



# WALWORTH COUNTY TOURISM SETS NEW RECORD WITH \$763 MILLION ECONOMIC IMPACT IN 2024

## WALWORTH COUNTY & THE LAKE GENEVA REGION

Visitor spending in Walworth County and the Lake Geneva region reached record levels in 2024. For over a century, tourism has been a vital part of our local economy. The impacts from job creation, visitor spending, and tax revenues have made a remarkable difference. In the Lake Geneva region alone, visitors spent an average of **\$1.5 million per day** in 2024. State and local taxes generated by the Lake Geneva visitor economy offset resident taxes by **\$1,277** per Walworth County household. Let's keep supporting local businesses and welcoming visitors so Lake Geneva is THE PLACE to visit for generations to come!

### DIRECT VISITOR SPENDING

WALWORTH COUNTY  
**\$762.7**  
MILLION

+\$34.4M | +4.7%

LAKE GENEVA REGION  
**\$548.9**  
MILLION

+\$21.6M | +4.1%

72%  
OF TOTAL  
COUNTY  
SPENDING

### STATE & LOCAL TAXES

WALWORTH COUNTY  
**\$78.6**  
MILLION

+\$3.2M | +4.3%

LAKE GENEVA REGION  
**\$54.2**  
MILLION

+\$2M | +3.7%

### JOBS

WALWORTH COUNTY  
**7,494**

+301 | +4.2%

LAKE GENEVA REGION  
**4,847**

+170 | +3.6%

### LABOR INCOME

WALWORTH COUNTY  
**\$282.4**  
MILLION

+\$9M | +3.3%

LAKE GENEVA REGION  
**\$183.6**  
MILLION

+\$5.1M | +2.9%