

Tourism Impacts															
Wisconsin and Counties - Alphabetical															
	Total Economic Impact			Direct Visitor Spending			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
County	2023	2024		2023	2024		2023	2024		2023	2024		2023	2024	
Wisconsin	\$25,003	\$25,819	3.3%	\$15,707.0	\$16,252.5	3.5%	178,045	181,898	2.2%	\$6,820.2	\$7,015.9	2.9%	\$1,605.8	\$1,657.8	3.2%
Milwaukee County	\$4,167	\$4,321	3.7%	\$2,342.3	\$2,439.3	4.1%	27,226	28,091	3.2%	\$1,356.7	\$1,402.8	3.4%	\$231.1	\$242.2	4.8%
Dane County	\$2,561	\$2,649	3.5%	\$1,493.0	\$1,549.1	3.8%	18,811	19,337	2.8%	\$795.2	\$823.9	3.6%	\$170.5	\$177.2	4.0%
Sauk County	\$1,964	\$1,991	1.4%	\$1,628.1	\$1,652.3	1.5%	11,803	11,899	0.8%	\$329.1	\$333.5	1.3%	\$149.5	\$150.7	0.8%
Waukesha County	\$1,685	\$1,764	4.7%	\$903.1	\$951.6	5.4%	12,584	12,878	2.3%	\$516.4	\$531.9	3.0%	\$93.1	\$97.4	4.7%
Brown County	\$1,335	\$1,407	5.4%	\$798.2	\$847.3	6.2%	10,676	11,261	5.5%	\$572.7	\$608.2	6.2%	\$100.5	\$107.3	6.8%
Walworth County	\$954	\$997	4.6%	\$728.3	\$762.7	4.7%	7,193	7,494	4.2%	\$273.4	\$282.4	3.3%	\$75.4	\$78.6	4.3%
Outagamie County	\$724	\$763	5.3%	\$413.9	\$438.9	6.0%	5,664	5,832	3.0%	\$212.6	\$219.5	3.3%	\$46.0	\$48.6	5.6%
Door County	\$620	\$651	5.1%	\$497.0	\$523.2	5.3%	3,444	3,524	2.3%	\$121.6	\$124.3	2.2%	\$51.0	\$53.3	4.4%
Winnebago County	\$553	\$574	4.0%	\$288.0	\$299.9	4.1%	4,296	4,370	1.7%	\$175.3	\$180.7	3.1%	\$31.9	\$32.9	2.9%
Racine County	\$525	\$555	5.7%	\$298.7	\$318.0	6.4%	3,656	3,780	3.4%	\$143.8	\$148.6	3.4%	\$28.1	\$30.1	7.0%
La Crosse County	\$502	\$519	3.4%	\$307.3	\$319.3	3.9%	3,931	4,016	2.2%	\$141.6	\$145.6	2.8%	\$35.3	\$36.6	3.7%
Marathon County	\$490	\$497	1.4%	\$277.8	\$282.2	1.6%	3,574	3,617	1.2%	\$131.7	\$132.5	0.6%	\$29.8	\$30.2	1.3%
Rock County	\$456	\$482	5.7%	\$277.2	\$295.0	6.4%	3,726	3,796	1.9%	\$127.2	\$131.0	3.0%	\$29.4	\$30.6	4.2%
Sheboygan County	\$465	\$477	2.5%	\$281.1	\$287.6	2.3%	3,378	3,410	1.0%	\$110.4	\$113.4	2.7%	\$32.5	\$33.1	1.6%
Eau Claire County	\$459	\$461	0.6%	\$284.5	\$286.0	0.5%	3,893	3,905	0.3%	\$133.1	\$134.4	1.0%	\$31.4	\$31.0	-1.3%
Kenosha County	\$434	\$456	5.0%	\$271.8	\$285.8	5.2%	3,111	3,194	2.7%	\$106.8	\$112.0	4.9%	\$26.1	\$27.2	4.4%
Oneida County	\$381	\$394	3.5%	\$291.9	\$302.8	3.7%	2,144	2,220	3.6%	\$72.1	\$74.2	3.0%	\$23.6	\$24.5	3.8%
Vilas County	\$380	\$383	0.6%	\$300.8	\$302.6	0.6%	2,138	2,105	-1.5%	\$64.9	\$64.9	0.1%	\$26.1	\$25.9	-0.8%
Washington County	\$296	\$301	1.7%	\$155.4	\$158.0	1.7%	2,222	2,252	1.4%	\$75.0	\$76.5	2.1%	\$15.7	\$16.0	1.7%
Fond du Lac County	\$283	\$289	2.3%	\$164.4	\$168.9	2.7%	2,361	2,391	1.3%	\$76.7	\$77.1	0.5%	\$17.8	\$18.2	2.0%
Marinette County	\$263	\$272	3.4%	\$188.0	\$194.9	3.7%	1,471	1,486	1.0%	\$41.0	\$41.3	0.7%	\$15.4	\$15.9	2.7%
Portage County	\$258	\$269	4.3%	\$145.1	\$152.3	5.0%	1,964	2,013	2.5%	\$60.3	\$61.6	2.1%	\$16.3	\$17.2	5.0%
Adams County	\$250	\$267	6.8%	\$183.9	\$196.8	7.1%	1,586	1,661	4.7%	\$57.7	\$61.1	5.9%	\$17.9	\$19.2	7.1%
Ozaukee County	\$240	\$246	2.4%	\$124.0	\$127.4	2.8%	1,955	1,986	1.6%	\$73.5	\$74.4	1.3%	\$13.2	\$13.6	3.0%
St. Croix County	\$219	\$228	3.9%	\$134.1	\$139.9	4.3%	1,878	1,920	2.2%	\$59.6	\$61.4	3.0%	\$14.1	\$14.6	4.0%
Manitowoc County	\$226	\$227	0.6%	\$131.6	\$132.2	0.4%	1,723	1,717	-0.3%	\$57.2	\$57.1	-0.2%	\$14.3	\$14.2	-0.7%
Wood County	\$211	\$218	3.2%	\$110.8	\$115.5	4.2%	2,120	2,139	0.9%	\$81.7	\$81.8	0.1%	\$12.6	\$12.8	1.9%
Columbia County	\$211	\$215	1.6%	\$139.5	\$141.6	1.5%	1,702	1,693	-0.5%	\$55.2	\$55.2	0.1%	\$16.1	\$16.2	0.5%
Jefferson County	\$207	\$208	0.3%	\$122.5	\$122.6	0.0%	1,575	1,576	0.1%	\$51.3	\$52.2	1.6%	\$11.2	\$11.3	0.2%
Chippewa County	\$184	\$193	4.9%	\$121.0	\$127.4	5.3%	1,403	1,440	2.7%	\$45.9	\$47.6	3.7%	\$11.0	\$11.6	5.6%
Barron County	\$187	\$190	1.8%	\$126.5	\$129.1	2.1%	1,362	1,378	1.2%	\$46.0	\$46.5	1.1%	\$11.6	\$11.8	1.6%
Dodge County	\$181	\$188	4.0%	\$98.3	\$102.7	4.5%	1,406	1,418	0.9%	\$41.5	\$42.3	1.8%	\$9.8	\$10.1	2.9%
Douglas County	\$178	\$184	3.3%	\$125.6	\$130.1	3.6%	1,324	1,346	1.7%	\$38.4	\$38.4	0.0%	\$12.7	\$13.1	3.1%

Waupaca County	\$167	\$173	3.3%	\$108.5	\$112.3	3.5%	1,138	1,161	2.0%	\$28.6	\$29.0	1.6%	\$10.4	\$10.7	2.8%
Polk County	\$167	\$167	0.3%	\$116.3	\$116.7	0.3%	1,108	1,098	-0.9%	\$30.1	\$29.9	-0.6%	\$9.9	\$9.8	-0.8%
Monroe County	\$165	\$165	-0.1%	\$109.0	\$108.5	-0.4%	1,078	1,073	-0.5%	\$35.0	\$35.2	0.5%	\$10.7	\$10.5	-1.5%
Sawyer County	\$150	\$151	0.7%	\$110.1	\$110.6	0.5%	948	960	1.3%	\$33.9	\$34.1	0.6%	\$10.4	\$10.5	0.9%
Oconto County	\$140	\$142	1.5%	\$100.8	\$102.3	1.5%	783	791	0.9%	\$18.7	\$19.0	1.8%	\$7.9	\$8.0	1.5%
Waushara County	\$126	\$126	0.2%	\$94.5	\$94.8	0.3%	859	851	-1.0%	\$21.2	\$20.9	-1.2%	\$8.5	\$8.4	-0.9%
Juneau County	\$119	\$118	-0.8%	\$85.0	\$84.3	-0.8%	722	710	-1.7%	\$20.0	\$19.4	-3.0%	\$7.4	\$7.2	-2.2%
Shawano County	\$114	\$116	1.6%	\$76.5	\$77.6	1.5%	797	806	1.2%	\$24.6	\$25.2	2.3%	\$7.0	\$7.1	1.5%
Lincoln County	\$109	\$113	3.3%	\$71.5	\$74.4	4.1%	665	671	0.8%	\$19.2	\$19.4	1.1%	\$6.0	\$6.1	2.6%
Grant County	\$112	\$109	-2.8%	\$68.3	\$66.0	-3.4%	995	965	-3.1%	\$29.4	\$29.0	-1.3%	\$7.0	\$6.6	-4.5%
Dunn County	\$101	\$102	1.4%	\$59.6	\$60.2	1.1%	792	802	1.2%	\$21.6	\$22.0	1.7%	\$6.5	\$6.6	0.8%
Bayfield County	\$93	\$93	0.3%	\$69.8	\$69.8	0.1%	701	704	0.4%	\$16.5	\$16.5	-0.1%	\$7.8	\$7.7	-0.3%
Green County	\$83	\$86	3.7%	\$47.3	\$49.3	4.2%	663	684	3.2%	\$22.0	\$22.7	3.3%	\$4.7	\$4.8	3.9%
Langlade County	\$82	\$84	2.4%	\$56.8	\$58.2	2.5%	425	435	2.3%	\$12.6	\$12.7	1.2%	\$4.4	\$4.5	2.5%
Calumet County	\$74	\$77	5.1%	\$39.7	\$42.0	5.7%	617	627	1.5%	\$19.8	\$20.2	2.1%	\$4.1	\$4.2	4.2%
Iowa County	\$77	\$77	-0.7%	\$52.5	\$52.1	-0.8%	445	443	-0.4%	\$13.5	\$13.6	0.4%	\$3.9	\$3.9	-0.9%
Vernon County	\$73	\$77	4.7%	\$48.9	\$51.4	5.3%	507	523	3.0%	\$14.0	\$14.5	3.5%	\$4.4	\$4.7	6.3%
Crawford County	\$73	\$73	0.3%	\$48.9	\$49.0	0.2%	658	657	-0.2%	\$15.7	\$15.9	0.8%	\$5.6	\$5.6	-1.2%
Trempealeau County	\$70	\$69	-1.4%	\$41.4	\$40.5	-2.1%	423	419	-1.1%	\$9.7	\$9.7	0.2%	\$3.6	\$3.5	-2.3%
Green Lake County	\$69	\$69	0.9%	\$44.3	\$44.6	0.8%	611	615	0.6%	\$17.8	\$18.0	1.4%	\$5.1	\$5.1	0.5%
Jackson County	\$66	\$66	-0.4%	\$44.2	\$44.0	-0.5%	478	467	-2.1%	\$11.8	\$11.3	-3.7%	\$4.4	\$4.3	-2.7%
Ashland County	\$66	\$65	-0.4%	\$42.5	\$42.2	-0.8%	549	545	-0.6%	\$17.2	\$17.4	1.0%	\$5.0	\$4.9	-1.8%
Pierce County	\$63	\$65	2.6%	\$36.8	\$37.7	2.5%	428	429	0.1%	\$12.3	\$12.4	0.8%	\$3.6	\$3.7	0.9%
Clark County	\$64	\$62	-2.8%	\$39.2	\$37.7	-3.8%	346	335	-3.1%	\$8.0	\$7.9	-0.9%	\$3.3	\$3.2	-3.0%
Washburn County	\$57	\$57	0.1%	\$37.5	\$37.6	0.3%	497	495	-0.4%	\$15.2	\$15.1	-1.0%	\$3.7	\$3.7	-0.3%
Taylor County	\$55	\$54	-1.3%	\$34.4	\$33.9	-1.5%	331	321	-2.8%	\$9.6	\$9.3	-3.4%	\$2.9	\$2.8	-3.2%
Kewaunee County	\$52	\$52	1.1%	\$34.0	\$34.2	0.7%	405	404	-0.3%	\$7.2	\$7.4	2.8%	\$3.4	\$3.4	0.3%
Burnett County	\$47	\$48	2.7%	\$31.0	\$31.7	2.5%	364	371	1.7%	\$9.5	\$9.7	2.6%	\$3.1	\$3.2	2.6%
Rusk County	\$46	\$48	3.6%	\$29.8	\$31.1	4.4%	379	383	0.8%	\$10.5	\$10.6	0.8%	\$2.9	\$3.0	2.5%
Richland County	\$43	\$43	1.1%	\$27.2	\$27.4	0.9%	322	325	0.9%	\$8.9	\$9.0	1.5%	\$2.6	\$2.6	1.2%
Marquette County	\$42	\$43	1.3%	\$28.2	\$28.5	1.1%	296	298	0.5%	\$7.5	\$7.5	0.9%	\$2.8	\$2.8	0.6%
Price County	\$37	\$37	0.4%	\$20.6	\$20.8	1.0%	277	269	-2.9%	\$8.3	\$8.2	-1.4%	\$2.2	\$2.2	-2.4%
Iron County	\$37	\$35	-3.6%	\$26.6	\$25.6	-3.9%	260	251	-3.7%	\$5.9	\$5.7	-2.5%	\$2.7	\$2.6	-5.4%
Buffalo County	\$29	\$29	1.9%	\$18.7	\$19.1	2.3%	222	223	0.2%	\$5.6	\$5.5	-1.0%	\$1.7	\$1.7	1.3%
Lafayette County	\$29	\$29	-0.7%	\$18.1	\$17.9	-0.9%	208	206	-1.3%	\$4.4	\$4.4	-0.4%	\$1.8	\$1.7	-2.6%
Forest County	\$25	\$25	-1.6%	\$15.7	\$15.4	-2.2%	192	186	-3.1%	\$3.7	\$3.7	-2.1%	\$1.7	\$1.6	-4.4%
Pepin County	\$15	\$16	4.2%	\$9.3	\$9.8	4.7%	120	122	1.7%	\$2.6	\$2.7	1.4%	\$1.0	\$1.0	5.2%
Florence County	\$11	\$11	1.6%	\$6.7	\$6.8	1.1%	91	90	-0.8%	\$2.1	\$2.1	2.7%	\$0.6	\$0.6	-0.1%
Menominee County	\$6	\$6	1.1%	\$3.4	\$3.4	0.7%	43	42	-0.7%	\$0.6	\$0.6	2.3%	\$0.4	\$0.4	-0.3%