**FOR IMMEDIATE RELEASE**

Media Contact:

[Name, Organization]  
[Phone number, email]

**Tourism Surges in [insert your county] in 2021**

*Economic impact report shows [XX%] growth in [insert your county]*

**[City, WI] (June [XX], 2022) –** The Wisconsin Department of Tourism released its 2021 economic impact data today, showing Wisconsin tourism generated a $20.9 billion in total economic impact, with [insert your county] contributing [insert amount] in total economic impact.

In 2021, [insert county] tourism generated more than [insert number] full and part-time jobs across diverse sectors of the industry, up [insert percent increase from 2020] percent over 2020.

**[Insert your own relevant quote from an expert in the industry or spokesperson from your organization]**

Statewide, economic impact increased 21 percent in 2021, with all 72 counties reporting double-digit growth over 2020. Additionally, tourism supported more than 169,700 full and part-time jobs statewide across diverse sectors of the industry, up 7 percent over 2020. Wisconsin also hosted over 102.3 million visitor trips in 2021, up 12 percent from 2020.

“Wisconsin’s tourism recovery is something to be proud of. These successes are the result of intentional and strategic action by everyone who makes up our industry,” said Wisconsin Department of Tourism Secretary-designee, Anne Sayers. “I feel so fortunate to work alongside all of our hospitality partners every day who provide travelers with incredible opportunities to make memories while driving economic impact.”

Visitors generated $1.4 billion in state and local taxes because of tourism spending. Without this tax revenue, each Wisconsin household would need to pay $580 to maintain the current level of government services generated by tourism. For more data, including individual county figures and year over year growth, visit [industry.travelwisconsin.com.](https://www.industry.travelwisconsin.com/research/economic-impact/)

Wisconsin tourism continues to recover but has not fully recovered to Wisconsin tourism’s record-setting year of 2019, which saw $22.2 billion in total economic impact.

[insert call to action to visit your website]

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About [Organization]

[Insert boilerplate about language]

Example:

**About the Wisconsin Department of Tourism**  
The mission of theWisconsin Department of Tourism is to inspire travelers to visit Wisconsin. Because we believe in the power of exploration and travel, we work to market the state as a premier travel destination. By executing industry-leading marketing programs and establishing strategic partnerships, the Department plays a significant role in generating greater economic impact for Wisconsin through tourism. Learn more at industry.travelwisconsin.com.