

WISCONSIN TOURISM IS BOOMING

2025



\$27 BILLION

TOTAL ECONOMIC IMPACT

\$616 MILLION WINNEBAGO COUNTY

Wisconsin tourism is booming, generating a record \$27 billion in economic impact in 2025 and extending the state's record-breaking streak to four years. The highest-ever visitation fueled the record-breaking year for tourism including all-time highs for both day and overnight trips. Strategic tourism promotion, combined with record visitation and broad visitor spending across the state and seasons, brought in more dollars for Wisconsin and Wisconsinites than ever before.



1 IN 21 JOBS SUSTAINED BY TOURISM

183K+ FULL-TIME & PART-TIME JOBS

VISITS TO WI
117.9 MILLION

STATE & LOCAL TAXES
\$ 1.7 BILLION

FEDERAL TAXES
\$ 1.5 BILLION

AMOUNT EACH WISCONSIN HOUSEHOLD would need to pay to maintain the current level of government services generated by tourism spending.

\$34.9 MILLION
WINNEBAGO COUNTY

\$ 692