



KEWAUNEE COUNTY ADMINISTRATOR'S OFFICE

Jennifer Schneider
Tourism Coordinator/Public Information Officer

FOR IMMEDIATE RELEASE

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Kewaunee County Ranks Second in the State for Highest Growth of Direct Visitor Spending

KEWAUNEE, WI – Kewaunee County is ecstatic that more visitors are seeing the value in choosing the lakeshore as a place to spend their destination dollars. The Wisconsin Department of Tourism reports that direct visitor spending rose to \$20.0 million in 2017 for Kewaunee County, which is up from \$17.6 million in 2016.

“We had two really big things happen for Kewaunee County in 2017, we hosted Wisconsin Farm Technology Days, which had an attendance of nearly 27,000 people in just three days, and the County implemented a half-percent sales tax with hope that visitors would help boost local revenue,” says Jennifer Schneider, Kewaunee County Tourism Coordinator/Public Information Officer.

The direct visitor spending increase for Kewaunee County in 2017 is 13.41% higher than what it was in 2016, when it rose just 1.04% from 2015. Kewaunee County is one of seven counties to see an uptick of more than 10% and second in the state with the most growth, aiding in a \$631 million increase for Wisconsin in tourism economic impact. The tourism study, which was conducted by Tourism Economics, also indicates that the industry had an overall contribution of \$20.6 billion to the state's economy, an increase of 3.2% from 2016.

“Kewaunee County is a place where you can vacation like a real Wisconsinite, while helping keep family-owned businesses like bakeries, cheese, meat and fish markets, coffee shops, restaurants, breweries, wineries, art galleries, antique stores, fishing charters, campgrounds, bed and breakfasts as well as motels in operation,” says Schneider. “This is a family vacation spot where mom and dad don't have to worry about emptying their wallet, but can focus on fun and we hope that word spreads.”

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The good tourism news comes as the Kewaunee County Promotion & Recreation Department is working on some major improvements within its County parks system.

“The Zoological Society of Kewaunee County is developing a master plan for Bruemmer Park Zoo that includes potential new exhibit space, a nature center, new public restrooms, ADA accessible pathways and parking,” says Dave Myers, Kewaunee County Promotion & Recreation Director. “Meanwhile, Winter Park, which broke an attendance record welcoming 11,073 visitors to the park this past season, is making room for the installation of a ski lift at the beginner’s hill.”

The Winter Park Association will be using the old tow rope system used at the tubing hill, replacing the hooks for tubes with handles for skiers.

If you’re interested in visiting Kewaunee County, visit www.VisitKewauneeCounty.com and find us on social media @VisitKewauneeCounty on Facebook and Instagram and @VisitKewauneeCo on Twitter.

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