

WISCONSIN TOURISM SURGES IN 2021

RECOVERY CONTINUES



\$ 20.9 BILLION

TOTAL ECONOMIC IMPACT

2020 \$17.3 BILLION **+21%**

Tourism surged back in 2021, with double-digit growth in economic impact in each of Wisconsin's 72 counties. Travelers discovered the unexpected and had memory-making experiences with loved ones. Recovery is a total team effort with Wisconsin tourism partners all focused on promoting what makes Wisconsin great.



1 IN 21 JOBS SUSTAINED BY TOURISM

169K+ FULL-TIME & PART-TIME JOBS

2020 157K+

+7%

VISITOR TRIPS TO WI
102.3 MILLION

2020 90.7 MILLION

+13%

STATE & LOCAL TAXES
\$ 1.4 BILLION

2020 \$1.2 BILLION

+19%

FEDERAL TAXES
\$ 1.2 BILLION

2020 \$1 BILLION

+14%

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

\$ 580 2020 \$485

+20%