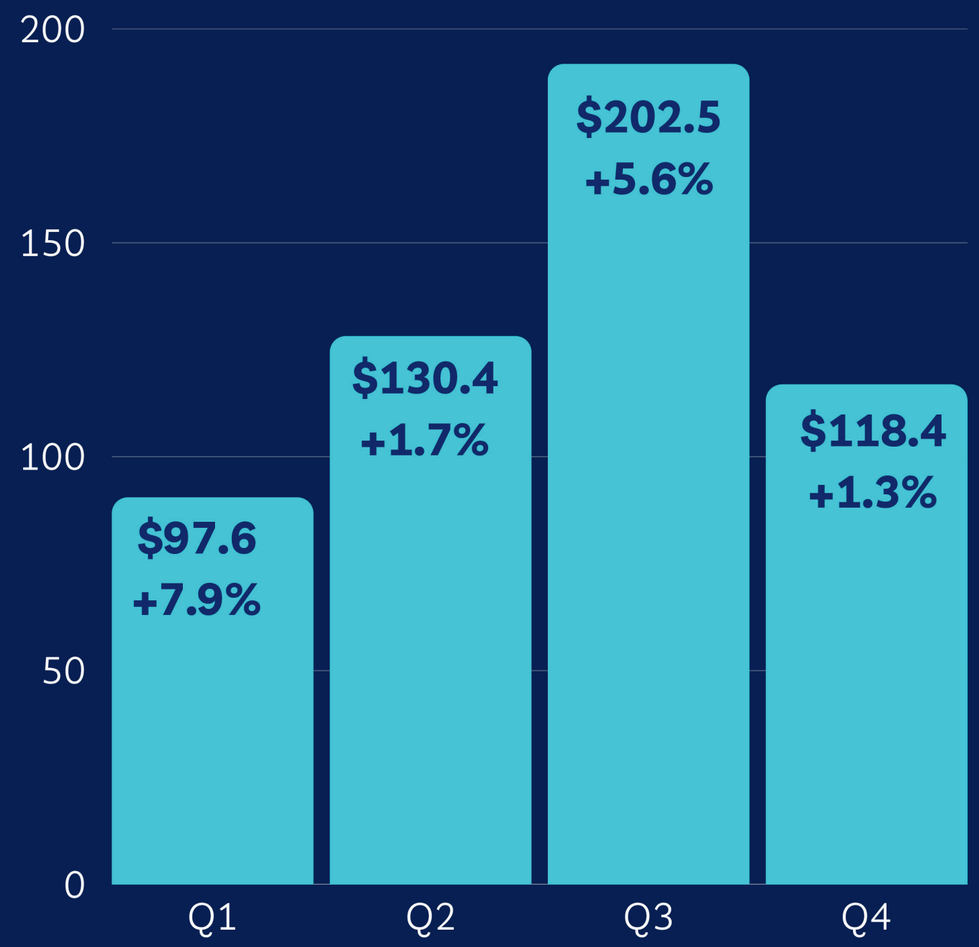
VISITOR SPENDING CATEGORIES



Lake Geneva Region

VISITOR SPENDING SEASONALITY

($ Millions)



Lake Geneva Region

FISCAL IMPACTS

Local and state taxes generated from visitor spending in the Lake Geneva Region reached **$54.2 Million**, an increase of 3.7%.

Each household in Walworth County would need to be taxed an additional **$1,277** to replace visitor-generated tax revenues in 2024.

Lake Geneva Region

EMPLOYMENT

LABOR INCOME

4,847 jobs were attributed to tourism in the Lake Geneva Region in 2024 (+170 jobs or 3.6%)

Workers in the Lake Geneva Region's tourism sector earned a record **$183.6 Million** in 2024 (+ $5.1 million or 2.9%)

Thank You

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VISIT Lake Geneva