

# Total Tourism Impacts

## Wisconsin and Counties - Alphabetical

County	Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
County	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Wisconsin	\$12,701.1	\$13,318.6	4.86%	\$20,607.4	\$21,571.6	4.68%	195,811	199,073	1.67%	\$5,394.7	\$5,526.0	2.43%	\$1,540.9	\$1,581.6	2.64%
Adams County	\$198.4	\$218.6	10.16%	\$255.8	\$278.4	8.87%	2,136	2,186	2.32%	\$48.8	\$49.4	1.32%	\$22.9	\$24.3	6.29%
Ashland County	\$35.0	\$36.0	2.72%	\$54.0	\$55.8	3.33%	564	564	-0.05%	\$13.2	\$13.4	1.47%	\$4.5	\$4.6	0.57%
Barron County	\$102.4	\$104.5	2.05%	\$153.9	\$158.2	2.85%	1,473	1,474	0.06%	\$35.6	\$35.6	-0.06%	\$11.5	\$11.5	0.23%
Bayfield County	\$48.3	\$53.9	11.58%	\$64.9	\$71.2	9.76%	606	631	4.18%	\$11.6	\$11.9	2.35%	\$6.0	\$6.5	8.36%
Brown County	\$670.3	\$696.5	3.91%	\$1,109.5	\$1,154.8	4.08%	11,910	12,143	1.96%	\$448.7	\$468.5	4.41%	\$94.8	\$97.1	2.43%
Buffalo County	\$11.6	\$12.7	9.34%	\$20.2	\$21.7	7.30%	189	200	5.47%	\$3.9	\$4.2	6.74%	\$1.3	\$1.4	6.68%
Burnett County	\$24.0	\$25.5	6.18%	\$36.2	\$38.3	5.62%	368	373	1.11%	\$7.3	\$7.3	-0.24%	\$3.1	\$3.2	2.48%
Calumet County	\$31.7	\$32.4	2.29%	\$61.2	\$63.3	3.40%	673	686	1.86%	\$14.8	\$15.4	4.25%	\$4.1	\$4.2	1.37%
Chippewa County	\$98.3	\$99.6	1.34%	\$153.6	\$157.4	2.47%	1,461	1,488	1.81%	\$35.4	\$35.8	1.24%	\$10.8	\$10.8	0.43%
Clark County	\$27.7	\$30.8	11.11%	\$50.3	\$54.4	8.17%	346	352	1.67%	\$6.6	\$6.8	3.91%	\$2.9	\$3.0	6.02%
Columbia County	\$133.3	\$139.8	4.86%	\$194.0	\$203.2	4.74%	1,933	1,948	0.80%	\$42.7	\$42.8	0.22%	\$15.9	\$16.3	2.15%
Crawford County	\$43.6	\$42.7	-2.12%	\$64.0	\$64.0	-0.03%	691	668	-3.27%	\$12.1	\$12.1	-0.27%	\$5.6	\$5.4	-3.64%
Dane County	\$1,246.2	\$1,311.1	5.21%	\$2,135.7	\$2,239.0	4.84%	21,977	22,217	1.09%	\$656.4	\$668.4	1.83%	\$159.8	\$163.5	2.30%
Dodge County	\$80.7	\$82.8	2.62%	\$153.9	\$159.2	3.50%	1,523	1,527	0.25%	\$34.2	\$34.0	-0.67%	\$9.7	\$9.8	0.42%
Door County	\$358.5	\$366.6	2.26%	\$456.7	\$469.0	2.71%	3,240	3,237	-0.11%	\$79.3	\$81.2	2.43%	\$38.7	\$38.8	0.32%
Douglas County	\$94.4	\$103.4	9.57%	\$138.7	\$149.7	7.94%	1,255	1,324	5.48%	\$27.8	\$29.1	4.46%	\$10.7	\$11.4	6.76%
Dunn County	\$45.8	\$52.9	15.48%	\$82.4	\$91.2	10.60%	838	881	5.13%	\$18.4	\$19.1	3.70%	\$5.9	\$6.4	9.48%
Eau Claire County	\$256.9	\$255.8	-0.42%	\$404.1	\$409.5	1.33%	4,589	4,612	0.52%	\$107.7	\$108.5	0.79%	\$32.1	\$32.0	-0.45%
Florence County	\$5.6	\$5.4	-4.10%	\$8.4	\$8.3	-1.20%	95	95	0.52%	\$1.6	\$1.6	-2.58%	\$0.6	\$0.6	-2.93%
Fond du Lac County	\$146.8	\$149.6	1.93%	\$248.7	\$256.1	2.97%	2,692	2,716	0.91%	\$62.6	\$63.9	2.06%	\$18.4	\$18.5	0.76%
Forest County	\$13.6	\$14.2	4.66%	\$20.7	\$21.6	4.62%	221	223	0.80%	\$3.1	\$3.1	0.85%	\$1.8	\$1.8	1.64%
Grant County	\$49.9	\$55.3	10.81%	\$88.9	\$96.1	8.06%	864	956	10.71%	\$21.5	\$23.0	6.94%	\$5.4	\$6.3	17.99%
Green County	\$44.6	\$46.4	3.92%	\$76.7	\$79.9	4.17%	789	803	1.78%	\$19.0	\$19.3	1.61%	\$5.3	\$5.4	2.00%
Green Lake County	\$39.3	\$42.8	8.92%	\$60.2	\$64.6	7.37%	739	758	2.52%	\$16.6	\$17.5	5.38%	\$5.6	\$5.9	4.93%
Iowa County	\$36.2	\$37.2	2.88%	\$57.5	\$59.5	3.48%	424	427	0.60%	\$11.3	\$11.3	0.22%	\$3.5	\$3.5	0.89%
Iron County	\$20.5	\$20.8	1.73%	\$28.4	\$29.1	2.49%	253	247	-2.35%	\$5.0	\$5.0	0.59%	\$2.5	\$2.4	-0.54%
Jackson County	\$38.2	\$37.8	-1.12%	\$57.9	\$58.3	0.79%	557	551	-1.04%	\$10.3	\$10.3	-0.13%	\$4.6	\$4.5	-2.06%
Jefferson County	\$95.5	\$103.1	8.01%	\$169.4	\$180.4	6.46%	1,683	1,741	3.45%	\$41.5	\$42.9	3.37%	\$11.2	\$11.9	5.54%
Juneau County	\$72.6	\$70.9	-2.28%	\$102.0	\$101.6	-0.34%	800	777	-2.92%	\$15.6	\$14.9	-4.51%	\$7.7	\$7.5	-3.68%
Kenosha County	\$213.5	\$227.8	6.70%	\$353.3	\$373.9	5.83%	3,288	3,368	2.41%	\$85.3	\$86.8	1.69%	\$23.7	\$24.6	3.87%

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	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
County	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Kewaunee County	\$20.0	\$23.5	17.65%	\$35.9	\$40.2	11.83%	312	356	14.14%	\$5.2	\$5.7	10.50%	\$2.3	\$2.6	15.58%
La Crosse County	\$263.7	\$279.0	5.82%	\$426.3	\$448.9	5.29%	4,399	4,496	2.19%	\$110.2	\$111.9	1.51%	\$33.1	\$34.2	3.17%
Lafayette County	\$13.4	\$14.7	10.06%	\$23.2	\$25.0	7.75%	233	247	5.92%	\$3.4	\$3.7	7.20%	\$1.7	\$1.8	6.83%
Langlade County	\$47.7	\$47.8	0.24%	\$70.3	\$71.4	1.60%	494	480	-2.91%	\$11.1	\$10.9	-1.71%	\$4.6	\$4.5	-2.10%
Lincoln County	\$54.9	\$59.3	8.14%	\$87.5	\$93.4	6.76%	708	735	3.69%	\$16.1	\$16.3	1.52%	\$5.7	\$6.0	5.44%
Manitowoc County	\$113.1	\$111.5	-1.44%	\$195.8	\$197.8	1.04%	2,040	1,955	-4.13%	\$47.0	\$47.0	-0.08%	\$14.9	\$14.2	-4.27%
Marathon County	\$237.8	\$244.6	2.86%	\$418.4	\$433.1	3.52%	4,125	4,154	0.70%	\$104.5	\$106.7	2.17%	\$29.7	\$30.0	1.09%
Marinette County	\$153.0	\$159.7	4.33%	\$218.5	\$228.0	4.35%	1,559	1,578	1.22%	\$31.8	\$32.7	2.70%	\$15.2	\$15.4	1.90%
Marquette County	\$22.8	\$23.0	0.88%	\$34.5	\$35.2	2.11%	296	298	0.55%	\$4.9	\$5.0	2.99%	\$2.7	\$2.7	-0.50%
Menominee County	\$2.7	\$2.8	5.31%	\$5.0	\$5.3	4.98%	49	49	-0.01%	\$0.6	\$0.7	3.95%	\$0.4	\$0.4	1.52%
Milwaukee County	\$1,989.9	\$2,105.3	5.80%	\$3,549.9	\$3,733.2	5.16%	32,201	32,921	2.24%	\$1,125.8	\$1,167.5	3.71%	\$237.7	\$246.2	3.58%
Monroe County	\$80.3	\$85.5	6.47%	\$126.6	\$133.8	5.73%	1,151	1,169	1.55%	\$26.6	\$27.1	2.05%	\$9.7	\$10.0	3.57%
Oconto County	\$87.1	\$89.3	2.64%	\$122.1	\$126.0	3.18%	904	888	-1.75%	\$16.5	\$15.6	-5.14%	\$8.5	\$8.5	-0.64%
Oneida County	\$229.8	\$237.4	3.33%	\$304.6	\$315.6	3.59%	2,213	2,236	1.01%	\$52.4	\$53.1	1.33%	\$22.5	\$22.8	1.38%
Outagamie County	\$347.9	\$361.7	3.98%	\$610.4	\$635.7	4.14%	6,450	6,529	1.22%	\$166.1	\$169.9	2.33%	\$43.7	\$44.4	1.60%
Ozaukee County	\$97.6	\$106.2	8.72%	\$197.7	\$210.6	6.53%	2,049	2,114	3.18%	\$58.3	\$59.5	2.14%	\$12.3	\$12.9	4.93%
Pepin County	\$7.0	\$8.3	18.20%	\$12.0	\$13.5	12.56%	109	121	10.54%	\$2.1	\$2.2	7.06%	\$0.8	\$0.9	14.94%
Pierce County	\$28.7	\$29.7	3.62%	\$53.3	\$55.5	4.08%	436	448	2.66%	\$9.4	\$10.0	5.34%	\$3.3	\$3.4	2.69%
Polk County	\$87.3	\$91.7	5.06%	\$131.8	\$138.2	4.87%	1,099	1,138	3.48%	\$23.0	\$23.5	2.31%	\$9.2	\$9.5	3.39%
Portage County	\$128.0	\$135.4	5.76%	\$225.6	\$237.2	5.18%	2,242	2,280	1.71%	\$49.2	\$50.4	2.46%	\$16.4	\$16.9	2.77%
Price County	\$18.8	\$19.7	4.85%	\$32.3	\$33.8	4.68%	310	316	1.80%	\$5.8	\$5.9	2.53%	\$2.4	\$2.5	2.53%
Racine County	\$236.5	\$250.0	5.70%	\$437.5	\$459.9	5.11%	4,030	4,091	1.50%	\$112.4	\$115.0	2.34%	\$27.1	\$27.9	2.76%
Richland County	\$19.9	\$22.5	13.18%	\$33.8	\$37.1	9.61%	313	334	6.75%	\$6.6	\$6.9	4.10%	\$2.3	\$2.5	9.09%
Rock County	\$244.6	\$251.2	2.71%	\$398.3	\$411.9	3.39%	4,154	4,219	1.56%	\$97.0	\$99.7	2.79%	\$29.5	\$30.0	1.55%
Rusk County	\$27.5	\$27.6	0.45%	\$41.2	\$41.9	1.79%	412	411	-0.07%	\$8.3	\$8.2	-0.97%	\$3.2	\$3.2	-0.92%
St. Croix County	\$110.6	\$117.7	6.51%	\$182.6	\$193.0	5.71%	1,959	2,037	3.94%	\$45.2	\$47.1	4.09%	\$14.0	\$14.6	4.76%
Sauk County	\$1,085.8	\$1,133.1	4.35%	\$1,376.8	\$1,436.6	4.35%	11,147	11,330	1.63%	\$243.4	\$244.4	0.41%	\$124.7	\$127.4	2.15%
Sawyer County	\$91.1	\$92.3	1.31%	\$121.3	\$123.8	2.08%	1,010	1,002	-0.80%	\$23.1	\$23.2	0.48%	\$10.6	\$10.4	-1.02%
Shawano County	\$67.0	\$68.5	2.30%	\$100.7	\$103.8	3.05%	931	936	0.54%	\$20.1	\$20.2	0.42%	\$7.6	\$7.6	0.74%
Sheboygan County	\$223.0	\$240.1	7.64%	\$377.1	\$400.9	6.31%	3,511	3,633	3.47%	\$84.2	\$88.1	4.60%	\$27.8	\$29.0	4.59%
Taylor County	\$27.9	\$29.7	6.25%	\$46.6	\$49.1	5.54%	358	362	1.11%	\$7.5	\$7.4	-1.69%	\$2.9	\$3.0	2.67%

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County	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change	2017	2018	Change
Trempealeau County	\$26.0	\$26.9	3.51%	\$51.9	\$54.0	3.97%	385	388	0.95%	\$8.2	\$8.1	-0.53%	\$2.9	\$3.0	1.36%
Vernon County	\$36.5	\$40.1	10.04%	\$58.1	\$62.8	8.01%	506	531	4.95%	\$11.2	\$11.5	2.57%	\$4.1	\$4.3	6.54%
Vilas County	\$219.0	\$232.8	6.27%	\$282.4	\$298.9	5.84%	1,967	2,043	3.85%	\$44.5	\$46.3	3.92%	\$22.3	\$23.3	4.54%
Walworth County	\$543.9	\$569.0	4.61%	\$729.0	\$762.3	4.56%	6,972	7,123	2.17%	\$182.0	\$191.6	5.28%	\$66.4	\$68.2	2.61%
Washburn County	\$30.6	\$30.5	-0.34%	\$45.7	\$46.2	1.25%	529	524	-1.01%	\$11.6	\$11.2	-3.67%	\$3.8	\$3.7	-2.27%
Washington County	\$119.7	\$126.7	5.79%	\$241.4	\$253.7	5.11%	2,416	2,446	1.24%	\$62.5	\$62.2	-0.42%	\$14.5	\$14.9	2.56%
Waukesha County	\$775.6	\$823.9	6.23%	\$1,441.2	\$1,518.2	5.34%	14,616	14,876	1.78%	\$424.0	\$426.5	0.58%	\$94.8	\$97.6	2.99%
Waupaca County	\$93.8	\$97.1	3.53%	\$146.1	\$151.8	3.87%	1,287	1,301	1.10%	\$24.7	\$24.7	-0.19%	\$10.8	\$11.0	1.49%
Wausara County	\$73.8	\$74.9	1.52%	\$101.0	\$103.4	2.32%	900	895	-0.61%	\$14.8	\$15.1	1.89%	\$8.3	\$8.3	-0.36%
Winnebago County	\$240.6	\$254.2	5.67%	\$469.3	\$492.8	5.01%	4,820	4,883	1.31%	\$132.5	\$136.5	3.09%	\$30.7	\$31.5	2.68%
Wood County	\$92.9	\$96.6	3.94%	\$182.4	\$190.1	4.23%	2,232	2,239	0.29%	\$63.1	\$63.6	0.84%	\$11.8	\$12.0	1.62%