

# WISCONSIN TOURISM'S RECORD-BREAKING 2022




# \$ 23.7 BILLION

**TOTAL ECONOMIC IMPACT**

2021 ..... \$20.9 BILLION **+13%**

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

2021 ..... 169K+

**+2.9%**

## VISITS TO WI

**111.1 MILLION**

2021 ..... 102.3 MILLION

**+8.7%**

## STATE & LOCAL TAXES

**\$ 1.5 BILLION**

2021 ..... \$1.4 BILLION

**+9.2%**

## FEDERAL TAXES

**\$ 1.3 BILLION**

2021 ..... \$1.2 BILLION

**+10.1%**

## AMOUNT EACH WISCONSIN

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

**\$ 620** 2021 ..... \$580

**+6.3%**