Greetings,

Wisconsin tourism surged back in 2021 with double-digit growth in total economic impact in every single one of Wisconsin’s 72 counties year-over-year. In Wisconsin, and <insert county>, tourism has proven to be a powerful driver of our economy.

In 2021, Wisconsin saw:

* **$20.9 billion** in total economic impact
* **169,700+** full and part-time jobs, largely comprised of small businesses, travel and hospitality jobs, which cannot be outsourced or exported
* **1 in 21** Wisconsin jobs sustained by tourism
* **$1.4 billion** in state and local taxes generated because of tourism
* **102.3 million** visitor trips

Tourism is also very important to our local economy. In <insert county>, we saw $XX million in total economic impact, supporting XX,000 jobs.

*<Insert successful marketing programs, campaigns, earned media and data from your local area here.>*

The importance of travel is clearer than ever — to both travelers and our local economies. And <insert county> is ready to deliver on exactly what travelers are looking for — joyful moments shared between friends and family in the perfect place for making lasting memories.

Although we are recovering, we are not yet recovered. While different sectors of the tourism industry are recovering at different rates, I’m optimistic about the recovery we’re seeing as a whole. We have never faced a more difficult challenge, yet it is the partnership of stakeholders like yourself that helped make this recovery possible. I know that with your help we will continue to bounce back and grow our local economy.

Thank you for your support of tourism!

Sincerely,

<Insert Name & Title Here>