

Total Tourism Impacts															
Wisconsin and Counties - Alphabetical															
County	Total Business Sales			Direct Visitor Spending			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
	2020	2021	Change	2020	2021	Change	2020	2021	Change	2020	2021	Change	2020	2021	Change
Wisconsin	#####	#####	21.20%	\$9,803.60	\$12,856.30	31.10%	157,332	169,707	7.90%	\$5,143.90	\$5,798.30	12.70%	\$1,165.40	\$1,388.20	19.10%
Adams County	\$192	\$223	16.00%	\$137.80	\$164.50	19.30%	1,458	1,577	8.20%	\$40.30	\$46.60	15.70%	\$14.70	\$16.30	11.00%
Ashland County	\$53	\$60	15.10%	\$34.70	\$40.00	15.50%	537	590	9.90%	\$14.30	\$16.30	14.20%	\$4.40	\$5.00	12.60%
Barron County	\$136	\$162	18.90%	\$87.80	\$109.50	24.70%	1,234	1,350	9.40%	\$34.90	\$40.70	16.80%	\$9.20	\$10.60	14.90%
Bayfield County	\$68	\$84	22.40%	\$52.60	\$63.00	19.70%	596	706	18.30%	\$11.50	\$14.20	23.80%	\$6.30	\$7.20	13.70%
Brown County	\$891	\$1,098	23.20%	\$476.10	\$632.70	32.90%	9,148	9,863	7.80%	\$446.90	\$494.20	10.60%	\$71.70	\$85.80	19.60%
Buffalo County	\$20	\$26	29.50%	\$12.10	\$17.40	44.40%	190	224	17.50%	\$4.60	\$5.50	20.30%	\$1.30	\$1.60	28.60%
Burnett County	\$33	\$40	23.50%	\$21.20	\$26.50	25.40%	321	374	16.20%	\$7.00	\$8.80	26.30%	\$2.50	\$2.90	19.10%
Calumet County	\$52	\$61	15.50%	\$24.70	\$31.10	25.80%	548	583	6.30%	\$15.70	\$17.90	14.40%	\$3.20	\$3.60	12.90%
Chippewa County	\$141	\$159	12.70%	\$89.10	\$103.80	16.50%	1,374	1,445	5.20%	\$37.20	\$42.20	13.40%	\$9.30	\$10.10	9.10%
Clark County	\$49	\$55	12.40%	\$28.10	\$33.80	20.50%	330	347	5.10%	\$7.10	\$7.60	7.80%	\$2.80	\$3.00	8.80%
Columbia County	\$156	\$184	17.90%	\$98.90	\$120.80	22.10%	1,574	1,737	10.30%	\$40.50	\$49.00	21.00%	\$12.70	\$15.70	23.20%
Crawford County	\$55	\$67	22.10%	\$35.40	\$45.50	28.50%	585	661	13.00%	\$12.70	\$15.00	18.20%	\$4.60	\$5.50	19.60%
Dane County	\$1,624	\$1,968	21.20%	\$783.30	\$1,049.70	34.00%	15,808	16,545	4.70%	\$578.30	\$635.50	9.90%	\$106.10	\$127.60	20.30%
Dodge County	\$135	\$153	14.10%	\$65.60	\$81.90	24.90%	1,305	1,393	6.70%	\$35.00	\$38.20	9.30%	\$7.80	\$8.90	13.90%
Door County	\$397	\$531	33.70%	\$304.20	\$423.00	39.10%	2,744	3,323	21.10%	\$80.40	\$102.50	27.50%	\$32.50	\$42.70	31.20%
Douglas County	\$124	\$149	20.40%	\$82.50	\$103.60	25.60%	1,088	1,240	14.00%	\$28.20	\$33.70	19.60%	\$9.30	\$11.00	18.50%
Dunn County	\$73	\$85	16.30%	\$38.20	\$48.50	27.00%	690	747	8.20%	\$17.80	\$20.10	12.50%	\$4.80	\$5.60	17.00%
Eau Claire County	\$317	\$381	20.00%	\$178.10	\$229.40	28.80%	3,469	3,728	7.40%	\$99.70	\$112.90	13.20%	\$22.70	\$27.40	21.20%
Florence County	\$7	\$9	23.40%	\$4.90	\$5.70	16.80%	79	87	10.40%	\$1.60	\$1.80	16.60%	\$0.50	\$0.60	9.40%
Fond du Lac County	\$205	\$241	17.70%	\$108.50	\$137.80	27.00%	2,210	2,298	4.00%	\$62.80	\$68.70	9.30%	\$14.00	\$16.00	14.50%
Forest County	\$18	\$22	23.60%	\$11.30	\$13.80	21.80%	187	210	12.10%	\$3.00	\$3.60	21.20%	\$1.50	\$1.70	13.30%
Grant County	\$84	\$95	13.50%	\$47.00	\$56.80	21.00%	862	976	13.20%	\$23.70	\$27.40	15.30%	\$5.30	\$6.30	18.20%
Green County	\$64	\$72	13.10%	\$33.80	\$40.90	21.20%	657	676	2.90%	\$19.20	\$20.90	8.90%	\$4.00	\$4.40	9.80%
Green Lake County	\$44	\$52	18.50%	\$24.40	\$31.20	27.70%	545	561	3.10%	\$12.40	\$14.70	19.00%	\$3.60	\$4.20	14.90%

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Iowa County	\$53	\$67	25.10%	\$33.20	\$44.70	34.60%	384	429	11.50%	\$11.30	\$12.80	13.20%	\$2.80	\$3.40	20.30%
Iron County	\$27	\$33	21.50%	\$20.00	\$24.30	21.70%	221	270	22.20%	\$4.10	\$5.30	30.60%	\$2.10	\$2.60	22.00%
Jackson County	\$48	\$59	23.00%	\$29.50	\$39.50	33.80%	408	468	14.70%	\$9.20	\$10.50	14.60%	\$3.40	\$4.10	22.40%
Jefferson County	\$154	\$179	16.40%	\$84.20	\$105.50	25.30%	1,479	1,590	7.60%	\$42.60	\$46.40	8.70%	\$9.40	\$10.80	14.80%
Juneau County	\$88	\$106	20.60%	\$60.10	\$75.90	26.30%	677	743	9.80%	\$15.70	\$18.40	17.30%	\$6.10	\$7.00	14.30%
Kenosha County	\$315	\$373	18.40%	\$183.70	\$231.90	26.20%	2,825	3,084	9.20%	\$86.90	\$99.60	14.60%	\$20.10	\$23.30	16.00%
Kewaunee County	\$37	\$43	16.30%	\$22.00	\$27.70	25.80%	336	375	11.70%	\$6.20	\$6.70	8.80%	\$2.50	\$2.90	17.80%
La Crosse County	\$350	\$433	23.50%	\$196.90	\$262.60	33.40%	3,450	3,852	11.70%	\$102.50	\$126.50	23.50%	\$25.50	\$31.80	24.70%
Lafayette County	\$20	\$23	17.60%	\$10.30	\$13.70	32.50%	173	181	4.70%	\$3.40	\$3.80	11.40%	\$1.30	\$1.40	14.20%
Langlade County	\$62	\$71	14.00%	\$40.90	\$48.80	19.20%	414	441	6.50%	\$11.20	\$12.20	8.90%	\$3.80	\$4.10	8.70%
Lincoln County	\$83	\$96	16.00%	\$51.90	\$62.80	21.20%	631	659	4.30%	\$16.80	\$17.90	6.40%	\$5.10	\$5.50	7.60%
Manitowoc County	\$164	\$194	18.20%	\$86.40	\$112.20	29.80%	1,601	1,739	8.60%	\$48.00	\$52.40	9.30%	\$11.30	\$13.20	17.60%
Marathon County	\$352	\$403	14.50%	\$181.90	\$219.20	20.50%	3,371	3,473	3.00%	\$103.60	\$116.90	12.90%	\$23.30	\$25.80	10.60%
Marinette County	\$203	\$232	14.30%	\$141.50	\$167.00	18.00%	1,395	1,483	6.30%	\$34.40	\$38.40	11.70%	\$13.30	\$14.40	8.70%
Marquette County	\$33	\$38	16.20%	\$21.70	\$25.40	17.20%	271	307	13.10%	\$5.20	\$6.20	18.90%	\$2.40	\$2.70	12.40%
Menominee County	\$4	\$5	14.00%	\$2.00	\$2.50	28.20%	42	44	4.20%	\$0.60	\$0.60	3.10%	\$0.30	\$0.30	11.10%
Milwaukee County	\$2,806	\$3,352	19.50%	\$1,331.90	\$1,774.20	33.20%	23,946	25,092	4.80%	\$1,015.50	\$1,100.00	8.30%	\$161.40	\$188.40	16.70%
Monroe County	\$115	\$146	27.50%	\$71.00	\$97.00	36.60%	920	1,062	15.50%	\$26.40	\$30.40	15.30%	\$7.90	\$9.80	23.60%
Oconto County	\$109	\$123	13.20%	\$75.60	\$88.70	17.40%	705	732	3.90%	\$15.30	\$16.80	9.60%	\$6.70	\$7.00	5.20%
Oneida County	\$281	\$332	18.00%	\$210.80	\$254.30	20.60%	1,946	2,129	9.40%	\$53.70	\$62.60	16.50%	\$19.20	\$21.30	10.90%
Outagamie County	\$479	\$581	21.20%	\$231.10	\$312.20	35.10%	4,916	5,206	5.90%	\$154.30	\$174.50	13.10%	\$30.80	\$37.60	22.30%
Ozaukee County	\$175	\$209	19.30%	\$80.60	\$107.90	33.90%	1,786	1,940	8.60%	\$60.20	\$66.30	10.20%	\$10.00	\$12.20	21.40%
Pepin County	\$11	\$13	21.80%	\$6.20	\$8.30	34.10%	95	114	19.60%	\$2.10	\$2.50	16.60%	\$0.70	\$0.90	29.90%
Pierce County	\$47	\$55	14.90%	\$24.40	\$31.40	29.00%	389	426	9.50%	\$10.50	\$11.50	9.80%	\$2.80	\$3.30	17.90%
Polk County	\$125	\$140	12.70%	\$82.70	\$96.30	16.40%	1,000	1,097	9.70%	\$24.40	\$28.80	17.70%	\$8.10	\$8.90	10.50%
Portage County	\$190	\$217	14.20%	\$97.90	\$118.50	21.00%	1,753	1,830	4.30%	\$45.00	\$49.80	10.50%	\$12.50	\$14.00	11.90%
Price County	\$28	\$33	17.80%	\$14.80	\$18.00	21.00%	276	286	3.80%	\$6.30	\$7.20	14.10%	\$1.90	\$2.10	9.50%

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	2020	2021	Change	2020	2021	Change	2020	2021	Change	2020	2021	Change	2020	2021	Change
Racine County	\$379	\$427	12.70%	\$189.70	\$231.20	21.90%	3,455	3,588	3.90%	\$115.70	\$129.20	11.70%	\$21.70	\$24.40	12.30%
Richland County	\$31	\$36	14.30%	\$18.10	\$22.20	22.60%	297	317	6.70%	\$7.10	\$7.80	9.50%	\$2.00	\$2.30	12.20%
Rock County	\$335	\$393	17.40%	\$189.90	\$237.00	24.80%	3,474	3,716	7.00%	\$101.20	\$114.20	12.90%	\$23.50	\$26.80	14.10%
Rusk County	\$38	\$42	12.80%	\$24.70	\$28.20	14.00%	366	412	12.50%	\$8.00	\$9.70	21.40%	\$2.60	\$2.90	11.60%
St. Croix County	\$158	\$188	18.70%	\$90.40	\$113.30	25.40%	1,747	1,836	5.10%	\$48.30	\$54.10	12.20%	\$11.30	\$12.80	12.40%
Sauk County	\$1,236	\$1,779	44.00%	\$960.70	\$1,485.50	54.60%	9,517	11,234	18.00%	\$223.80	\$278.30	24.40%	\$101.90	\$136.70	34.20%
Sawyer County	\$111	\$131	17.60%	\$82.70	\$95.90	15.90%	879	956	8.70%	\$23.40	\$28.20	20.40%	\$8.70	\$9.60	9.50%
Shawano County	\$86	\$98	14.70%	\$54.10	\$65.40	20.80%	763	801	5.00%	\$20.00	\$22.40	11.80%	\$5.80	\$6.40	10.20%
Sheboygan County	\$316	\$389	22.90%	\$171.00	\$229.20	34.00%	2,893	3,144	8.70%	\$84.40	\$95.90	13.70%	\$22.80	\$28.40	24.40%
Taylor County	\$43	\$49	14.50%	\$25.60	\$31.30	22.00%	276	311	12.70%	\$7.10	\$8.30	17.30%	\$2.30	\$2.70	13.80%
Trempealeau County	\$52	\$60	15.90%	\$27.40	\$34.80	27.20%	362	403	11.40%	\$8.10	\$9.00	10.40%	\$2.70	\$3.20	17.20%
Vernon County	\$57	\$66	16.50%	\$36.60	\$44.80	22.60%	457	528	15.50%	\$11.70	\$13.30	14.00%	\$3.70	\$4.20	15.60%
Vilas County	\$291	\$339	16.40%	\$231.10	\$268.70	16.30%	1,928	2,163	12.20%	\$46.30	\$55.70	20.40%	\$22.00	\$24.40	10.60%
Walworth County	\$613	\$790	29.00%	\$437.90	\$594.50	35.80%	5,895	6,846	16.10%	\$183.10	\$223.40	22.10%	\$52.30	\$65.90	26.10%
Washburn County	\$39	\$48	24.00%	\$24.60	\$31.00	26.30%	434	483	11.20%	\$11.60	\$13.40	15.70%	\$2.90	\$3.30	15.20%
Washington County	\$212	\$252	18.70%	\$97.30	\$129.30	32.90%	2,023	2,232	10.30%	\$62.10	\$69.60	12.20%	\$11.70	\$14.20	21.50%
Waukesha County	\$1,204	\$1,420	17.90%	\$573.90	\$740.10	29.00%	11,891	12,245	3.00%	\$402.50	\$439.60	9.20%	\$69.90	\$81.40	16.50%
Waupaca County	\$128	\$146	14.10%	\$78.80	\$94.70	20.10%	1,109	1,183	6.70%	\$24.90	\$28.40	14.20%	\$8.80	\$9.90	12.20%
Waushara County	\$96	\$110	15.40%	\$70.00	\$82.60	18.00%	756	846	11.90%	\$15.20	\$18.40	21.10%	\$7.00	\$7.80	11.30%
Winnebago County	\$392	\$458	17.10%	\$175.30	\$229.10	30.70%	3,811	4,040	6.00%	\$127.30	\$145.70	14.40%	\$22.40	\$27.00	20.90%
Wood County	\$155	\$173	11.90%	\$70.70	\$86.10	21.90%	2,046	2,130	4.10%	\$62.40	\$70.60	13.10%	\$9.90	\$11.10	12.40%