

Total Tourism Impacts															
Wisconsin and Counties - Alphabetical															
	Total Business Sales			Direct Visitor Spending			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
County	2020	2021		Change	2020		2021	Change		2020	2021		Change	2020	
Wisconsin	\$17,267	\$20,929	21.2%	\$9,803.6	\$12,856.3	31.1%	157,332	169,707	7.9%	\$5,143.9	\$5,798.3	12.7%	\$1,165.4	\$1,388.2	19.1%
Adams County	\$192	\$223	16.0%	\$137.8	\$164.5	19.3%	1,458	1,577	8.2%	\$40.3	\$46.6	15.7%	\$14.7	\$16.3	11.0%
Ashland County	\$53	\$60	15.1%	\$34.7	\$40.0	15.5%	537	590	9.9%	\$14.3	\$16.3	14.2%	\$4.4	\$5.0	12.6%
Barron County	\$136	\$162	18.9%	\$87.8	\$109.5	24.7%	1,234	1,350	9.4%	\$34.9	\$40.7	16.8%	\$9.2	\$10.6	14.9%
Bayfield County	\$68	\$84	22.4%	\$52.6	\$63.0	19.7%	596	706	18.3%	\$11.5	\$14.2	23.8%	\$6.3	\$7.2	13.7%
Brown County	\$891	\$1,098	23.2%	\$476.1	\$632.7	32.9%	9,148	9,863	7.8%	\$446.9	\$494.2	10.6%	\$71.7	\$85.8	19.6%
Buffalo County	\$20	\$26	29.5%	\$12.1	\$17.4	44.4%	190	224	17.5%	\$4.6	\$5.5	20.3%	\$1.3	\$1.6	28.6%
Burnett County	\$33	\$40	23.5%	\$21.2	\$26.5	25.4%	321	374	16.2%	\$7.0	\$8.8	26.3%	\$2.5	\$2.9	19.1%
Calumet County	\$52	\$61	15.5%	\$24.7	\$31.1	25.8%	548	583	6.3%	\$15.7	\$17.9	14.4%	\$3.2	\$3.6	12.9%
Chippewa County	\$141	\$159	12.7%	\$89.1	\$103.8	16.5%	1,374	1,445	5.2%	\$37.2	\$42.2	13.4%	\$9.3	\$10.1	9.1%
Clark County	\$49	\$55	12.4%	\$28.1	\$33.8	20.5%	330	347	5.1%	\$7.1	\$7.6	7.8%	\$2.8	\$3.0	8.8%
Columbia County	\$156	\$184	17.9%	\$98.9	\$120.8	22.1%	1,574	1,737	10.3%	\$40.5	\$49.0	21.0%	\$12.7	\$15.7	23.2%
Crawford County	\$55	\$67	22.1%	\$35.4	\$45.5	28.5%	585	661	13.0%	\$12.7	\$15.0	18.2%	\$4.6	\$5.5	19.6%
Dane County	\$1,624	\$1,968	21.2%	\$783.3	\$1,049.7	34.0%	15,808	16,545	4.7%	\$578.3	\$635.5	9.9%	\$106.1	\$127.6	20.3%
Dodge County	\$135	\$153	14.1%	\$65.6	\$81.9	24.9%	1,305	1,393	6.7%	\$35.0	\$38.2	9.3%	\$7.8	\$8.9	13.9%
Door County	\$397	\$531	33.7%	\$304.2	\$423.0	39.1%	2,744	3,323	21.1%	\$80.4	\$102.5	27.5%	\$32.5	\$42.7	31.2%
Douglas County	\$124	\$149	20.4%	\$82.5	\$103.6	25.6%	1,088	1,240	14.0%	\$28.2	\$33.7	19.6%	\$9.3	\$11.0	18.5%
Dunn County	\$73	\$85	16.3%	\$38.2	\$48.5	27.0%	690	747	8.2%	\$17.8	\$20.1	12.5%	\$4.8	\$5.6	17.0%
Eau Claire County	\$317	\$381	20.0%	\$178.1	\$229.4	28.8%	3,469	3,728	7.4%	\$99.7	\$112.9	13.2%	\$22.7	\$27.4	21.2%
Florence County	\$7	\$9	23.4%	\$4.9	\$5.7	16.8%	79	87	10.4%	\$1.6	\$1.8	16.6%	\$0.5	\$0.6	9.4%
Fond du Lac County	\$205	\$241	17.7%	\$108.5	\$137.8	27.0%	2,210	2,298	4.0%	\$62.8	\$68.7	9.3%	\$14.0	\$16.0	14.5%
Forest County	\$18	\$22	23.6%	\$11.3	\$13.8	21.8%	187	210	12.1%	\$3.0	\$3.6	21.2%	\$1.5	\$1.7	13.3%
Grant County	\$84	\$95	13.5%	\$47.0	\$56.8	21.0%	862	976	13.2%	\$23.7	\$27.4	15.3%	\$5.3	\$6.3	18.2%
Green County	\$64	\$72	13.1%	\$33.8	\$40.9	21.2%	657	676	2.9%	\$19.2	\$20.9	8.9%	\$4.0	\$4.4	9.8%
Green Lake County	\$44	\$52	18.5%	\$24.4	\$31.2	27.7%	545	561	3.1%	\$12.4	\$14.7	19.0%	\$3.6	\$4.2	14.9%
Iowa County	\$53	\$67	25.1%	\$33.2	\$44.7	34.6%	384	429	11.5%	\$11.3	\$12.8	13.2%	\$2.8	\$3.4	20.3%

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	2020	2021		2020	2021		2020	2021		2020	2021		2020	2021	
Iron County	\$27	\$33	21.5%	\$20.0	\$24.3	21.7%	221	270	22.2%	\$4.1	\$5.3	30.6%	\$2.1	\$2.6	22.0%
Jackson County	\$48	\$59	23.0%	\$29.5	\$39.5	33.8%	408	468	14.7%	\$9.2	\$10.5	14.6%	\$3.4	\$4.1	22.4%
Jefferson County	\$154	\$179	16.4%	\$84.2	\$105.5	25.3%	1,479	1,590	7.6%	\$42.6	\$46.4	8.7%	\$9.4	\$10.8	14.8%
Juneau County	\$88	\$106	20.6%	\$60.1	\$75.9	26.3%	677	743	9.8%	\$15.7	\$18.4	17.3%	\$6.1	\$7.0	14.3%
Kenosha County	\$315	\$373	18.4%	\$183.7	\$231.9	26.2%	2,825	3,084	9.2%	\$86.9	\$99.6	14.6%	\$20.1	\$23.3	16.0%
Kewaunee County	\$37	\$43	16.3%	\$22.0	\$27.7	25.8%	336	375	11.7%	\$6.2	\$6.7	8.8%	\$2.5	\$2.9	17.8%
La Crosse County	\$350	\$433	23.5%	\$196.9	\$262.6	33.4%	3,450	3,852	11.7%	\$102.5	\$126.5	23.5%	\$25.5	\$31.8	24.7%
Lafayette County	\$20	\$23	17.6%	\$10.3	\$13.7	32.5%	173	181	4.7%	\$3.4	\$3.8	11.4%	\$1.3	\$1.4	14.2%
Langlade County	\$62	\$71	14.0%	\$40.9	\$48.8	19.2%	414	441	6.5%	\$11.2	\$12.2	8.9%	\$3.8	\$4.1	8.7%
Lincoln County	\$83	\$96	16.0%	\$51.9	\$62.8	21.2%	631	659	4.3%	\$16.8	\$17.9	6.4%	\$5.1	\$5.5	7.6%
Manitowoc County	\$164	\$194	18.2%	\$86.4	\$112.2	29.8%	1,601	1,739	8.6%	\$48.0	\$52.4	9.3%	\$11.3	\$13.2	17.6%
Marathon County	\$352	\$403	14.5%	\$181.9	\$219.2	20.5%	3,371	3,473	3.0%	\$103.6	\$116.9	12.9%	\$23.3	\$25.8	10.6%
Marinette County	\$203	\$232	14.3%	\$141.5	\$167.0	18.0%	1,395	1,483	6.3%	\$34.4	\$38.4	11.7%	\$13.3	\$14.4	8.7%
Marquette County	\$33	\$38	16.2%	\$21.7	\$25.4	17.2%	271	307	13.1%	\$5.2	\$6.2	18.9%	\$2.4	\$2.7	12.4%
Menominee County	\$4	\$5	14.0%	\$2.0	\$2.5	28.2%	42	44	4.2%	\$0.6	\$0.6	3.1%	\$0.3	\$0.3	11.1%
Milwaukee County	\$2,806	\$3,352	19.5%	\$1,331.9	\$1,774.2	33.2%	23,946	25,092	4.8%	\$1,015.5	\$1,100.0	8.3%	\$161.4	\$188.4	16.7%
Monroe County	\$115	\$146	27.5%	\$71.0	\$97.0	36.6%	920	1,062	15.5%	\$26.4	\$30.4	15.3%	\$7.9	\$9.8	23.6%
Oconto County	\$109	\$123	13.2%	\$75.6	\$88.7	17.4%	705	732	3.9%	\$15.3	\$16.8	9.6%	\$6.7	\$7.0	5.2%
Oneida County	\$281	\$332	18.0%	\$210.8	\$254.3	20.6%	1,946	2,129	9.4%	\$53.7	\$62.6	16.5%	\$19.2	\$21.3	10.9%
Outagamie County	\$479	\$581	21.2%	\$231.1	\$312.2	35.1%	4,916	5,206	5.9%	\$154.3	\$174.5	13.1%	\$30.8	\$37.6	22.3%
Ozaukee County	\$175	\$209	19.3%	\$80.6	\$107.9	33.9%	1,786	1,940	8.6%	\$60.2	\$66.3	10.2%	\$10.0	\$12.2	21.4%
Pepin County	\$11	\$13	21.8%	\$6.2	\$8.3	34.1%	95	114	19.6%	\$2.1	\$2.5	16.6%	\$0.7	\$0.9	29.9%
Pierce County	\$47	\$55	14.9%	\$24.4	\$31.4	29.0%	389	426	9.5%	\$10.5	\$11.5	9.8%	\$2.8	\$3.3	17.9%
Polk County	\$125	\$140	12.7%	\$82.7	\$96.3	16.4%	1,000	1,097	9.7%	\$24.4	\$28.8	17.7%	\$8.1	\$8.9	10.5%
Portage County	\$190	\$217	14.2%	\$97.9	\$118.5	21.0%	1,753	1,830	4.3%	\$45.0	\$49.8	10.5%	\$12.5	\$14.0	11.9%
Price County	\$28	\$33	17.8%	\$14.8	\$18.0	21.0%	276	286	3.8%	\$6.3	\$7.2	14.1%	\$1.9	\$2.1	9.5%

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County	2020	2021	Change	2020	2021	Change	2020	2021	Change	2020	2021	Change	2020	2021	Change
Racine County	\$379	\$427	12.7%	\$189.7	\$231.2	21.9%	3,455	3,588	3.9%	\$115.7	\$129.2	11.7%	\$21.7	\$24.4	12.3%
Richland County	\$31	\$36	14.3%	\$18.1	\$22.2	22.6%	297	317	6.7%	\$7.1	\$7.8	9.5%	\$2.0	\$2.3	12.2%
Rock County	\$335	\$393	17.4%	\$189.9	\$237.0	24.8%	3,474	3,716	7.0%	\$101.2	\$114.2	12.9%	\$23.5	\$26.8	14.1%
Rusk County	\$38	\$42	12.8%	\$24.7	\$28.2	14.0%	366	412	12.5%	\$8.0	\$9.7	21.4%	\$2.6	\$2.9	11.6%
St. Croix County	\$158	\$188	18.7%	\$90.4	\$113.3	25.4%	1,747	1,836	5.1%	\$48.3	\$54.1	12.2%	\$11.3	\$12.8	12.4%
Sauk County	\$1,236	\$1,779	44.0%	\$960.7	\$1,485.5	54.6%	9,517	11,234	18.0%	\$223.8	\$278.3	24.4%	\$101.9	\$136.7	34.2%
Sawyer County	\$111	\$131	17.6%	\$82.7	\$95.9	15.9%	879	956	8.7%	\$23.4	\$28.2	20.4%	\$8.7	\$9.6	9.5%
Shawano County	\$86	\$98	14.7%	\$54.1	\$65.4	20.8%	763	801	5.0%	\$20.0	\$22.4	11.8%	\$5.8	\$6.4	10.2%
Sheboygan County	\$316	\$389	22.9%	\$171.0	\$229.2	34.0%	2,893	3,144	8.7%	\$84.4	\$95.9	13.7%	\$22.8	\$28.4	24.4%
Taylor County	\$43	\$49	14.5%	\$25.6	\$31.3	22.0%	276	311	12.7%	\$7.1	\$8.3	17.3%	\$2.3	\$2.7	13.8%
Trempealeau County	\$52	\$60	15.9%	\$27.4	\$34.8	27.2%	362	403	11.4%	\$8.1	\$9.0	10.4%	\$2.7	\$3.2	17.2%
Vernon County	\$57	\$66	16.5%	\$36.6	\$44.8	22.6%	457	528	15.5%	\$11.7	\$13.3	14.0%	\$3.7	\$4.2	15.6%
Vilas County	\$291	\$339	16.4%	\$231.1	\$268.7	16.3%	1,928	2,163	12.2%	\$46.3	\$55.7	20.4%	\$22.0	\$24.4	10.6%
Walworth County	\$613	\$790	29.0%	\$437.9	\$594.5	35.8%	5,895	6,846	16.1%	\$183.1	\$223.4	22.1%	\$52.3	\$65.9	26.1%
Washburn County	\$39	\$48	24.0%	\$24.6	\$31.0	26.3%	434	483	11.2%	\$11.6	\$13.4	15.7%	\$2.9	\$3.3	15.2%
Washington County	\$212	\$252	18.7%	\$97.3	\$129.3	32.9%	2,023	2,232	10.3%	\$62.1	\$69.6	12.2%	\$11.7	\$14.2	21.5%
Waukesha County	\$1,204	\$1,420	17.9%	\$573.9	\$740.1	29.0%	11,891	12,245	3.0%	\$402.5	\$439.6	9.2%	\$69.9	\$81.4	16.5%
Waupaca County	\$128	\$146	14.1%	\$78.8	\$94.7	20.1%	1,109	1,183	6.7%	\$24.9	\$28.4	14.2%	\$8.8	\$9.9	12.2%
Waushara County	\$96	\$110	15.4%	\$70.0	\$82.6	18.0%	756	846	11.9%	\$15.2	\$18.4	21.1%	\$7.0	\$7.8	11.3%
Winnebago County	\$392	\$458	17.1%	\$175.3	\$229.1	30.7%	3,811	4,040	6.0%	\$127.3	\$145.7	14.4%	\$22.4	\$27.0	20.9%
Wood County	\$155	\$173	11.9%	\$70.7	\$86.1	21.9%	2,046	2,130	4.1%	\$62.4	\$70.6	13.1%	\$9.9	\$11.1	12.4%