

WISCONSIN TOURISM'S RECORD-BREAKING 2024



\$ 25.8 BILLION

TOTAL ECONOMIC IMPACT

\$

Wisconsin tourism saw a third consecutive year of record-breaking economic impact in 2024. All-time high visitation last year drove the record-breaking \$25.8 billion in total economic impact. Wisconsin welcomed 114.4 million visits, eclipsing the former pre-pandemic record. This boost in visitation, combined with economic contributions from all corners of the state and strategic investments in tourism promotion, led to more visitors choosing to make vacation memories and spend their dollars in Wisconsin.



1 IN 21

**JOBS SUSTAINED
BY TOURISM**

182K

**FULL-TIME &
PART-TIME JOBS**



VISITS TO WI
114.4 MILLION

STATE & LOCAL TAXES
\$ 1.7 BILLION

\$

FEDERAL TAXES
\$ 1.4 BILLION

**AMOUNT EACH WISCONSIN
HOUSEHOLD** would need to pay
to maintain the current level of
government services generated
by tourism spending.

\$ 678