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VISIT LAKE GENEVA ANNOUNCES HUGE JUMP IN COUNTY VISITOR SPENDING FOR 2021
County Ranks 6th among 72 Counties in Wisconsin

LAKE GENEVA, Wis. (June 8, 2022) – Residents of Walworth County looking for some positive economic news can lean in to the Lake Geneva visitor bureau for that, given today’s announcement that direct visitor spending for the county in 2021 was up 35.8% from the year prior, one of the highest percentage jumps in the state. Traveler spending in 2021 totaled \$594.5 million, with the county’s tourism sector supporting more than 6,800 jobs and contributing just shy of \$66 million to state and local tax coffers. The announcement of the economic growth was delivered by Stephanie Klett, CEO of Visit Lake Geneva, the area’s official tourism organization, found online at www.VisitLakeGeneva.com. Annual tracking of the state’s tourism economy is carried out by international research firms Tourism Economics and Longwoods International in conjunction with the Wisconsin Department of Tourism.

“Lake Geneva *is* Walworth County, and that’s not only evident in visitor sentiment, it is also reflected in the terrific representation on our Visit Lake Geneva board with tourism leaders from the communities of Lake Geneva, Elkhorn, Delavan, Lyons, Linn, Geneva, Fontana, and Williams Bay all holding board seats,” said Klett. Walworth County currently ranks sixth in tourism economic impact among the state’s 72 counties, a ranking made even more impressive when you consider the top five have significantly larger marketing budgets.



Klett went on to say that Visit Lake Geneva’s marketing strategy of the last two years emphasizing outdoor recreation and one-tank getaways paid off in dividends. Summer 2022 resort reservations look strong, she added, noting that visitors are very loyal to the area once they’ve visited for the first time.

Travelers have more reasons than ever to “test drive” the community this year, with golf course improvements and expansions at Geneva National and Abbey Springs, the much-anticipated reopening of the restored Yerkes Observatory, and a full live music schedule at venues including Flat Iron Park, George Williams College of Aurora University, and the Phoenix Park Bandshell. Area beaches, the lakeshore path, boat cruises, nature preserves, and biking continue to distinguish the community in a big way as well. Even the local culinary scene has become a lure, attracting foodies from big city competitors.



“We had already set our sights on growing awareness of Lake Geneva and the county as a vacation destination worthy of national attention,” said Klett. “Today’s numbers certainly support that goal in a big way.”

About Visit Lake Geneva

Visit Lake Geneva, the community's Chamber of Commerce and official Visitor & Convention Bureau, works to share the wonders of Lake Geneva, Wisconsin with travelers from far and wide in search of natural beauty with a feel of the seaside, a place where family traditions can be made, and genuine warmth that makes them feel welcome time and time again. The central storyline of Lake Geneva, admired as the “Newport of the West” and the “Hamptons of Chicago” revolves around pristine Geneva Lake, the historic mansions that circle it, and the many resorts, restaurants and boutiques that give the community a seacoast-style appeal all its own. For more, log on to www.VisitLakeGeneva.com.

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Editor’s Note: For high-resolution photos, contact Carla Minsky at cminsky@charter.net.