



# KEWAUNEE COUNTY ADMINISTRATOR'S OFFICE

*Jennifer Schneider*  
*Tourism Coordinator/Public Information Officer*

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**FOR IMMEDIATE RELEASE**

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## **Kewaunee County Inches Up in Tourism Spending**

KEWAUNEE, WI – Travelers who love the lakeshore are being credited for bringing more of their destination dollars to Kewaunee County. The Wisconsin Department of Tourism reports that direct visitor spending rose to \$17.6 million in 2016 for Kewaunee County, which is up from \$17.4 million in 2015.

The good news comes as Kewaunee County prepares for its summer tourism season that includes hosting Wisconsin Farm Technology Days for the very first time. The state's largest agricultural show traditionally draws more than 45,000 attendees over its three day duration and Kewaunee County couldn't be more excited to have the event.

"This is our time to shine and give these visitors a reason to return, keep the registers ringing and help us have an even greater economic impact for the state," says Jennifer Schneider, Kewaunee County Tourism Coordinator/Public Information Officer.

Last year, Kewaunee County had a 1.04% increase in direct visitor spending. It was one of 56 counties to see an uptick, aiding in \$700 million in additional revenue for the state. The tourism impact study, which was conducted by Tourism Economics, also indicates that the industry had an overall contribution of \$20 billion to the state's economy, an increase of 3.5% from 2015.

"Wisconsin is a great state for a unique vacation, but one of the things that sets Kewaunee County apart most, is being a place where small-town charm still exists," says Schneider. "Visitors can truly enjoy themselves here and not worry about breaking the bank, dealing with long lines and bumping elbows and we'll continue to work hard at getting this message out."

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And, with hopes of enticing more visitors to check out Kewaunee County and greeting them when they arrive, the county recently relaunched the tourism website, [www.visitkewauneeconomy.com](http://www.visitkewauneeconomy.com) and is in the process of scheduling installation for new “Welcome to Kewaunee County” signs on HWY 29, HWY 54 and HWY 42.

Visit Kewaunee County can also be found on social media @VisitKewauneeCounty on Facebook and Instagram and @VisitKewauneeCo on Twitter.

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**Crescent Beach & Boardwalk in Algoma**  
**Photo Courtesy: Bob Kuhn**

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