

WISCONSIN TOURISM'S RECORD-BREAKING 2024



\$ 25.8 BILLION

TOTAL ECONOMIC IMPACT

2023 \$25.0 BILLION **+3.3%**

Wisconsin tourism saw a third consecutive year of record-breaking economic impact in 2024. All-time high visitation last year drove the record-breaking \$25.8 billion in total economic impact. Wisconsin welcomed 114.4 million visits, eclipsing the former pre-pandemic record. This boost in visitation, combined with economic contributions from all corners of the state and strategic investments in tourism promotion, led to more visitors choosing to make vacation memories and spend their dollars in Wisconsin.



1 IN 21

**JOBS SUSTAINED
BY TOURISM**

182K

2023 178K+

**FULL-TIME &
PART-TIME JOBS**

+2.2%

VISITS TO WI

114.4 MILLION

2023 113.0 MILLION

+1.3%

STATE & LOCAL TAXES

\$ 1.7 BILLION

2023 \$1.6 BILLION

+3.2%

FEDERAL TAXES

\$ 1.4 BILLION

2023 \$1.4 BILLION

+2.5%

AMOUNT EACH WISCONSIN

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

\$ 678

2023 \$660

+3.2%