


WISCONSIN TOURISM'S RECORD-BREAKING 2022



\$ 23.7 BILLION

TOTAL ECONOMIC IMPACT

Wisconsin tourism's record-breaking economic impact in 2022 surpassed the previous record of \$22.2 billion set in 2019. The highest-ever overnight visitation helped fuel the growth. Additionally, all 72 counties showed an increase in total economic impact year-over-year, proving that every corner of the state helps position Wisconsin as a premier travel destination and the perfect place to make travel memories.



1 IN 21 JOBS SUSTAINED
BY TOURISM

174K+ FULL-TIME &
PART-TIME JOBS

VISITS TRIPS TO WI

111.1 MILLION

STATE & LOCAL TAXES

\$ 1.5 BILLION

FEDERAL TAXES

\$ 1.3 BILLION

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

\$ 620