



KEWAUNEE COUNTY ADMINISTRATOR'S OFFICE

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FOR IMMEDIATE RELEASE

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Direct Visitor Spending Continues to Climb for Kewaunee County

KEWAUNEE COUNTY, WI – Despite the uncertainty of how the COVID-19 pandemic will play out for tourism destinations in 2020, travelers continued to find Kewaunee County as a place to spend their dollars in 2019.

The Wisconsin Department of Tourism has just released its most recent economic impact report on tourism and it shows that direct visitor spending in Kewaunee County rose to \$24.5 million in 2019, which is up from \$23.5 million in 2018, a 4.23% increase.

This is welcoming news for Kewaunee County officials who say the State reported the County's direct visitor spending to be \$17.4 million just five years ago in 2015.

“This trend tells us that we're getting on the map and we believe that outdoor recreation is playing a big role in putting us there. We are seeing more visitors embrace Kewaunee County by making it a place to stay while enjoying Lake Michigan or exploring our parks and hiking or biking on our trails,” said Jennifer Gonzalez, Kewaunee County Tourism Coordinator. “Our local businesses are having more buy in as well by supporting these unique experiences along the lakeshore with the help of the area chambers of commerce in Algoma, Kewaunee, and Luxemburg as well as the Kewaunee County Economic Development Corporation and nonprofit friends groups.”

Kewaunee County also saw tourism increases in total business sales, employment, total labor income as well as state and local taxes.

As a whole, Wisconsin generated \$22.2 billion in tourism dollars in 2019. To see the full report published by the Wisconsin Department of Tourism, visit <http://industry.travelwisconsin.com/>.

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