

WISCONSIN TOURISM'S RECORD-BREAKING 2023



\$ 25.0 BILLION

TOTAL ECONOMIC IMPACT

2022 \$23.7 BILLION **+5.4%**

Wisconsin tourism had another record-breaking year, generating a historic \$25 billion economic impact in 2023. This marks back-to-back record years with all 72 counties showing economic impact growth. These historic results were fueled by Wisconsin welcoming a record number of overnight visitors for a second consecutive year, as well as investments tourism businesses made in goods and services. It all added up to a record-breaking year of helping travelers make lifelong memories.



1 IN 21 JOBS SUSTAINED
BY TOURISM

178K+ FULL-TIME &
PART-TIME JOBS

2022 174K+

+2.0%

VISITS TO WI
113.0 MILLION

2022 111.1 MILLION

+1.7%

STATE & LOCAL TAXES
\$ 1.6 BILLION

2022 \$1.5 BILLION

+5.8%

FEDERAL TAXES
\$ 1.4 BILLION

2022 \$1.3 BILLION

+4.7%

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

\$ 660 2022 \$620

+6.9%