

Tourism Impacts																			
Wisconsin and Counties - Alphabetical																			
County	Total Economic Impact					Direct Visitor Spending				Employment			Total Labor Income				State and Local Taxes		
	Millions		%	Change	Compared to 2019	Millions		%		Total		%	Millions		%	Millions		%	
	2021	2022	2019			2021	2022	Change	2021	2022	2021		2022	2021		2022	Change		
Kewaunee County	\$43	\$48	12.6%		\$42	115.9%	\$27.7	\$31.8	14.8%	375	398	6.0%	\$6.7	\$6.8	2.2%	\$2.9	\$3.2	9.3%	
La Crosse County	\$433	\$499	13.1%		\$458	107.0%	\$262.6	\$304.6	16.0%	3,854	3,981	3.3%	\$126.7	\$138.4	9.2%	\$31.7	\$34.7	9.4%	
Lafayette County	\$23	\$27	18.7%		\$25	108.1%	\$13.7	\$17.1	25.3%	181	195	7.8%	\$3.8	\$4.0	7.0%	\$1.4	\$1.6	14.1%	
Langlade County	\$71	\$77	8.3%		\$73	104.8%	\$48.8	\$52.9	8.4%	441	425	-3.6%	\$12.2	\$12.3	0.8%	\$4.1	\$4.2	2.2%	
Lincoln County	\$96	\$103	7.4%		\$96	107.3%	\$62.9	\$67.3	7.1%	659	658	-0.1%	\$17.9	\$19.0	5.7%	\$5.5	\$5.6	2.9%	
Manitowoc County	\$194	\$216	11.4%		\$204	105.9%	\$112.1	\$127.3	13.5%	1,738	1,740	0.1%	\$52.4	\$55.7	6.4%	\$13.2	\$14.0	5.6%	
Marathon County	\$403	\$459	13.8%		\$454	101.2%	\$219.2	\$259.1	18.2%	3,474	3,483	0.3%	\$116.9	\$126.8	8.5%	\$25.8	\$28.0	8.4%	
Marquette County	\$232	\$249	7.0%		\$234	106.2%	\$167.0	\$178.1	6.6%	1,483	1,458	-1.7%	\$38.4	\$39.7	3.4%	\$14.4	\$14.7	1.9%	
Marquette County	\$38	\$41	8.0%		\$36	114.5%	\$25.4	\$27.5	8.4%	307	294	-4.3%	\$6.2	\$6.9	10.0%	\$2.7	\$2.7	0.9%	
Menominee County	\$5	\$5	12.1%		\$5	98.8%	\$2.5	\$3.0	16.1%	33	31	-6.5%	\$0.5	\$0.5	-2.9%	\$0.3	\$0.3	0.8%	
Milwaukee County	\$3,352	\$3,914	16.8%		\$3,881	100.8%	\$1,774.2	\$2,192.2	23.6%	25,097	26,673	6.3%	\$1,100.2	\$1,312.1	19.3%	\$188.3	\$216.6	15.0%	
Monroe County	\$146	\$148	1.1%		\$136	108.7%	\$96.9	\$95.4	-1.6%	1,063	1,019	-4.2%	\$30.5	\$34.3	12.6%	\$9.8	\$9.5	-3.1%	
Oconto County	\$123	\$134	8.9%		\$131	102.1%	\$88.7	\$97.0	9.3%	732	761	4.0%	\$16.7	\$17.9	6.6%	\$7.0	\$7.4	5.1%	
Oneida County	\$332	\$362	9.1%		\$322	112.5%	\$254.3	\$278.5	9.5%	2,131	2,125	-0.3%	\$62.7	\$68.1	8.6%	\$21.3	\$22.0	3.3%	
Outagamie County	\$581	\$683	17.5%		\$659	103.5%	\$312.3	\$389.4	24.7%	5,207	5,498	5.6%	\$174.5	\$200.5	14.9%	\$37.6	\$43.5	15.7%	
Ozaukee County	\$209	\$230	9.9%		\$219	104.9%	\$107.8	\$120.1	11.4%	1,940	1,962	1.1%	\$66.3	\$71.3	7.6%	\$12.2	\$12.9	5.9%	
Pepin County	\$13	\$14	7.3%		\$14	99.4%	\$8.3	\$8.9	7.2%	114	116	2.3%	\$2.5	\$2.5	0.2%	\$0.9	\$0.9	5.5%	
Pierce County	\$55	\$59	7.7%		\$58	102.1%	\$31.4	\$33.7	7.4%	425	423	-0.6%	\$11.6	\$12.2	5.8%	\$3.3	\$3.4	2.2%	
Polk County	\$140	\$156	11.3%		\$144	108.8%	\$96.3	\$108.4	12.6%	1,098	1,079	-1.7%	\$28.8	\$29.5	2.5%	\$8.9	\$9.2	3.0%	
Portage County	\$217	\$245	13.0%		\$241	101.5%	\$118.4	\$138.0	16.6%	1,828	1,916	4.8%	\$49.8	\$56.7	13.8%	\$14.0	\$15.4	10.1%	
Price County	\$33	\$36	9.6%		\$35	102.5%	\$18.0	\$20.0	11.3%	286	281	-1.8%	\$7.2	\$7.9	9.0%	\$2.1	\$2.2	4.4%	
Racine County	\$427	\$486	13.8%		\$478	101.7%	\$231.2	\$273.2	18.2%	3,588	3,619	0.8%	\$129.2	\$138.7	7.3%	\$24.3	\$26.5	8.9%	
Richland County	\$36	\$40	12.2%		\$37	107.8%	\$22.2	\$25.4	14.5%	317	321	1.4%	\$7.8	\$8.8	12.3%	\$2.3	\$2.4	7.2%	
Rock County	\$393	\$439	11.8%		\$430	102.2%	\$237.0	\$270.2	14.0%	3,716	3,747	0.8%	\$114.2	\$122.8	7.6%	\$26.8	\$28.6	6.8%	
Rusk County	\$42	\$44	3.0%		\$42	103.9%	\$28.2	\$28.5	1.1%	413	388	-6.2%	\$9.4	\$9.9	5.3%	\$2.9	\$2.8	-4.7%	
St. Croix County	\$188	\$208	11.0%		\$198	105.5%	\$113.3	\$127.8	12.8%	1,835	1,862	1.5%	\$54.1	\$57.1	5.5%	\$12.8	\$13.5	5.5%	
Sauk County	\$1,779	\$1,920	7.9%		\$1,460	131.5%	\$1,485.7	\$1,603.1	7.9%	11,236	11,455	2.0%	\$278.4	\$299.4	7.6%	\$137.0	\$142.5	4.0%	
Sawyer County	\$131	\$141	8.0%		\$125	113.3%	\$95.9	\$103.9	8.4%	956	940	-1.6%	\$28.2	\$31.0	9.9%	\$9.6	\$9.8	2.4%	
Shawano County	\$98	\$111	13.0%		\$105	105.5%	\$65.4	\$75.3	15.2%	801	794	-0.8%	\$22.4	\$24.1	7.7%	\$6.4	\$6.7	5.1%	
Sheboygan County	\$389	\$439	12.8%		\$410	107.0%	\$229.2	\$264.9	15.6%	3,144	3,349	6.5%	\$95.9	\$108.9	13.5%	\$28.4	\$31.0	9.1%	
Taylor County	\$49	\$53	7.3%		\$51	104.3%	\$31.3	\$33.4	6.8%	311	325	4.3%	\$8.3	\$8.8	6.5%	\$2.7	\$2.7	2.9%	

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	2021	2022				2021	2022						2021	2022				
Trempealeau County	\$60	\$67	12.2%		120.4%	\$34.8	\$40.0	14.9%	403	415	3.0%	\$9.0	\$9.4	4.5%	\$3.2	\$3.4	7.6%	
Vernon County	\$66	\$73	9.5%		111.5%	\$44.8	\$49.4	10.2%	528	506	-4.2%	\$13.3	\$13.7	2.6%	\$4.2	\$4.4	2.8%	
Vilas County	\$339	\$363	7.3%		117.3%	\$268.7	\$288.4	7.3%	2,162	2,109	-2.5%	\$55.6	\$59.5	6.9%	\$24.4	\$24.9	1.9%	
Walworth County	\$790	\$887	12.3%		113.0%	\$594.3	\$675.0	13.6%	6,847	7,057	3.1%	\$223.5	\$258.9	15.9%	\$66.0	\$70.9	7.5%	
Washburn County	\$48	\$53	10.1%		112.5%	\$31.0	\$34.7	11.7%	483	494	2.4%	\$13.4	\$14.3	7.0%	\$3.3	\$3.5	5.5%	
Washington County	\$252	\$284	12.9%		107.9%	\$129.3	\$151.1	16.8%	2,232	2,233	0.0%	\$69.7	\$73.8	5.9%	\$14.2	\$15.2	7.5%	
Waukesha County	\$1,420	\$1,591	12.1%		101.4%	\$740.1	\$852.2	15.1%	12,246	12,321	0.6%	\$439.6	\$487.3	10.9%	\$81.4	\$87.5	7.5%	
Waupaca County	\$146	\$160	9.3%		102.6%	\$94.7	\$104.1	9.9%	1,184	1,150	-2.9%	\$28.4	\$28.5	0.5%	\$9.9	\$10.1	1.9%	
Waushara County	\$110	\$120	8.5%		113.9%	\$82.6	\$89.9	8.8%	846	825	-2.5%	\$18.4	\$19.6	6.4%	\$7.8	\$7.9	1.2%	
Winnebago County	\$459	\$522	13.9%		102.7%	\$229.1	\$272.7	19.0%	4,040	4,177	3.4%	\$145.7	\$167.6	15.0%	\$27.0	\$30.0	11.2%	
Wood County	\$173	\$198	14.2%		100.4%	\$86.1	\$103.1	19.7%	2,130	2,121	-0.4%	\$70.6	\$77.7	10.1%	\$11.2	\$12.1	8.4%	

**We acknowledge the critical role Wisconsin's tribes play in enriching our tourism offering and bringing in travelers to Wisconsin. Because tribal tourism data is private, the total economic impact of tribal tourism is not wholly reflected in this report.